



INTEGRATION THROUGH NATURE MANAGEMENT

A Guidebook



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FACT

Finnish Association for Nature Conservation (FANC) Pirkanmaa operates in the districts of Pirkanmaa and Karvia. It is based in Tampere. Sixteen local associations form the Pirkanmaa branch.

Together with the local associations, the Pirkanmaa branch works to promote environmental care locally through various activities, including giving expert statements in environmental issues, organising volunteer work days, surveying valuable sites and implementing new conservation initiatives.

The Pirkanmaa branch acts as a link between its members and the national level of FANC. A board formed of volunteers run the activities together with contracted employees.

PREFACE

Are nature and nature conservation close to your heart? Does nature management peak your interest? Have you thought about how nature could be used to support social integration? If so, then this is the guidebook for you. Here you will find instructions and suggestions for how to proceed, whether you are planning a long-term project or a single event.

This guidebook can be adapted to many needs and situations. It can benefit those who are involved with immigrants through their work and who are looking for new methods to promote integration, meaningful pastimes for their clients and easy, casual settings for practicing language skills; it can guide community or nature conservation associations wanting information on nature management and scouting for active participants; it provides reference material to projects revolving around nature, integration, cultural diversity, employment and well-being. This guidebook also serves as a source of inspiration and ideas for nature-based activities to various NGOs, parish groups, nature trip organisers, workshops and educational institutions.

Nature management and integration have been the common thread running through the Kolu Project: integration through nature conservation in Pirkanmaa.

We have compiled observations and suggestions based on our experiences in the Kolu project, as well as feedback from participants in the various activities and info meetings. This guidebook also provides more general information to support nature-based activity. The publication is available in Finnish and in English.

This guidebook is a joint endeavour, and it is built on the work carried out in the Kolu project. We would like to express our gratitude for all the valuable contributions both to the project and this guidebook. Our thanks to volunteer workers, group leaders, programme organisers and service providers! Thanks to our partners in the ELY Centre, municipalities, parishes, organisations, schools, projects and other active contributors! Our most sincere thanks to the project consulting group and the board of the Finnish Association for Nature Conservation (FANC) Pirkanmaa! Thanks to interns and thesis writers! Your contributions and help have been of paramount importance.

We hope this guidebook will be of use to you in promoting integration through nature conservation and management!

*The Kolu Project –
integration through nature conservation in Pirkanmaa
In Tampere 30 January 2019*



TIPS

Here you will find tips and suggestions for further information.



GLOSSARY

ALIEN SPECIES = A plant or animal species that has spread outside of its native range either purposely or accidentally as a result of human activity. Humans have contributed to an introduced species advancing through naturally occurring obstacles such as continents, oceans or mountain ranges. Invasive alien species threaten and damage indigenous species, ecosystems and cultivated plants. They can be harmful to human health, damage properties or injure nature-based livelihoods.

ASYLUM SEEKER = A person who has been subject to persecution in their home country and is seeking international protection and the right to remain in another country.

BIODIVERSITY = The variety of plant and animal life on Earth, including genetic variation as well as diversity of species and ecosystems.

BIOTOPE = An area of land or water characterised by particular environmental conditions and distinctive flora and fauna. The main biotope types in Finland include the Baltic Sea, coastal areas, inland waters and watersides, mires, forests, rocks, traditional rural biotopes and fells. Related concept: habitat.

CULTURAL SENSITIVITY = Observing, sensing and experiencing a culture. An individual bases their definition of culture on their own experiences and observations. Cultural sensitivity also means being accepting of and empathising with persons from other cultures.

FAMILY GROUP HOME = Underage asylum seekers who have arrived in Finland without a guardian are generally placed in a family group home after having been issued a residence permit. The system is coordinated by ELY centres throughout the country. Underage asylum seekers may also live in private accommodation, in which case they are only formally registered at a group home or family group home.

HUMAN-NATURE RELATIONSHIP = A person's perception of the meaning of nature, manifesting in how he or she uses, treats and values the environment. The foundation for an individual's environmental relationship is established during childhood. A positive relationship with nature may prompt a desire to influence and participate in matters related to the environment.

IMMIGRANT = A foreign citizen who has come to live in another country for an extended period of time.

INTEGRATING = Promoting and supporting the incorporation of immigrants into the host society through various measures and services offered by the authorities and NGOs.

INTEGRATION = The interactive progress between an immigrant and their host society. The immigrant obtains information and skills requisite in the society and in working life. Maintaining the immigrant's own language and culture is also supported.

IRREGULAR FOREST STRUCTURE = Maintaining forests in an uneven-aged, permanently irregular structure without clearfelling. Only selected trees are harvested at a time and the forest canopy is maintained continuously.

NATURAL STATE = Untouched by humans. For example, a forest in its natural state is home to trees varying in age, size and species. It is biologically diverse in its plant and animal life. The term seminatural forest refers to a forest area showing signs of human impact.

NATURE MANAGEMENT = Restoring, conserving and maintaining the special characteristics of habitats through conservation and restoration measures.

NATURE-BASED INTEGRATION = A process wherein an immigrant learns about their local environment in various nature activities. Nature-based experiences, excursions and methods support integration.

NEAR-THREATENED SPECIES = A species that is not yet categorised as threatened but is close to meeting the criteria of threatened or likely to meet them in the near future.

PROTECTED SPECIES = When the existence of a plant or animal species is threatened or the species is otherwise in need of conservation, it can be placed under protection either throughout the country or in parts of the country.

SUBSTITUTE HABITAT = A habitat type altered by human activity that may provide the species of threatened habitat types with the necessary structural features and companion species. It cannot replace the original habitat type or the conservation, management or restoration thereof. Examples of substitute habitats include constructed wetlands or road and railroad embankments on sandy soil.

THREATENED SPECIES = A wild species whose survival has become threatened.

TRADITIONAL RURAL BIOTOPES = Biotope shaped by mowing and grazing. Traditional rural biotopes include for example meadows, grass fields, fenced natural pastures, moors and meadows developed in sites of slash-and-burn grazing.

QUOTA REFUGEE = A person who has been granted refugee status by the UN and who belongs in the distribution quota of the receiving country.

XERTHERMIC HABITATS = Habitats subject to intense sun. Covering vegetation or land shapes are few or non-existent. Frequently occur on moraine hillside slopes facing south or west. May also occur on flat land or rocks. Xerothermic habitats can be created and maintained by forest fires, erosion, wind, water, grazing, mowing or trampling.

Entries immigrant, asylum seeker and quota refugee, source:
The Family Federation of Finland, compiled by the Population Research Institute /
Anneli Miettinen

1 THE KOLU PROJECT – INTEGRATION THROUGH NATURE CONSERVATION IN PIRKANMAA

The Kolu project is an enterprise of the Finnish Association for Nature Conservation (FANC) Pirkanmaa. The name Kolu comes from Finnish and stands for integration through nature conservation: the project seeks to facilitate social integration by providing opportunities to contribute to nature management and conservation work. Activities so far have included restoring valuable sites and removing alien species harmful to an ecosystem.

The project was launched 1 January 2017, and its first stage concluded 31 December 2018. Even as this guidebook is being written, an application for extending the project by another two years is in process. We hope to embark on the second stage of the project from the beginning of year 2019.

Nature management work has been taken up by immigrants together with local communities. During various activities, immigrants have been able to improve their Finnish language skills and extend their local networks. The project has brought immigrants in contact with Finnish nature and culture in a very hands-on way. Meetings preceding each activity have provided information on the many aspects of Finnish nature, the concept of everyman's right, volunteer work in general and other activities offered in the project. Furthermore, a nature-themed get-together was organised at a reception centre, and the project has been publicised at other events. During two years, some 1016 visits were logged at various Kolu events. We have witnessed a strong and steady increase in the numbers.



Participants came from a variety of backgrounds: asylum seekers, quota refugees, people who had already been granted a residence permit, students, and people who had moved to Finland for family reasons. Educational institutions have partnered the project in order to provide opportunities for their students to practice Finnish in genuine encounters. We have continuously developed the project based on feedback from participants and partners.

The first stage of the project comprised thirty nature management excursions. We worked on traditional rural biotopes and the habitats of various threatened species, and removed invasive alien species such as Himalayan balsam (*Impatiens glandulifera*) or lupin (*Lupinus polyphyllus*), particularly in areas where they threaten significant nature values. The sites were located both on private lands as well as lands belonging to municipalities, the state, a local parish or shareholders. The majority of the sites were in the countryside.

The Kolu project is funded by the European Agricultural Fund for Rural Development (EAFRD). The project has gratefully utilised the expertise of the Pirkanmaa Centre for Economic Development, Transport and the Environment.



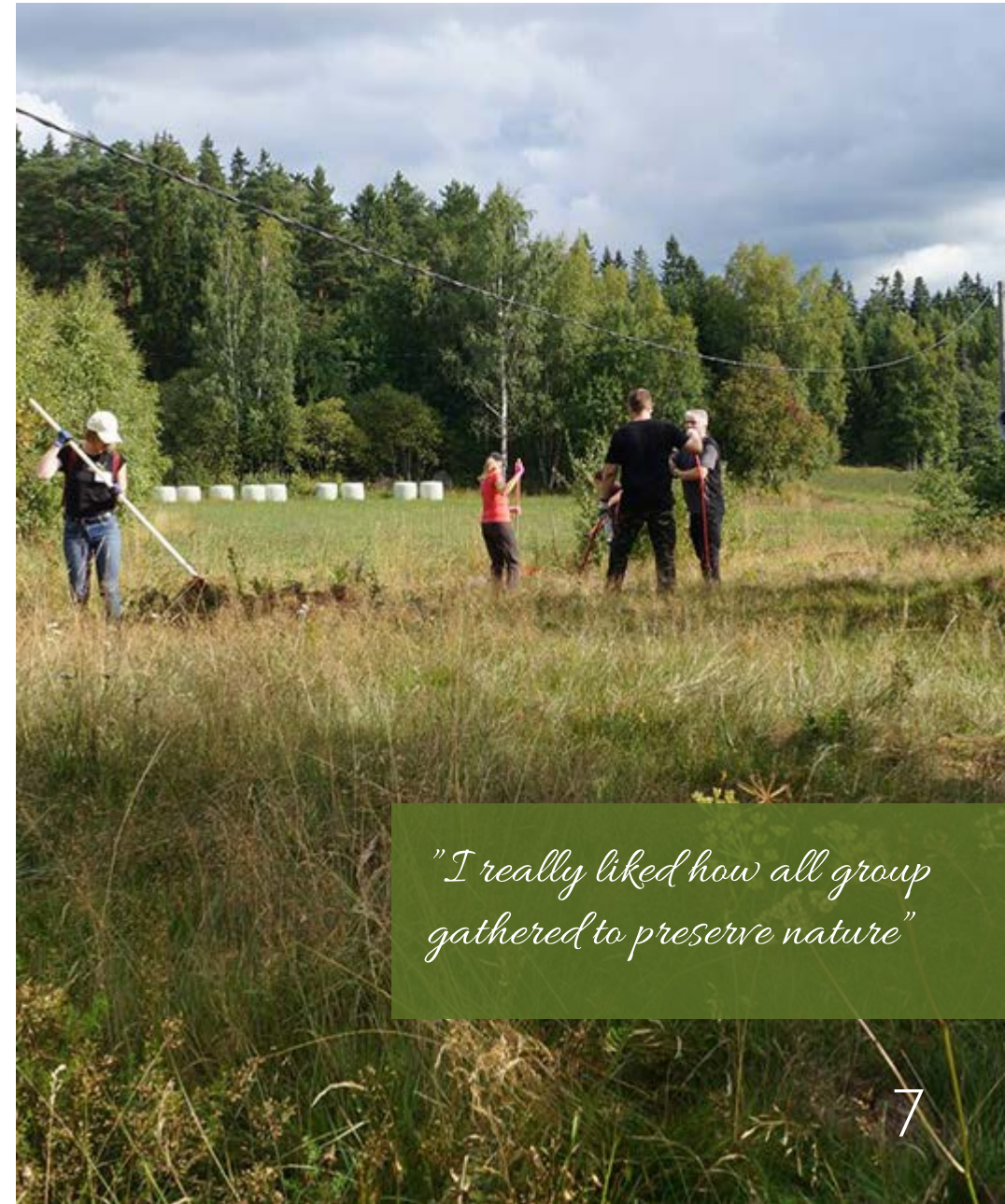
2 NATURE MANAGEMENT AND CONSERVATION

The conservation and management of nature and landscapes are guided by **Finland's Nature Conservation Act**. In addition to national legislation, all activities are regulated by EU directives and international agreements.

The Nature Conservation Act purposes to

- ☀ sustain nature's biodiversity
- ☀ nurture natural beauty and landscape values
- ☀ support the sustainable use of natural resources and the natural environment
- ☀ promote knowledge of nature and nature hobbies
- ☀ advance research on nature.

The Finnish **Ministry of the Environment** regulates and monitors nature and landscape conservation. Finland's **ELY Centre**, the centre for economic development, transport and the environment, promotes and monitors conservation, while municipalities across the country contribute locally. **The Finnish Environment Institute SYKE** conducts research on biodiversity and produces assessments for national and international use.



"I really liked how all group gathered to preserve nature"

The third sector plays a significant role in nature conservation. In Finland, numerous non-governmental organisations and volunteers contribute to nature management and conservation.



TIPS

The Finnish Association for Nature Conservation

Altogether 162 local member associations and 15 county-based district organisations. Local activities are run by volunteers.

The Finnish Nature League

A nature and environmental protection organisation for children and youths.

"Protecting nature is very important to every person" (transl.)



"How Finnish people protect the environment"

In answer to the question, What would you like to learn about Finnish nature?

2.1 BIODIVERSITY

With the loss of species and precious habitats, nature's **biodiversity** dwindles. Biodiversity is threatened by dangers such as habitat loss or fragmentation, climate change and the unsustainable use of the environment and natural resources. Biodiversity is a prerequisite for all life and necessary for the well-being of nature and humans alike.

According to the predictions of [The Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services \(IPBES\)](#), we are in danger of losing 40 % of global biodiversity by the year 2050.



TIPS

[Biodiversity](#)

Ministry of the Environment

[Biodiversity.fi](#)

In Finland, too, habitats have been reduced and some are threatened by total destruction. Traditional rural biotopes have suffered the most damage.

Finland intends to halt the loss of nature's biodiversity by the year 2020. [The National Biodiversity Strategy and Action Plan](#) proposes altogether 105 measures that promote conservation and sustainable use.

A circular image showing a person from behind, standing in a grassy field with trees in the background. The image is semi-transparent, allowing text to be overlaid.

**NEARLY ALL
TRADITIONAL RURAL BIOTOPES
IN FINLAND ARE
CRITICALLY ENDANGERED**

Ecological corridors are "green connections", connecting areas that allow animal and plant species access from one region to another. They protect biodiversity and provide a habitat for wildlife. Areas such as forest corridors, chains of forests and fields, riverbanks and shrubbery growing in fields reduce the isolation of species.

According to the IPBES platform, **restoring damaged habitats** is economically viable: the profits gained from restoration are approximately ten times as high as the costs.

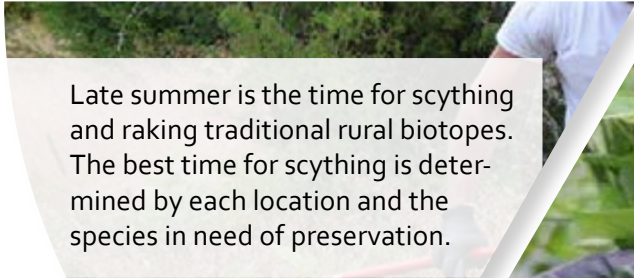


2.2 NATURE CONSERVATION SITES AND BIOTOPES

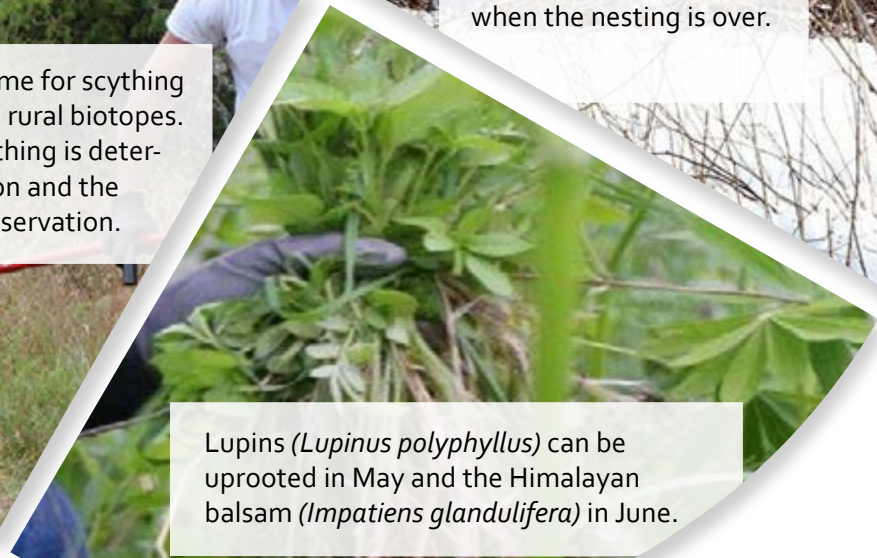
The nature conservation sites included in the Kolu project were chosen according to the following principles:

- ☀ The site must primarily be located in an area owned by municipalities or nonprofit organisations.
- ☀ Secondly, the site may be in private ownership if it is not eligible for other public funding.
- ☀ The site must be an inventoried traditional rural biotope or nature conservation site that has been classified as possessing national, regional or local value.
- ☀ The site must be located in a rural landscape of cultural value.
- ☀ The site must be economically accessible.


NATURE MANAGEMENT ACTIVITIES ARE DETERMINED BY THE TIME OF THE YEAR.



Late summer is the time for scything and raking traditional rural biotopes. The best time for scything is determined by each location and the species in need of preservation.



Lupins (*Lupinus polyphyllus*) can be uprooted in May and the Himalayan balsam (*Impatiens glandulifera*) in June.



Early spring and autumn are ideal for removing unwanted vegetation with billhooks from such areas as butterfly meadows, traditional rural biotopes and restored forests.

Willow trees should be pruned in early spring before birds begin nesting or in autumn when the nesting is over.

PERMITS FOR NATURE MANAGEMENT IN FINLAND

Planning nature management activities on a particular site always begins with contacting the **landowner**. If the site is owned by a municipality, enquiries about nature management activities can be addressed to the environmental department. If the site is state-owned, activities are arranged with Metsähallitus, a state-owned enterprise in charge of managing protected areas in Finland. If the site is located in an area used in forestry, management activities must be negotiated with Metsähallitus Forestry Ltd.

If the nature management site is located in a nature reserve, an area covered by the Natura 2000 network or an area otherwise important in respect of biodiversity, organisers must contact the **local ELY Centre**. The centre is then provided with a plan concerning the location of the chosen nature management site, the intended nature management activities and the precise date of the project. A map must be attached to the plan. Organisers are advised to deliver their plan to the ELY Centre well before the intended activities, so that the centre is able to process the plan in time. **All nature management activities require the consent of the landowner and the local ELY Centre.**

The MapSite web service or **the property identifier search tool** provide information on property boundaries and property identifiers. A private person can detect the landowner by ordering extracts and certificates from **The National Land Survey of Finland, the municipality or the local register office**. Extracts or certificates are not required if spoken information is deemed sufficient. When dealing with municipalities, contact the land survey or zoning officials.



TIPS

Nature conservation ELY centre

Nature conservation Metsähallitus

The National Land Survey of Finland

Services, Who owns this property unit?

Mobile applications

Various map applications are available for smartphones free of charge. Certain applications may also provide a paid version with more extensive features. Some map applications include information on property boundaries and property identifiers.



BIOTOPES

A biotope is an area of land or water characterised by particular environmental conditions and distinctive flora and fauna. The protection of biotopes aims to conserve biodiversity and preserve wildlife habitats.

The threatened of Finnish biotopes has been examined in the years 2008 and 2018. The resulting assessment adheres to the criteria established by **IUCN, the International Union for Conservation of Nature**. The examined biotopes include the Baltic Sea, coastal areas, inland waters, mires, forests, rocks, traditional rural biotopes and fells.



TIPS

[Natural habitats](#)
Environment.fi

[Assessment of the threatened habitat types in Finland](#)
Environment.fi



Finland's environmental law protects certain valuable biotopes. These biotopes or comparable biotopes may not be altered in a way that threatens the biotopes' distinctive properties.

This prohibition becomes effective when the ELY centre has determined the precise boundaries of the protected area and informed the area's owners and occupants of the decision.



NATURA SITES

The Natura 2000 network aims to preserve the biodiversity of the EU area. The network protects the valuable biotopes and habitats distinguished in the EU's Habitats Directive. Finland features 69 of the biotope types listed in the directive.

THE NATURA SITES IN FINLAND
COVER ALTOGETHER FIVE MILLION HECTARES

land **75 %**
of area

water **25 %**
of area

PREVENTING THE SPREAD OF INVASIVE ALIEN SPECIES

comprising 12 nature management excursions

- ☀ Uprooting Himalayan balsam (*Impatiens glandulifera*) by hand.
- ☀ Digging out garden lupine (*Lupinus polyphyllus*) with shovels.
- ☀ Covering growths of great manna grass (*Glyceria maxima*).

MANAGING THREATENED BIOTOPES: TRADITIONAL RURAL BIOTOPES AND XEROTHERMIC HABITATS

comprising 9 nature management excursions

- ☀ Scything, raking and clearing the debris.
- ☀ Removing small trees and shrubs with secateurs and billhooks and clearing the debris.
- ☀ Covering growths of rapidly spreading grass with newspapers and bin liners and digging out roots with shovels.
- ☀ Removing moss.

PROTECTING THREATENED SPECIES

comprising 4 nature management excursions

- ☀ Marking and protecting threatened plants for the duration of the nature management activity.
- ☀ Exposing mineral soil by removing moss, lichen and plant litter. Bare mineral soil is essential for the germinating of seeds and for several insects.
- ☀ Occurrence of the extremely endangered false heath fritillary (*Melitaea diamina*): removing sprouts with billhooks and secateurs and clearing the debris.
- ☀ **Always contact your local ELY centre before undertaking any activities relating to the conservation of threatened species.**

RESTORING FORESTS AND MIRES

comprising 4 nature management excursions

- ☀ Restoring the habitats of extremely demanding species: pruning away less valuable trees and shrubs, covering plants and planting European white elm (*Ulmus laevis*) seedlings.
- ☀ Restoring a drained mire: restoring hydrology and reviving mire species by damming ditches. Dams allow groundwater to reach its natural level and enable the gradual recovery of mire vegetation.

SUBSTITUTE HABITATS

comprising one nature management excursion

- ☀ Scything and raking in a meadow and clearing the debris. Removing small trees and shrubs with secateurs and billhooks. Uprooting less valuable, competing vegetation by hand.





TIPS

[Environmental agreements](#) (in Finnish)
Finnish Food Authority

[Nature management and restoration of habitats](#)
Finnish Environment Institute SYKE

[Forest Act 1996/1093](#)

[Protection of forests](#)
Finnish Natural Heritage Foundation

EXAMPLE OF AN EXCURSION: RESTORING WOODLAND AREAS, RAIKKU, KANGASALA

The wood by the Raikku School in Kangasala was originally cleared away to make room for a school garden and later reforested. One of the Kolu project activities has been restoring the wood back to its original state of broadleaved woodland.

The site is home to small-leaved lime (*Tilia cordata*), Norway maple (*Acer platanoides*) and a wych elm (*Ulmus glabra*). The majestic old trees growing by the brook side are in their natural state. Wall lettuce (*Lactuca muralis*), baneberry (*Actaea spicata*) and guelder rose (*Viburnum opulus*) have been found in the field layer of the wood.

The nature management activities carried out in the area included selection cutting, weeding out invasive Filipendula growths, gathering twigs and sticks in piles and covering nettles. We have also planted some European white elm (*Ulmus laevis*) brought from nearby Vanajavesi. Wire cages were used to protect the saplings from wild animals.

The Kolu project was partnered in these management activities by the Kangasala Environment and Entrepreneurship School Support Association KYY. We have been to the site three times so far, and active management and monitoring is on-going.



Through nature management, you can

- ☀ maintain and enhance biodiversity
- ☀ increase knowledge of species and appreciation of nature
- ☀ have a positive impact on environmental awareness
- ☀ affect climate change.

2.3 INVASIVE ALIEN SPECIES

Not all alien species are harmful to the indigenous ecosystem. [The Finnish Invasive Alien Species Portal](#) maintains lists of harmful alien species on national and European levels. Across Europe, some 12,000 alien species exist, out of which 10–15 % are classed as harmful ([EU regulation 1143/2014](#)).

Invasive alien species can pose a serious threat to and damage biodiversity, indigenous species, ecosystems, cultivated plants, agriculture, forestry, hunting, fishing and reindeer husbandry. Invasive species may spread diseases or parasites, or they can prevent the recreational use of an area. When they harm human, animal or plant health or property values, they also cause financial losses. Combating invasive alien species plays a role in adapting to climate change.

Invasive alien species spread most aggressively during the summer, which is also the season best suited to removing them. Seeds can travel long distances with wind, animals, water, earth moving or garden debris.



TIPS

[Finnish Invasive Alien Species Portal](#)

Information, images and distribution maps of alien species, along with instructions on how to prevent them. You can identify and report alien species through the portal.

[Alien species on the Ministry of Agriculture and Forestry website](#)

Information on prevention of alien species, national legislation and strategy on invasive alien species.

"I had a great day picking up those unwanted plants. I hope it happens again. Thanks."

2.4 PROTECTED SPECIES

Protected species are preserved by [Finland's Nature Conservation Act](#) and [Nature Conservation Decree](#). Animals are grouped into non-protected species, game (Hunting Act) and protected species. The majority of mammals and birds are protected by the Act, whereas the protection of plants is regulated by the Decree. Also some fishes, reptiles and insects are protected by the Decree.

Harming and interfering with a protected species is forbidden. Animals are not to be killed or captured. Removing, transporting or otherwise harming the nests, eggs or individuals of a protected species is forbidden. Furthermore, disturbing animals, particularly during breeding or migrating periods, is forbidden.

Picking, cutting, uprooting or eradicating a protected plant or a part thereof is forbidden. The same injunction is applied to the seeds of a protected plant.



TIP

[Protected species](#) Environment.fi

SPECIES PROTECTED BY THE NATURE CONSERVATION DECREE IN FINLAND



62
ANIMALS



13
BRYOPHYTES



131
VASCULAR
PLANTS



37
FISHES



2.5 THREATENED SPECIES

A species may gain protection under nature conservation legislation if its natural survival is threatened. In Finland, threatened species are listed in the [Nature Conservation Decree](#).

The conservation status of species is assessed once in every ten years. The 2019 Red List of Finnish Species will be published in March 2019. Threatened species are categorised to vulnerable, endangered and critically endangered species. Near-threatened species are close to meeting the criteria of threatened.

The red list categories, criteria and assessment guidelines of the [International Union for Conservation of Nature \(IUCN\)](#) are observed in the Finnish list. A Finnish-language assessment guide will include the central IUCN directions, national amendments and practices as well as the documentation requirements for assessments.

When a species has been declared to be under strict protection, the ELY Centre sets the boundaries of the site where the species occurs and informs the landowner. After this, causing damage or destroying the habitat important to the survival of the species is forbidden. If necessary, the Ministry of the Environment will prepare a conservation programme for species under strict protection.

THE UPDATED CONSERVATION ASSESSMENT
WILL COVER NEARLY **22,500** SPECIES
LIVING IN FINLAND



TIP

[Threatened species](#) Environment.fi

3 LEARNING ABOUT NATURE

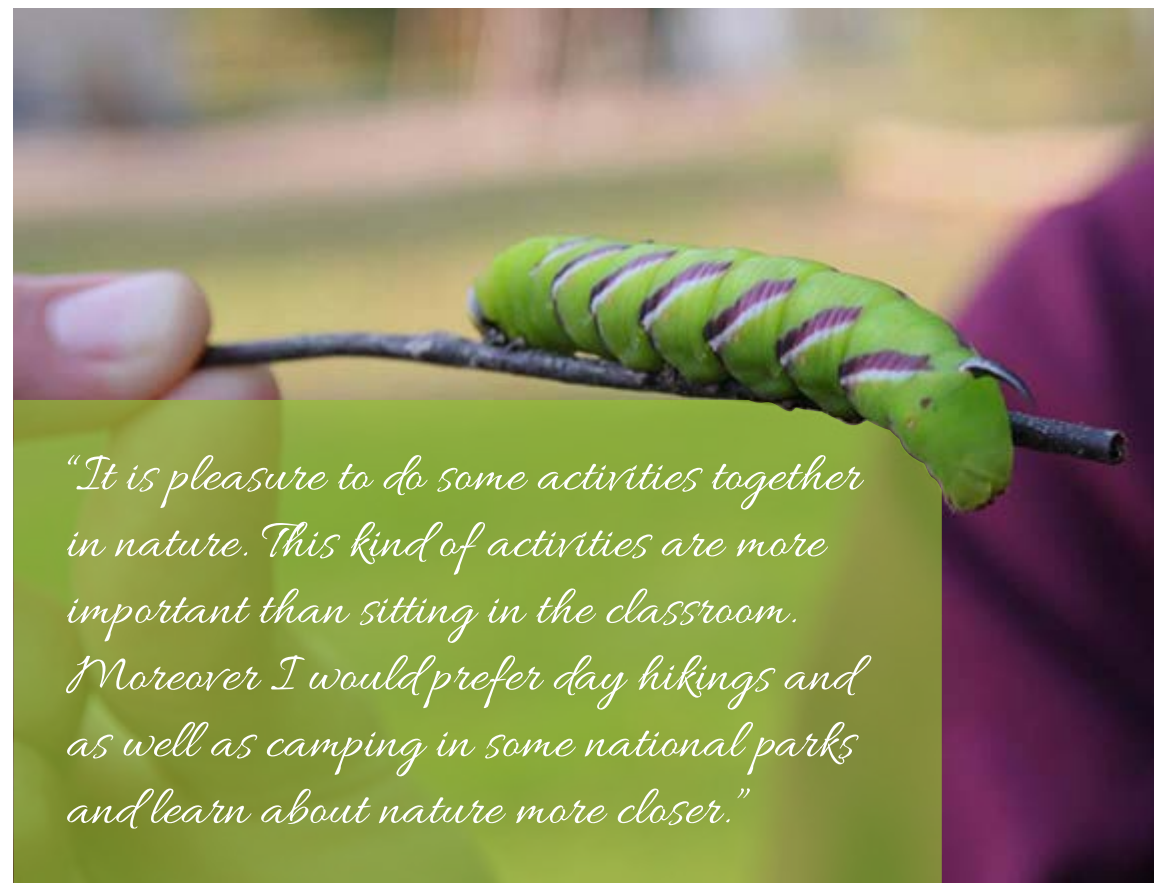
In the feedback collected from participants in the Kolu project in 2017, the immigrants expressed an interest in learning more about Finnish nature, for example:

- ☀ the concept of everyman's right, or freedom to roam
- ☀ fishing, picking berries and mushrooms
- ☀ growing vegetables
- ☀ animal protection and information about wildlife (birds, game, how animals live in the wild)
- ☀ tree species
- ☀ nature conservation (protected areas, how Finnish people protect the environment).



TIP

Pekka Tenhunen's (2018) *Ensi askeleet Suomen luontoon – First Steps into Finland's Nature* is an easy-to-read, all-around guidebook for immigrants and friends of Finnish nature. The texts are in Finnish and in English, and a glossary of key words is provided in eight other languages.



"It is pleasure to do some activities together in nature. This kind of activities are more important than sitting in the classroom. Moreover I would prefer day hikings and as well as camping in some national parks and learn about nature more closer."

3.1 EVERYMAN'S RIGHT

Everyman's right comes with opportunities and obligations. Anyone who resides in Finland is free to use nature without any charge. Using nature in accordance with everyman's right does not require the permission of the landowner or holder. However, some limits may be imposed on moving in protected areas and picking berries, mushrooms etc. there.


Everyman's right is addressed in the Environmental Protection Act, Criminal Code of Finland, Rescue Act, Waste Act, Cross-country Traffic Act, Water Act, and Water Traffic Act.



TIPS

Everyman's right was discussed in the info sessions preceding various conservation events in the Kolu project. Out in the field, the concept becomes clearer through practice, for example when picking berries.

[Everyman's right brochures in different languages](#)
Ministry of the Environment

A large circular image showing a serene lake scene at dusk or dawn. The sky is a deep blue, and the water is calm, reflecting the sky and the silhouettes of trees on the far shore. In the middle ground, a small canoe with three people is on the water. The overall mood is peaceful and natural.

*"What is forbidden,
what is allowed,
what is good"* (transl.)

In answer to the question,
What would you like to learn about Finnish nature?

You may

- ⚙ pick wild berries, mushrooms and flowers
- ⚙ collect branches, cones, leaves or bits of rind or bark that have fallen to the ground
- ⚙ angle and ice-fish with a hook and line; prohibited in rapids and running waters where there are migratory fish species, as well as in some other special fishing sites
- ⚙ go boating and moor temporarily, walk or drive on frozen lakes, rivers and the sea
- ⚙ take water for cooking and washing
- ⚙ walk, ski or cycle in nature; moving in private yards, farmland or other areas in special use is not allowed without permission
- ⚙ camp out temporarily in areas where walking is allowed.

You may not

- ⚙ disturb people or the environment
- ⚙ disturb nesting birds or game animals
- ⚙ damage property or obstruct land use
- ⚙ cut down, damage, or collect trees or parts of trees (such as branches, bark or cones)
- ⚙ take soil or pebbles
- ⚙ collect moss, lichen or protected plants
- ⚙ disturb people's privacy
- ⚙ leave litter
- ⚙ light open campfires without landowner's permission (when a forest fire warning is in force, open fires are not to be lighted even with permission)
- ⚙ drive a motor vehicle cross-country without landowner's permission
- ⚙ fish or hunt without relevant permits.

3.2 IDENTIFYING SPECIES

Companies in the nature sector offer expert guidance for nature excursions. You can also contact schools and associations in the sector for counsel. Start with a moderate number of new species at a time. For example, winter is a good season to take up bird watching as a hobby, because the number of species is at its lowest.



TIP

Turn identifying species into a fun quiz!
Enliven the quiz with images or with freshly picked plants, berries or mushrooms.



"I want to know a lot about Finland's nature" (transl.)

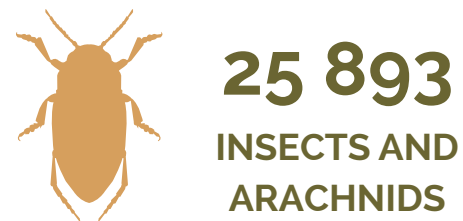
In answer to the question, What would you like to learn about Finland's nature?

"I enjoyed to know and see the different kinds of plants on how to protect and usefulness for human kind"

In answer to the question, What did you enjoy most?

THERE ARE ABOUT **45,000** SPECIES LIVING IN FINLAND, including:

[Environment.fi](#) and [Finnish Biodiversity Info Facility](#)



TIP

Information about wild species and how to identify them
NatureGate

3.3 USING WILD PRODUCTS

Some 37 edible **wild berries** grow in Finland, and about twenty of these can be picked and used for culinary purposes. The best-known and most valuable wild berries are lingonberry (*Vaccinium vitis-idaea*), bilberry (*Vaccinium myrtillus*), raspberry (*Rubus idaeus*), cloudberry (*Rubus chamaemorus*), cranberry (*Oxycoccus palustris*), sea buckthorn (*Hippophaë rhamnoides*) and black crowberry (*Empetrum nigrum*). The yearly wild berry yield is more than 500 million kilos. Only a small portion is collected: it is estimated that of the entire lingonberry and bilberry crop, only 3–10 % is picked.

There are hundreds of edible **fungi**, and the yearly yield is as much as 1,000 million kilos. Many of them are good for cooking, including boletes, chanterelle (*Cantharellus cibarius*), milk-caps (*Lactarius*), yellowfoot (*Cantharellus tubaeformis*), wood hedgehog (*Hydnum repandum*), forest lamb mushroom (*Albatrellus ovinus*) and russulas.

Only your imagination need limit your use of **wild herbs**. Put them in salads, sandwiches, sauces, stews, soups and casseroles. You can use them fresh, dry them or freeze them. Many wild herbs are extremely nutritious. Easily identifiable wild vegetables include rosebay willowherb (*Epilobium angustifolium*), stinging nettle (*Urtica dioica*), lady's mantle (*Alchemilla*), yarrow (*Achillea millefolium*), dandelion (*Taraxacum*) and ground elder (*Aegopodium podagraria*).



"What plants can be used for example eaten" (transl.)

"Collecting plants, picking up eatable plants"

In answer to the question, What did you enjoy most?

"Berries and mushrooms: what can be eaten, what is good and bad" (transl.)

"Poisonous species + poisonous mushrooms and berries"

In answer to the question, What would you like to learn about Finland's nature?



**ONLY COLLECT
SUCH SPECIES OF BERRIES,
FUNGI AND WILD HERBS
THAT YOU CAN
CONFIDENTLY IDENTIFY
AS EDIBLE.**



TIP

Arctic Flavours Association



**IT IS IMPORTANT TO HAVE
EXPERIENCED GUIDANCE
ON YOUR FIRST FORAGING TRIPS.**

**CHOOSE A FEW SPECIES
TO START WITH AND LEARN TO
IDENTIFY THEM.**

4 NATURE-BASED INTEGRATION

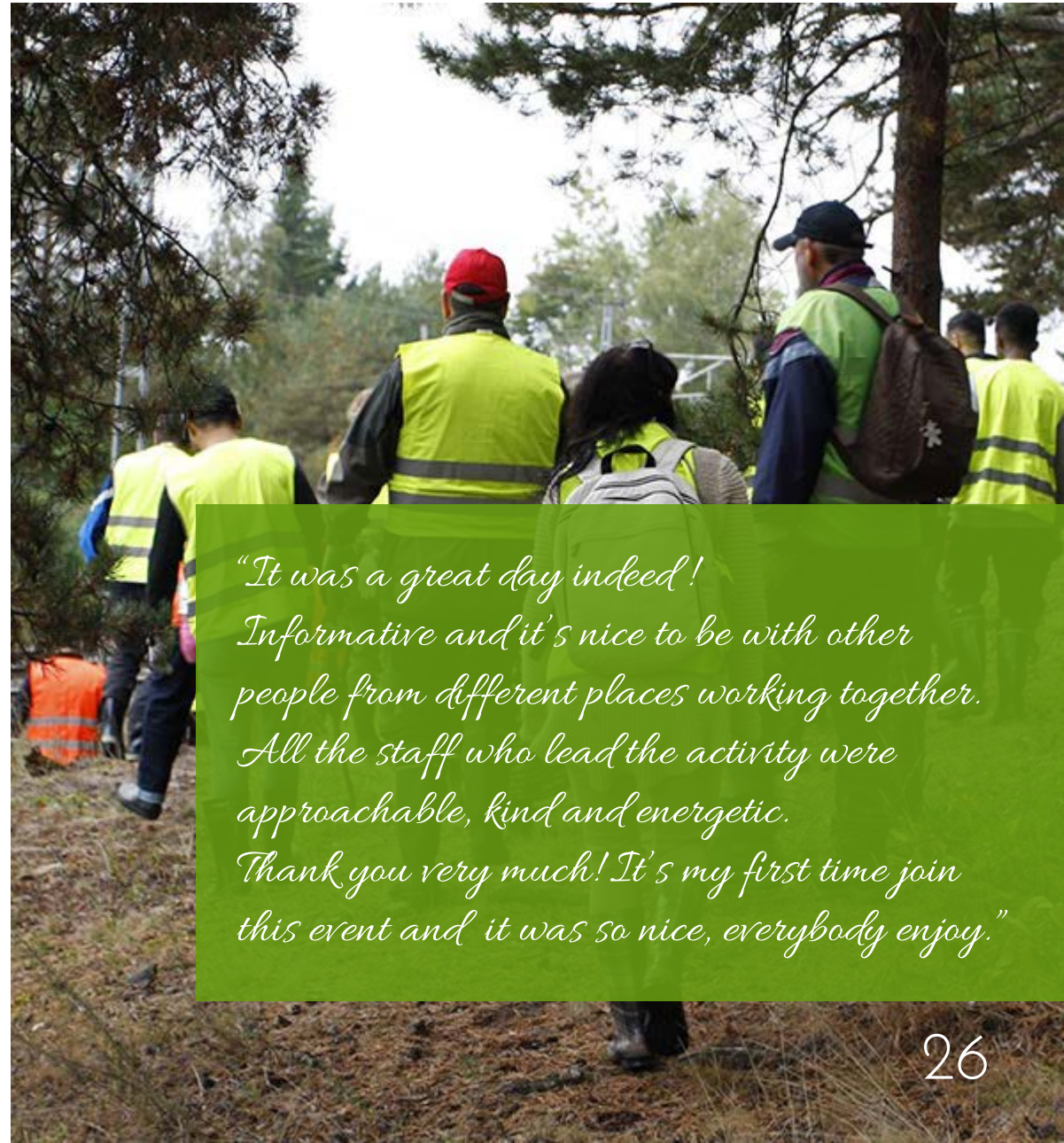
Nature-based integration is grounded on building identity, providing positive experiences and improving the immigrant's capabilities in a way that empowers them to become a part of their new society. Taking part in nature activities is a good way to get to know your new surroundings. Nature has a positive, wholesome effect on health and well-being.

To an immigrant, Finnish nature can be unfamiliar, distant and even frightening. Having proper information and positive experiences encourage people to explore nature independently. A newcomer may find the concept of everyman's right, the safety of Finnish nature, and using nature as a source of well-being, new and surprising. Deepening a person's bond with nature can enhance their interest in protecting it.

Nature-based integration offers migrants friendly, engaging opportunities to get to know new people, brush up on their language skills and invest their time in a meaningful way. Working together sustains equality and participation. Being active in nature can induce activity in other areas and improve employment prospects. There is a call for this kind of free-and-easy activity, and it can be adapted to the needs of different groups. The age, sex and physical fitness of the participants should be considered when planning the activities.

"I like to come to nature.

I'd like to come again." (transl.)



*"It was a great day indeed!
Informative and it's nice to be with other
people from different places working together.
All the staff who lead the activity were
approachable, kind and energetic.
Thank you very much! It's my first time join
this event and it was so nice, everybody enjoy."*



"The peace we can have close to nature"

"See different places and people"

In answer to the question, What did you enjoy most?

"Fear of insects" (transl.)

"I'm afraid of spiders" (transl.)

"I'm afraid of snakes" (transl.)

In answer to the question, What did you not enjoy?



TIPS

ESIKOTO project Nature-based activity in the pre-integration process (in Finnish)

Thesis

Immigrants' impressions and experiences of the ways nature-maintaining activities impact social well-being is the subject of academic research by **Hanna Kivelä**, a postgraduate in the master's degree programme in health promotion at the JAMK University of Applied Sciences. She conducts her research within the Kolu project.

The research data were collected from interviews with 14 immigrants who participated in the project during 2018, and the thesis is to be published in early 2019 in the **Theseus Open Repository**.



4.1 COMMUNICATION AND LEARNING THE LANGUAGE

Interacting with locals is the best way to develop one's **language skills**. Immigrant women in particular may experience difficulties in learning the local language and consequently in integration and employment, because they often stay at home when their children are small. Nature conservation activities provide good opportunities to practice their language skills. Interacting with locals during the activities may enable participants to pick up new words quickly.

Group leaders should plan the activities carefully. They must pay attention to sufficient **vocabulary** in simple, **easy-to-read language**: using plain language is a good step towards ensuring that everyone has a chance to understand and contribute to the conversation. The info sessions preceding the actual conservation activities are a good time to go through difficult words, and it pays to think up ways of **defining** and **explaining** more challenging words in advance.

Cultural differences may come into play: for example, the immigrant's language does not necessarily have a word for the concept of nature as you understand it. Other concepts like nature conservation or Finland's everyman's right can be new and strange. The **specialised vocabulary** of nature conservation may be challenging even for native speakers. Colloquial words and expressions are also learned in the events.

*"Today was really nice and well,
because I learned a lot of words and
I work and get to know more people and
I like it a lot."* (transl.)





*"what I enjoyed are team work
and understanding each other"*

*"I enjoyed the scenery,
I also practised Finnish"*

Gestures, signs and **imagery** support speech. Laminated pictures are useful in introducing nature conservation. You can have pictures of the local species, some concrete nature conservation tasks or the safe use of tools. Pictures are particularly handy when there is no common language.

Some of the participants may be illiterate. Casual face-to-face chats and using pictures are **alternative ways** of self-expression and providing feedback.



TIPS

[Finnish Centre for Easy to Read](#)

[The Papunet online](#) service provides an extensive selection of images and sounds to support communication. The website is mostly in Finnish.

[YLE language courses](#) offer some basic phrases in several languages. The language of instruction is mostly Finnish.

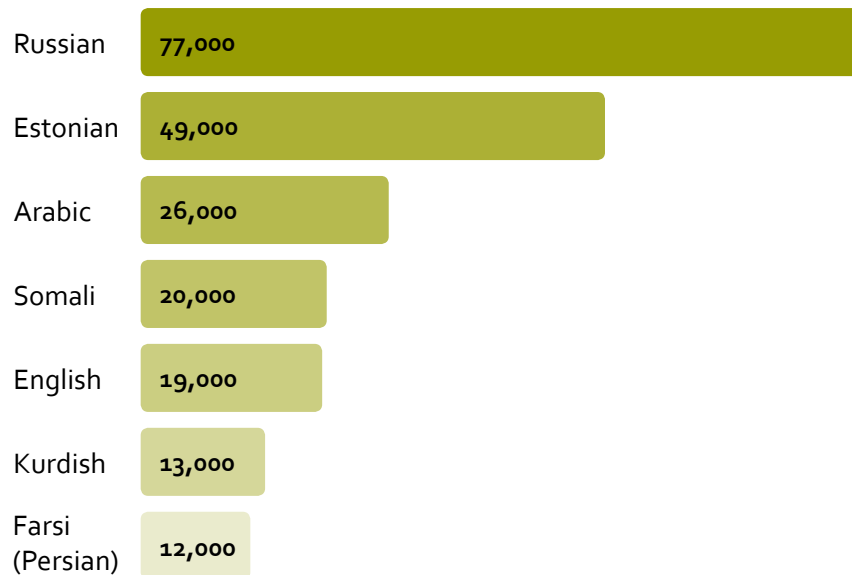


Ways of communication differ between cultures, and the locally accepted way of speaking may sometimes appear abrupt or impolite to an immigrant. It is particularly important to actively use polite phrases like please and you're welcome. When you plan the events, keep in mind that interpretation and **guidance** take up a lot of time.

"I want some more extra activities together with Finnish people because it will help me to learn some more things from Finns and Finnish language and culture."



The largest language minorities in Finland:



Statistics Finland 2017



4.2 UNDERSTANDING CULTURAL DIVERSITY

Cultural sensitivity includes awareness of and sensitivity to what is going on around you. Be mindful of cultural differences when you meet new people and guide your actions in a manner respectful to all parties. For example, physical contact between different sexes may not appear proper or natural to all, not even shaking hands.

When planning the schedule for the day, you should also be mindful of **different perceptions of time**. Setting out in the afternoon may work better for many people. On the other hand, mothers may find it easier to participate during the school day or at weekends. Rounding up participants and setting out may take time.

Immigrant men in particular often show interest in **physical work**, such as wielding a scythe or a billhook. In contrast, **women's active agency** may seem foreign in some cultures, and immigrant women may have little experience of physical activity. Working alongside men may also feel uncomfortable or inappropriate to some women, which may limit their participation. Nature-based integration can encourage involvement and support equality.



TIP

Forum for Culture and Religion FOKUS

Builds bridges between cultures and religions via discussions, exhibitions, art and publications. The website also maintains a calendar of religious holidays and fasting periods. The content is mostly in Finnish.

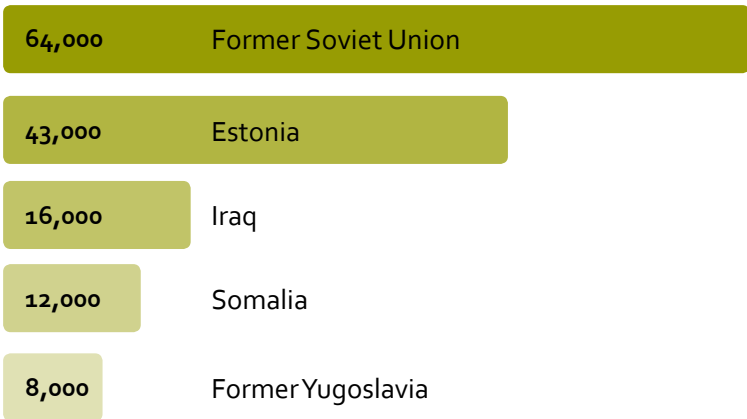


Religious holidays and observances may affect participation. For example, Muslims observe the holy month of Ramadan by fasting between dawn and dusk. Fasting can also be practiced outside Ramadan, once a week for one day. Only healthy adults fast: children, pregnant women, breast-feeding mothers and those doing hard manual labour are excused from fasting. The starting date of Ramadan, as well as the ways of observing it, vary. In Finland during summer months, some may choose to follow the fasting times of their country of origin, as the long summer days make fasting challenging. Don't pressure anyone into eating, respect their decision.

Take fasting into account in nature conservation events by ensuring sufficient resting periods and a lightened workload. Simply following others can be an empowering experience, even without active involvement. Try to pace the events according to target groups and take particular notice of the time of Ramadan.



Biggest background country groups of persons with foreign background in Finland:



Statistics Finland 2017



"Spending more time with different people while taking care of the nature."

"Interactions with locals; The nature itself"

In answer to the question, What did you enjoy most?

4.3 INVOLVEMENT AND PARTICIPATION

Events where everyone is welcome support integration and enhance a sense of community. Event organisers ensure that the event is pleasant and safe for all. Positive, open and active group leaders are the base of rewarding interaction and a successful event.

"I'm interested in getting to know new people" (transl.)



"Nature and sounds of birds"

"Peaceful" (transl.)

In answer to the question, What did you enjoy most?

Immigrants may not be familiar with the concept of **volunteer work**. It is advisable to go through the underlying principles and different ways of contributing during the info meetings.

A challenging **life situation** may make it very difficult to plan ahead for some of the participants. It may not be possible to sign up for events beforehand. Encouraging impulsive participation may succeed better: invite people to your event face to face for example at reception centres with the help of some key persons. A personal invitation is often the most efficient means of getting participants.

Women's chances of participation often depend on how **children** have been taken into account when planning the event. Event safety, a sufficient number of supervisors and age-appropriate activity are important when children are involved.

Berry-picking and **cooking** on-site over an open campfire may entice women to take part. When picking berries, consider their use and how they are to be stored. Some participants may not have available refrigerator or freezer space for the berries.

"Meeting new people and contributing some of my work to conserve the plants."

"The whole idea, interaction with children"

In answer to the question, What did you enjoy most?



TIPS

Volunteer opportunities in the Finnish Association for Nature Conservation

Kansalaisareena - Citizen Forum promotes volunteering and equality and helps build cohesion in the society. Part of the content is only available in Finnish.

Toimeksi.fi - Let's do this! is a national web portal introducing welfare-related services and civic activity to private citizens, organisations and authorities. The content is mostly in Finnish.



Nature management activities should be varying enough that everyone can contribute in some way. After the initial instructions have been given and work is underway, you can explain the purpose of nature management and why it is important. Participation in the actual work is voluntary, and there are other ways to contribute depending on the inclinations and interests of the participant. **Alternative ways of participation** include cooking, taking photos and acting as interpreter. All contributions are equally valued. Sometimes, getting comfortable in a new environment is achieved little by little.

Integration is promoted in the events in many ways. In the Kolu project, we have found multicultural icebreaker games, visualising speech with pictures, using mostly Finnish and taking a group photo at the end of the day good ways to support this endeavour. More long-term activity provides a foundation for mutual networking and new friendships among the participants: you can, for example, form mixed groups of immigrants and locals and encourage them to take part in many successive nature management events, thereby deepening their knowledge of nature conservation.



TIP

You can provide a participation certificate for taking part in a nature management event. The acknowledgment may be of great value to the receiver. All manner of activity is valuable.

"I like meet new people that so nice for me"

In answer to the question, What did you enjoy most?

5 PLANNING YOUR OWN PROJECT OR EVENT

5.1 KICK-OFF AND FUNDING

When planning your own project, support from your own organisation is fundamental. Discuss your plans with the decision-making body already at an early stage. After you have a framework for the project thought out, it is time to contact the financier.

Project costs are typically incurred already before the first funding instalment. You are expected to report on the use of the funding against costs incurred and paid. The project should have some financial reserves to begin with. It is advisable to map funding options extensively and well in advance. The financier may offer the option of applying for advance payment. Application times and requirements vary, please turn to the financier for detailed information.



TIP

[Integration.fi](#) ▶ [Integration development projects and funding](#)
Integration Centre of Expertise, Ministry of Employment
and the Economy



**FAMILIARISE YOURSELF
WITH THE MATERIALS
PRODUCED BY THE FINANCIER
FROM THE START**

Many funds and agencies provide funding for integration activities.

EUROPEAN AGRICULTURAL FUND FOR RURAL DEVELOPMENT EAFRD

Ministry of Agriculture and Forestry

The fund's objectives are sustainable growth, developing means of livelihood and improving quality of life in rural areas. The fund supports integration through rural development projects. Funding can be applied for by municipal agencies, associations, organisations, co-operatives and similar communities. To learn more, contact your local ELY Centre or Leader group.

[Rural.fi](#) ▶ [Integration](#) (in Finnish)

LEADER

**primary funding of the programme from the EAFRD,
other funders are the state and municipalities**

Supports rural development projects initiated at the local level, including set-up and development of businesses, investments, vibrant village life, recreational opportunities and international relations. Grants can be applied for by associations, companies employing less than 10 people, municipalities, educational institutions and foundations.

[About the Leader programme](#)

EUROPEAN REGIONAL DEVELOPMENT FUND ERDF

in Finnish EAKR

Ministry of Employment and the Economy

The objective is to improve employment and enhance regions' competitiveness and vitality. Funds can be granted, for example, for promoting innovation and networking, creative enterprises in the service industries and developing services and platforms that support employment.

[Structuralfunds.fi](#)

EUROPEAN SOCIAL FUND ESF

in Finnish ESR

Ministry of Employment and the Economy

Promotes employment and access to the labour market as well as work-related immigration. ESF funding can be applied for projects which, for example, advance equality, counteract social marginalisation and support the learning of new skills.

[Structuralfunds.fi](#)

FUNDING CENTRE FOR SOCIAL WELFARE AND HEALTH ORGANISATIONS (STEA)

Manages the funding granted for projects which are non-profit by nature and promote health and wellbeing, from the gaming revenue of Veikkaus Oy.

[Stea.fi](#)

ASYLUM, MIGRATION AND INTEGRATION FUND AMIF

Ministry of the Interior

Strengthens and develops the Common European Asylum System, supports the integration and legal immigration of citizens of third-world countries and develops fair and effective return strategies.

[EU Home Affair Funds](#)

5.2 PRACTICALITIES

Small-scale single events are just as meaningful to the participants as larger projects. Well planned is half done. But no matter how well you plan, there are always surprises. An unexpectedly large or small number of participants may force you to rewrite your schedule on the spot. It is good to have a **back-up plan** to ensure the smooth running of the event despite changes. The first objective should be to host a **safe, friendly event** where each participant feels a welcome part of the group.

The **duration of the event** is linked to how people get to know and bond with each other. Sometimes it takes a while for the ice to break. When you allow for enough time, you don't have to rush through any side activities you have in mind, and the nature management work itself also becomes more impactful.

*"Get my hands dirty and
I liked helping to clean the area"*

In answer to the question, What did you enjoy most?



INSURANCES

An accident insurance should be taken out to cover all participants in the events. In the Kolu project we experienced some difficulties with obtaining an insurance which would cover asylum seekers: insurance companies often have terms which require the insured to be within the national healthcare scheme or hold a residence permit.

However, the companies may sometimes waive these requirements, and although obtaining an insurance can be challenging, it is by no means impossible. You should be prepared for higher premiums for asylum seekers. Go through **the terms of the insurance policy** in good time together with the insurance company and make sure that an entry is made **concerning asylum seekers**.



TIPS

[Finnish Financial Ombudsman Bureau](#)

[InfoFinland.fi](#) An extensive repository of Finland-related information to residents, newcomers and those planning to move to Finland.




Asylum seekers arriving in Finland have the right to acute and necessary medical treatment. Underaged asylum seekers have access to the same health services as locals.

In an emergency, treatment should primarily be sought from the local emergency services.

TRANSPORT AND TRAVEL ALLOWANCE

When deciding on destinations, consider how easy and cost-effective it is to reach them. Asylum seekers often don't have the opportunity to travel independently. With large groups, organising a bus to carry everyone to and from the site is often the **handiest, safest and most environmentally friendly way**. On the road, you can share facts about nature, create a friendly atmosphere and, on the way back, continue networking. However, some sites are not accessible by bus, which may limit your choice of destinations.

Find out from your financier beforehand who is eligible for **travel allowance** and on what terms.



**VOLUNTEER WORK
IS ALWAYS UNREMUNERATED,
WHICH MAY RESTRICT
THE PAYMENT OF TRAVEL
ALLOWANCES.**



OCCUPATIONAL SAFETY AND GEAR

Working in the field requires appropriate **equipment, protective gear, clothing and footwear**. Instruct the participants in advance to wear long sleeves and trousers, and something to cover the head if it is sunny. Participants may not own any rubber boots or work gloves, and event organisers should reserve a sufficient number of pairs for the group. Establish the needed sizes in advance and make sure that everyone who borrows a pair of boots brings their own socks. Wearing boots and gloves that fit properly is part of occupational safety.

Tools should be **properly maintained**. You should **demonstrate the use** of each tool step by step, using visual aids if needed. Make sure that everyone understands the instructions and knows how to use the tools safely. The participants may not be familiar with the tools, and manual labour, such as shovelling, can be a new experience. When the work begins, make sure everyone has sufficient space to wield the tools. There should also be an adequate number of instructors. Always remember to bring a first aid kit on field trips!

Warm-ups and stretching before and after the physical exercise make working enjoyable and safe. Avoiding post-workout soreness helps in making the day's activity a positive experience!

You may need to organise **storage space** for tools and other equipment. When the planned activity takes the participants out in the field, **cleaning and drying** the equipment takes time.

You can approach your local authorities or associations about **loaning or renting** equipment.

"Shovelling" (transl.)

"Work, group, plants, learning about trees" (transl.)

In answer to the question, What did you enjoy most?



SIDE EVENTS

In the Kolu project we found that offering a variety of side activities attracted more participants. The most popular were bird-watching, sauna and swimming, and social and environmental art. Fishing, edible wild plants, fitness activities and music likewise raised a lot of interest.

“Working with the pupils in a competition”

In answer to the question, What did you enjoy most?



TIPS

MAPPA provides material for learning in nature, environmental education and sustainable living. The site is in Finnish.

Leikkipäivä, playday, is a website providing ideas and inspiration for play and games. The site is in Finnish.

Ohjaajien aarreaitta offers material for the purposes of reception centres. The site is in Finnish.

Retkipaikka Introduces excursion sites around Finland and gives useful tips (in Finnish).

Nationalparks.fi Metsähallitus
Destinations, activities, volunteer work and hiking.

Games and play serve as icebreakers and help in taking contact.

Bird-watching trips and other nature excursions under an experienced guide are a good opportunity to learn about nature. These trips are a good fit for families: using a telescope, enjoying beautiful landscapes and witnessing the wonders of nature can be an unforgettable experience.



Music helps to create a friendly, open mood. You might want to invite immigrants to perform at your events; it is easier to engage in familiar music. Public performance and playing of copyrighted music, whether by a company, association, community, freelancer or private individual, requires a music licence. A licence is required even when the event is free. In Finland, music licences are granted by copyright organisation **Teosto**. With the licence fees, Teosto makes sure that music makers are compensated for the use of their work. There are different licences for different purposes.

Nature management can be hard work, and of course you need fuel. **Cooking and eating** together creates a sense of community. Using wild produce you have collected yourself adds to the experience. In the Kolu project, we noticed that immigrants like to bring their own food to the events. When serving food, be mindful of possible health, religious, ideological or other restrictions. The food served in the Kolu events was mostly vegetarian.



"Food & people" (transl.)

In answer to the question, What did you enjoy most?



TIPS

Food culture picnic: invite everyone to bring traditional food from their own culture.

Gathering and preparing wild herbs under a trained guide.

5.3 COMMUNICATION AND PUBLICITY

Invite the participants to talk about their own environmental relationship and their experiences of the activities: this makes for interesting content. Bring forward the genuine interaction, sense of community and nature in your communications and publicity. Every act counts, and participating in even a single event makes a difference. Participant **stories** intrigue and encourage others. When you can relate to someone else's experiences, it is easier to become involved yourself.

Combining **interesting content with easy-to-read language** may prove to be a communication challenge. Terms and concepts that locals take for granted may not make sense to immigrants. It helps to have as many peer reviews of the texts as possible, both from the project clients as well as people employed in immigrant affairs. When texts are translated, it is important to have them proofread by a native speaker. This also serves to make sure the reading direction is correct. If the direction changes in some material, you should reconsider the arrangement of images and other layout issues.

Do avail yourself of the **language skills** of the immigrants themselves and ask for interpretation help: it is one way to employ an immigrant, and various invoicing services facilitate the process. Municipal interpretation and translation services can be approached for assistance, and there are many commercial language services in the market.

Give thought to **word choices** and get customer feedback. In the Kolu project discourse we talk about "different immigrant groups" and avoid some expressions, for example the word "refugee", based on received feedback. Furthermore, the project offers "activities supporting integration", not "integrating activities".

TIPS FOR COMMUNICATION STRATEGY



What are you communicating?

Make your primary message clear, be straightforward and inspiring.



To whom?

Consider your target audience and how to reach it.



Why?

The goals and values of the project are the backbone of your strategy.



When?

A communication plan with a clear time frame makes your strategy more effective.



How?

Consider which communication methods and channels best suit your activities and resources. A positive, friendly meeting leaves a lasting impression. Work actively with your partners.

CREATE ADVERTS THAT STAND OUT AND CATCH THE EYE

enticing images full of action
positive atmosphere



Kuva: Juho Kytömäki



LINTURETKI JA LUONNONSUOJELUA PIRKKALASSA 8.5.2018

MITÄ? Suojelemme luontoa peittämällä yhdessä haitallisen isosorsimon kasvuston. Sen jälkeen menemme katsomaan lintuja ja tarjoamme teille retkievästä. Lintuoppaana toimii Lasse Kosonen. Tapahtuma järjestetään yhdessä Pirkkalan kunnan kanssa. Retki on maksuton.

MISSÄ? Pirkkalassa (noin 20 kilometriä Tampereelta). **Bussikuljetus** Tampereelta kulttuurien kohtaamispaikka Marhabanin edestä (Kalevan kirkko, Liisanpuisto 1) ja Pirkkalan vapaa-aika keskukselta (Koulutie 9, Pirkkala).

MILLOIN? Tiistaina 8.5.2018. Bussin aikataulu:

Lähtö:

15:30 Marhaban (Kalevan kirkko, Liisanpuisto 1)

16:30 Pirkkalan Vapaa-aikakeskus (Koulutie 9)

Paluu:

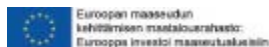
19:00 Pirkkalan Vapaa-aikakeskus (Koulutie 9)

19:30 Marhaban (Kalevan kirkko, Liisanpuisto 1)

MITÄ MUKAAN? Kumisaappaat, jos sinulla on. Sään mukainen vaatetus.

TÄRKEÄÄ, MUISTA ILMOITTAUTUA! Ilmoittaudu retkelle 3.5. mennessä: Sari Hämäläinen, sari.hamalainen@sll.fi / 040 930 4118. Kerro samalla tarvitsetko kumisaappaita ja mikä on kengän kokosi. Kerro myös onko olemassa ruokia, joita et voi syödä.

Kotouttavaa luonnonhoitoa Pirkanmaalla (Kolu) -hanke tarjoaa hyviä hetkiä ja tärkeää tekemistä Suomen luonnossa. Järjestämme vapaa-ajantoimintaa turvapaikanhakijoille sekä oleskeluluvan ja Suomen kansalaisuuden saaneille maahanmuuttajille. Toiminta on arvokkaiden luontokohteiden hoitamista yhdessä paikallisten yhteisöjen kanssa. Tapahtumat ovat kaikille avoimia. <https://www.facebook.com/KoluPirkanmaa>



short, clear writing
what happens, where and when

how to take part and sign up
other things to note

additional information

who is the organiser

logos

HOW TO COMMUNICATE AND WHERE?

Social media:
trends and user groups vary



TIPS

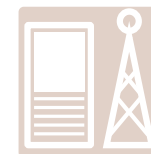
The Kolu Project [website](#) and [Facebook](#)

Nature conservation groups in Facebook

Online forum for people interested in nature conservation and management work



Websites
up-to-date and interesting content



**Newspapers
Radio**
send out a general invitation



Direct marketing and brochures



Email
for example newsletters



Association newsletters



**Events, info sessions
and campaigns**

PHOTOGRAPHS AND VIDEO

Photos and video footage can portray a situation in a very genuine way. You can enhance your message of goodwill and can-do attitude with photos.

Ask for each participant's **permission for taking and publishing** photographs at each event. Tell them where you plan to publish the photos. Remember that those who initially refuse to be photographed may, as the event progresses, decide that they would like to be in the photos after all. Don't forget the photography permission even then. When photographing minors, a permission must always be obtained from the parent or guardian. Only publish photos which are inoffensive and do not portray the subject in an unflattering way. When taking photos, make sure that you do not disturb anyone's privacy by photographing too close to private property.

Some cultures and religions forbid **appearing in a photo**. Taking photographs can be regarded as inappropriate, even when the subject's face is not visible. Appearing in a photo may even be a question of personal safety to an asylum seeker. For safety reasons, no one should be tagged in any photos published in social media. Do not pressure anyone into being in a photo against their wish. If you outsource photography, make sure to go through cultural issues and the matter of permissions with the photographer.



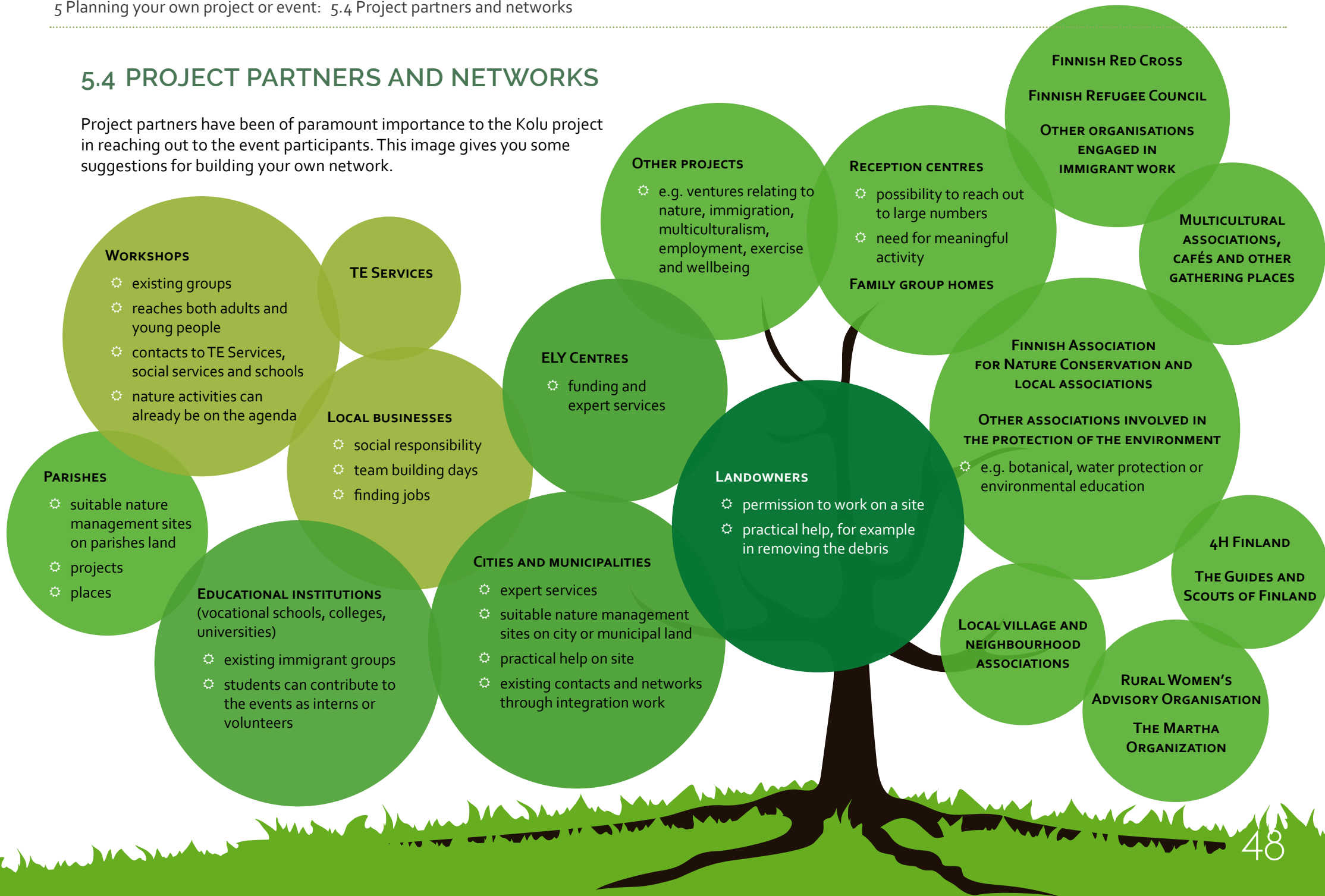
TIP

If you use photos from another source, make sure you have the right to use and publish them. Credit the photographer and the source.



5.4 PROJECT PARTNERS AND NETWORKS

Project partners have been of paramount importance to the Kolu project in reaching out to the event participants. This image gives you some suggestions for building your own network.



6 FOLLOW-UP WORK ON THE SITES

When choosing the sites for your nature management events, give a thought to long-term resources. Some sites require fairly simple measures, while on others, a level of expertise is necessary. After management work has been initiated, it is important to follow up on the site and continue the work. **Continuity** in nature management helps safeguard biodiversity.

Find out who would be interested in long-term management work already when building your partner network. Offer to share your knowledge of nature management, funding possibilities and networking. A project of this kind can provide valuable resources to interested parties.



**COLLABORATING
WITH THE ELY CENTRE CAN HELP
FIND AN ACTIVE CAREGIVER TO
A TRADITIONAL RURAL BIOTOPE
IN NEED OF MANAGEMENT MEASURES.**

Here are some funding opportunities available for nature management work:

Environmental agreements Finnish Food Authority (in Finnish)

For farmers and associations

- ☀ Associations: management agreements for wetlands or rural biodiversity and landscape.
- ☀ Legal entities formed for water management purposes (Water Act): wetland management agreements.

Finnish Foundation for Nature Conservation (mainly in Finnish)

Private individuals, groups and associations

- ☀ Research, projects and training relating to the Baltic Sea.
- ☀ Conservation research on typically Finnish species and ecosystems and promoting the conservation thereof.

Forest Biodiversity Programme for Southern Finland (METSO)

Ministry of Agriculture and Forestry

Private forest owners

- ☀ Safeguarding the biodiversity of woodland areas.

Sustainable forestry financing programme (Kemera) Finnish Forest Centre (in Finnish)

Private forest owners

- ☀ **Environmental subsidies for forestry** (in Finnish): maintaining biotopes per forestry legislation.
- ☀ **Conservation projects in woodland areas** (in Finnish): including management and restoration work on habitats central to biodiversity, restoring woodland and mire, removing invasive species.
- ☀ **Subsidies for mire woodland management** (in Finnish): Restoring drained areas.

Municipal environment departments may grant financial aid.

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"Thank you for today, it was a lot of fun and nice that we come together." (transl.)

"It would be better if there are more often this kind of events."

"It's really nice. I love this and hopefully we can do it again. Thanks everyone."