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2nd Community of Practice Workshop
Stavanger, Norway, 21-24 June 2006

Plenary: action reports

Action 5 by Paolo Pieroni, I:

"Video on Care farms" is based upon an interest for visual methods in rural research, to make Social farming visible, and to explore the power of images and actor's story-telling. E.g. the farmers picture presentation at last year's conference. It can be used in creating interaction and in dissemination of research results. The visual action is included into "So far" project (Social farming), started 2006. The idea is to give voices to clients and farmers. An idea is to give photo cameras to all types of stakeholders in different countries. It can gather views, and also trigger a social process.

Action 6 by Katja Vadnal, SL:

"Social-economic performance of green care initiatives" is dealing with general criteria for selecting indicators. We will use a step by step procedure in the session. Step 1) identify stakeholders, 2) identify core issues, 3) formulate impact hypothesis, 4) identify and select indicators.

Action 7 by Gert Rebergen, NL:

"Social return on investment. (SROI)". This action means looking at GC by the eyes of the accountant. This is the purpose of the IMCR project, is now at a draft stage, planned to start in 2007. Core elements in the analyses are a) Financial-economics, ecological and social impacts, b) Stakeholder's analyses, and c) Cash flow. The purpose is to identify cash flow, investments, the relations, and the effects for the different stakeholders. The method is useful for GC farmers/organisations in marketing their services. The project now includes 11 participants from 7 countries, and is open for more partners.

Plenary lecture

Grete Patil, No, Education on Nature, health and quality of life in Norway.

For the University of life science the vision is "...to contribute to sustainable the livelihood of present and future generations." Study programs deals with the training in horticulture and health care and the combination of them.

Develop regular with courses external university is



interdisciplinary skills. So far the university has held courses for farmers and for students. Issues: * The farm as a pedagogical resource, * Introduction to GC emphasis on psychiatry, * The use of animals, plants, forest and landscape for life quality. The include basic theoretical perspective on human – environment, practical examples, and involve lecturers. Also farmers can participate, getting a qualification for GC or farm based teaching. The now planning a master program in Public health, recruiting from a broad spectre of disciplines.



Reports from parallel sessions

Workshop: special pedagogies on farms

Erling Krogh N, Robert Milne UK and Yvon D. Schuler NL

We talked about the necessity of training teachers and helping volunteers to make a garden the hart of the school. There should be a group responsible for the garden (also children) and all children should be getting excess to a natural environment. Robert talked about his experieance with working in a garden and that you never should underestimate children. They have to be instructed on gardening as a part of the curriculum. Other teachers should also use the garden as an outdoor classroom.

Yvon added that it would be wise to make the school the centre of nature experience action because it can be the start of projects in the neighbourhood that can support her idea of Masterplan Green Corridors for children throughout the cities. In Amsterdam she is involved in such a project and schoolfarms and schoolproject for disabled children are a big part of that. One suggestion on reducing the costs for green around kindergardens is to built them in Nature. So building a hole new green environment for children also means by the designing principles for children. It also connects to the Living



School project. Because this focus on training of teachers and farmers. It also profides special programmes on farms. We talked about actions we could take to set up a new programme on this topic an came up with eight:

1. Set up living schools or variations in all the CoP countries and report on that next year;
2. Collect more evidence on the practical work;
3. Collect links and data en put them on the CoP website;
4. Make the Masterplan part of the Cost action;
5. Look for the different researchprojects in different countries and collect the evidence out of that;
6. Get involved in the Health Care groups and researches;
7. See to it that there will be action research, so we can start as soon as possible;
8. Include all specialisations needed (planners, architects, social workers, healthcare etc) and make children a part of planning.



Workshop action V – participatory photo and video: lessons learnt for social farming,

After each of participants presentation, Paolo Pieroni introduced the workshop by insisting on the role of the video production in the So Far European project. This video should not be didactic nor promotional, but documentary. Then Francesco Di Iacovo presented briefly the So Far project: The third part has been dedicated to a presentation by Gerald Assouline of participatory photo and video experiences and lessons learnt from them.

A very stimulating discussion followed: it insisted on the multiple role and meaning of those experiences: the participatory process as well as the collective dynamic at work: a therapeutic and a research functions. For the researcher, it is

fundamental to valorise and take into account what key actors like farmers and beneficiaries may have to express through image.

A methodological protocol on implementation of participatory image production elaborated by “So Far” project will be proposed to all participants who expressed their interest to experiment it in their activities. Action V participants expressed the wish to exchange the visual material they will have produced, for next year workshop in Belgium.

Gerald Assouline and Paolo Pieroni

Workshop: Social return on investments impact map and indicators.

SUMMARY: Social Return On Investment (SROI) is a method to measure blended value (financial – economic, ecological and social values in one) in terms of cash flow.

SROI has been developed in the USA. An European group of consultants worked on it and change the method into a version facing specific aspects of European business culture. The European SROI Network (ESROIN) works on the dissemination of the method all over Europe. The SROI framework is available.

Identified stakeholders are categorised in groups with similar interests and their input (financial and/or non-financial resources) will be individually related to the monetised interest.

Because the method is still rather unknown to the participants, a lot of questions are raised and many clarifications and examples given.

The relationship between SROI and strategic or ethical analyses came up. The results of a SROI analysis of a Dutch care farm are presented and discussed.

Gert R. Rebergen, The Netherlands (info@izare.nl)
(Attendance: 21 persons)



Plenary action reports

Action 1-2: Quality systems and guidelines for these, Kari Frøseth, NO

The Dutch Quality handbook has been translated into English. Also the Norwegian Guidelines for development of GC farms have been translated into English. The issue of quality systems will be further discussed in a session tonight.

Action 8-12: Website, discussion groups, mailing list, and e-newsletter Yvon D. Schuler NL.

Kees Manintveld made a proposal in 2005 including the usergroups, the goals and conditions for a website. There will be internal (For our community members) and external parts (for everyone) and we will have all the participants from 2004, 2005, 2006 listed as a member. It is necessary to have country leaders or members as participants to the website filling. So we need names of all the people who want to join. We also have to find funds to get the website working for a long time. ECT (Kees) is willing to pay some time, but we have to look for other possibilities. So

if you have some funding ideas. You are welcome to help us.

Go to www.farmingforhealth.org. Go to the little star and add the login code you will get shortly.

Joe Sempik also added that the mailing list is easy to use:

- Farming for Health Mailing List: Join the list by emailing to majordomo@lists.lboro.ac.uk with words “subscribe farmingforhealth” in message body. Leave subject line blank and also rest of the message. No signature.
- To Post Message: Send email to farmingforhealth@lists.lboro.ac.uk. When you reply (and you want everyone to receive the message) use “reply all”.

Action 14: education and training programmes – Leonardy da Vinci initiative, Wiebe Cool, NL:

It is always a question of work, and a question of care. Therefore farmers need education. In the Netherlands there are developed certificated training programmes. Different levels for different groups. We are proposing for Leonardo da Vinci program. This will be discussed at the session tonight.



Action 15: European survey on care farms/farming for health – Jan Hassing, NL:

A study of GC surveys in UK and NL showed that the following questions were covered: How was the start, what are the experiences, how many participants, how many days a week, how are the finances, what do you consider the effects of your project, etc. It is planned for UK and NL, but other countries are welcomed to participate. The survey will be part of the SoFar project. Suggestion from audience: Send it by URL, spread it out.

Reports from evening parallel sessions

Workshop on Action 1-2: Quality systems

First there were presentations from three countries on the ongoing work on quality systems.

Jaap Meijer, NL, presented the concept of Quality trademark for Green Care farms in the Netherlands, and the quality hand book for GC farms. Massimo Testa, I, presented the work with ISO 9000 certification and in the Forum of Social Farms in Italy. Nina Glomsrud, NO, told that The Norwegian farmers union has worked with GC quality issues for two years.

The following discussion focused on elements of good quality systems. These are the basic elements being suggested.



and guidelines

It should...

- deal with WHAT to do and HOW to do it, and to WHOM.
- deal with all stakeholders
- be meaningful, understandable, and practicable
- involve farmers + users + buyers in making of the system
- include a system for evaluating effects for the users (Should be done by health professionals).
- secure that you do what you say that you do
- focus on the abilities, not the DISabilities of the users
- help in development of the services
- Keep it simple!



Workshop on Action 14: Education and training programs.

After introductions, it was decided to produce an inventory of training that exists only for staff working in green care.

We found out that there are very many courses, being run at different levels and a simple list was not possible.

The main educational programmes in green care in Italy, The Netherlands and Norway were discussed as well as horticultural therapy courses in Germany and the UK in. The group undertook to provide Wiebe with a full list of qualifications in each country by email by the end of August this year.

Then we carried out a small brainstorm, starting with dreaming about farming and care. After this the participants

said what they thought was needed in qualifications/education that did not exist at the moment.

We concluded at midnight with an expression of interest by all participants to join the proposal for the application for a grant to carry out further Euro-wide development of education and training in green care under the Leonardo da Vinci programme. Part of this should be to investigate the standardisation across Europe of qualification levels.

Happy Midsummer Week, Wiebe Cool

Workshop: Story-telling as a therapy

The needed qualities for listening

In "the man who mistook his wife for his head", Oliver Sachs tells the story of a woman who does not fit in society because she doesn't seem to have any proper qualities.

By having a second talk in the hospital garden the doctor discovers some qualities in the woman that he had not discovered during the previous interview ...

Interesting lessons are:

- a good listening can unveil a lot of things;
- a different environment can bring out more things, e.g. a farm, nature, the proximity of domestic animals;
- showing the proper interest is very important.

Possible ways of story-telling

Story telling can be done in different ways:

- make them tell their story, i.e. listening to experiences;
- create a scene where they can tell their story.

Some good advise:

- Include story-telling in your work: make it a useful instrument;
- Create a nice environment to get the maximum effect out of it.



DURING THE DAY WE ALSO HAVE BEEN.....

... Trying to pronounce and understand the names of the session rooms; SØRMARKA and HAFRSFJORD.

... Visiting a city farm and a private Green Care farm, Steindal

... Discussing in workshops

... Picking a small rock, as a symbol of our work to reach the top for Farming for Health

... Out in the changing weather

.... Dining

... Singing "Hanen stend på stabburshella"

