



FINLAND

*Regional workshop on biodiversity and health
Helsinki 23-25.10.2017*

SUOMEN YMPÄRISTÖKESKUKSEN
RAPORTTEJA 35 | 2014

Luonto lähelle ja terveydeksi

Ekosysteemipalvelut ja ihmisen terveys
Argumenta-hankkeen (2013–2014) tulokset ja
toimenpidesuosituksat

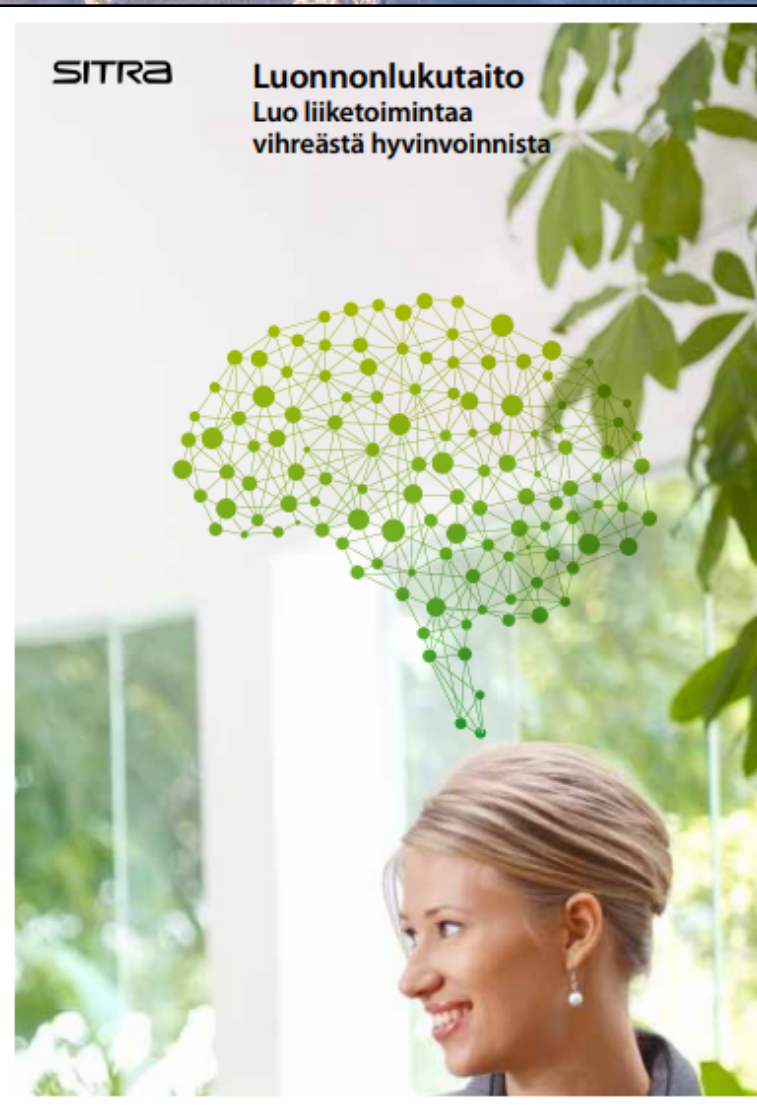
Jukka-Pekka Jäppinen (Suomen ympäristökeskus), Liisa Tyrväinen
(Metsätutkimuslaitos), Martina Reinikainen (Suomen ympäristökeskus)
ja Ann Ojala (Metsätutkimuslaitos) (toim.)

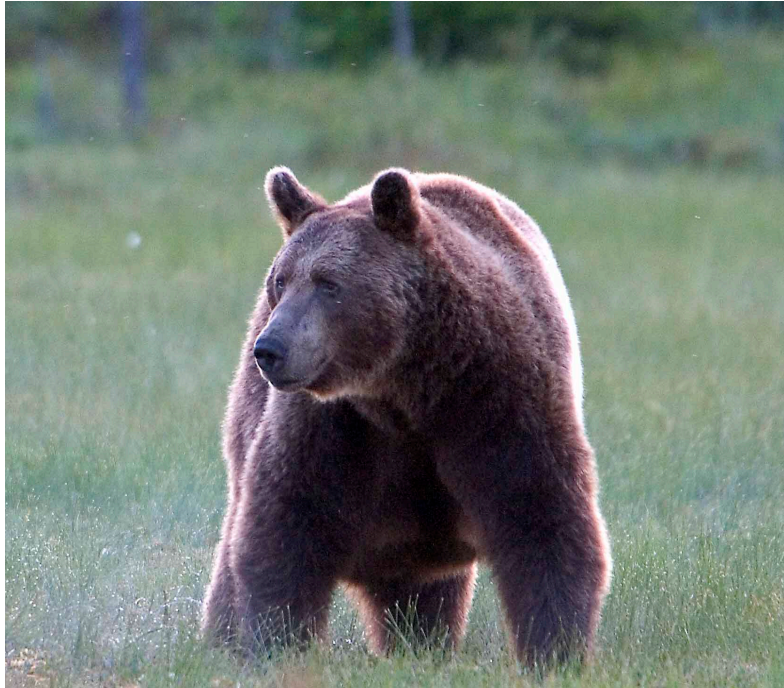


Suomen ympäristökeskus

SITRA

Luonnonlukutaito
Luo liiketoimintaa
vihreästä hyvinvoinnista





Healthy Parks healthy people Global initiative

- Parks Victoria (Australia)
- National Park Service (U.S)
- National Park Service Korea
- Parks & Wildlife Finland
- Scottish Natural Heritage
- Parks & Wildlife Finland
- ...

<http://www.hphpcentral.com/>



Healthy Parks
HEALTHY PEOPLE
FINLAND

PARKS & WILDLIFE FINLAND
Health and Wellbeing 2025 programme



METSÄHALLITUS

THEMES



From nearby nature to national parks

- The opportunity to experience nature forms the basis for building a relationship with it.
- Both easily accessible, nearby nature and attractive natural areas that provide an escape from the grind of daily life are necessary for outdoor recreation.
- Natural areas and historical and wilderness sites form part of nature destinations offered by municipalities and cities; they create a well-functioning, continuous green space serving the outdoor recreation requirements of local residents and tourists.
- The high-quality attractive destinations with a range of natural attractions and the services offered by Parks & Wildlife Finland provide health and well-being benefits for local residents and tourists.

> *Nature areas and services*



Everyone outdoors

- Everyone has equal opportunities to enjoy the great outdoors. Our services create well-being, prevent public health problems and promote an active lifestyle.
- The threshold for outdoor recreation becomes lower, making it an easy and fun activity throughout the year. Experiences in nature motivate people to exercise.
- Finns learn to love outdoor recreation at an early age and make active use of various natural sites and nature's riches.
- People are encouraged to engage in and are inspired by outdoor recreation; this counteracts sedentary lifestyles and their detrimental effects.

> *Customer relations*



Results based on communications and cooperation

- Good communications in cooperation with the other actors encourage Finnish people to get out and about in the natural environment, in everyday life and during their leisure time.
- We reach a broad population base in cooperation with our partners.
- Parks & Wildlife Finland produces and compiles easily understandable, entertaining and reliable information on the health benefits of nature for in-house use, customers and decision-makers.
- The importance to public health and the economy of a diverse and healthy natural environment has been acknowledged.
- Nature's effects on well-being are important to the development and productisation of nature tourism.
- Parks & Wildlife Finland engages in active international cooperation in the production and sharing of knowledge and best practices.
- An increasing number of partners communicate about nature and outdoor recreation via their forums.

> *Everyone outdoors*



Thank you for your attention!