



NATUREACH - **SDG PYRAMID**

Primary goals – sums up the
essence of what we do every day

Secondary goals – highly relevant
for our work

These goals are relevant but maybe
not something we work towards very
systematically



Project name: NATUREACH – Nature Reachable for all
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Ecological sustainability in NATUREACH



- Project contributes sustainable, intangible exploitation of ecosystem services (natural and cultural heritage, rural environments).
- Project activities minimize the negative environmental impact that the use of nature-based services can cause; emissions from the nature-interventions and consumption of natural resources are low when clients are not transported on site several times when nature experiences are transmitted digitally.
- In equipment purchases the project will minimize the carbon footprint and energy consumption and favor upgradable and recyclable equipment that could be utilized even after the project.
- The project will minimize the carbon emissions and energy consumption in travelling by avoiding flying and favoring low-carbon public transport, e.g. by using the energy-efficient and environmentally friendly Aurora Botnia ferry when travelling between Finland and Sweden.

Social sustainability in NATUREACH

Project contributes social sustainability by

- 1) strengthening the well-being of vulnerable groups and reducing social inequality
- 2) the implementation of services in a professional, responsible and purposeful manner
- 3) improvement of access to nature-based services that take into account individual needs (e.g. by locations, sound levels, materials for other senses)
- 4) strengthening the social capital, both for service users and for producers
- 5) improvement of public health and well-being



Economical sustainability in NATUREACH



Project contributes economical sustainability by

- 1) improved access to nature-based services services for vulnerable groups at no extra cost
- 2-3) cost savings in transportations, also improved other resource efficiency when a specific place can be easily visited virtually
- 4) expanded business opportunities for nature and VR/media entrepreneurs via cross- sectoral and cross-border collaboration.

NATUREACH SDG Workshop date: 21.6.2023

at 14.15-15.00 Swedish time / 15.15-16.00 Finnish time

Name and organization of participants:

Facilitator: Martta Ylilauri, University of Vaasa

Benno Krachler, Region Västernorrland, Livsstilsmedicin Österåsen

Ann Dolling, Swedish University of Agricultural Sciences (SLU)

Elisabeth Bohlin, Swedish University of Agricultural Sciences (SLU)

Johan Jirlén, Lulea University of Technology

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Vaiva Stanisauskaite, University of Vaasa

Johanna Gummerus, Hanken School of Economics

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Päivi Juuso, Luleå university of Technology

Karri Rintamaa, University of Vaasa

Charlotte Högberg, Livsstilsmedicin Österåsen

Minna Huotilainen, University of Helsinki

Please, attach this information to your first progress report.