



Assessing impacts of Green Care practice for rural development

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Outline

- What are the Green Care practices?
- What is Rural impacts assessment?
- How: Case study of five units
- What kind of effects and impacts the Green Care actions have?
- Main finding
- Weaknesses

**What are the Green Care
practices?**

Green Care

- Green Care is currently understood as a wide umbrella concept for the services utilizing **nature-related methods** for various target groups in the **social and health services and education**.
- There are **many expectations** related to Green Care **concerning rural business opportunities and local service production**.
- It has been seen as a possibility to invigorate “place-based” development.
- **=> Need for assessing the impacts for rural areas – if Green Care practices would be promoted in some public terms.**

Actions based on nature-related methods

Nature as environment/ tool/ object

Action -> Experiences

Community -> Social inclusion

Animal assisted interventions

Social pedagogic horseman action

Assisting dogs

Friend/ visiting dogs

Other animal assisted therapies/ activities

Riding therapy

Eco therapy

Eco therapeutic methods

Nature base adventure pedagogy

Therapeutic use of natural objects

Goal oriented nature based exercise

Environmental education

Therapeutic gardening

Garden therapy

Social and therapeutic garden action

Therapeutic gardens

Social farming, Care farming, Social forestry

Rehabilitating work and social inclusion to community

Green Care service types in Finland

Goals of Green Care services

*Rehabilitation,
cure, care*

*Activating,
proactive actions,
empowerment*

*Practising,
learning,
doing*

**Care, rehabilitation,
activating social work**

Nature based
**rehabilitation,
social work
and care**

**Daycare or work action
for vulnerable persons**
using nature assisted
methods, work with
animals

**Socially supporting
recreation actions for
families, Supported
hobbies, camps etc.**
among nature
activities

**Social pedagogy,
env. education**

Nature based **social
pedagogy** for
children and
youngsters **as part
of care**

Nature based **social
pedagogy as part of
proactive and
empowering actions**

**Environmental
education,**
education in natural
environments, or at
farm

**Recreation and
wellbeing serices**

Nature assisted
**recreation for clients
of care or social
services or special
groups**

**Goal oriented
empowering nature
based actions** for
instance for working
groups

Nature assisted **goal
oriented wellbeing
actions at rural or
other natural**

GREEN CARE MARKETS

Care, rehabilitation,
activating soc work

Social pedagogy,
env. education

Recreation and
wellbeing services

*Rehabilitation,
cure, care*

Social laws and regulations

***Vulnerable** customers*

*Social or health **care professionals***

***Public responsibility** to provide->*

Mostly public clients

*Both private and public
service producers*

*Activating,
proactive
actions,
empowerment*

EMPOWERMENT

CARE, CURE

Private customers

Private service producers

Diverse professional back grounds

Clients not (always) in vulnerable position

Various different quality assurance systems

*Practising,
learning,
doing*

Rural impact assessment

Rural Impact Assessment

- Rural proofing is one of the **sectoral** impact assessment tools developed after Environmental Impact Assessment (EIA), Social Impact Assessment (SIA), and Human Impact Assessment (HIA) procedures, focusing in particular on **the social effects**.
- The Finnish Rural Proofing tool, **the theme questionnaire**, was developed with encouragement of OECD's and some international examples, such as rural lens in Canada and rural proofing in UK and Ireland by **The Rural Policy Committee** (launched 2009).
- It is not yet widely used and it needs to be tested in various contexts.

The Rural Impact Assessment (RuIA)

- The Rural Proofing tool is mostly **qualitative and descriptive**.
- The RuIA concentrates on **socially experienced impacts** by humans of the area. The RuIA share the view of SIA: how groups of people are undergoing various kinds of impacts. What is seen important is depending on a position of a person.
- Similarly with HIA, there is no need to use such terms as “social”, “ecological”, “economical” or “cultural”, which are strongly tied to certain professions /disciplines. Instead, RuIA **combines all these dimensions**, which are then estimated from the view point of rural locality and people.

Case study of five units

Why:

- Looks promising for rural development
- A goal of a project fund by The Rural Policy Committee

To whom:

- Rural politicians have interest to find out the impacts, if Green Care practices would be promoted by some public measures.

From who's perspective:

- Service producer / customer / region

How

- Five different type of Green Care service units
- All related to same extent to **farming**
- Interviews of customers and / or their close relatives, service producers; visits to units and their happenings; other type of cooperation with units

Green Care service types in Finland

Goals of Green Care services

*Rehabilitation,
cure, care*

*Activating,
proactive actions,
empowerment*

*Practising,
learning,
doing*

**Care, rehabilitation,
activating social work**

Nature based
**rehabilitation,
social work
and care**

Case Units T and H

**Daycare or work action
for vulnerable persons**
using nature assisted
methods, work with
animals

Cases H and K

**Socially supporting
recreation actions for
families, Supported
hobbies, camps etc.**
among nature
activities

**Social pedagogy,
env. education**

Nature based **social
pedagogy** for
children and
youngsters **as part
of care**

Case Unit T

Nature based **social
pedagogy as part of
proactive and
empowering actions**

Case Unit T

**Environmental
education,**
education in natural
environments, or at
farm

Case Unit A

**Recreation and
wellbeing serices**

Nature assisted
**recreation for clients
of care or social
services or special
groups**

Case Unit Y

**Goal oriented
empowering nature
based actions** for
instance for working
groups

Case Unit Y

Nature assisted **goal
oriented wellbeing
actions at rural or
other natural**

Case Unit Y

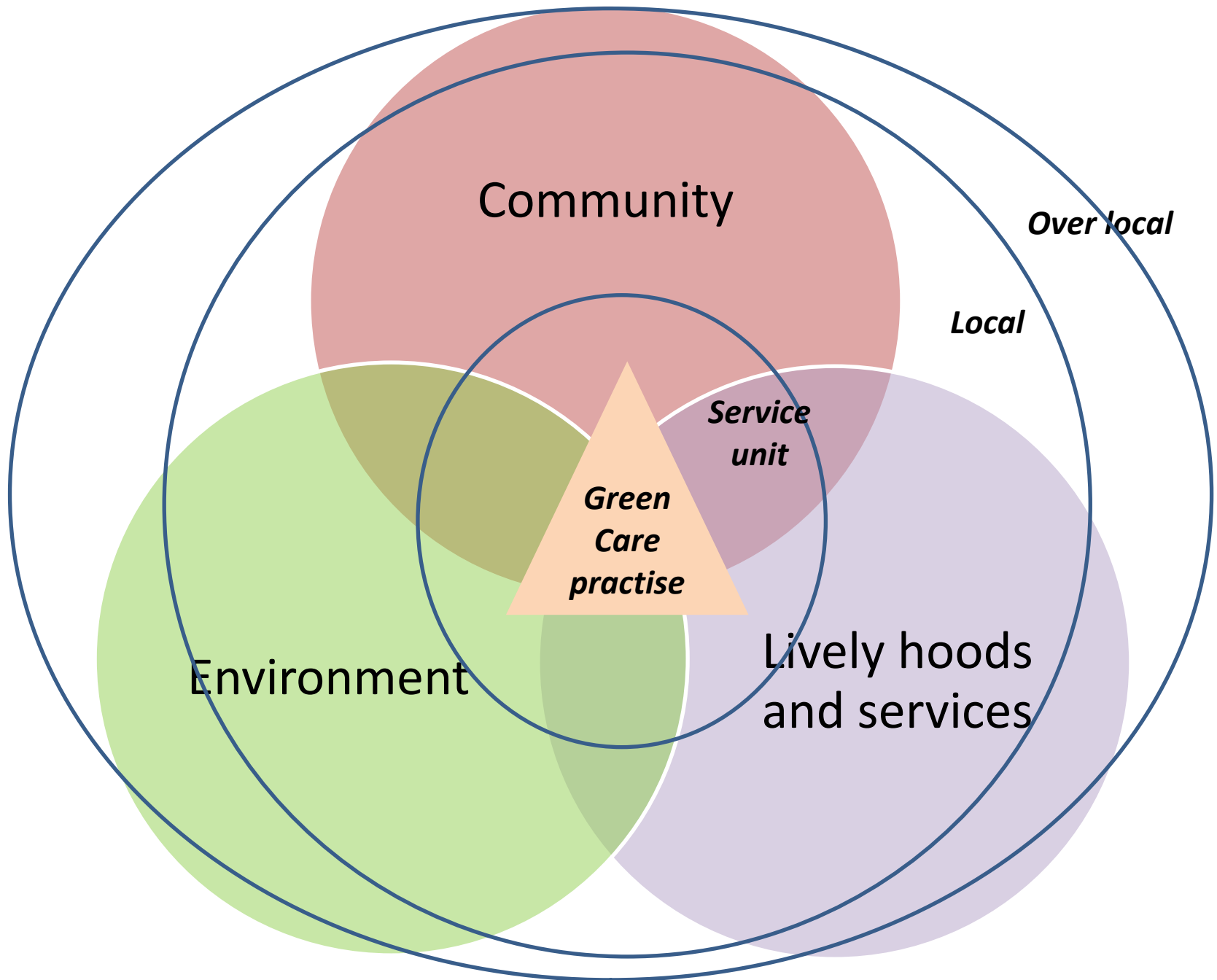
Case study of five case units

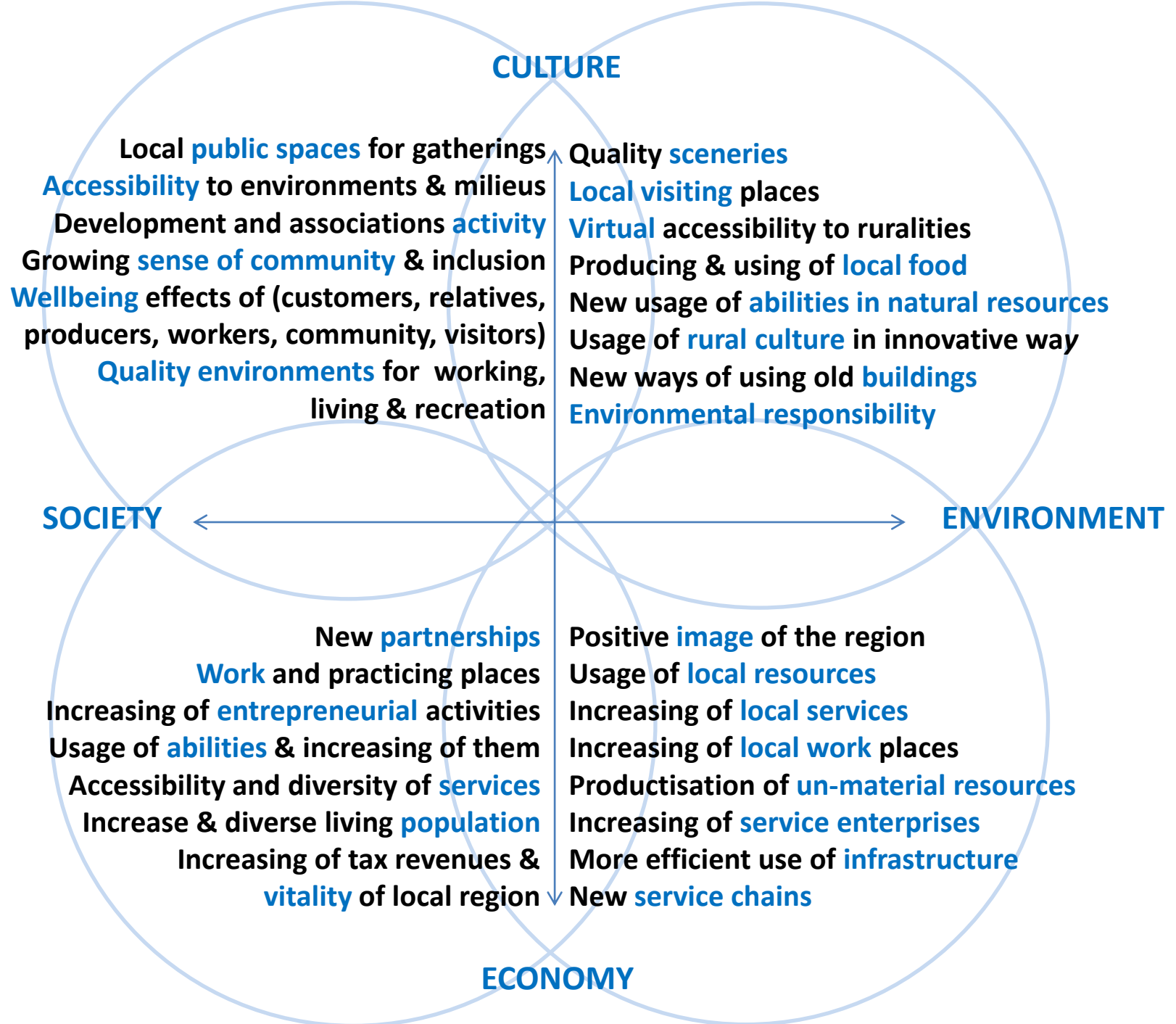
- “The aim of a case study is to describe a “typical” case or **the common characteristics of these cases.**
- Cases should be examined in relation to their geographical, temporal and social context aiming at **understanding the case as an entity through intensive and detailed description.**
- The main focus of the case study is on **the processes or interrelationships**, not on the generality.
- Case studies are often used for **generating hypotheses** in the first steps of a total research process, but they can be of value in and of themselves” (Flyvbjerg 2006).
- **Unit T** is a professional **care home for young children** placed outside of family because of social reasons.
- It is **private social service** unit, which is also providing social pedagogic horse activities.
- Very **small portion of income** comes from agriculture.
- Farm based activities have been totally adapted for the needs of care.
- Acreage of the farm is about 15 hectares.
- Besides the **entrepreneur couple**, the staff includes **five persons** coming from the region.
- All the staff has **education from social sector.**
- Buyers of the services are **municipalities.**

- **Unit H** is a providing **24/7 accommodation** as well as day time service only occupational action **for mentally disabled adults**.
- Unit is located on frame urban fringe.
- Found on a former farm, and owned by consortium of municipalities. It is **public care service** unit.
- Farm, forest and garden based duties are done as a part of work-training.
- Not earn any income from agriculture. The total area 12 hec. (including forest and farm yard).
- The outdoor duties are lead by a farm manager. Vegetables, eggs, meat and firewood are produced for unit's own use. Staff consists of professionals of social field.
- Subscribers are **social authorities of municipalities**.
- **Unit K** is a social farm (**social enterprise**), where an employee and a trainee works with farmer couple.
- The **income of the farm is based on agriculture**, in addition to some support for salary of the employee.
- The size of the farm is 130 hectares. Heifers are raised to be dams for the own cattle.
- Even though the hostess of the farm has education for social work it is not required for a social enterprise.
- The **employment by social reason** is type of publicly financed "services" for instance for long-term unemployees, if certain criteria are fulfilled.

- **Unit A** is located in the suburb of big city
- It is **privately owned vocational college**, where horticulture, gardening, floristic, animal keeping and care, real estate management, catering and tourism services can be studied.
- **The milieu is green and partly historical** with the old manor buildings and garden. The college is committed to maintain genetically unique cattle breed gene bank.
- There is a pastureland of about 10 hectares. All the fodder is bought from providers outside.
- Most of incomes are coming from educational services. There is **many business branch build in the whole**: direct sell of milk and foodstuff upgraded from own basic products, clinic for small animals, party and meeting services, and catering and restaurant services.
- The college is organizing gardening and harvesting fairs.
- **The whole area is open for public** to come and see animals, and wander in garden.
- **Unit Y** is a **multifunctional farm**: half of the revenue consists of agricultural incomes (grain growing), and half of revenue comes from animal (alpaca) assisted activities and selling alpaca fawns.
- The size of the farm is about 90 hectares.
- The **animal assisted activities** can be provided without any education from social sector.
- The animal assisted activities are targeted to various kinds of private customers. Either the clients are from the health or social care institutions, or they are private visitors.
- One occupational therapist is using alpacas in her services.
- There are also customers, who **purchase alpaca fawns** or those who purchase education how to keep them.

**What kind of impacts
the Green Care actions have
– according the rural proofing?**





Main finding:

- High touch – low tech services
 - => many kinds of chain effects on different levels of rural regions
- / compared to high tech – low touch services

Weaknesses of assessment and tool

- Rural economies are small
- Case businesses are small and few
- Cases are “good” examples
- Positive impacts are prevailing
- Extremely qualitative impacts
- Impacts are “soft”, subjective and often none monetary
- Rural proofing tool is representing the political goals of rural policy