

Finnish forests - Open daily: wellbeing from nature

Eki Karlsson
CEO





SUOMEN LATU

OUTDOOR ACTIVITIES FOR ALL



Eki Karlsson



- CEO of Suomen Latu
- the Outdoor Association of Finland
- I love outdoor activities, digital democracy and group intelligence



3



KEY FIGURES OF SUOMEN LATU - THE OUTDOOR ASSOCIATION OF FINLAND



- Suomen Latu is the largest outdoor association in Finland
- Our vision is that everyone finds a meaningful way to spend time outdoors and enjoy nature
- We promote sustainable outdoor activities all year round
- No competitive sports, but outdoor life and exercise for all
- 90,000 members in 183 member associations all over Finland
- Main target groups are adults, families and under school-aged children
- Our member clubs offers more than 20 outdoor activities
- The number of participations is almost 400,000 annually
- We have a great Fell Center Kiilopää in Lapland www.kiilopaa.fi



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The Outdoor Activity of the Forest

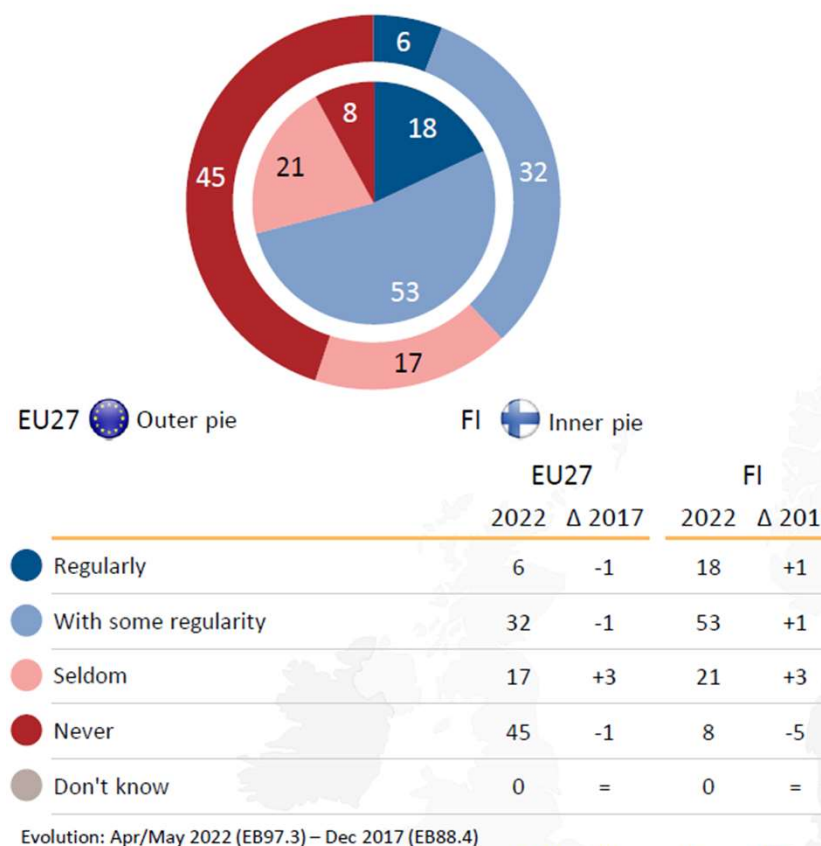


Finns are physically active

- Finns are the most physical active and at the same time most outdoor active people among the EU countries!
 - Respondents in Finland (71%), Luxembourg (63%), the Netherlands (60%), and Denmark and Sweden (59% in both countries) are the most likely to exercise or play sport at least once a week.
 - EU (38%)

Source: <https://europa.eu/eurobarometer/surveys/detail/2668>

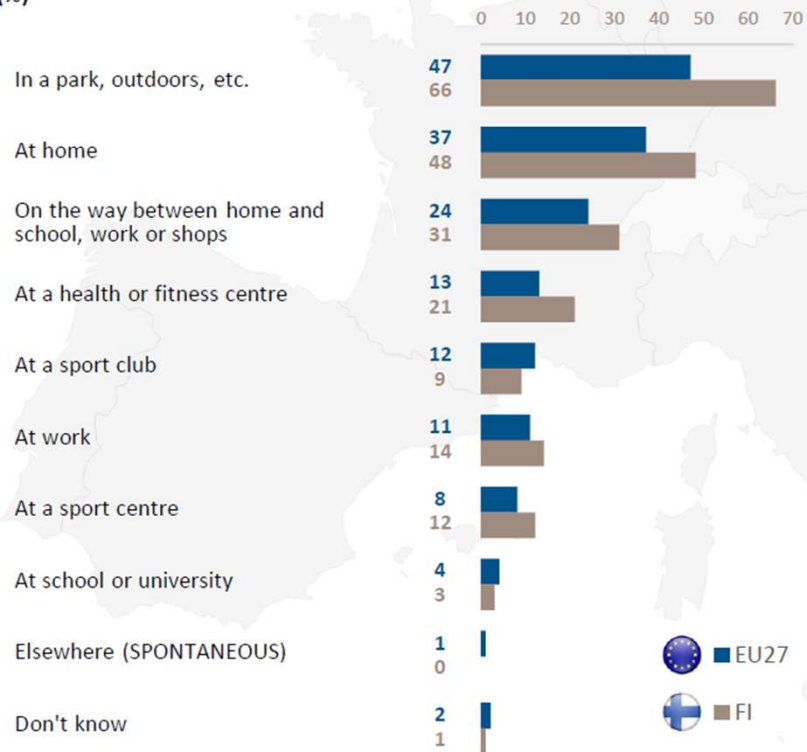
QB1. How often do you exercise or play sport? (%)



Finns' physical exercises are done mostly outdoors



QB10. Earlier you said you engage in sport or another physical activity, vigorous or not. Where do you do this?
(MULTIPLE ANSWERS POSSIBLE)
(%)



(Base: Those respondents who exercise, play sport or engage in other physical activity)
(Note: A sport club is an organised setting (for example karate club, football club). A sport centre is more generally a place where people can do different sports (e.g. playing tennis, running)).

Source: <https://europa.eu/eurobarometer/surveys/detail/2668>

- 2/3 of all exercises are done outdoors in Finland (EU 47%)!



Finns do 1 billion times outdoor activities /per year

- Natural Resources Institute Finland www.luke.fi organises every 10 year a Outdoor Activity Survey
 - 96 % of finns (15-80 years old) do outdoor activities 3 times a week
 - about 740 million outdoor activities per year (if whole population would be counted: 1 billion times per year)
 - 84 % of all outdoor activities (over 15 min) are done at least partly in forests. <https://www.luke.fi/fi/projektit/lvvi3p>
- The Finnish Outdoor activity is based on wide Everyman's Rights
 - In Finland 96% of land can be used by everyone
 - Very wide access to private lands among the public lands



Flower Pickers 23 %

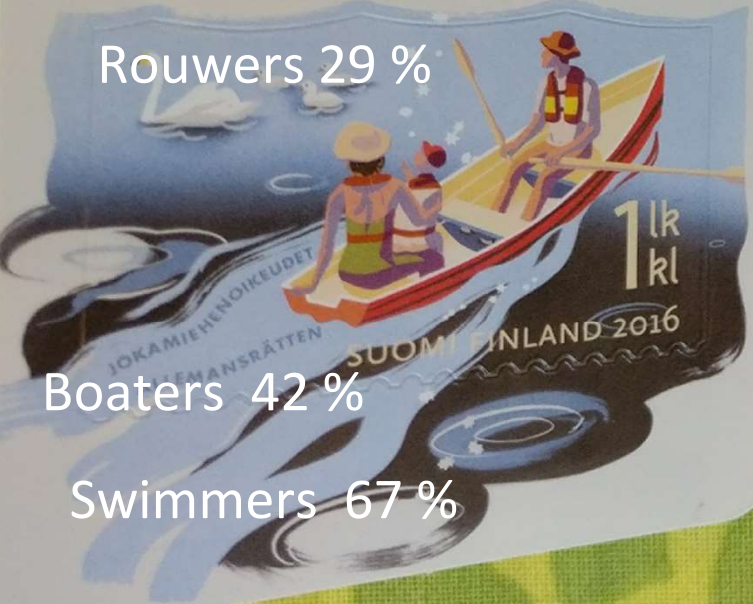


Ice Fishers 16 %



Mushroom pickers 40 %

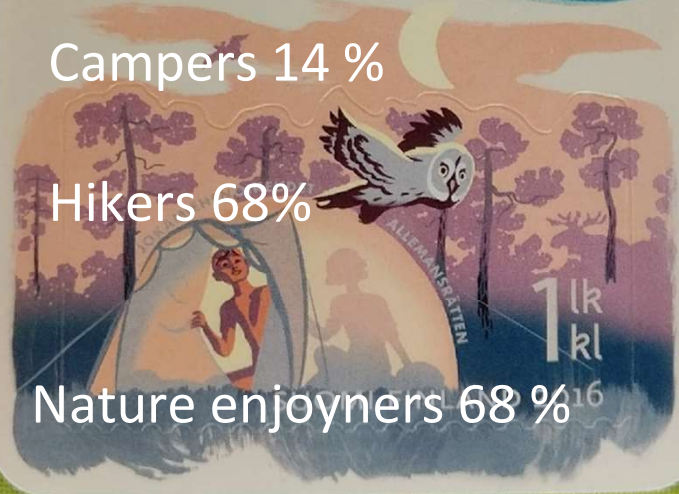
Berry pickers 57 %



Rouwers 29 %

Boaters 42 %

Swimmers 67 %



Campers 14 %

Hikers 68 %

Nature enjoyners 68 %



Nordic skiers 30 %

Walkers 79 %

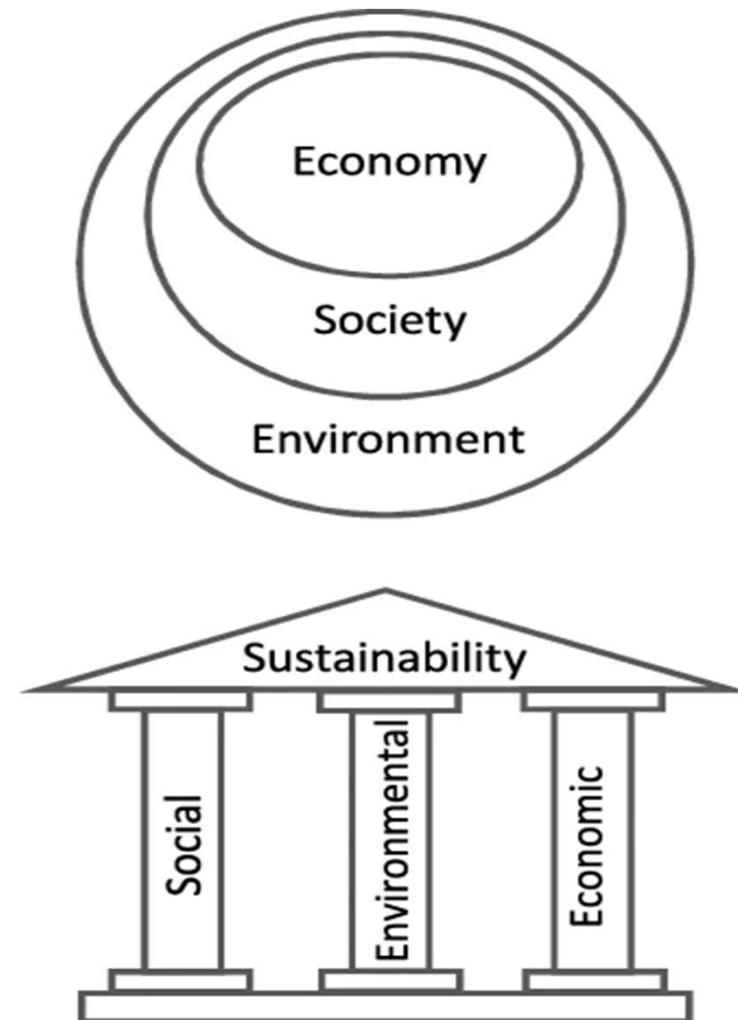
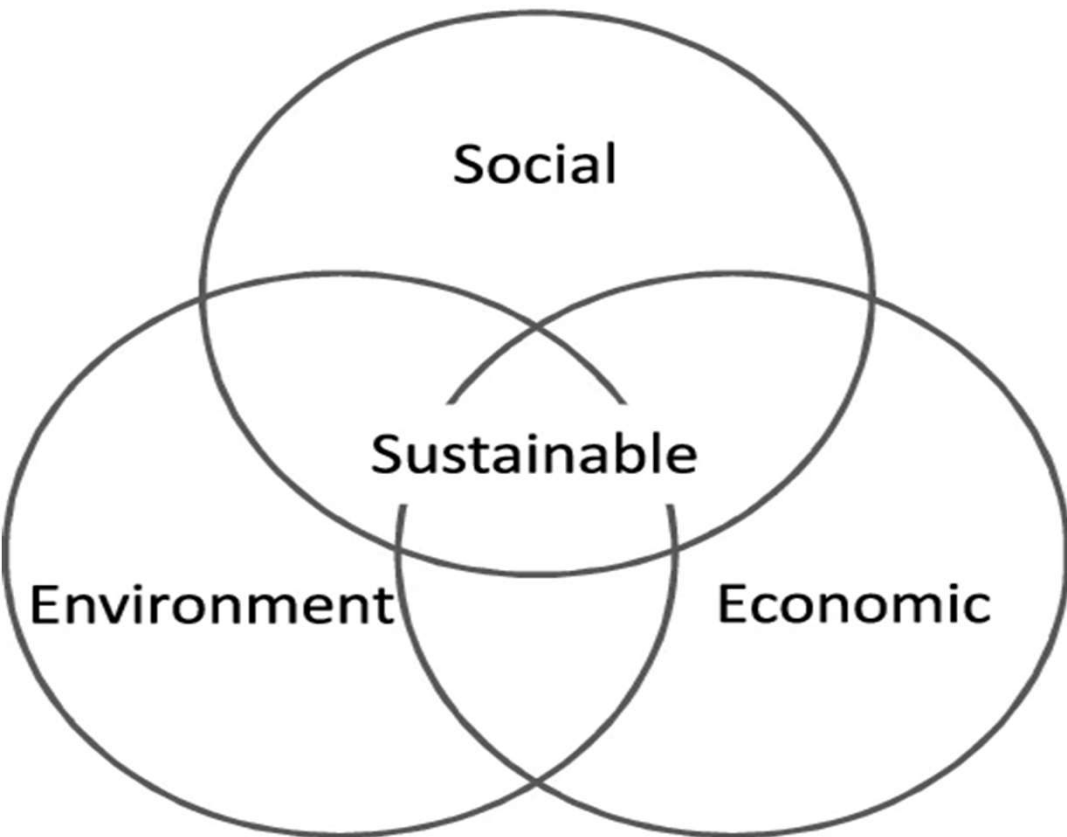
Kuva: Eki Karlsson: Posti Oyj, Suomi 100 vuotta -sarjan Jokamiehen oikeudet -postimerkit, 2016
Tietolähteet: LUKE LVVI3 survey , 2020

ILMESTYSPÄIVÄ 9.9.2016 UTGIVNINGSDAG
DESIGN JUSSI KAAKINEN

Sustainability and Forests



Sustainability

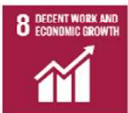


Purvis, B., Mao, Y. & Robinson, D. Three pillars of sustainability: in search of conceptual origins. Sustain Sci 14, 681–695 (2019). <https://doi.org/10.1007/s11625-018-0627-5>

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ECONOMY



SOCIETY



BIOSPHERE



What are the social benefits of outdoor activities ?





Mental health & wellbeing

- ✓ General mental health status
- ✓ Quality of life & overall wellbeing
- ✓ Combating mental illnesses & diseases
- ✓ Positive affective states
- ✓ Reducing negative affective states
- ✓ Control & coping
- ✓ Self-development
- ✓ Positive experiences
- ✓ Active and happy ageing

Active citizenship

- ✓ Community benefits
- ✓ Integration & inclusion
- ✓ Volunteering
- ✓ Bonding capital

Education & life-long learning

- ✓ (Intra) personal development
- ✓ Interpersonal development
- ✓ Educational motivation and achievements
- ✓ Cognitive aspects to improve learning
- ✓ Environmental awareness and behaviour



Physical health

- ✓ General physical health and related factors
- ✓ Combating diseases like stroke, heart attack & cancer
- ✓ Low injury rates and extended life expectancy
- ✓ Healthy ageing
- ✓ Subjective health perception
- ✓ Sun exposure effects

Additional benefits

- ✓ Lifetime physical activity
- ✓ Accessibility
- ✓ Cognitive functioning
- ✓ Other multiple effects

Crime reduction & anti-social behaviour

- ✓ Increase of prosocial behaviour
- ✓ Prevention and reduction of crime



What are your values of the forest?

I hope my presentation helped you to understand that forests have also big social and cultural sustainability values (among the economical and ecological sustainability values), even they are not in head lines of media.

THANK YOU!



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