



## Workshop 5 - Health and Protected Areas

# Partnerships with the health sector

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**New Voices  
New Visions  
New Values**

*for People  
and Nature  
in Europe*





*Suomi  
Finland*  
**100**

*luonnon  
päivät* 2017

**Nature Days  
2017**



Kuva: Metsähallitus /Mari Linnell



Four days of exploring nature together – for the enjoyment of people, and to celebrate the 100th anniversary of Finland's independence.

Nature Days have inspired many first-timers to get out and go for a hike, and people have found new ways of enjoying nature's many health benefits.

A total of **300,000** people participated in Nature Days events this year.

*Suomi  
Finland*  
**100**



# Discover winter wonderlands 4.2.2017

Take a dip in a hole in the ice with a friend, go cross-country skiing together, skate on a frozen pond in the forest, frolic in the snow, and warm up by a cosy campfire.

➤ **More than 200 events**







# Go wild in the spring 20.5.2017

Go crazy and feel the spring in the air, catch a fish or find other wild foods, and prepare and enjoy a natural banquet with your friends in your own pop-up restaurant in the wilds.

➤ **257 events**

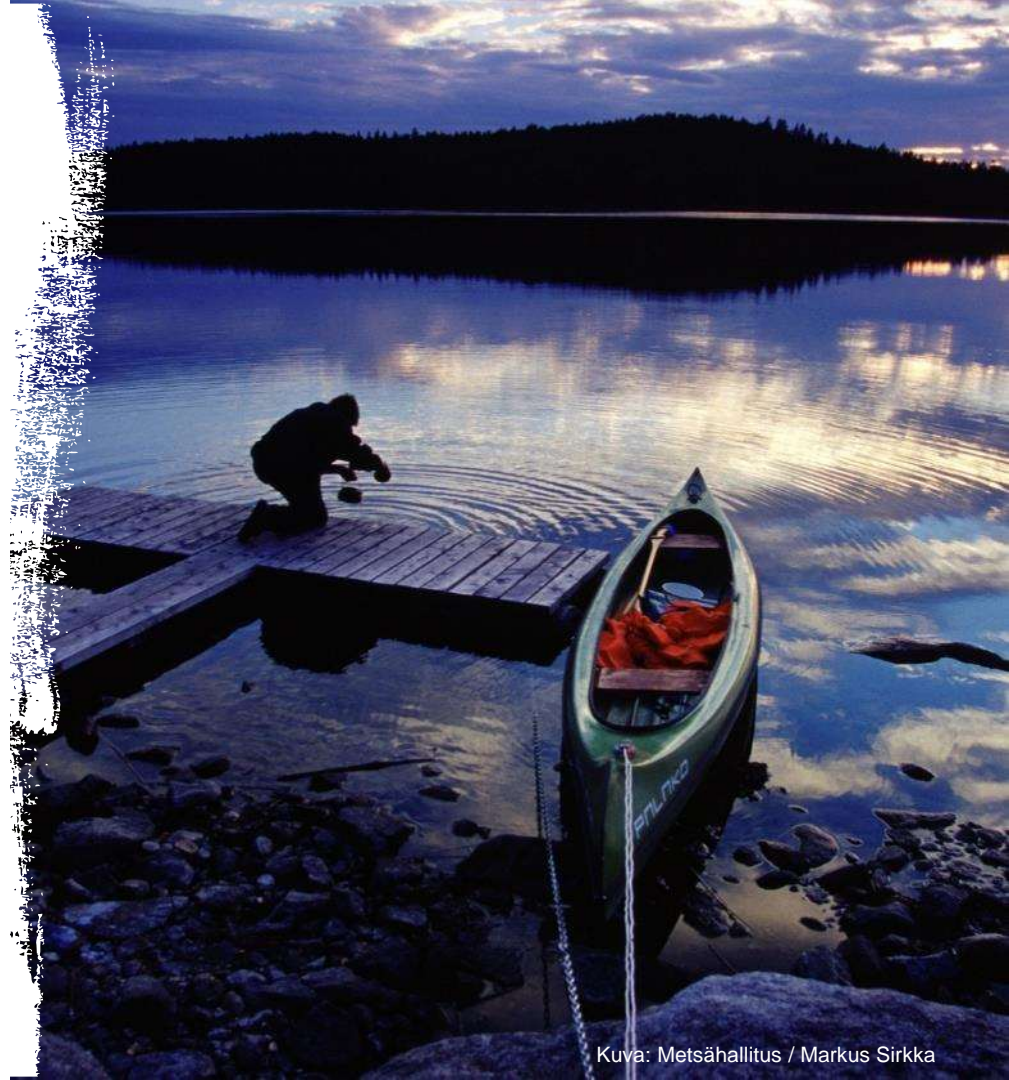
*luonnon päivät 2017*



# Enjoy a romantic summer night 17.6.2017

Sleep out under the stars, sit up late around a campfire, enjoy a songbird serenade and the sweet scents of wild flowers.

- **130 000 Finns spent a night outside**
- **267 events**







# Celebrate Finnish Nature day 26.8.2017

Listen to the symphonic sounds of nature in our outdoor concert halls, sing and eat together, proudly fly a flag, and enjoy festivals of light in natural settings as the end of summer approaches.

- **260 organised nature events all over the country**



## More than 50 partners from...

- Health sector...
- Outdoor associations...
- Sports and hobby associations...
- Educational organisations...

## Key elements

1. Find core partners and create common goals and objectives
2. Work together and start spreading the word to local organisations
3. Effective and modern communication & marketing
4. High motivation and spirit with all partners



A photograph of a forest with several large, mature trees in the foreground and a dense canopy in the background. The lighting is soft, suggesting a misty or early morning atmosphere.

# *Healthy Parks* **HEALTHY PEOPLE** FINLAND

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**PARKS & WILDLIFE FINLAND**

Health and Wellbeing 2025 programme



METSÄHALLITUS



## THE GOAL

# *Healthy Parks* **HEALTHY PEOPLE**

*Finland's diverse natural environment improves the health and well-being of its people.*

**T**he Finns are an active, outdoor people, for whom nature is an essential part of everyday life and leisure time. Their social, physical and mental well-being has improved due to the varied Finnish wilderness and their active relationship with nature.

## **THE ROLE OF PARKS & WILDLIFE FINLAND**

- Guardian of the diverse natural environment and a provider of high-quality services that meet the needs of local recreation, tourism, hiking, hunting and fishing
- Inspiring people to go out into the natural environment and strengthen their relationship with nature
- An active developer, partner and coordinator in collaboration







T H E M E

**From nearby nature  
to national parks**





THEME

Everyone  
Outdoors

- 6 Tukienlen perinteinen - Aleksanderstatueet - Aleksanderin patsaat
- 7 Aleksanterin patsaat - Aleksanderin patsaat - Aleksanderin patsaat
- 8 Sotilaiden jätit - Sotilaiden jätit - Sotilaiden jätit
- 9 Kivien maasto - Kivien maasto - Kivien maasto
- 10 Torpedolait - Torpedolait - Torpedolait
- 11 Kuvinkaansaari - Kuvinkaansaari - Kuvinkaansaari
- 12 Hiekkapukama - Sandviken - Sandy cove

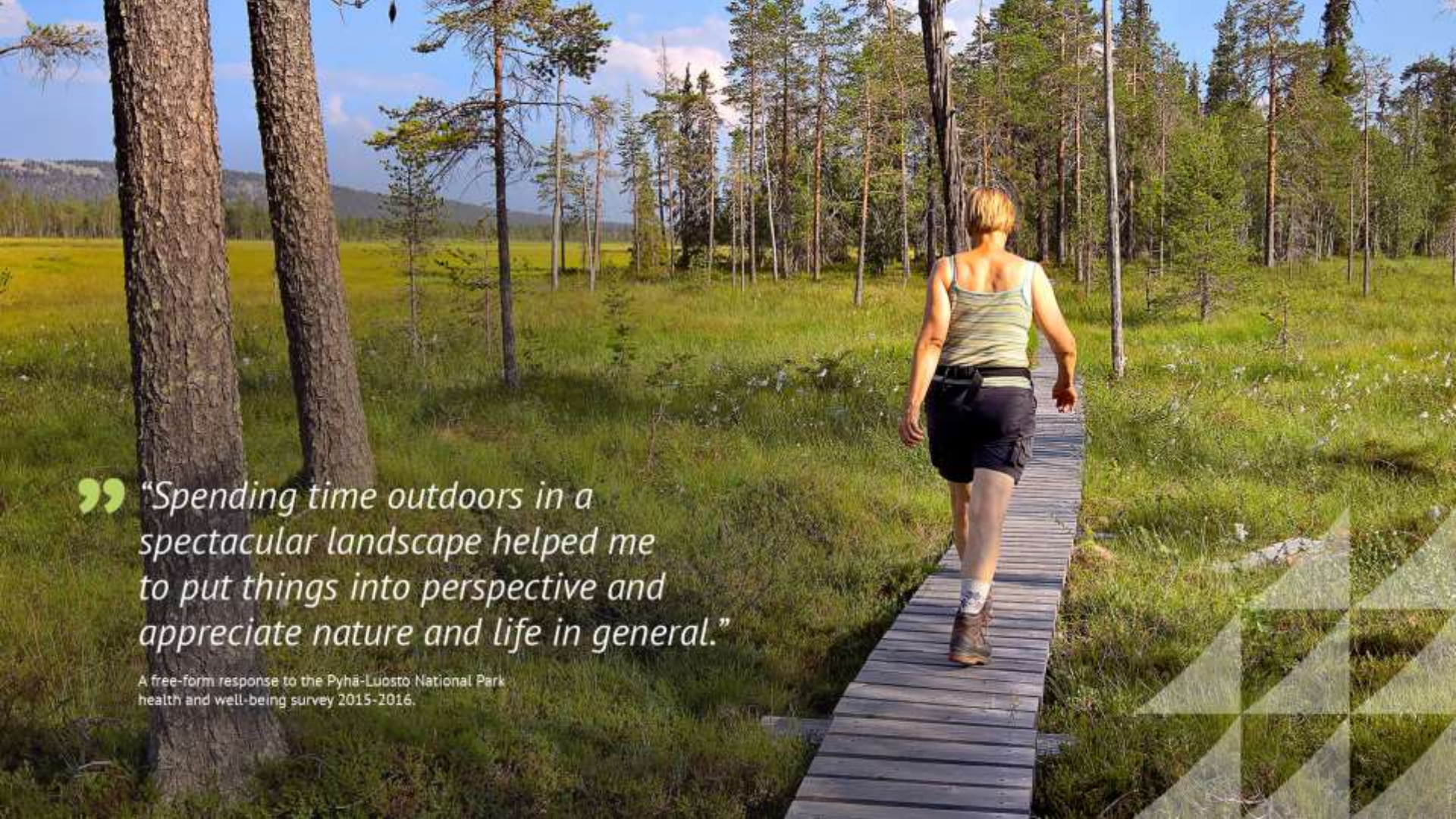




T H E M E

**Results based on  
communications and  
cooperation**



A person with short blonde hair, wearing a green tank top, black shorts, and a black belt, is walking away from the camera on a wooden boardwalk. The boardwalk is made of dark wooden planks and leads through a lush green field with scattered trees. In the background, there are more trees and a clear blue sky with some clouds. The overall scene is bright and sunny.

”*“Spending time outdoors in a spectacular landscape helped me to put things into perspective and appreciate nature and life in general.”*

A free-form response to the Pyhä-Luosto National Park health and well-being survey 2015-2016.



## Suggested questions for the groupwork

- First, share your own experiences about partnerships with health sector to the group.
- What are the key elements to start partnerships with health sector?
- How can EUROPARC member parks and organisations best learn from each others' experiences?
- Outcome → new ideas and several good practices for partnerships

***2 groups: 1 group for the toolkit (Nele) and 1 group for partnerships (Joel)***