

ARE YOU INTERESTED IN GREEN CARE AND INNOVATION?

The Green4C Business Innovation Challenge is open to anyone wanting to learn more about the benefits of nature on health, wellbeing, and social inclusion

Co-funded by the Erasmus+ programme of the European Union, **Green4C** promotes nature-based solutions for health, wellbeing, and social inclusion. Bringing together **universities, businesses, and organisations**, the project provides interdisciplinary skills and encourages innovation and entrepreneurship in **Green Care**.

In the last few decades, a growing body of research is demonstrating the benefits of the contact with nature on health and wellbeing. Recognising the central role of nature for the development of a healthier and more sustainable future, Green4C seeks to foster Green Care as an efficient answer to environmental, health, and social concerns.

To stimulate innovation in this sector, the Green4C team has produced an interesting **new opportunity**: the [Business Innovation Challenge](#) (BIC). The BIC is a free open call that aims to select people and ideas for the [Green4C Summer School](#). The Summer School is an exclusive and high-quality learning opportunity, in which top European experts will share their knowledge on best practices, research, and innovation in Green Care. The aim is to provide participants with knowledge and skills on Green Care and how to develop a project or initiative in this sector. The **Summer School** will take place from the **15th of June to the 8th of July 2022**, both online and in presence (face-to-face lessons in Padova, Italy). The School will provide participants with academic knowledge on Green Care, as well as focus other important business-related skills, such as business development, communication, marketing, and networking. Finally, participants will have the opportunity to test their knowledge and improve their ideas through the development of a final project in Green Care.

The BIC and the Summer School are addressed to:

- students of environmental, social, health and economics studies or those interested in Green Care
- people who want to start a Green Care initiative and gain specialised entrepreneurial skills
- people who want to share knowledge, learn from best practices and international experts, and network with leading projects and professional in Green Care

Are you interested in the ways nature can promote health, well-being and social inclusion? Would you like to learn how to develop your own initiative? Here is your chance! **Submit your application through our online form by the 1st of May 2022, at 23.59 (CEST)**. Find out the details about the BIC on bit.ly/green4c-bic.

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The Green4C project, co-funded by the Erasmus+ Programme by the European Union, aims at increasing Europe's innovation capacity among universities and businesses to promote green and natural approaches to health and social care.

For further information

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