

# Enabling nature-based health and social care through Knowledge Alliances

## 5 key takeaway messages

During the international launch event of [Green4C](#) Knowledge Alliance Project, top experts in Green Care had the opportunity to share ideas and best practices, confronting each other on the future of this emerging market.

Here are 5 key takeaway messages that emerged from the online conference:

### 1. *Green Care initiatives represent a crucial foundation for a just and green transition in Europe.*

With regard to the different policies designed by the European Union to tackle health and environmental issues, such as **One Health** and the **New Green Deal**, Green Care emerges as an **efficient solution**. Because they address health and environmental issues in a **holistic** way, these practices represent a low-cost solution which, at the same time, can produce important social and economic co-benefits, such as inclusive services and employment opportunities.

### 2. *The value of urban green spaces*

Presenting a WHO's research on the benefits of urban green spaces on health, Matthias Braubach (Urban Health Equity at the WHO European Centre for Environment and Health) has stressed the importance of adequate access to green areas for **urban residents**. In particular, the research underlines how adequate access to green space can prevent **2.3%** of the total natural-cause mortality in urban areas.

### 3. *The importance of quality assurance*

Stressed by many panellists, **quality assurance** remains a key aspect for Green Care practitioners and entrepreneurs. One interesting example was brought by Nicole Prop of Green Care Austria - Wo Menschen aufblühen. According to Nicole's experience, quality assurance was fundamental to attract investments and achieve the mainstreaming of Green Care practices into national policies. Other panellists recognised the importance of quality assurance, especially in relation to the need of **official standards** and **regulation**.

### 4. *The COVID-19 pandemic has had positive impacts on Green Care*

Every cloud has a silver lightning. While being catastrophic in many aspects, the COVID-19 pandemic has had some positive impacts on Green Care. First, it increased **attention** to health and wellbeing. Second, the lockdown measures that followed made people more **aware** of the importance of green spaces and nature in everyday life. Third, the pandemic favoured outdoors activities over indoor ones, as they are now perceived as **safer** in terms of contagion.

## 5. The Green Care sector is attracting increasing interest

According to the [Market Outlooks](#) on Green Care produced by Green4C, the Green Care sector is attracting increasing interest. While each thematic sector – Forest-based care, Social agriculture, Urban green care, and Green care tourism - presents some differences, the research demonstrates that both **investments** and **customers** are growing for Green Care initiatives.

The event took place on the 1st of December 2021 and was organised in collaboration with [Connecting Nature Enterprise Platform](#).

Watch the full conference and learn more about the event [here](#).