Workshop 5 - Health and Protected Areas

Partnerships with the health sector

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Nature Days 2017
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.
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
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
Healthy Parks
HEALTHY PEOPLE
FINLAND

PARKS & WILDLIFE FINLAND
Health and Wellbeing 2025 programme

METSAHALLITUS
THE GOAL

Healthy Parks

HEALTHY PEOPLE

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

The 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
From nearby nature to national parks
Everyone Outdoors
Results based on communications and cooperation
“Spending time outdoors in a spectacular landscape helped me to put things into perspective and appreciate nature and life in general.”

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)