

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

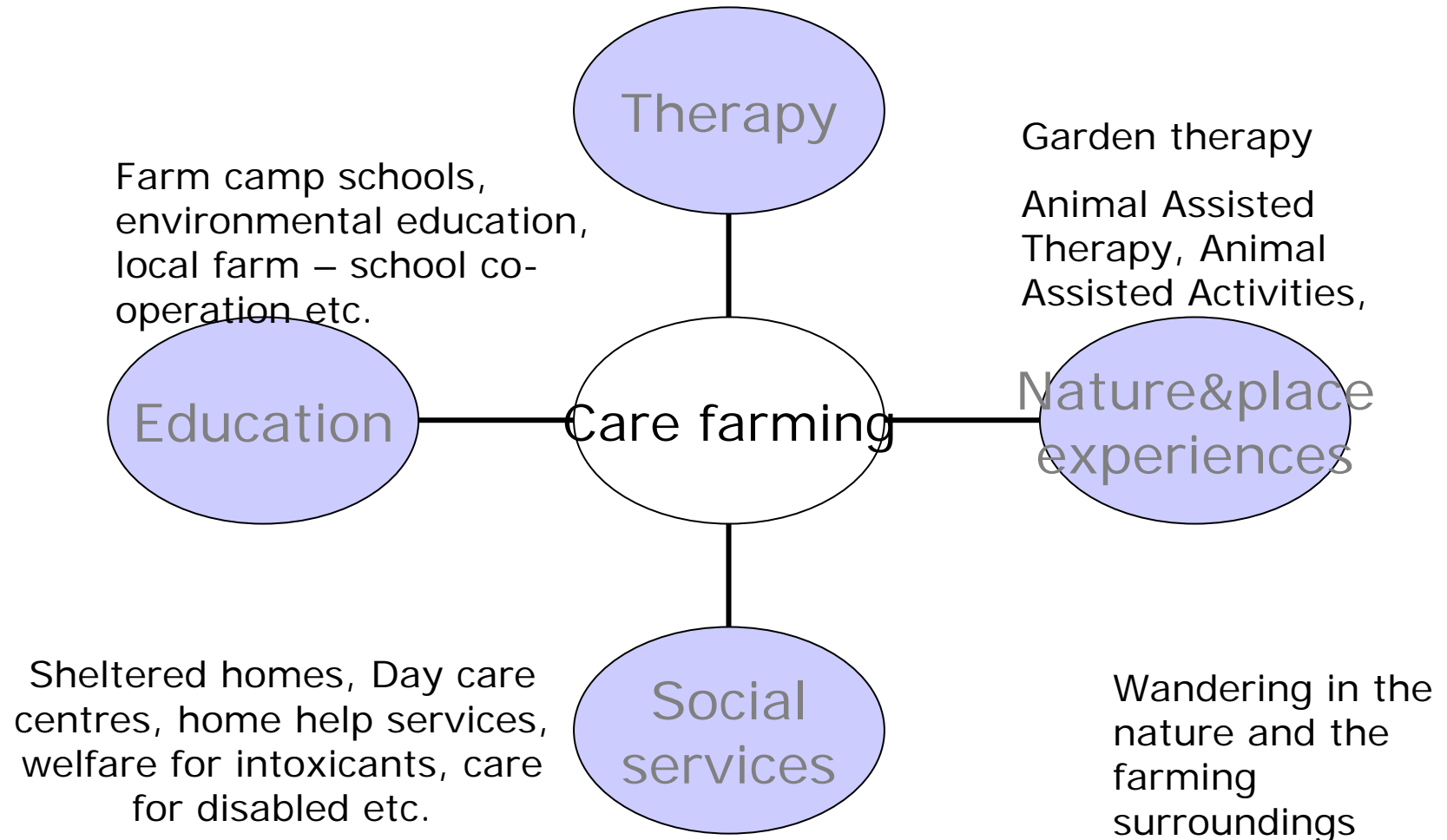
General changes in the society

- 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



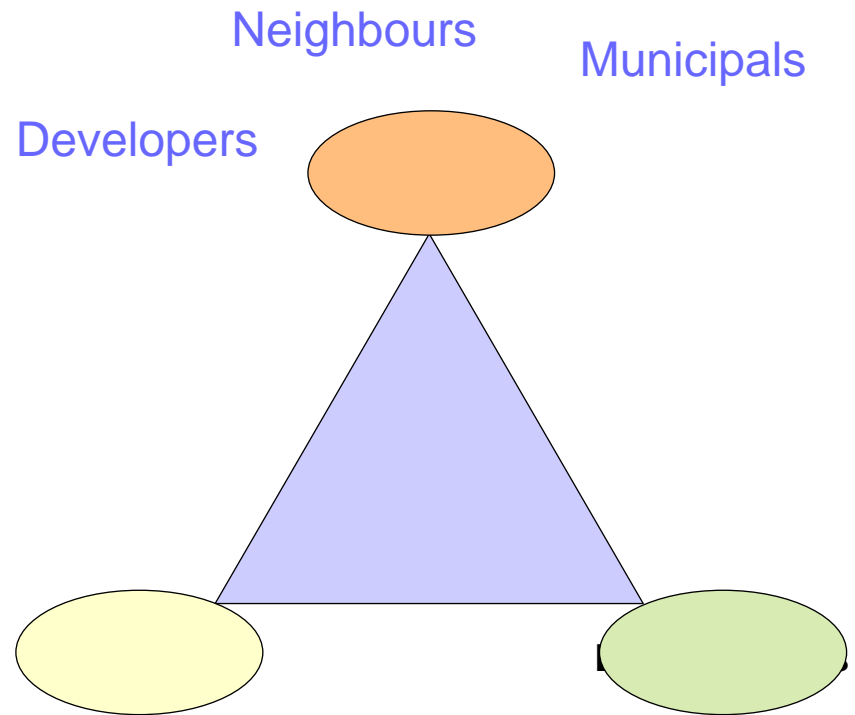
Culture and place as social constructions

- "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 -
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