



Erasmus+



HOCHSCHULE FÜR
Agrar- und Umweltpädagogik
Eigene Rechtspersönlichkeit



Austrian Cluster „Green Care – where people flourish“



V. Hager and S. Wagner, 24.11.2020

The term Green Care summarizes all activities with physical, psychic, pedagogic or social care or support measures by using nature, animals or plants

animal-assisted therapy



horticultural therapy



Care farming



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

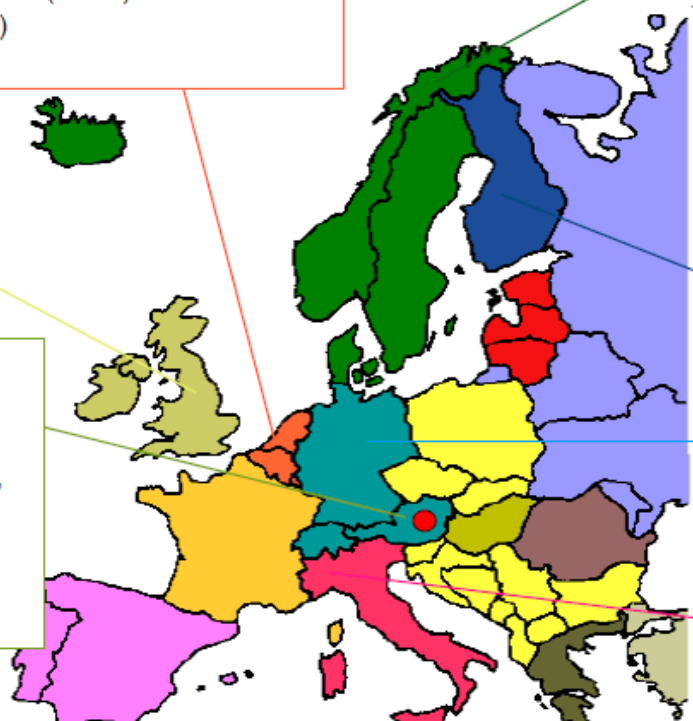
- hippotherapy
- Therapeutic horseback-riding
- animal-assisted therapy with small animals

Germany

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

Italy

- projects for the elderly in the countryside



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**



Erasmus+



Cluster Green
Care

Working
Community Green
Care (ARGE)

Association
Green Care

<https://www.greencare-oe.at/>



Erasmus+

Working Community Green Care (ARGE)

Ministerien



Land- und Forstwirtschaft



Sozialträger Institutionen



ARGE Green Care Austria

Strategic unit

Since 31th March 2014

24 interested partners from the social, agrarian, health, business and educational areas (constitutive meeting: 31/03/2014)



Erasmus+

Association Green Care

- Founded 2015
- 9 chambers of agriculture
- Not profit orientated



In the focus of the association are five tasks:

- Building awareness
- Developing offers
- Networking with partners
- Increasing competences
- Quality assurance, own certification program.



Erasmus+

Association Green Care

Financing

- Membership fees
- Fundings
- Donations and collections
- Sponsoring



Erasmus+

Association Green Care



2 EU-co financed projects

- EAFRD program LE 14-20 (the European Agricultural Fund for Rural Development)
- Measure 1: Knowledge transfer and information measures in agriculture and forestry
- Measure 16.9.1: Promotion of horizontal and vertical cooperation of agricultural and forestry actors to create and develop social services



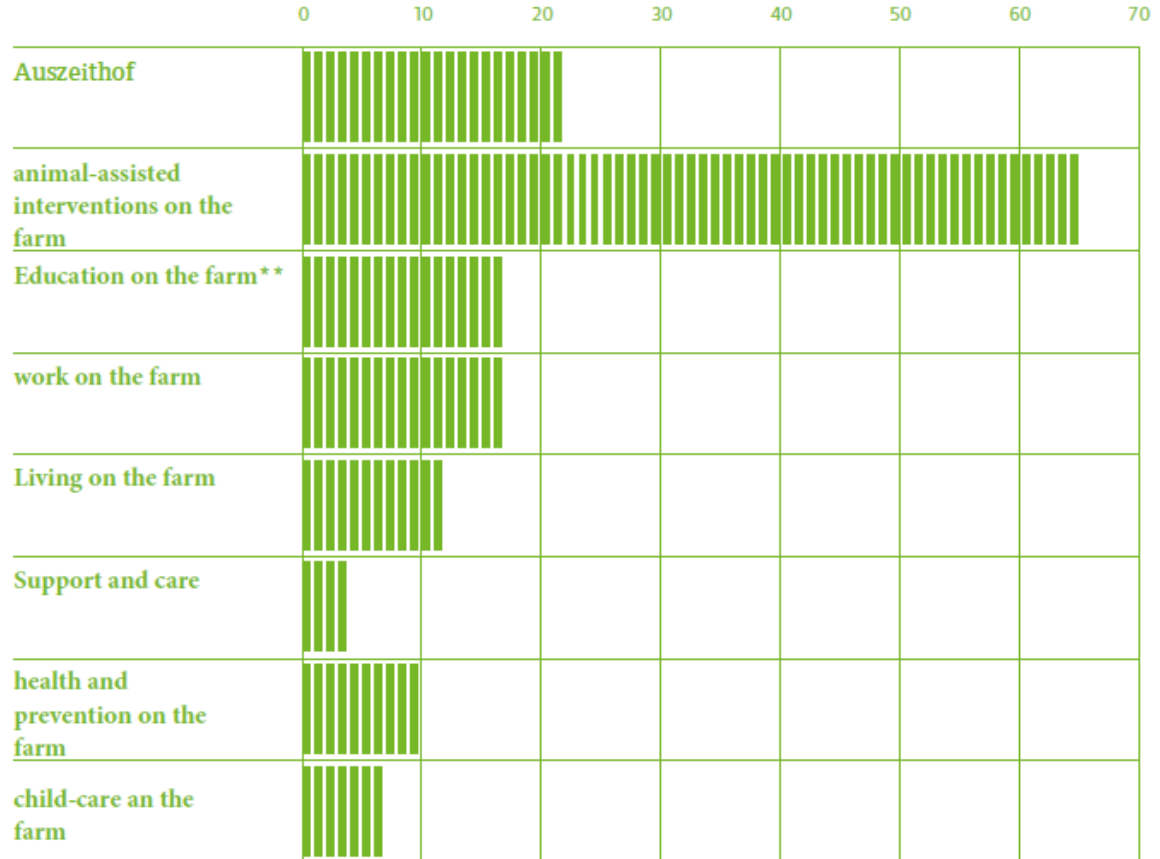
Erasmus+

2019

- 154 Green Care offers on 133 farms
- 53 farms external certified

- Auszeithöfe „Time-Out-Farms“, the Social Insurance supports persons with EUR 100.00 during a stay

Green Care-Offers 2019 in the cluster



*The farms usually offer several Green Care offers (multiple answers)

**incl Forest pedagogy and school on the farm.

In total 502 farms offer "schools on the farm" (2018)

update: 31.12.2019



Erasmus+

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



Erasmus+

Developing the concept Green care - *where people flourish*

- support services: new direction applies to new farmers and potential cooperation partners
- **Support-Offers** for farmers are **free of charge** , except travel costs, costs for the business concept, etc.
- Certification: fee based





Erasmus+

Association Green Care



Quality assurance and certification

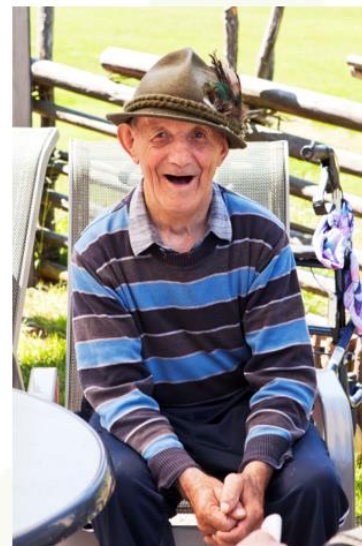
- internal audits and external certification processes
- depending on the offers
- Internal audits: cluster-coordination
- External: independent certification body





Erasmus+

Come and see Green Care.....



.....in Austria