GREEN DESTINATIONS
HEALTHY DESTINATIONS

THE HEALING FORCE OF LANDSCAPES

Online Seminar Programme

29th April 2021  14.00 – 16.30 CET

We want to define and connect the "green & healthy landscapes" in Europe, to get a better picture and learn from each other.

Under the auspices of
GREEN DESTINATIONS - HEALTHY DESTINATIONS

THE HEALING FORCE OF LANDSCAPES

At the occasion of Healing Landscape Day of the Dutch Landscape Triennale 2021, 29 April 2021, the international seminar “Green Destinations - Healthy Destinations – the healing force of landscapes” will be organized, highlighting examples of ‘healing landscapes’ in Europe.

The corona crisis presents profound consequences to healthcare as well as to leisure & tourism, both in the short and long term. Health and green quality are increasingly important in the choices we make. More and more regions wish to distinguish themselves as “healthy” and as “healing landscapes” with the pillars: health, care, nature and landscape and quality tourism.

Several regions in Europe and elsewhere in the world profile or distinguish themselves with a mix of attractive and impressive landscapes, spas and other places of relaxation. They are so-called “therapeutic landscapes”. ‘GesundLand Vulkaneifel’ in Germany is a good example of a therapeutic landscape. The relationship between landscape, nature and health is central to the tourist promotion of the Vulkaneifel.

Also in the UK, France, Sweden and other countries, a lot of knowledge and experience exists on the healing effect of landscapes, also in an urban setting. The London National Park City is a case in point.

In this seminar we want to define the "green & healthy landscapes", get a better picture, learn from practice, and connect "green & healthy landscapes" in a practical European learning network of "Green & Healthy Regions", related to nature, health, and tourism.

From an international perspective, we will take a specific look into the potential of the Van Gogh National Park in the province of North-Brabant in the Netherlands as a ‘green and healthy region’, potentially a healing landscape of international allure. And - linked to this - the further development of the care economy and of healthcare tourism around the world and in this region. Attention will be paid to the way in which Vincent van Gogh viewed the healing effect of landscapes.

During the seminar, a few initiators of places of inspiration, on health (care) and nature, will be interviewed “on location” in the Van Gogh National Park.

The expected results of the international seminar include:

- Kick-off of the project “Connecting healing landscapes in Europe”.
- Steps towards a European network of healing regions, for knowledge exchange, profiling and research.
- Recommendations for positioning Van Gogh National Park as an international healing landscape, in which nature, leisure, health, care and art are interwoven, also helping to create a green business model for the region.
# Seminar Programme

## Setting the scene

14:00: Opening by seminar chair, prof. dr. André van der Zande, vice-president, Nature For Health

14.10: Keynote address by the Executive Secretary of the European Landscape Convention, Maguelonne Déjeant-Pons, Head Landscape, Environment, Major Hazards Division, Council of Europe

14.20: Trailer “Becoming Vincent” – introduced by Frank van der Eijnden, director operations of Van Gogh National Park and Director of Van Gogh Sites Foundation

14.30: The importance of health and nature in the recovery of leisure and tourism, by drs. Albert Salman, president Green Destinations, and drs. Rob Wolters, Executive Nature For Health

## Inspirational examples

14.40: The London National Park City, United Kingdom, Daniel Raven-Ellison, Guerrilla Geographer & National Geographic Explorer – former campaign leader of the London NP City

14.50: Gesundland Vulkaneifel, Germany, presented by Valerie Schneider, press & marketing

**15:00: Break**

## Aspects of healing landscapes, green and healthy destinations

15.10: Identifying, defining and connecting healing landscapes in Europe, by Dr. Karolina Doughty & Huixin Hu, Wageningen University & Research

15.25: Health ‘boost up’ in pure air & pure nature Green Destination Ameland, by prof. dr. Kees van der Ploeg, president of the board of the Cooperation Bloom Healthy Life & CMC Change Agents

## Van Gogh National Park - towards a healing landscape of international allure & inspiration from other regions and parks

15:35: Video and introduction by drs. Yvo Kortmann, president of Van Gogh National Park & Landscape Triennale 2021

15.45: Exchanging views
- Interviews of people in places of inspiration on health (care) & nature, “on location” in Van Gogh National Park
- Inspiration from other regions and parks in Europe and worldwide

16.15: Closing keynote speech: The vision of the Province of Noord-Brabant, member of the Provincial Government, regional minister Elies Lemkes

16.25: Conclusions & recommendations by seminar chair prof dr. André van der Zande

16:30: Closing of seminar
Information on the main organisers of the seminar

**Green Destinations** is the world’s leading destinations’ network for responsible tourism. By participating in the Green Destinations program, a destination gains insight into its performance and perspectives in sustainable tourism planning, hospitality, green economy and the protection of local values. Green Destinations certification enables a place to present itself as a responsible, healthy and authentic destination towards its visitors, residents and entrepreneurs.

**Nature For Health (NFH)** is an international non-profit organisation working on improving the quality of life and the living environment by connecting health and nature. It has programs in areas such as healing landscapes and healthy and green neighborhoods and focuses on innovations in the health sector at the intersection of health and nature and landscape. NFH connects science and entrepreneurship in order to (help) develop evidence-based market models in the field of nature and health, which increase the quality of life - of people and nature - as well as reduce healthcare costs.

Further Information

Rob Wolters, Nature For Health, via [www.nfhfoundation.com](http://www.nfhfoundation.com)

Albert Salman, Green Destinations, via [https://greendestinations.org/contact/](https://greendestinations.org/contact/)

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