

**Organising
institution**

Università degli Studi di Padova
Dipartimento di Territorio e sistemi agro-forestali - TESAF
Prof. Davide Matteo Pettenella

**Partner
Institutions**

European Forest Institute (Finland)
University British Columbia (Canada)
Forest Design (Romania)
Transylvania University of Brasov (Romania)
Elevate Health (The Netherlands)
Wageningen University and Research (The Netherlands)
University College Dublin (Ireland)
Meath Partnership (Ireland)
Austrian Research Center for Forests (Austria)

**Course Title
and
Description**

Green for Care: Development of entrepreneurial opportunities

Green care is an emerging concept indicating the innovative use of natural resources for the advancement of health, welfare and social inclusion while contributing to restore the damage caused to our natural ecosystem and to the earth. The aim of the School is to fill in a training gap in the sector of Green Care and encourage the start-up of new businesses and the development of projects in this field, aiming at fostering the social welfare and inclusion while respecting and promoting the valorisation of available natural resources. The School therefore aims at:

- Provide knowledge in the field of Green Care and in the 4 sub-sectors of the project (Forest-based care, Social Agriculture, Green Care Tourism, Urban Green care);
- Provide base competences and soft skills need to start a business/enterprise in this chosen sector;
- Help participants in improving and realize their business/project idea; therefore helping applying theory to practice;
- Foster the development of relationships among the participants (professors, experts or students) by building a network that can support the implementation of the projects presented.

The School will last four weeks. Lectures will be held in class in English. 30 participants will be selected via a Business Innovation Challenge (BIC) during which applicants will have to present their business idea in the field of Green care. 20 scholarships are also available for EU students not living in Italy

Lectures and seminars will be on the following topics:

- Marketing and promotion for Green care businesses,
- Improvement in the supply of ecosystem services through the active management of rural and urban areas;
- Accountability for ecosystem services and management of forests;
- Business management, business/operational strategy in the field of social economy;
- Financial planning, budget and fund raising.

Traditional training methodologies will alternate with group work, laboratories and workshops that will involve all the participants. Experts will bring their accounts on Green Care topic. Four visits to national Green Care initiatives will be organized in order to guarantee an in depth knowledge of real experiences.

The School will end with an event to present the projects developed by the participants that will be open also to organizations interested to support them, as partners and/or as funders or as technical assistance providers

Period	04/07/2022 – 31/07/2022
ETCS credits	6
Course fee	N/A
Course Level	University students, early-stage researchers, field experts, civil servants and private workers, aspiring entrepreneurs