

# Experiences and Interaction at Care Farms

– Cultural and Social Innovations in Rural Service  
Economy

Culture as Innovation – the Search for Creative Power in  
Economies and Societies

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# Contents of the Presentation

- 1) Background of care farming
- 2) Questions and special interests:
  - What are the creative and innovative contents of the care farm practises?
  - How can the creative dimensions be analyzed or questioned?



# The project in social and political context

## **Changes in the field of agriculture**

- The decreasing number of farms, agribusiness, pluriactivity
- New Rural Policy (national rural policy programme for years 2007-2013)

## **Turning point in the Social and Health sector:**

- Privatisation of services, Changes in the communal service sector

## **Ageing of the population**

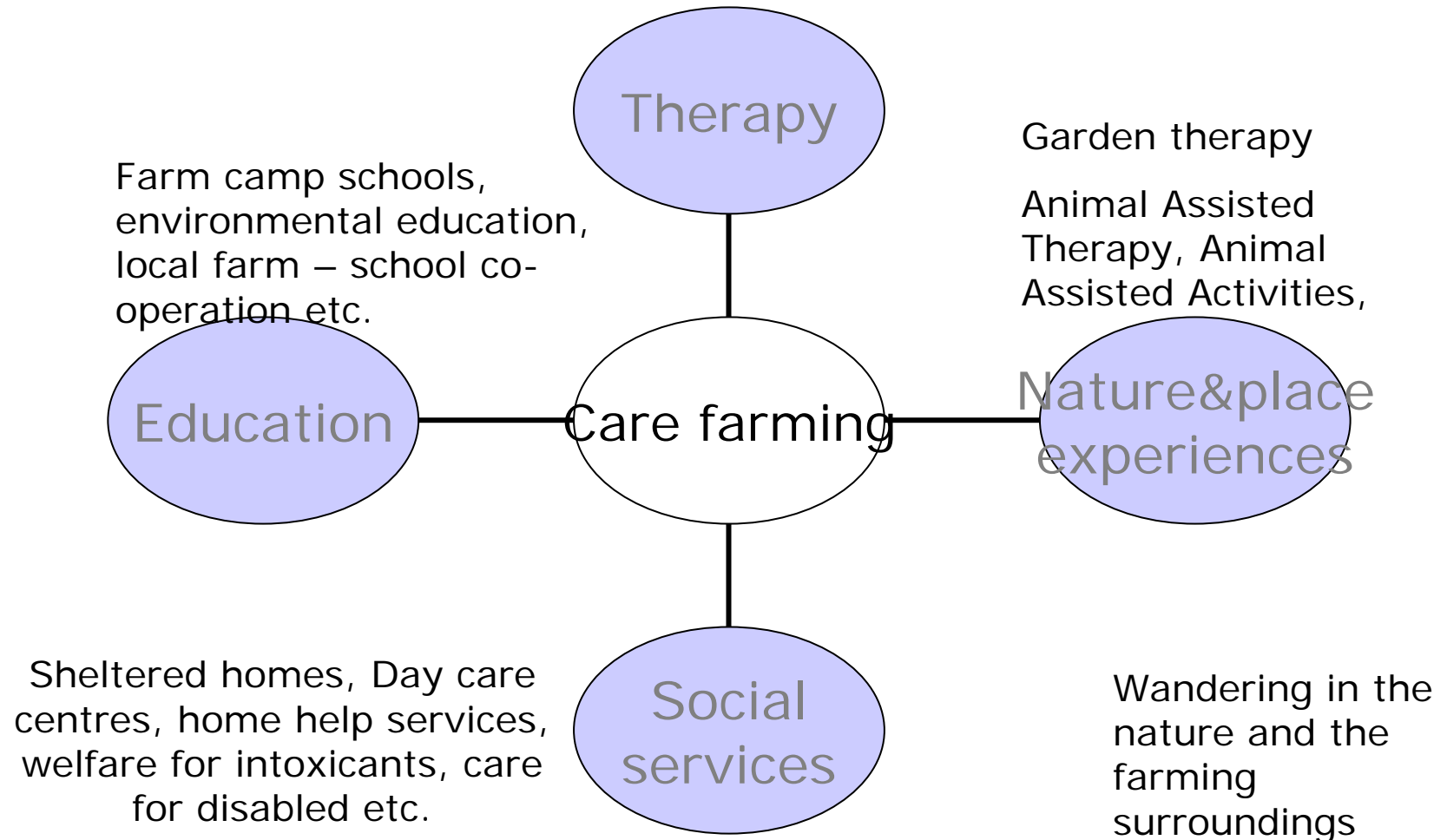
## **General changes in the society**

- individualisation
- consumers eagerness to seek for experiences
- social problems

# Many names for one phenomenon

- Care farming
- Green Care in Agriculture
- Social farming
- Farming for Health

# Different aspects of care farming



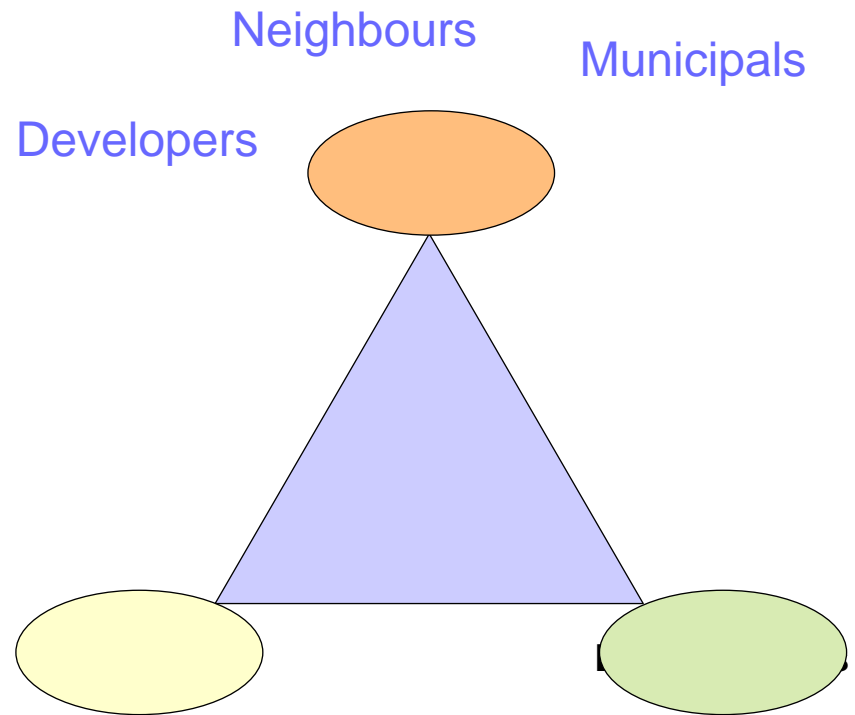
# Culture and place as social constructions

- "Culture" refers here to creative temporal, spatial and social processes
  - 1) the meanings produced by interaction between people and their surroundings
  - 2) the artefacts & landscapes which are produced in human practises
- the sense of place, the resources and the affordances of a place

# Innovations in interaction

⇒ How people produce, experience and consume care farms as places and social spaces?

⇒ What are the sustainable & renewable cultural resources for innovations?





# The Case Study Enterprises

- 2 old-age homes
- 1 mental health rehabilitation home
- 1 stable with horse assisted social pedagogic rehabilitation
- 1 day care farm?



# Elements of interaction on care farms

- Animals: emotions, care routines
- Same place for different ages, different meanings?
- Slow time? (on the other hand high season of work on farms in summer)

# Space for interaction



It is important to start new discussions and processes where the participants own ideas could lead to more concrete innovations, networks and action

⇒ new economy based on the individual creativity

⇒ future workshops 2007-2008

# Links



- COST866 Green care in Agriculture  
<http://www.umb.no/greencare>
- Farming for Health  
<http://www.farmingforhealth.org/>
- MAPA Maatilat maaseudun palvelutoiminnassa -  
Experiences and Interaction at Care Farms
  - Futures Research Centre & Agrifood Research Centre (MTT)
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