



# Grön Arena - Green Care in public service provision, 17 sep 2014

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## What is Green Arena?

- Developing farms on the countryside offering services within social care, education and health.
- The environment on the countryside together with the animals on the farm and the nature are an important part of the concept.
- We work with both sides



## Green Arena – a short history

- Started in Värmland in 2006
- National project since January 2013, funded by EU and the Swedish government.
- A turning point in Sweden for the public service provision





# Green Arena – a short history

Municipalitys

Companys - farmers





## Green Arena – how do we work?

- All over Sweden
- 8 regional areas
- 8 project leaders, knowing the "local" conditions is important





We have developed Green  
Arena concepts within three  
areas

- Social care
- Education
- Health and recreation



## Social care

- Daily activities for physically and mentally disabled people
- Daily activities for older people and older people in early stage of dementia.
- Activities and training for people in social psychiatry.
- Meaningful activities for children and youth with special needs.
- Support to family members that takes care of their relatives with illness
- Integration of immigrants





## The farm as an educational resource

- Alternative school for pupils
- Schools can visit the farm in groups
- Activities after end of school day
- For unaccompanied children from other countries.



## Health and recreation

- Feel good activities in the nature, with animals and garden.
- Courses in stress management
- Camp activities for children and youth
- Tailor made activities for recreation and recovery



## Green Arena

- Social care
- Education
- Health and recreation



## Green Arena – target groups

- Two main groups – sellers and buyers
- Sellers – farmers (big and small)
- Starters and those with experience
- Buyers – mostly public administration but there can be a wide range of possibilities.



# Farmers – entrepreneurs

Ground course, six days

- Grön Arena concept
- Law
- Business plan (important)
- Presentation technique, (selling)
- economy and kalkylation
- agreements
- different types of guests
- communication
- study visits
- evaluation





## Grön Arena network

Regional meetings, with different themes

Both starters and those with experience





# Buyers

Meetings with other municipalitys

Study visits

Meetings with sellers





## Costs and agreements

- It depends on!







## Various forms of cooperation with Green Arena farms

The municipality buys a complete service package with everything included

The municipality buys a number of heads and pays for other expenses.

The farmer is employed by the municipality and carries out agreed activities on the farm.

The municipality rents the farm with the farmer as tutor and bring their own specific personal.





# Quality and definition

A wide range of names and content

How can the buyers of these services understand the differences?

We made a decision...





## Diploma or "certificate"

The criteria for Green Arena must be fulfilled

Green Arena business plan

Risk analysis

Farm visit

Committee decides

Then the farmer gets the logo, evaluation forms, sign an agreement and it is valid for three years





# Klockaregårdens HästVerksamhet

[Startsidan](#) [Ridläger](#) [Om oss](#) [Våra hästar](#) [Grön Arena](#)

## En väg till en sundare tillvaro och ett lyckligt liv.

Vill du få möjlighet att lära dig något nytt och utvecklas i din egen takt utifrån dina personliga förutsättningar? Hitta glädje och mening med livet och bli en sundare människa? Få göra varierade saker i en härlig miljö?

Då kan vår Grön Arena-verksamhet vara något som passar dig!

Här finns något för alla, våra djur - hästar, katter och kaniner behöver ständig omvårdnad, vi har en härlig trädgård att pyssla i och byggnader som behöver underhållas. Att bygga mänskliga relationer är också en del av vardagen på gården



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Grön Arena är ett koncept inom Hushållningssällskapet för utveckling och kvalitetssäkring av gårdar som erbjuder tjänster inom social omsorg, skola och inom hälsoområdet.

Tjänster som anpassas efter den enskilde för att nå personlig utveckling och en förbättrad livskvalité. Aktiviteterna utgår från gårdens arbete med djur, natur och trädgård.





## The future and challenges ahead

Increasing need for these kind of services

The school sector will become more important

Will we get paid?

More marketing towards the public sector

Figures and research, "– *we know that it ´s good*" isn´t enough

Green Arena, sustainable without official support







# The future and challenges ahead...

Nordic cooperation

More interest from private companies who organizes public health in wide range (family homes, disabled people etc.)

Buyers that are not used to buy (and the farmers could/should do this for free)





# Challenges?

Oh yes....

But – we will succeed!!



# Kiitos!

