



PO20.18.

NATURE ONLINE PROVIDES A NOVEL WAY OF ENJOYING NATURE AT HOME

**Launiainen Helena, Noronen Paula, Rahikka Anne, Slunga Annika
Miina Sillanpää Foundation, Helsinki, Finland**

BACKGROUND

Nature Online is an internet service, which provides experiences, information, and activities in connection to Finnish nature. It is based on research on nature's effects on people's wellbeing and health. The service brings elements of nature available for people, who have limited access to nature. Nature Online was co-created in a three-year project, which developed methods for enhancing the subjective wellbeing of families in informal care situations with the nature-based approach. The project was led by the Miina Sillanpää Foundation.

Iterative development of Nature Online included multiple pilot groups and user-driven workshops based on the service design approach. Elderly families in informal care situations, health care professionals, students of elderly care, and the steering group of the project participated in service planning and implementation during pilot groups and workshops.

AIM

The Nature Online service aims at enhancing user's wellbeing by providing elements of nature via the internet. The goal is also to enable experiences of enjoyment and restoration in connection to nature.

THE CONTENTS OF THE SERVICE

Nature Online consists of four main activity areas: Spring, Summer, Fall, and Winter. The seasonal areas are divided further into four focus areas: Sensing the Nature, Information about Finnish Nature, Nature related Activities and Stories and Narratives. There is also a Postcard-area that enables the users to read and send short stories and photographs from all over Finland.

RESULTS

Nature Online was launched in February 2019 and more than 4800 users have visited the website. Statistics show that the average user opens ca. 8 pages per visit. Indicator data shows on the scale of 1 to 5 a 4,1 of happy responses. User feedback indicated that the service brings value for the end-users and is beneficial for restorative moments in stressful life situations. Approximately 91 percent of the caregivers, who participated in the pilot group, have experienced restorative moments in Nature Online. Group counselors for elderly people, volunteers working with the elderly and other health care professionals found Nature Online an inspirational and useful tool in various contexts.

CONCLUSION

In our experience iteratively designed Nature Online provides opportunities for enjoyment and restoration in informal care situations. Co-creating the service with the end-users has ensured that it meets the needs of the end-users and has true value for them by making nature accessible also indoors. The co-creation process and the social participation was meaningful to the elderly and made them feel appreciated. Further research is needed in evaluating the impact on the user's wellbeing.

CONTACT INFORMATION:

Launiainen Helena, development manager
helena.launiainen@miinasillanpaa.fi
www.miinasillanpaa.fi



**MIINA
SILLANPÄÄ
FOUNDATION**