

Green for Care - Stakeholder Analysis

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PROJECT

The Green4C (GreenForCare) project, co-funded by Erasmus+ Programme of the European Union is a three-year project that aims at increasing Europe's innovation capacity among universities and businesses to promote nature-based solutions for health, well-being, and social inclusion. Green4C focuses on the private sector providing nature-based solutions for health, well-being and social inclusion. While the public sector is also involved in the process and outcomes of the project, the purpose of Green4C is to contribute to the development of Green Care (GC) entrepreneurial opportunities for students, researchers, professionals, as well as practitioners. Green care refers to activities in contact with nature which promote physical and mental wellbeing and health, as well as social inclusion.

AIMS

The project was conceived with the overarching aim of integrating two business and scientific sectors that are currently disconnected: the health and social inclusion sectors and the sectors related to the use of natural resources in both rural and urban areas. To support successful integration of business and scientific sectors, Green4C is proposing the development of four innovative thematic sectors: **Forest-based care**, **Social agriculture**, **Urban green care** and **Green care tourism**.

Specifically, Green4C aims at improving interdisciplinary skills and encouraging innovation and entrepreneurship attitudes among university undergraduate and graduate students, research staff and professors across the fields of Agriculture, Forestry, Urban Planning and Environmental Management as well as Medicine, Psychology and Social Work, and more broadly business owners and practitioners from these different fields.

SURVEY RESULTS

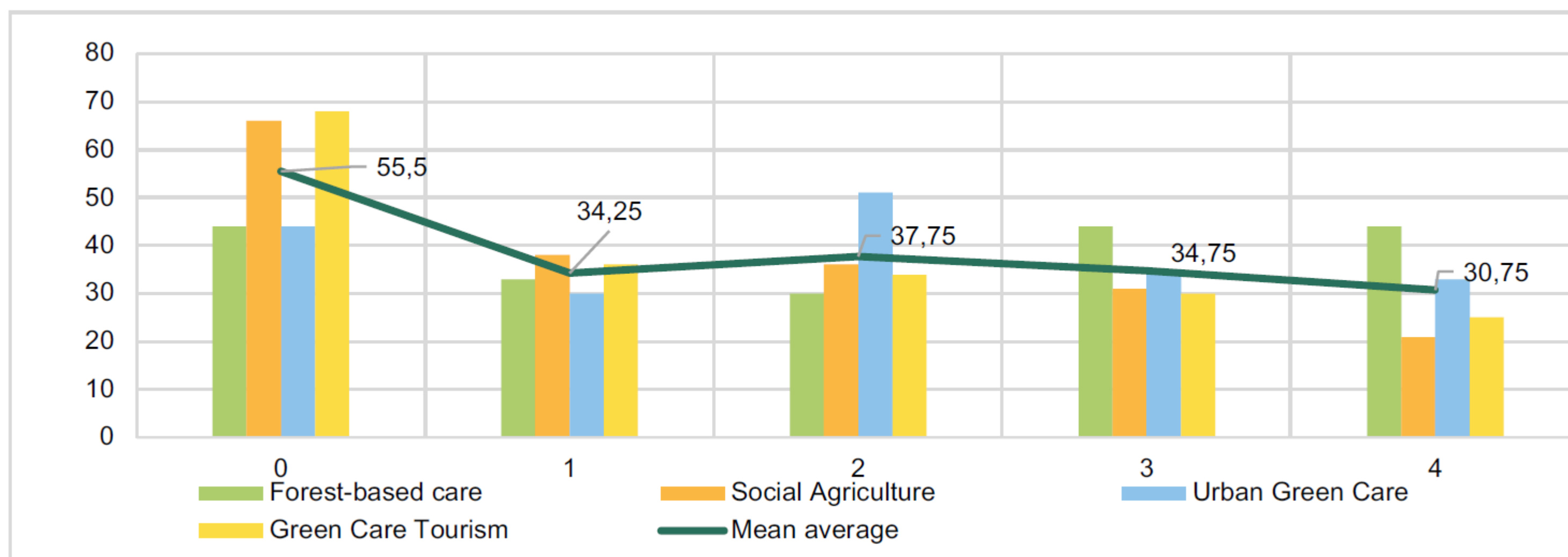


Figure 1. Current engagement of respondents in the thematic sectors of Green4C

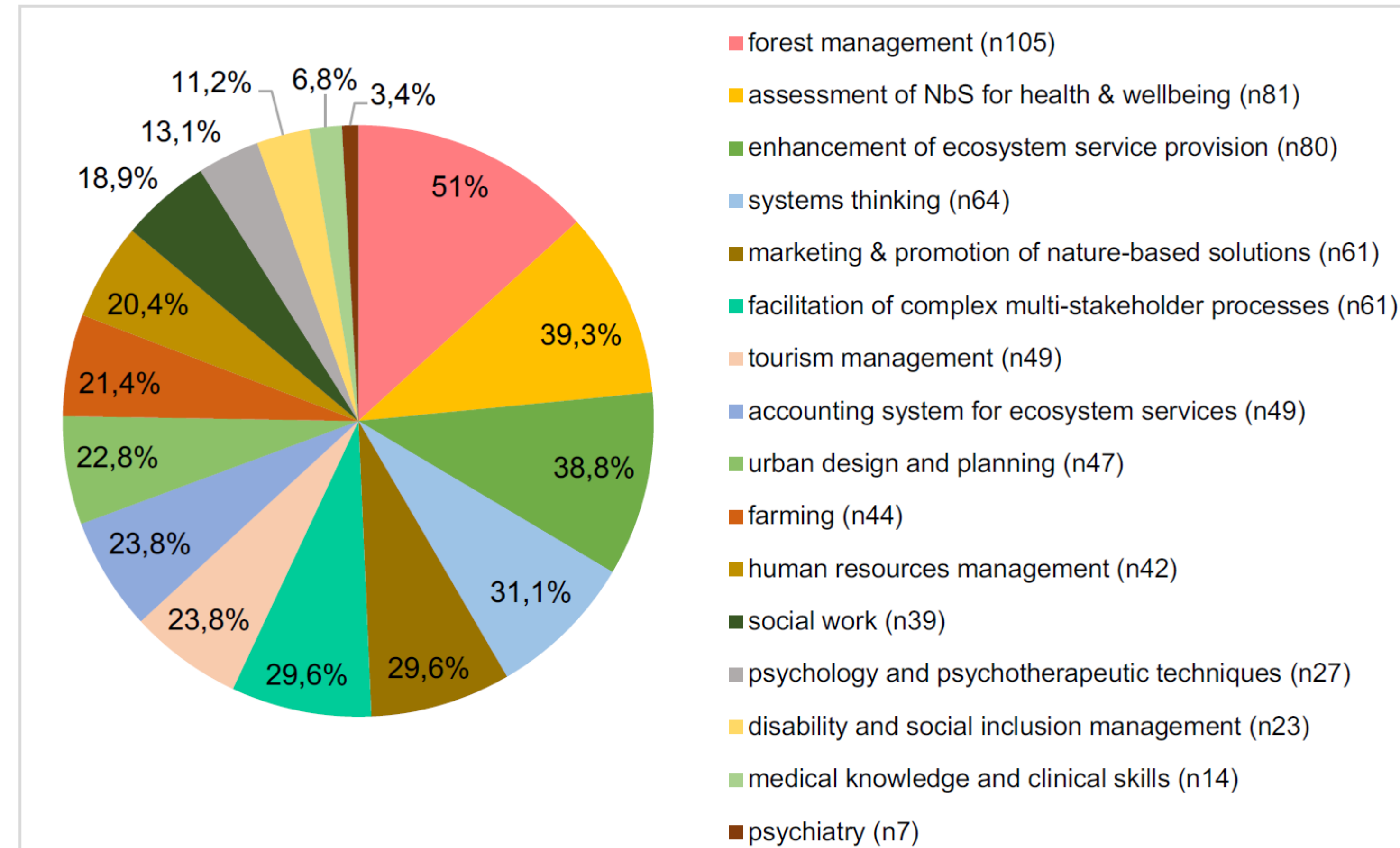


Figure 2. Skills and knowledge related to Green Care that respondents currently have

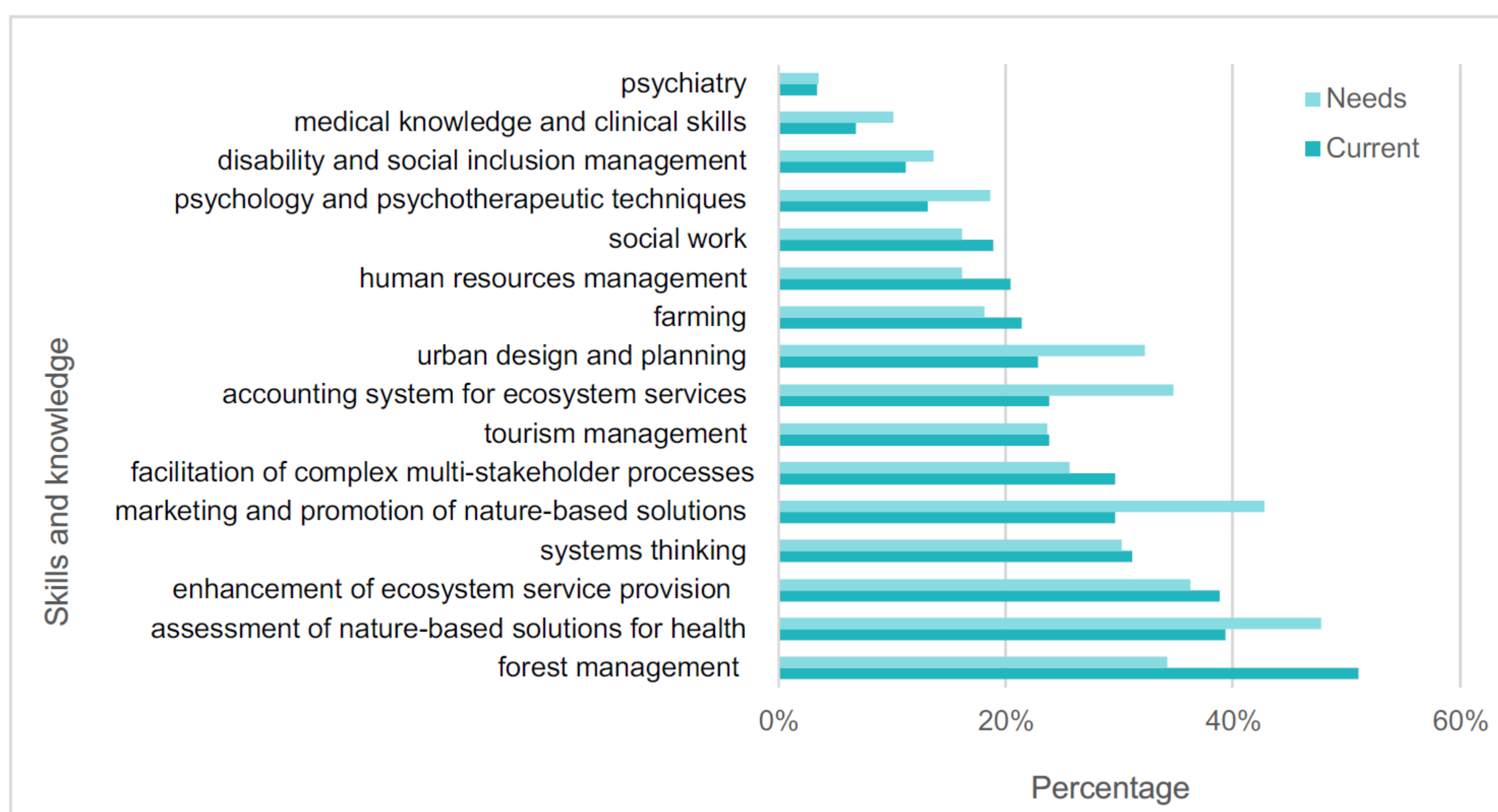


Figure 3. The comparison of the percentages on skills and knowledge in Green Care the respondents currently have and need

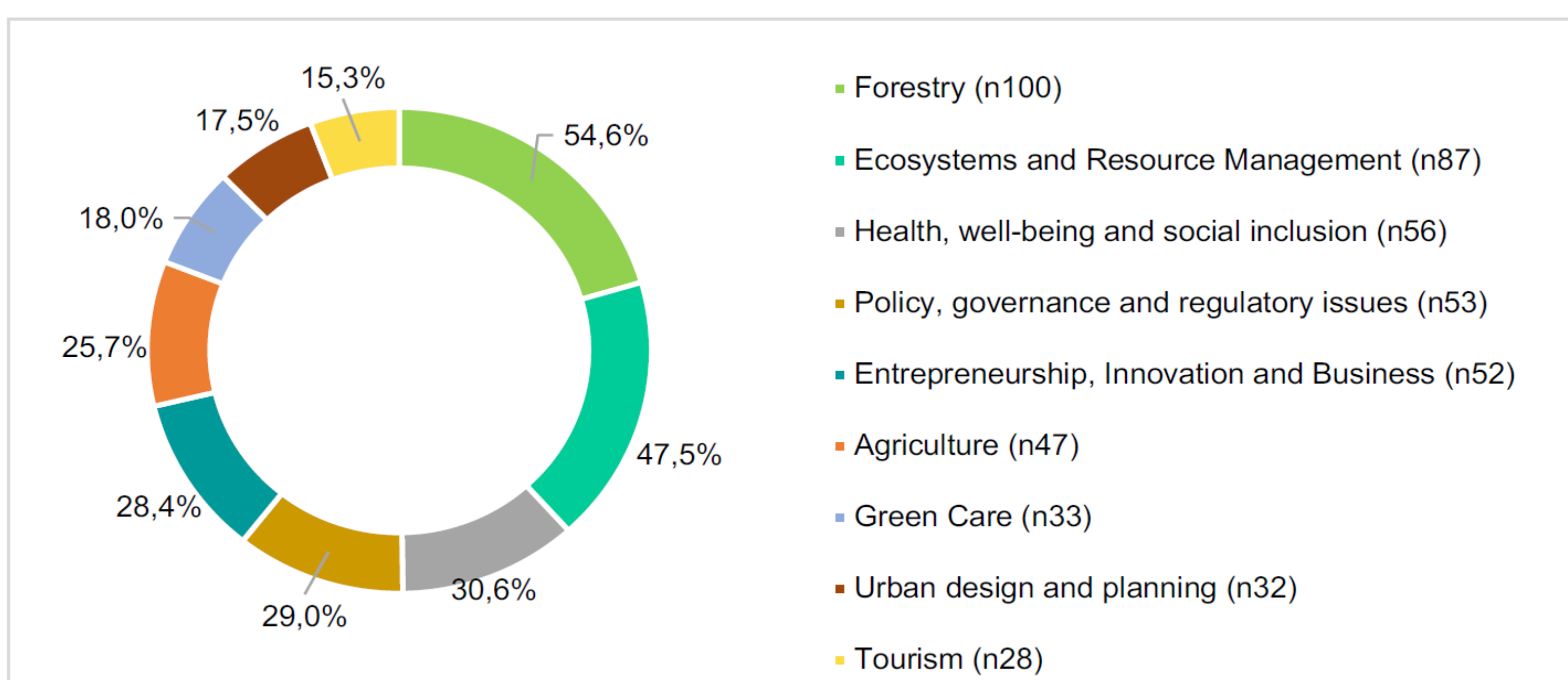


Figure 4. Thematic topics of training courses previously attended by the respondents (no. = 183)

CONCLUSIONS

The Green4C project aims to organize diverse activities such as an online training course, a business innovation challenge, a specialization school and Green4C hackathons. The project brings together a varied set of scientific interdisciplinary knowledge with entrepreneurial skills on the topic of nature-based solutions to health, wellbeing and social inclusion.

Green4C offers the opportunity to develop new and innovative training for emerging and future Green Care professional.

