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Green Care – social innovation for a rural area which is worth living in

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Green Care
Österreich

lk Landwirtschaftskammer
Österreich

lk Bäuerinnen
Österreich

Mit Unterstützung von Bund, Ländern und Europäischer Union

 Bundesministerium
Landwirtschaft, Regionen
und Tourismus

 LE 14-20
Entwicklung für den Ländlichen Raum

Europäischer
Landwirtschaftsfonds für
die Entwicklung des
ländlichen Raums:
Hier investiert Europa in
die ländlichen Gebiete.



Challenges in Austria

Society and farms

Lost of **4.2 m** working days due to **stress** and **depression** 2010 (*Austrian Federal Association for Psychotherapy 2010*)

860,000 people aged 15 and upwards are **overweight** 2006 (*Austrian Health Survey 2006/07*)

30,632 pupils in the school year 2014/2015 had **special educational needs** (*Austrian Office for Statistics 2016*)

The number of people **over 65** will increase from 1.6 m (2014) to 2.8 m (2060), **+ 75%** (*Austrian population forecast 2015*)

People suffering from **dementia**, increase from 90,500 (2000) to 260,000 in 2050, **+187%** (*Dementia Report 2014*)

The number of farms declined to **155,900**, -35% since Austria's membership to the EU 1995 (*Agricultural structure survey 2020*)

Rural migration, especially women

Price gap

Problem of finding a **successor**

Globalisation

Climate change

It is becoming increasingly difficult to maintain the **small-scaled agriculture** structure



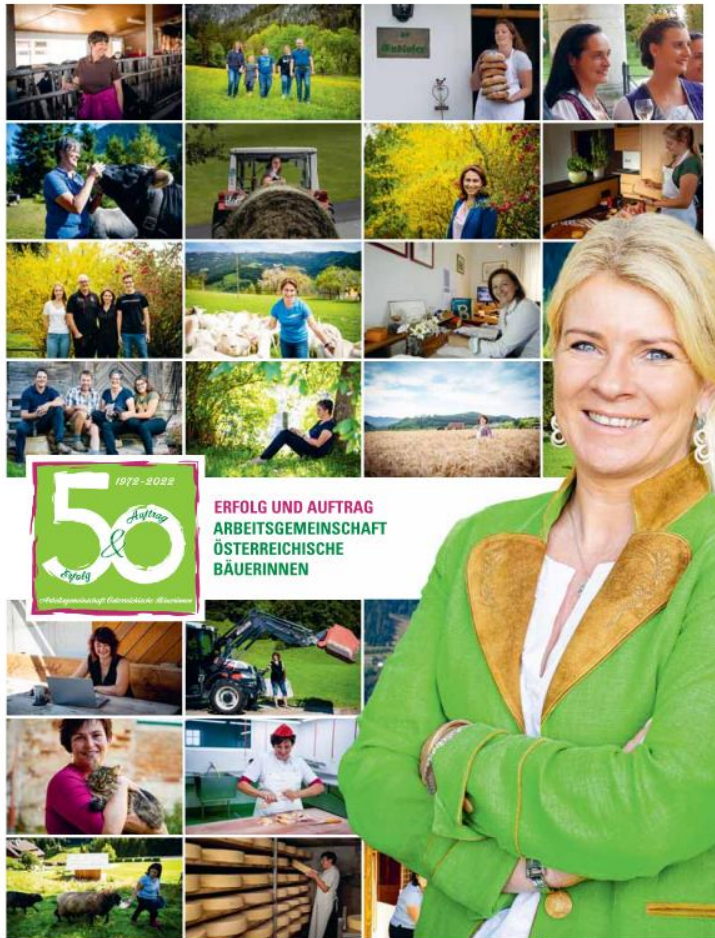
Austria

83.878 km² / 8.979.894 inhabitants



Austrian women farmers working group

Empowerment of femal farmers since 1972



ik Bäuerinnen Österreich ZAMm unterwegs *Genau das Richtige für mich!* Ländliches Fortbildungsinstitut LFI Mit Unterstützung von Bund, Ländern und Europäischer Union Bundesministerium Landwirtschaft, Regionen und Tourismus LE 14-20

Some Projects

- [ZAMm unterwegs](#)
- [Lebensqualität Bauernhof](#)
- [Seminarbäuerinnen/Dialog mit der Gesellschaft](#)

ZAMm unterwegs
Genau das Richtige für mich!

Lebensqualität
Bauernhof



Vision for the next years

international networking with femal farmer organisations

Mit Unterstützung von Bund, Ländern und Europäischer Union

Bundesministerium Landwirtschaft, Regionen und Tourismus LE 14-20 *Entwicklung für den Ländlichen Raum* Europäischer Landwirtschaftsfonds für die Entwicklung des ländlichen Raums: Hier investiert Europa in die ländlichen Gebiete.

Green Care - where people flourish

Building bridges between agricultural and social challenges

- Interaction between people, animals and nature. Setting: active agricultural and forestry businesses in cooperation with social agencies and institutions



Place to work



Place of education



Place of health



Place to live



active farms



education | well-being | social integration
Social innovation for rural regions



Diversification

... not only in agriculture and forestry

Tourism



Direct marketing



Social services



since
march 2011

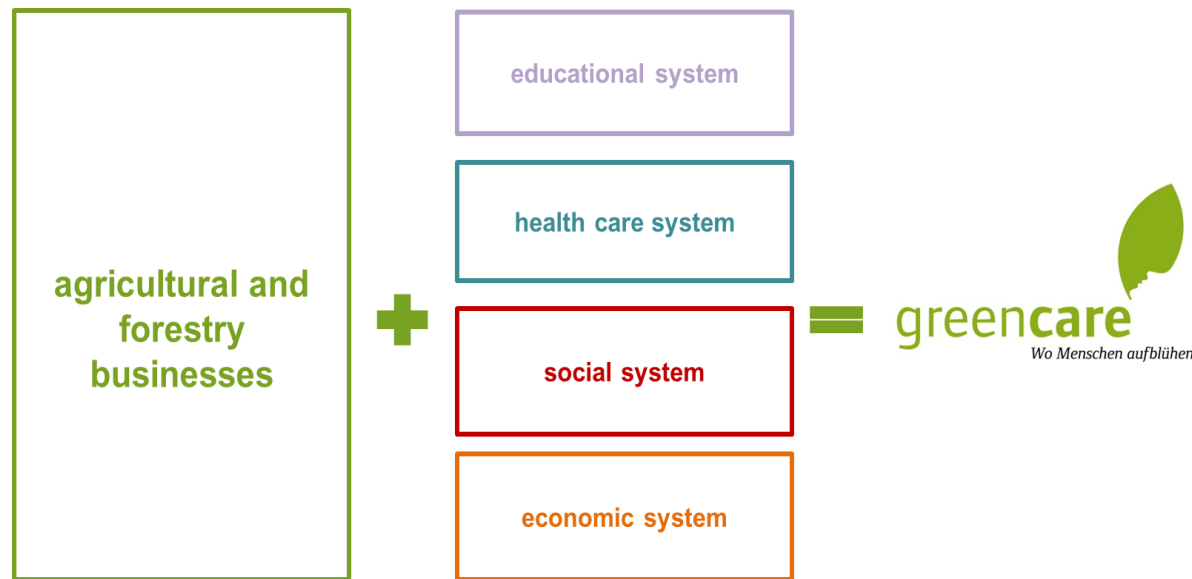
Etc.

... social agencies and institutions are also diversifying and adding additional services to their existing portfolio

Diversification

not only in agriculture and forestry

- Social agencies, institutions are also diversifying and adding additional services to their existing portfolio
- Farmers become a **sociopolitical player**
- Green Care = **cooperation**



Focus areas

- Helping children and young adults
- Nursing, care and residence facilities for elderly people
- Help for disabled people

- Possibility to maintain the small-scaled agricultural structure in Austria

New models are needed community care



Franzlhof, Upper Austria
Kindergarten on a farm
40 children, 6 jobs

Bettina Haas, farmer & trained kindergarten teacher. In the beginning innovation means scepticism. In the mean time a successfull project: happy childern, happy parents, good place to work : -)

Pointnerhof, Upper Austria
Day centre for elderly people, 8 care places, 3 jobs, short-term care



Renate Pointner, farmer & qualified nurse. In the beginning scepticism from the community. Now waiting list, a lot of people are coming they want to see the day centre, happy clients : -)

Benefits for everyone!

win-win situation

Green Care - where people flourish

- uses **existing agricultural and forestry structures** to improve the client's well-being
- offers are **not in competition**, they do not replace traditional products, but are an additional offer
- Enlargement of **social competencies in agriculture** and forestry
- maintains and creates **new jobs, as well as traineeships**
- boosts the **local economy** (regional development, added value for the region)
- strengthens ecological and social concepts and helps to **maintain the cultural landscape** (regional supply, securing businesses)
- increases **regional and social quality of life**
- uses **synergies** between **agriculture, business, health, education & social sectors**

Competence network across the federal states

educational system	<ul style="list-style-type: none"> = Bundesministerium Klimaschutz, Umwelt, Energie, Mobilität, Innovation und Technologie = Bundesministerium Bildung, Wissenschaft und Forschung = Bundesministerium Digitalisierung und Wirtschaftsstandort = Bundesministerium Landwirtschaft, Regionen und Tourismus = Bundesministerium Soziales, Gesundheit, Pflege und Konsumentenschutz = Bundesministerium Arbeit 		<p>ARGE Green Care Austria</p> <p>Strategic unit since 31th March 2014</p> <p>26 interested partners from the social, agrarian, health, business and educational areas</p>
health care system			
social system			
economic system			

	<p>Association <i>Green Care Austria</i> , full members of the association, 9 chambers of agriculture</p>
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<p>Association “Green Care Austria”</p> <p>Operative unit since 15th of July 2015</p>

Green Care strategy in agriculture and forestry

Developed by the competence network

Strategic approach, targets Association *Green Care Austria*, in line with ...

Sustainable Development Goals 3, 8, 15



Part of the Austrian
**government
programme**



Regierungsprogramm 2020 – 2024

10 Targets Association *Green Care Austria*

1. Improving **awareness**, presenting the **added economic value**
2. Development and implementation of **high-quality products**
3. Clarification of the **legal requirements**
4. Creating and implementing the **quality process**
5. Developing a **Green Care competence network**
6. Creating **financing models**
7. Promoting an Austrian **collaborative effort**
8. Developing **education** programs
9. Interdisciplinary **research** to prove the effects and use
10. Forcing collaborative efforts at **European level**



Green Care Marketing & Public Relations 2021

Green Care – where people flourish

85 initiated talks on cooperation with social agencies and institutions

119 requests of active farms

120 basic consultings

607 personal consultations with farmers

253,855 website-clicks

1,500 facebook subscriptions

91 facebook contributions, coverage up to 6,000 people

21 press releases

211 media reports

€ 390,590 advertising value

980 people

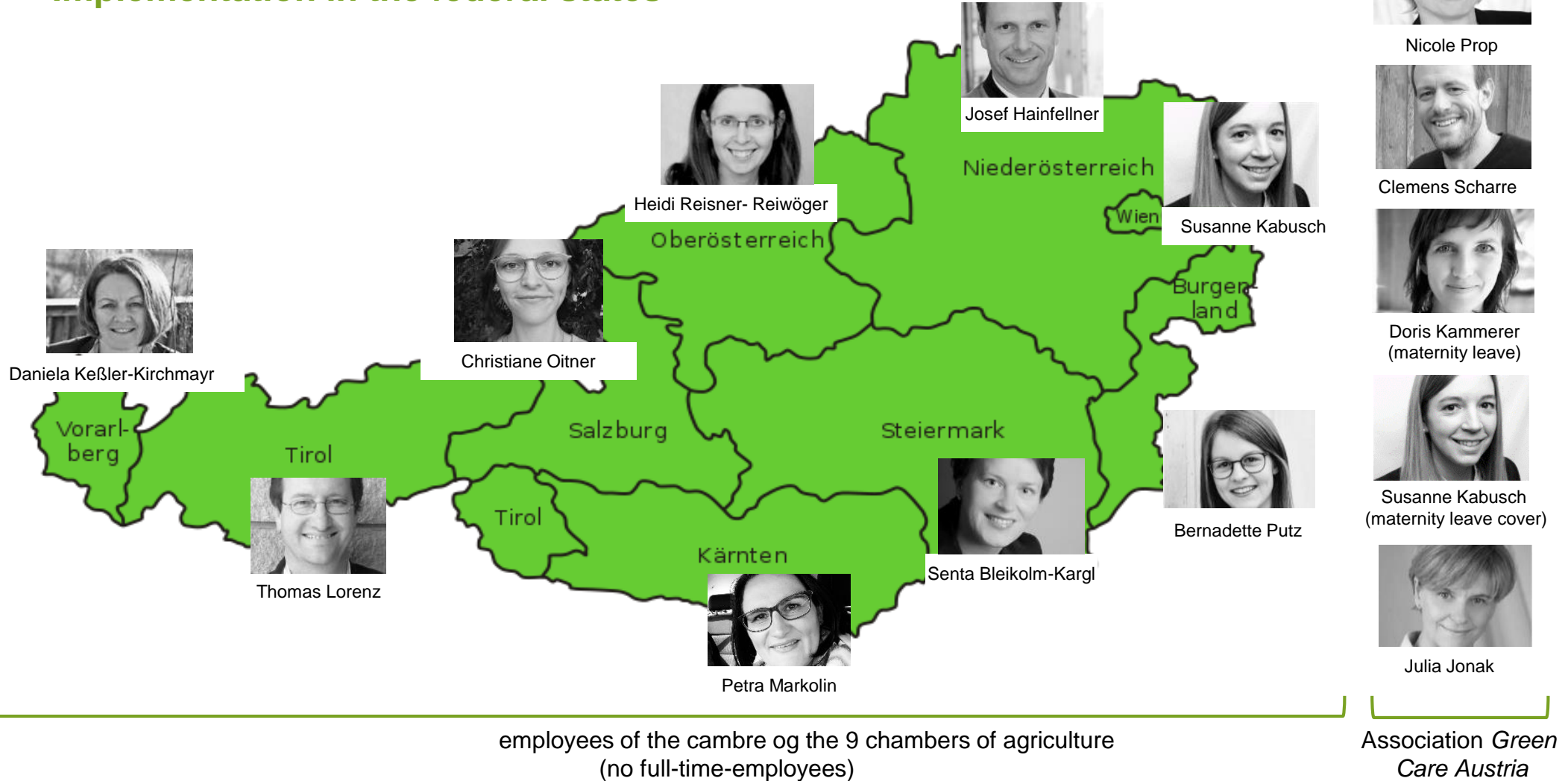
30 events

13 new certified Green Care farms



Green Care expert team

Implementation in the federal states



Rural development 2014-2020

Funding streams Green Care, social innovation for rural areas

- Empowering rural areas and supporting policies and rural innovation
- Start 2011 as part of the **rural development 2007 – 2013**. Only “education” (M331) and Farmers (20%), no “cooperation”
- **Rural development 2014 – 2020**
 - Start „cooperation“ 1. June 2015 in addition to „education“
 - **Association Green Care Austria**
 - Funded measure „**cooperation**“ (**M 16.9.1**)
 - Funding: Eligible costs: personnel and material costs / up to 100% of eligible costs
 - **Farmers**
 - Funded measure „**diversification towards non-agricultural activities**“ (**M 6.4.1**)
 - Funding: Eligible costs: investment costs / 30% of eligible costs, cap euro 400,000 (max. euro 120,000)

Summary

Green Care – where people flourish

Green Care as part of the solution . . .

- Green Care offers are **premium products** in rural areas on active farms
- Green Care offers have a **high level of flexibility**
- **More than 100 certified Green Care farms** in Austria
- Green Care offers are a **contribution to public services** in rural areas
- Green Care offers are a contribution **to stay** in rural areas

Thanks for your attention!



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Sponsorship partner:



Green Care
Won the
"Rural Inspiration Award
2021"

