

Magical Places, Magical Numbers

Quantifying the health and well-being benefits of Green Spaces

EUROPARC Webinar
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10:00 CEST

Organised by:



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EUROPARC webinar



Some important welcome notes

- We are recording
- Put your camera on if possible and you are comfortable to do so
- Use the chat for questions anytime (we will pick them after each presentation and at the end).
- Recordings are stored at <https://www.europarc.org/europarc-webinars>
- At the end, please fill in the evaluation form that will be shared in the chat. We value your feedback!

EUROPARC Federation



Healthy Parks
Healthy People
EUROPE

**Our programme focus areas include:
nature protection & ...**

Health
Climate change
Youth
Cross-border cooperation
Marine, Fishing
Tourism
Large carnivores
Sport
Agriculture
Culture

**The largest network of European Protected Areas
(parks, reserves, Natura2000 and other categories)**

**Around 400 members representing thousands of
Protected Areas in 38 countries**

8 National/intern-national sections

Offices in :

- **Regensburg – DE (headquarters)**
- **Barcelona – ES**
- **+ in Italy, The Netherlands, UK**

Our audience today



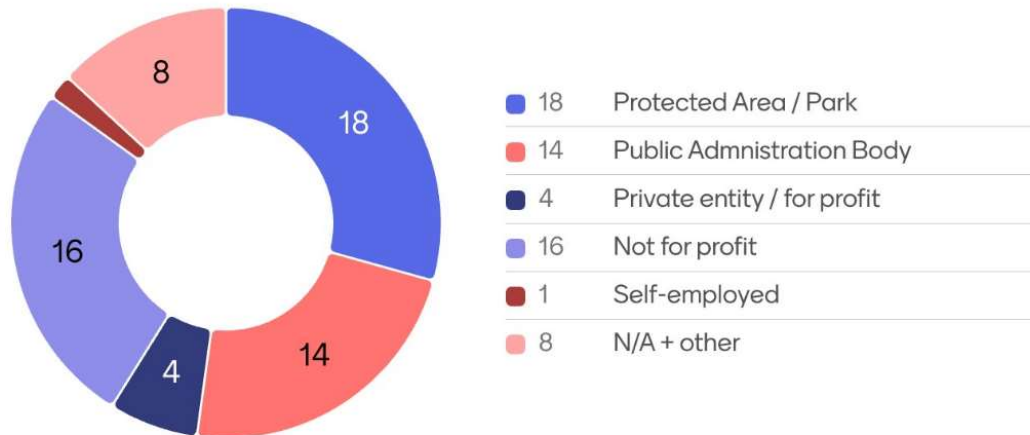
Mentimeter

Where are you joining us from?



Our audience today

Which type of organisation do you work for?

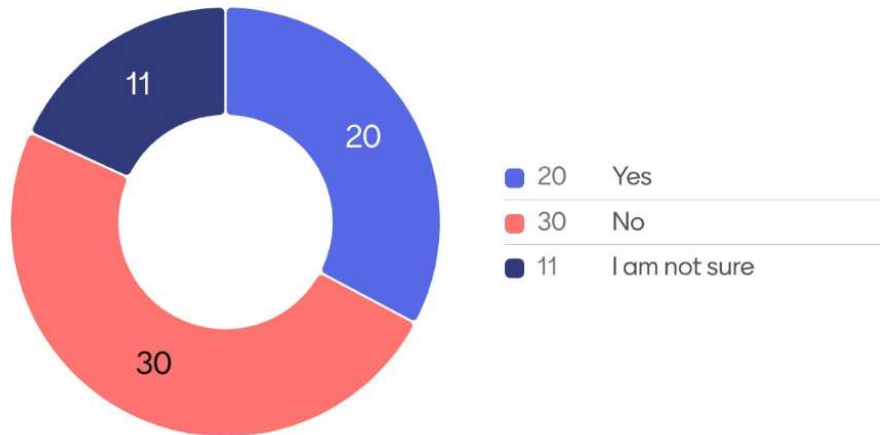


Our audience today



Mentimeter

Are you a EUROPARC member?

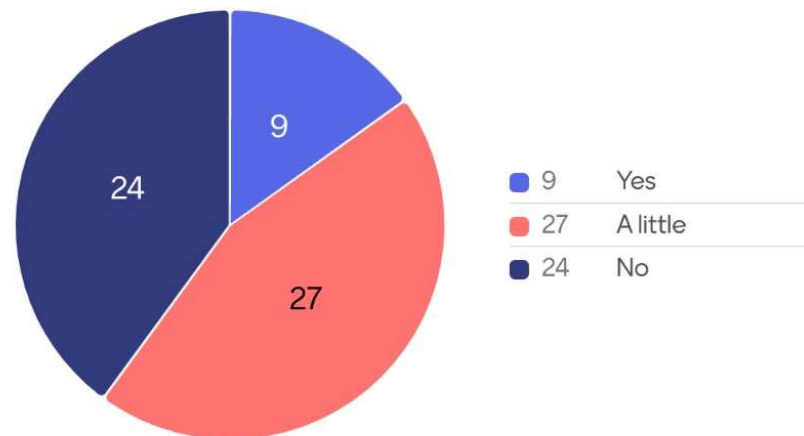


Our audience today



Mentimeter

Are you familiar with the activities of Healthy Parks Healthy People Europe?



Today's agenda



- **Welcome and Introduction to the webinar** – Peter Rawcliffe, Chair of HPHPe Commission, NatureScot

Case Studies

- **Nature Pays Back: How Finland's National Parks Improve Public Health and Save Money** - Tiina Hakkarainen, Manager of Corporate Relations at Metsähallitus
- **Quantifying the health benefits of outdoor spaces – a case-study from the health estate in Scotland** - Neil Chalmers, Health Economist at Public Health Scotland
- **Q&A and conclusion**

There will be the opportunity to ask questions or give testimonies from your Parks

Healthy Parks Healthy People - Europe



Aim

A Europe-wide programme to support parks and Protected Areas in 37 countries to deliver better outcomes for the health of people and nature.

Our vision

Happier and healthier people more connected to nature-rich parks and Protected Areas

The key pillars

- **Making the case**
- Building partnerships
- Developing capacity and practice
- Connecting people and nature



Making the case



Healthy Parks
Healthy People
EUROPE

- **Nature is good medicine** Positive contact with nature is important for human health. It creates well-being, promotes more active and connected lifestyles; and is increasingly recognised in health policy and practice.
- **Natural Health Centres** Parks & Protected Areas connect people with nature and can provide specific contributions to the delivery of **positive health outcomes**

“A conservative global estimate using quality-adjusted life years, a standard measure in health economics, is US\$6 trillion p.a. This is an order of magnitude greater than the global value of protected area tourism, and two to three orders greater than global aggregate protected area management agency budgets”



Get involved!

Is your Park or protected area doing any, some, or all, of the following?

Promoting health messages in your communication and marketing activity?

Developing & promoting your facilities to encourage a wider range of users with different health needs?

Measuring and reporting on health outcomes for visitors or the local community?

Making connections with the health experts and/or the health sector, locally, regionally or nationally?

Undertaking staff and organisational training & capacity building around health-related issues?

Supporting programmes and projects specifically designed to deliver health outcomes or reduce health inequalities by connecting people to nature?

Get involved!



Please provide a **contact name & email** and **tell us a little more** about what you are doing in **no more than 300 words**.

Join and contribute to our **new Public LinkedIn group**:

<https://www.linkedin.com/groups/11816100/>

Submit a case study: <https://www.europarc.org/knowledge-hub/submit-case-study/>

Contact : Anna Castelli - anna.castelli@europarc.org



THANK YOU!



**Healthy Parks
Healthy People**
EUROPE



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europarc.org/healthy-parks-healthy-people

Photo: Lemmenjoki National Park (FI) by Harri Tarvainen