

# Case study

## Elämyksen Taika Finland

Elämyksen Taika (Experience Magic) offers recreational and wellbeing program events focused on experiences in the Finnish nature including activities in the forest, river, and lake.

At the events of Elämyksen Taika, professional and trained guides ensure the success of your day. The programs are carefully planned, taking safety issues into account. There is always a sufficient number of guides to guarantee the quality of the service. Respect for nature and the environment is reflected in our actions and choices.

Elämyksen Taika has Sarvikota, Lappish style construction at its disposal, which is large, atmospheric, different and maybe even a little magical premisest. The round shape of the building reminds us of the legendary round table of King Arthur and his knights.

### Elämyksen Taika



#### Responsibility



#### Wellbeing Activities

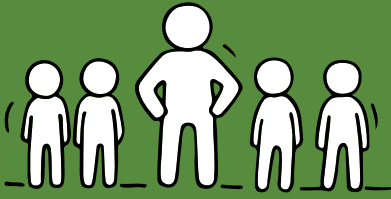


#### Events & Groups



#### Forest Experiences

## Linking economies and stakeholders for commercial partnership



## Activities & Commercial Model



## Sustainability and Trees



### Member of the Finnish Eco-Entrepreneurs Association

Elämyksen Taika is one of the member companies of the Finnish Eco-Entrepreneurs Association. Elämyksen Taika is an ecologically responsible company committed to the eco-ethical principles of the Eco-Entrepreneurs Association.

Elämyksen Taika (Experience Magic) offers recreational and wellbeing program events focused on experiences in the Finnish nature including activities in the forest, river, and lake. Company offers the following activities: Nature trips, Canoeing, Experience games, Nuuksio Team building experience (in nearby National Park Nuuksio)

Part of Elämyksen Taika's philosophy and values is to make sure that future generations can enjoy a clean and beautiful nature. For this reason, we plan all our events with respect for nature and the environment. By doing this, we are setting a good example for our clients, too. All what we do and the decisions we make are based on respecting nature, which is our main pillar.

We are committed to the principles of sustainable nature tourism and trash-free hiking. We collaborate with Metsähallitus (the National Parks Administration) to protect and make good and responsible use of the Finnish National Parks.

We use high-quality and long-lasting equipment as well as avoiding disposable tableware. Our raincoats are made of sustainable materials and can be rented for a small amount (2 EUR).

## Trees and Plants



During the nature-based experiences the visitors are invited to visit forests with a professional guide to collect wild mushroom.

Survival experience: How to survive without food if you are lost, how to make a fire, how to make a temporary shelter, what you need to do to get attention from a rescue team

Learning in nature: How to identify the edible herbs from the poisonous ones.

Collecting Wild herbs and learn how to use them in your own kitchen

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The business idea is based on nature and the customers are led into nature to enjoy nature's well-being effects. There are some specific well-being services such as Herbal foot bath - pampering from the toes. Immerse your feet in wonderfully warm water, where wild herbal foot bath salt pampers your feet. During the pampering moment, you'll hear about the world of herbs and maybe even a recipe for a favorite drink from ancient times. However, the main focus is on relaxation and enjoyment.

## Reducing emissions



## Wellbeing



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