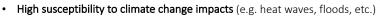


Disconnect from nature and societal challenges

- Rural outmigration (decrease in services and employment opportunities, loss of social ties, abandonment of landscapes)
- Crowded urban areas (lack of accommodation, noise and light pollution, low air quality, deteriorated social ties)
- Unhealthy and sedentary lifestyles and higher use of technological devices
- Rise of non-communicable diseases (NCD), including depression and anxiety





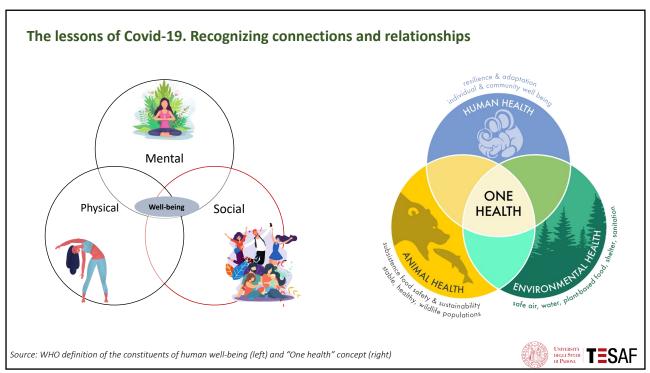








3



Going back to nature. Green Care



Biophilia Hypothesis (Kahn, 1997) Attention Restoration Theory (Kaplan and Kaplan, 1989)

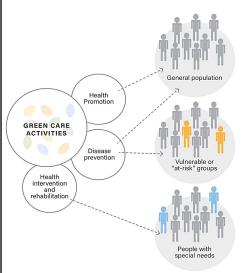
Stress Reduction Theory (Ulrich *et al.*, 1991)

- Improve focus and ability to concentrate
- Have restorative and relaxation effects
- Help reduce negative thoughts and stress
- Improve self-awareness and reflection
- · Facilitate healing and coping mechanisms for social pressure
- Stimulate cooperative behaviours and stronger social cohesion
- Bring pro-environment and pro-conservation behaviours



5

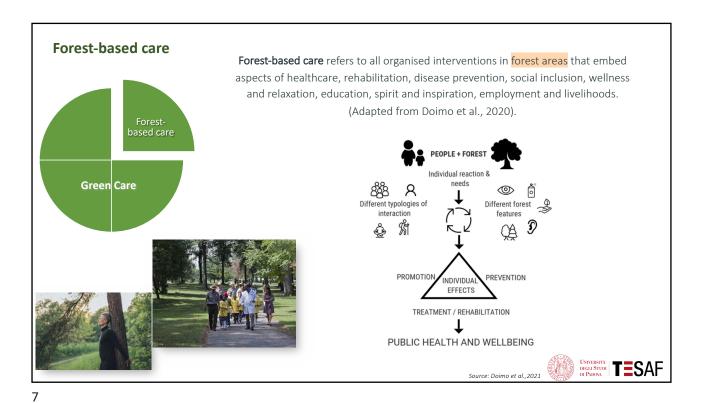
Beyond health benefits. Moving from narrow to broad Green Care concept

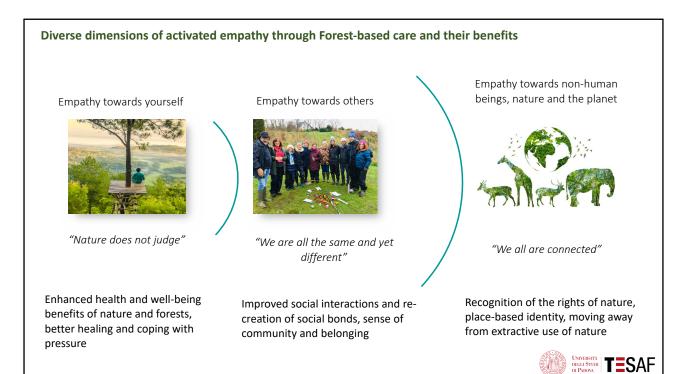


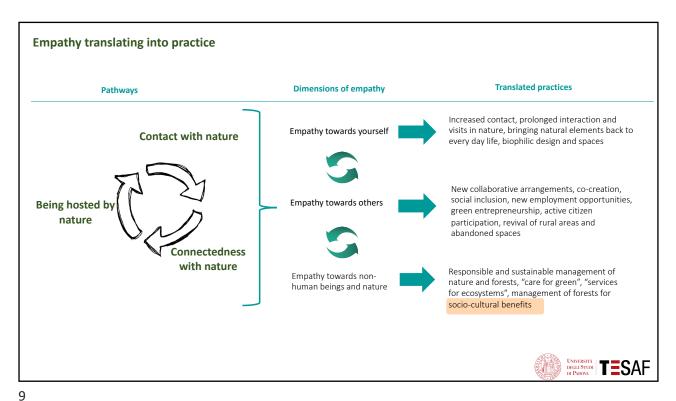
Green Care

is an umbrella term for a range of activities that recognise the instinctive connection between nature and human well-being and use natural environments in a conscious, ethical and active way, to address different social needs, i.e. for health and wellbeing, social inclusion, education, and recreation.









Use of forests (nature) for Socio-cultural benefits

- Cultural services (art exhibitions, concerts in the forest, theatre performances ...)
- Educational and pedagogic services (kindergarten or outdoor nursery forest schools, nature trails, bird watching, training in the forest, ...)
- Sport services (hunting, hiking, Nordic walking, mountain biking, orienteering, airsoft, archery, use of adventure parks,...)
- Spiritual and religious services (places for meditation and worship, ecological burial, funeral forests)
- Tourism and recreation (walking, visits to special landscapes, sites and natural monuments, wild forest products picking, camping, use of tree hotels, ...)
- Services for social inclusion (activities for the elderly, those with disabilities, prisoners, refugees/displaced people, ...)
- Services for improving wellness and for therapeutic treatments (forest bathing-Shinrin-Yoku, forest therapy, pet therapy, ...)

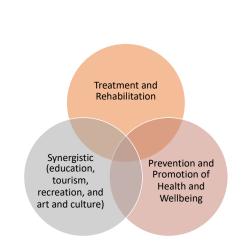
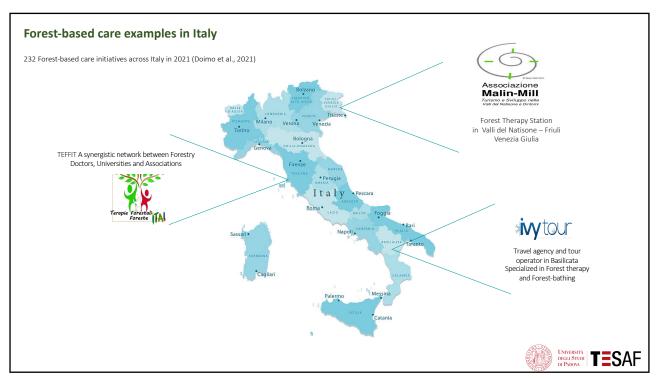
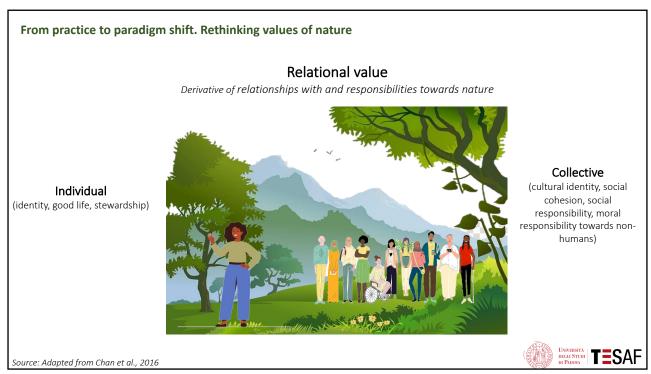


Figure 1. Typology of Forest-based care activities Source: Doimo et al., 2020







Transition to a different economic system?

Ecosystem Services

- Provisioning
- Regulating
- Socio-Cultural benefits

Institutions, drivers

- Market
- State
- Community

Prevailing instruments

- prices under the free market economy
- compensations, incentives, (eco)taxes, ...
- · technical assistance, people engagement, local authorities' animation, entrepreneurial support,

Economic theory

- · neoclassical economics
- environmental economics: neo-institutional economics
- social economics (socioecological economics)



Social economics is a branch of economics and a social science that focuses on the relationship between social behaviour and economics, covering such issues as social capital, gender, ethics, and philanthropic behaviour.





13

Reclaiming the role of women in forestry sector

Ecofeminism

Plundering of nature



Oppression of women

Care ethics

"Feminine" emotions and feelings such as care, compassion, empathy are important part of morality, virtue and decision-making

A feminist approach to climate justice

Women are disproportionately affected by climate change impacts. They also have a critical role in combatting climate change. Women empowerment is important!



Forest-based care brings back feminist agency to the decisionmaking about and management of forests (nature), it empowers women through new and creative job opportunities and encourages the use of forests that is based on empathy, care and compassion.





Concluding thoughts

- We need nature for survival and for striving as humanity, thus we need changes in value and use of nature.
- Green Care initiatives (incl. Forest-based care) represent a crucial foundation for a just and green transition in Europe
- They contribute to the responsible forest management, improve social capital and leads to local development
- Political and institutional support is needed for green care initiatives
- Education and awareness raising is needed for forest/land owners to be open for Forest-based care practices
- Collaboration with forestry and healthcare sector is necessary to fill the knowledge gaps
- Financial support and capacity building are needed for Green Care entrepreneurs





15

Green4C Summer School: specialization in Green Care entrepreneurship

Are you interested in <u>Green Care</u> and would like to start something of your own? Do you have a potential business or project idea that combines promoting health, well-being and nature, but are not sure how to develop it?

Here is your chance!

The **Green4C Summer School: specialization in Green Care entrepreneurship** is an exclusive and unique opportunity to gain knowledge and entrepreneurial skills in Green Care. Top European experts in Green Care will come together to build a high-quality school, share knowledge, and finally help students in the realisation of their business ideas.

20 June – 8 July 2022 in Padova, Agripolis Campus of the University of Padova.

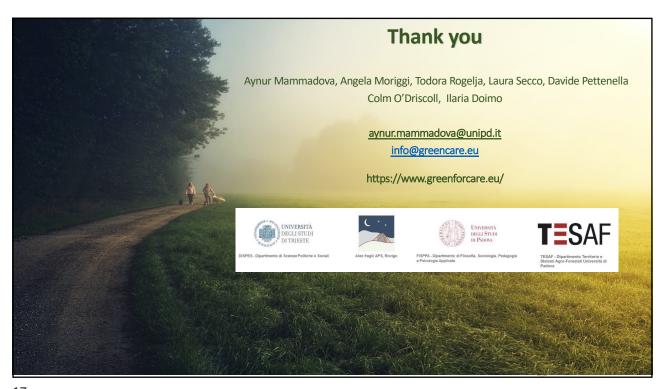
Learn more on how to participate at the dedicated page https://www.greenforcare.eu/summer-school/











Bibliography

Arias-Arévalo, P., Gómez-Baggethun, E., Martín-López, B., & Pérez-Rincón, M. (2018). Widening the evaluative space for ecosystem services: a taxonomy of plural values and valuation methods. Environmental Values, 27(1), 29-53.

Chan KM, Balvanera P, Benessaiah K, Chapman M, Díaz S, Gómez-Baggethun E, Gould R, Hannahs N, Jax K, Klain S, Luck GW. Opinion: Why protect nature? Rethinking values and the environment. Proceedings of the national academy of sciences. 2016 Feb 9;113(6):1462-5.

Comberti, C., Thornton, T. F., de Echeverria, V. W., & Patterson, T. (2015). Ecosystem services or services to ecosystems? Valuing cultivation and reciprocal relationships between humans and ecosystems. Global Environmental Change, 34, 247-262.

Doimo, I., Masiero, M. and Gatto, P. (2020). Forest and well-being: Bridging medical and forest research for effective forest-based initiatives. Forests, 11(8), 791.

Doimo, I., Masiero, M. and Gatto, P. (2021). Disentangling the Diversity of Forest Care Initiatives: A Novel Research Framework Applied to the Italian Context. Sustainability, 13, 492. https://doi.org/10.3390/su13020492

Kahn Jr, P. H. (1997). Developmental psychology and the biophilia hypothesis: Children's affiliation with nature. Developmental review, 17(1), 1-61.

Kaplan, R. and Kaplan, S. (1989). The experience of nature: A psychological perspective. Cambridge University Press.

Ulrich, R. S., Simons, R. F., Losito, B. D., Fiorito, E., Miles, M. A. and Zelson, M. (1991). Stress recovery during exposure to natural and urban environments. Journal of Environmental Psychology, 11(3), 20–230.

TEFFIT A synergistic network between Forestry Doctors, Universities and Associations https://www.teffit.it/

Forest Therapy Station in Valli del Natisone – Friuli Venezia Giulia https://www.spiaggiadiffusa.it/stazione-di-terapia-forestale-valli-del-natisone/

Ivy Tour Travel agency and tour operator in Basilicata Specialized in Forest therapy and Forest-bathing https://www.ivytour.it/chi-siamo/

