



October 2017

Green Care – Potential for a rural area which is worth living in New ways – New chances

Green Care
Österreich

PROJEKTRÄGER



MIT UNTERSTÜTZUNG VON BUND, LÄNDERN UND EUROPÄISCHER UNION



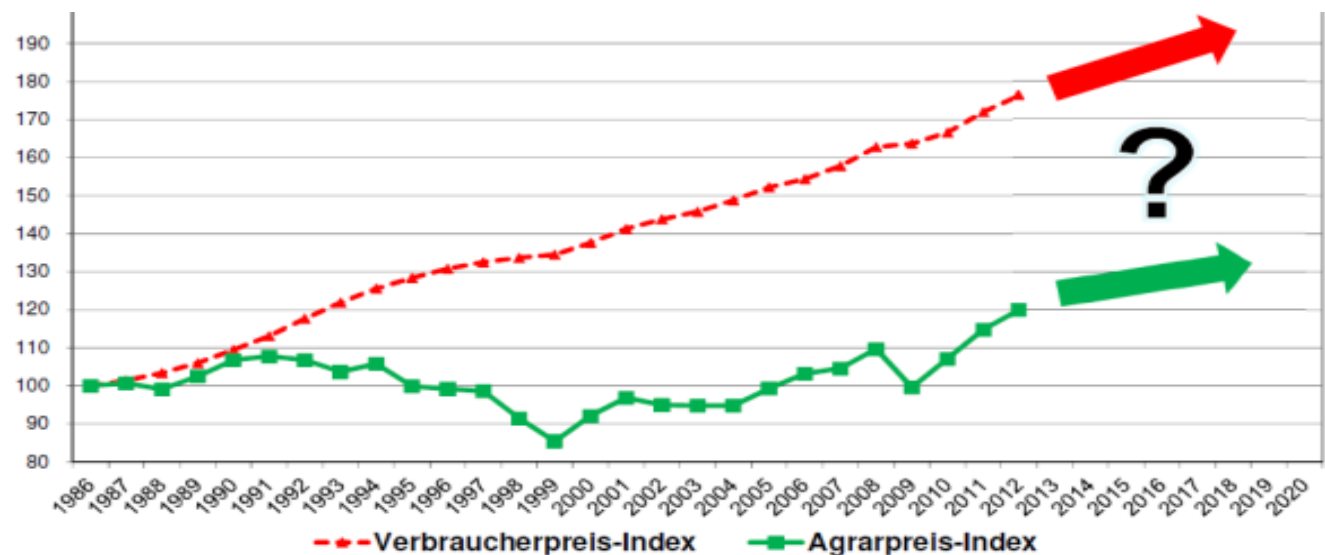
Europäischer
Landwirtschaftsfonds für
die Entwicklung des
ländlichen Raumes.
Hier investiert Europa in
die ländlichen Gebiete



Challenges

Agricultural and silvicultural businesses

- The number of agricultural enterprises in Austria is declining: 166,317 agricultural and silvicultural businesses, a 30.4% drop since Austria's ascension to the EU in 1995. (Agricultural structure survey 2013, Statistik Austria)
- Structural change, rural migration
- **Price gap** between incoming and outgoings is rising continuously
- Stronger competition (**globalisation**)
- It is becoming increasingly difficult to maintain the unique agricultural structure
- **Problem of finding a successor**
- **climate change**



Challenges

Society

- **30,632 pupils** in Austria in the school year 2014/2015 had **special educational needs** (Statistik Austria 2016)
- **31.8%** of the children from large cities in Germany who were surveyed could not name one plant which farmers grew (Hamann 2004, study)
- **1.6 million people** in Austria between the ages of 16 and 64 have a **disability**, 50,000 of them have intellectual disabilities (Source: BMASK, Lebenshilfe Österreich 2016)
- There was an increase in 2014 in the number of **unemployed people with a disability** of around 14.6%, compared to 2013 (Austrian labour market service: Situation on the labour market, end of 12/2014)
- The forecast increase in the number of people **over 65** as part of the whole population will be from 1.57 million (2014), to 1.73 million (2020) and then to 2.8 million (2060). **An increase of 78%** (Statistik Austria population forecast 2015)
- The forecast **increase in people suffering from dementia** in Austria will be from 90,500 in 2000 to **260,000** in 2050. This is an increase of 187% (increase in dementia 2014)

Green care - where people flourish

Building bridges between agricultural and social challenges

Green care | Interaction between people | animal | nature

Place of education | Place of health | Place to live | The farm as a place of work



Education | Well-being | Social integration
supporting and/or improving people

Setting

Active agricultural and silvicultural businesses
often in cooperation with social services and institutions

Diversification

... not only in agriculture

Tourism
area



Direct marketing
area



Social
area



Since
March 2011

Etc.

Social services and institutions are also diversifying and adding additional services to their existing portfolio

Green Care is already working successfully

We bring the best to Austria

Netherlands

- over 1,000 care farms with 10,000 clients per year (2009)
- over 800 locations for farming education (2007)
- www.zorgboeren.nl

Great Britain

- Over 55 city farms with 3 million visitors per year
- horticultural therapy
- Green exercise

Austria

- barely any specialisation
- Simultaneous and associated development of animal-assisted therapy, horticultural therapy, and pedagogic concepts is recommended by experts.
- Develop under the joint umbrella brand

Norway

- Over 1,100 Green Care operations (2011):
- **Own Green Care strategy BMLFUW, BMASK, BMG, BMUKK, BMWFJ**

Finland

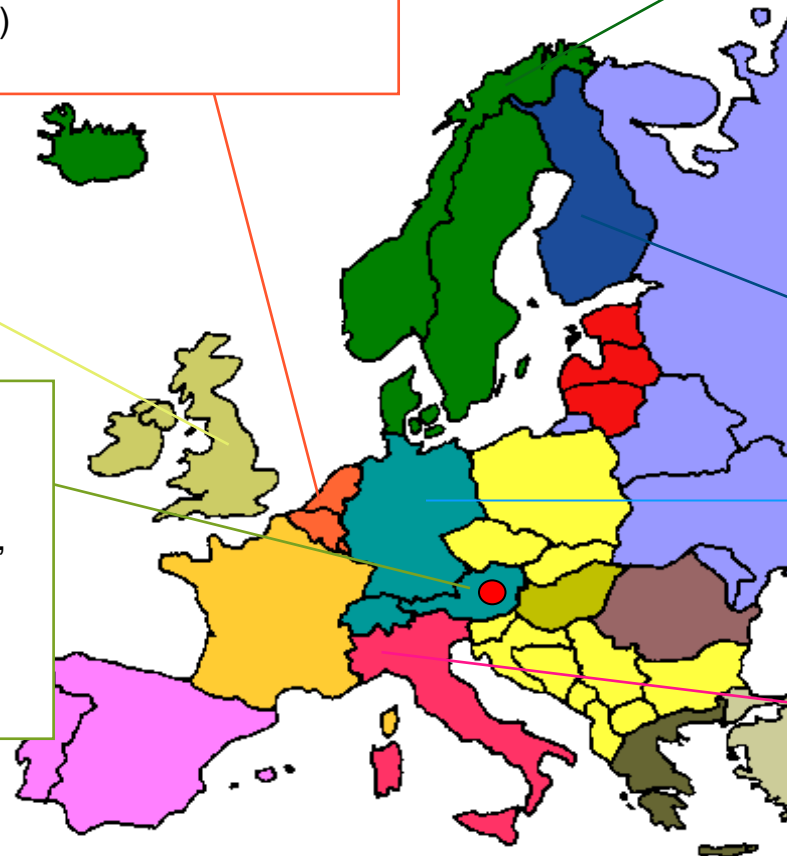
- hippotherapy
- Therapeutic horseback-riding
- animal-assisted therapy with small animals

Germany

- 720 care farms (2006)
- www.gruene-werkstatt.de

Italy

- projects for the elderly in the countryside



PROJEKTRÄGER

Ländliches Fortbildungs Institut **LFI**

MIT UNTERSTÜTZUNG VON BUND, LÄNDERN UND EUROPÄISCHER UNION

MINISTERIUM FÜR LEBENSWEITEN ÖSTERREICH

LE 14-20
Umbauwerk für den Ländlichen Raum

Europäischer Landwirtschaftsfonds für die Entwicklung des ländlichen Raumes
Hier investiert Europa in die ländlichen Gebiete



Target groups, specialisation

Offer, demand

- Children and young adults
- People with disabilities
- Elderly people
- People with mental health issues
- The long-term unemployed

Specialisations

1. Helping children and young adults
2. Nursing, care and residence facilities for the elderly
3. Help for disabled people



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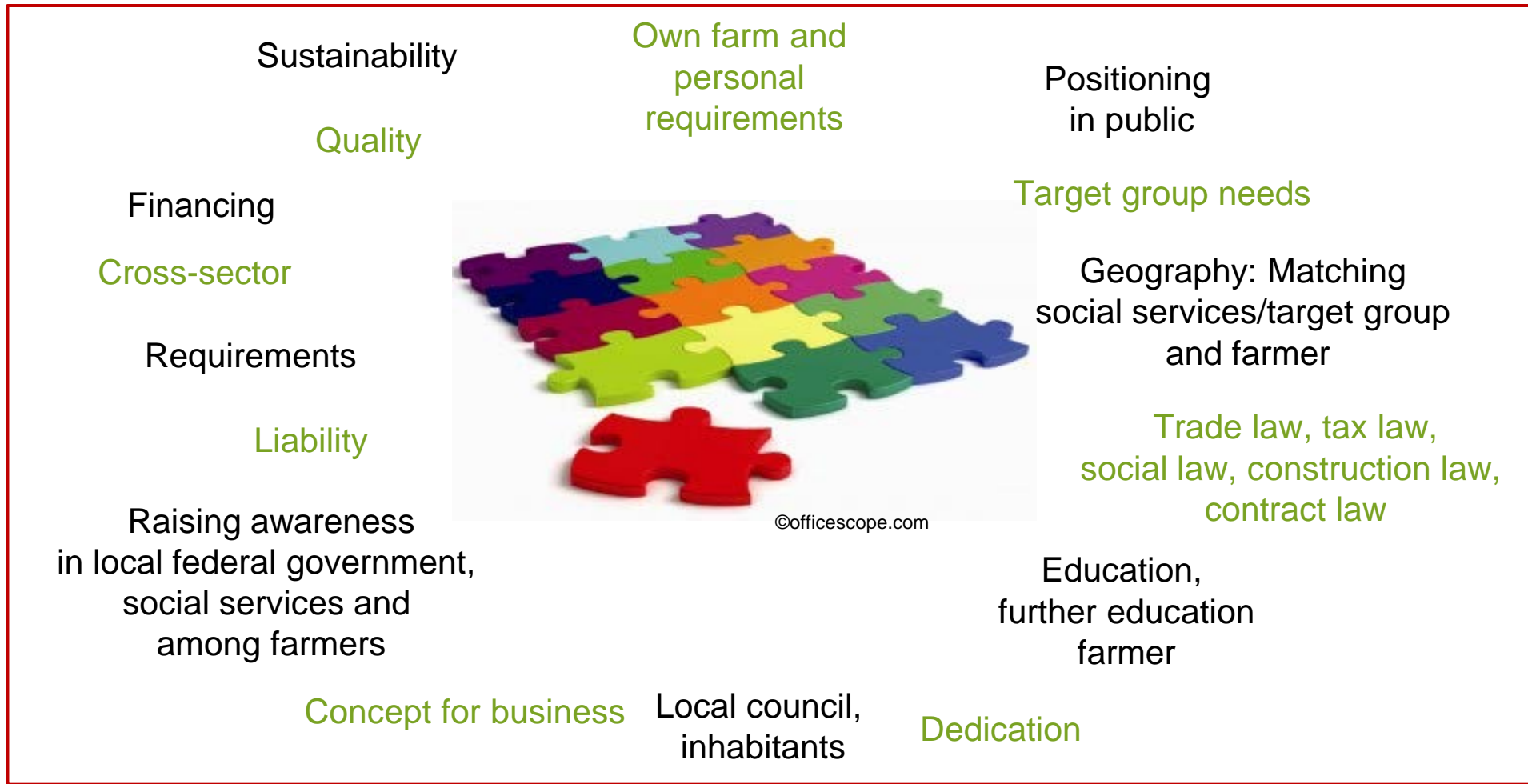
A benefit for everyone!

Green care - where people flourish....

- . . . Uses **existing agricultural structures** to improve the client's well-being (service vs. product)
- . . . Products are **not competition**, they do not replace local products, but are an addition to them. Social competencies in agriculture
- Creates **new work places, as well as traineeships and apprenticeships**
- Boosts the local economy (regional development)
- ... Strengthens ecological and social concepts and helps to maintain the cultural landscape (regional supply, securing businesses)
- ... **Checks structural change**, added value for the region, **regional and social quality of life**
- . . . Uses **synergies** between **agriculture, business, health, education & social sectors**

Green care - where people flourish

Green Care projects are implemented in an inter-disciplinary manner ...
 ... and therefore require a strategic framework



Strategic framework

Green Care strategy in agriculture and forestry

Green care - where people flourish

1. Improving **awareness**, presenting and recognising the **added economic value**
2. Development and implementation of **high-quality Green Care products and services** on **active agricultural and forestry enterprises** in co-operation **with social services and institutions**
3. Presenting the **legal requirements**
4. Creating and implementing the **certification criteria** for Green Care products and services (quality management systems)
5. Developing a “**Green care - where people flourish**” **platform**, which will provide all partners with information
6. Presenting existing **financing models** and creating **new models**
7. Promoting an **Austrian collaborative effort** (ARGE Green Care Austria)
8. Developing and promoting **education and further education programs** for all people who want to engage with Green Care in the agriculture and forestry sectors
9. Supporting **interdisciplinary research** in order to factually prove the **effects and use** of Green Care
10. Forcing **collaborative efforts at the European level**

Green Care strategy in agriculture and forestry

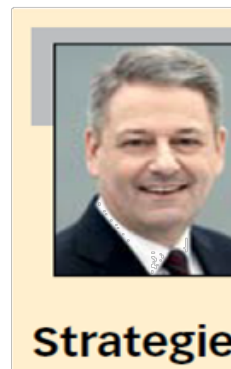
Official presentation on the 7th of May 2015

- Official presentation, joint press conference on the 7th of May 2015 by BM Rupprechter and BM Karmasin in Lower Austria at the Green Care site “Dreierhof”



„Win-win für alle“

Green Care macht Bauernhöfe zu Sozial-, Gesundheits- und Bildungseinrichtungen und stellt für die bäuerlichen Betriebe eine zusätzliche Einkommensmöglichkeit dar, ist Minister Rupprechter überzeugt.



Strategie

Green care - where people flourish

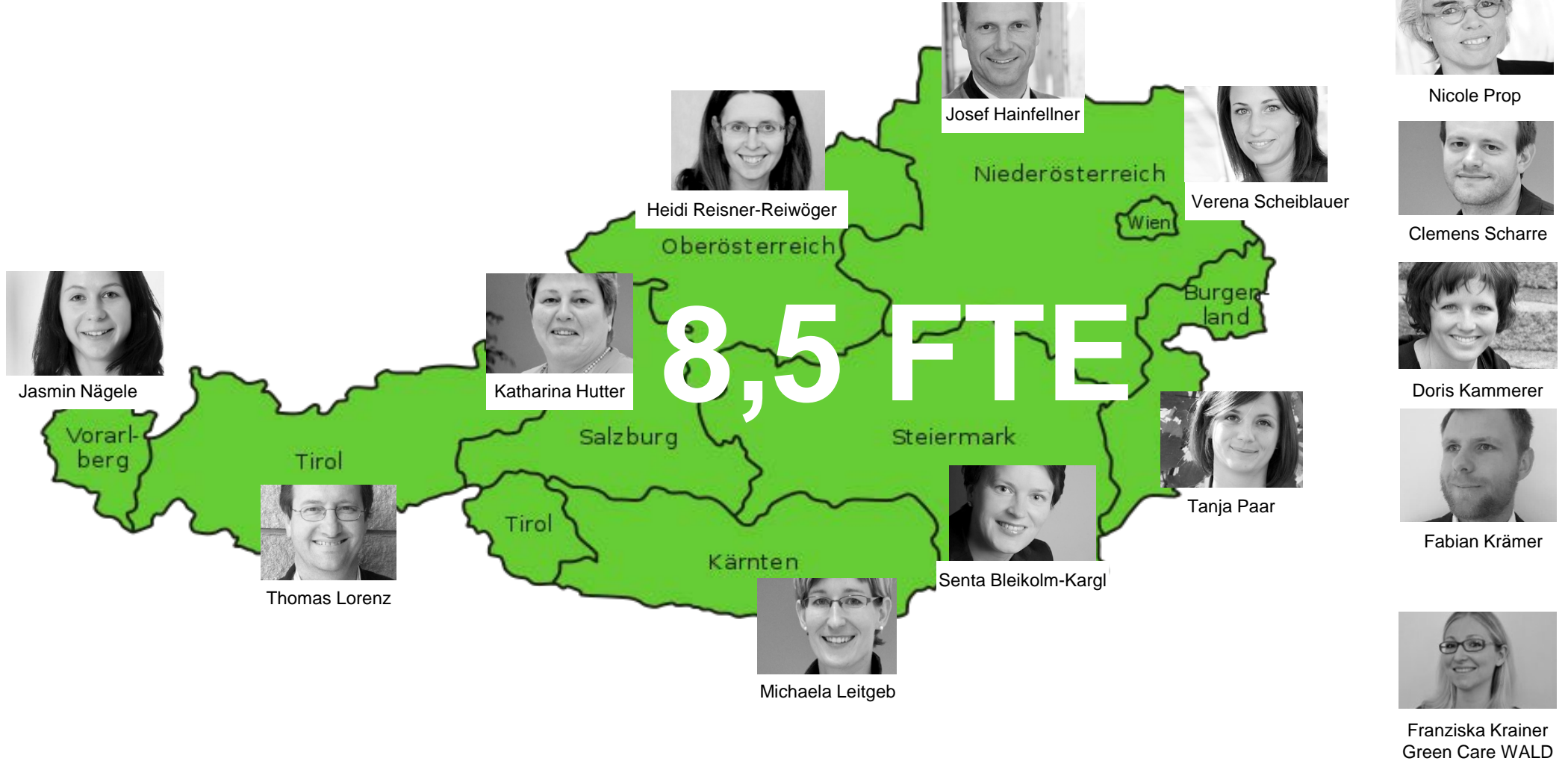
Competency network across the federal states

<p>Ministerien</p>	<p>Land- und Forstwirtschaft</p>	<p>Sozialträger Institutionen</p>	<p>ARGE Green Care Austria</p> <p>Strategic unit Since 31th March 2014 24 interested partners from the social, agrarian, health, business and educational areas (constitutive meeting: 31/03/2014)</p>									
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Strategic framework

Green Care expert team

Implementation in the federal states



Green care - where people flourish

Potential on the farm

People on the farm

animals

Gardens, woods, meadows, fields

Infrastructure

Regional networks



Work on the farm
Work and qualifications

Education on the farm
Transmitting knowledge and gaining experience

Health on the farm
Promoting health, prevention, therapy, rehabilitation

Living on the farm
Support & care

New models are needed...



Daycare for elderly people on the farm

Example: Holland

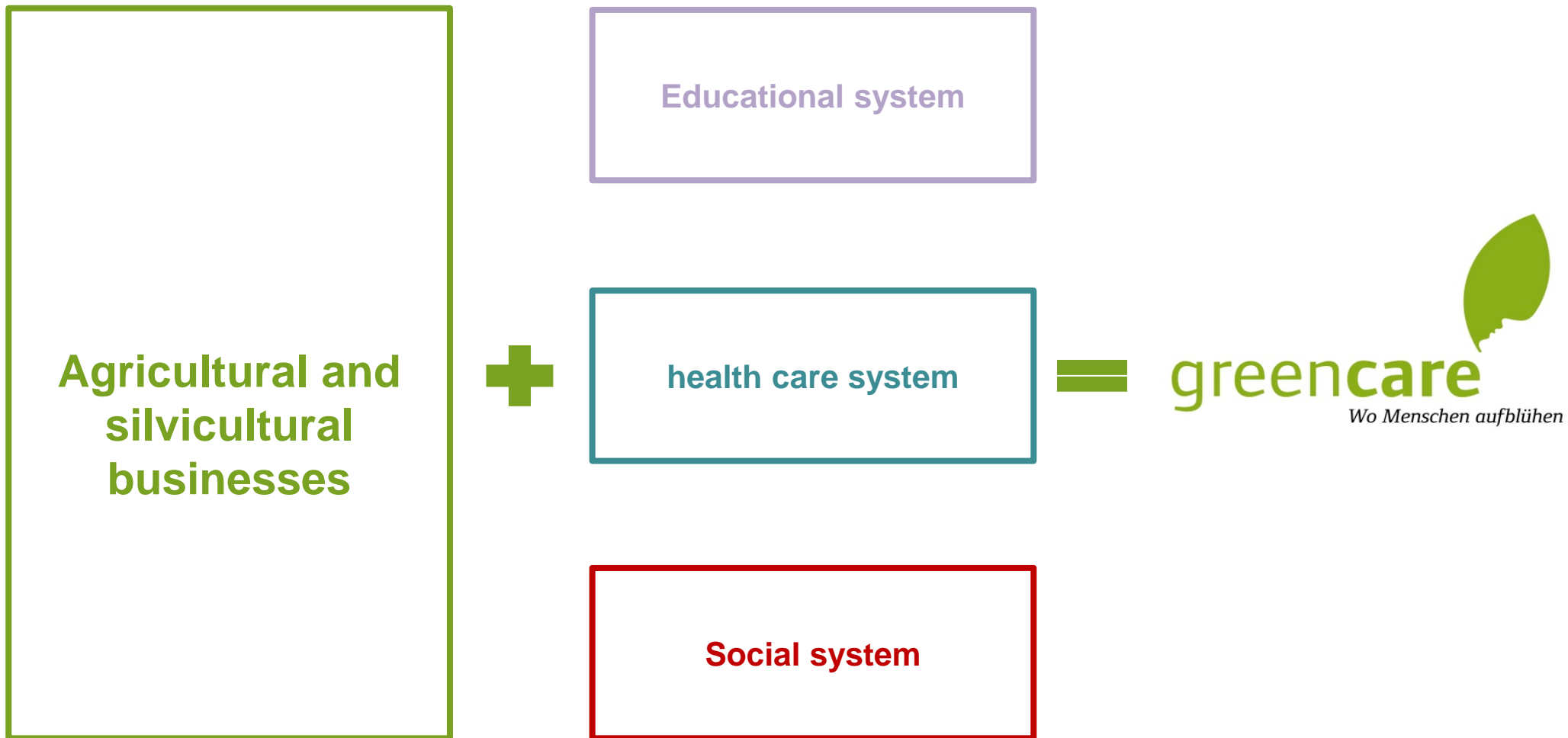


www.kloosterkeyserbosch.nl
Target group: Alzheimer patients,
Parkinson patients, stroke victims



Green care - where people flourish

A variety of cooperation



Green care - where people flourish

Many types of co-operation

**Agricultural and
silvicultural
businesses**



- Agricultural and silvicultural part-time work
- Designated “new self-employed”
- Free trade
- Licensed trade
- Freelancer
- Employee
- Rent/
Lease



greencare

Wo Menschen aufblühen



Different offers

Green care - where people flourish

- **Offers for the private market**
 - educational/therapeutic services such as horticultural education
 - Woodland education
 - Animal-assisted therapy
- **Co-operative model** (long term co-operation between farmers and social services /institutions, i.e. day centre for people with disabilities)

Two possibilities:

 - Farmers looks for cooperation partner
 - Cooperation partner looks for partner
- **Legal entity model**

Farmer founds their own legal entity, i.e. old people's home or kindergarten on the farm

Current implementational models for Work on the farm

- **Day care centre/workshop** at the farm for people with disabilities (income infrastructure/services)
 - 3er-Hof/Jugend am Werk, Lower Austria
 - Passet-Jandrasits/association “Wert:Volles:Schaffen”, Lower Austria
 - Organic farm Linden/Lebenshilfe Lower Austria
- **Vocational workshop on the farm** (income)
 - Market garden Nagy/BFI/Labour Market Service Lower Austria
- **Works training on the farm** (help for the farm, no income, no working relation to the client)
- **Working group on the farm** (LW pays the reimbursement for the working group’s services, no working relation to the client - always check with local insurance scheme!)
- **Sponsored work** on the farm for personal leasing by SÖB (socio-economic businesses) (LW pays reduced reimbursement for work, working relation to the client with socio-economic business)

Current implementation options

Education on the farm

- **School on the farm, horticultural education, woodland education**
- **Day parents on the farm**
 - Child care by Kunterbunt, Styria
- **Kindergarten on the farm**
 - Franzlhof, Upper Austria
- **Pilot project: A school on the farm**
 - Neubauers Stadtstall, Salzburg
 - Wald am See, Tyrol

Current implementation options

Health on the farm

- **Promoting health on the farm**
 - Pilot project KH Friesach, Carinthia
 - Soulsteps, Lower Austria
 - Aulandhof, Lower Austria
- **Animal-assisted therapy** (Austrian Board of Trustees for Agricultural and Rural Development- ÖKL)
 - 47 certified locations (Date October 2017)
 - <http://www.oekl-tgi.at/oekl-betriebe.html>
- **Hippotherapy/ ergo therapy with horses / therapeutic horseback-riding and vaulting** (Austrian Board of Trustees for Therapeutic horseback-riding - ÖTKR)
 - Jeronitsch, Carinthia
 - Schwechatbach farm, Lower Austria
 - Maischberger, Carinthia

Current implementation options

Living on the farm

- **Daycare for elderly people on the farm**
 - Family Pointner/Social help association Freistadt (being implemented)
 - KH Schwarzach/Regional association Pongau (start of project development)
 - Old people's home St. Josef/Land Tyrol (initial talks)
 - Family Punz/ educational centre/LEADER-Region Eisenstraße Lower Austria (project in the planning phase)
- **Old people's home on the farm** (including day care)
 - Adelwöhrerhof, Styria
- **Living/working with families**
 - "Ja zum Mitand", Vorarlberg (project in the planning phase)
 - Socio-psychiatric family care, Styria (farm already available as provider)
 - Lebensform Familie, Upper Austria (farm already available as provider)
 - Alternative Lebensräume, Carinthia (farm already available as provider)

Own process: Developing the concept

Green care - where people flourish

- **New direction** for the support services which have been on offer up to now. New direction applies to new farmers and potential cooperation partners
- **“Green Care - Where people flourish - Developing the concept”** means that, from the 1st of January 2016 onwards, a new process will be initiated for individually monitoring Green Care operations in Austria



- **Offers** for farmers 2016 **free of charge**, but the services have a value
- This includes the fact that different travel costs, costs for the business concept, legal costs (LK, WK, etc.) apply, according to the federal state in question

Phase V. certification

Developing the concept

- Clear distance from the market
 - Preventing misuse of the brand *Green care - where people flourish*
 - Important for cooperation partners
 - Important for the target group
 - Important for sustainable financing
-
- Creating a certification or qualification program for Green Care farmers
 - Example of Norway and Holland
 - Unified across Austria, certification authority which is recognised abroad
 - Start: 24 June 2015. EUR 350,00 including VAT.
 - www.greencare-bauernhof.at



SYSTEMCERT
Zertifizierungs-GmbH

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Own conference

The 6th conference for *Green care - where people flourish* 22th of June 2017

www.greencare-oe.at/tagung

- **Health resort farm - health promotion and prevention in rural areas**
- Another great success!
- Guest: farmers, interested parties and decision-makers from the agricultural, forestry and social, educational and health sectors, the labor market, officials and business executives, non-profit organizations, umbrella organizations and representatives of science
- **7th conference: 26th of April 2018**



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**Many thanks for your
attention!**

„Nothing is more powerful than an idea whose
time has come.“, Victor Hugo



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Wo Menschen aufblühen