

# Case study

## Halipuu

### HaliPuu -forest in Levi, Lapland, Finland

HaliPuu = a tree to hug

HaliPuu (Finnish for a hugging tree) is a family company from the little town of Levi in Finnish Lapland. We wanted to save our family forest from felling and decided to turn it into a safe place for people from around the planet. You can adopt a tree from our forest, visit us in real life or live on the Internet, or you can download our phone application and immerse yourself in the life in the Arctic.

Our mission is to provide everyone a meaningful nature connection and a place to share it with like-minded people both digitally and in real life.

## HALIPUU



### Sustainability



### Wellbeing

### Tree of secrets



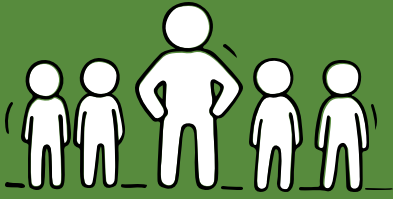
### Events & Groups

### Tree hugging world championships



### Accommodation Arctic sleep over

## Linking economies and stakeholders for commercial partnership



## Activities & Commercial Model



## Sustainability and Trees



HaliPuu is a family company, where everybody is involved in their own way. The owner of HaliPuu forest and the man behind the original idea is Pappa (grandpa), who inherited the land from his father. When Pappa was a small boy, his family was forced to flee the battles of WWII and relocate to the HaliPuu forest in a remote Lappish hamlet of Veitsersvasa. The forest kept their growing family fed and clothed, it provided them shelter and income to slowly build a life for themselves.

[Read more about the family and community](#)

### [Halipuu community](#)

This is where we share the most interesting news and links about trees and forests around the world – and you can also contribute. We would love to see your favorite tree pics and forest links,

### Activities :

[Tree hugging](#)

[Adopt a tree](#)

[Campfire barista](#)

[Virtual Forest tour](#)

[Arctic cocooning in hammock](#)

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# Trees and Plants



## Reducing emissions



## Wellbeing



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HaliPuu forest is an old production forest that we saved from felling, which is why most of its trees are pines and birches. Bit by bit we hope to bring back the original diversity of species belonging to this area. Pine is, however, the perfect tree for this climate.

The forest is rich with nature's offerings and delights us with a bounty of mushrooms and berries each year. The air within the forest is absolutely pure. This is why our trees are decorated with naava, a special type of lichen hanging from the branches. Naava is highly sensitive to air pollution and grows only in the cleanest of areas.

### Energy

Halipuu company doesn't have permanent premises as all the activities are offered outdoors.

### Waste

There is very little garbage, and it is recycled according to the region's guidelines

### Healthy and Enjoyable Activities

We want to share our love for forest with you, and take you along to experience the exceptional Arctic nature with its cosy, snowy winters and bright summers.

Not only is the air pure in the forest, but it is also full of compounds emitted by pines called phytoncides. Breathing in phytoncides has impressive benefits on the human body. It decreases cortisol and adrenaline levels in the blood, lowers the blood pressure and increases the white cell count. Spending just two hours in a forest gives an effect that lasts for weeks!



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