

Case study

Love Forest Finland Finland

Love Forest Finland is a concept owned by Mood of Finland Company which offers Educational & Tourism services in creative, inspiring and responsible way. Mood of Finland company is owned by Anu Nylund, who has been working in Tourism Industry for more than 25 years, in Finland and in Spain. Mood of Finland company was established in 2018.

Love Forest Finland is also sub-business name of the company.. Love Forest Finland is a concept where a tree is planted as a symbol of love and dedicated to some person or cause.

Trees can be planted in any licensed location and the forest owner is responsible for the tree care. Love Forest Finland concept raises funds for nature protection, offers an option to influence and participate in actions to reduce climate change.

Mood of Finland
Love Forest Finland



Responsibility



Wellbeing
Activities

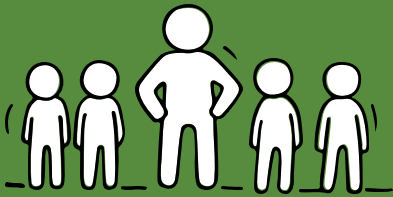


Events & Groups
Forest
Experiences



Educational
services

Linking economies and stakeholders for commercial partnership



Activities & Commercial Model



Sustainability and Trees



Mood of Finland company offers Tourist and Educational services based on regenerative values. All activities are done together with other entrepreneurs

Mood of Finland company has gained Biosphere certificate, Sustainable Travel Finland label and company has signed Glasgow Declaration commitment.

Mood of Finland company is member of the local Association for SME's and for Tourist enterprises as well as an active member of the Fair Tourism Finland and ICRT Finland Associations.

Nature experience and tree planting

Love Forest Finland is a concept implemented in accordance with the values of Mood of Finland Company: Creative, Inspiring, Responsible – together with others, in good mood.

Tree planting is part of the forest experience which includes forest walk in silence and picnic by an open campfire. Traditional and seasonal food and beverage is served.

Forest mindfulness exercises can be included to the forest walk. Services are offered in cooperation with other entrepreneurs.

Love Forest is both a physical place – named as Love Forest – where symbolic trees can be planted, and a forest made up of the trees planted first around Finland and since 2022 globally. The concept consists of planting trees as symbol of love and care and of donating money for nature conservation. Certificates can be purchased in online shop and 10€ of each certificate is donated to conserve old forests.

Trees and Plants



Love Forest Finland concept encourages planting trees with a story. Planting your own symbolic tree of love, dedicated to someone or to some cause important to you, strengthens the relationship with nature and connects people to nature's history and future.

We organize open tree planting events and events to take off the alien species to raise awareness of biodiversity and nature loss. These encounters promote a sense of community among the villagers and visitors

Energy

Mood of Finland company does not have a permanent office. The home office's electricity is produced with renewable energy and the space is heated with an energy-efficient air source heat pump.

Waste

All waste is sorted and recycled (mixed waste, bio, paper, cardboard, plastic, bottles and cans, metal). From the nature excursions all waste is brought along and sorted.

Transport and other emissions

Event participants are encouraged to use public transport or carpooling, and we also act according to the same principle. When driving, we use renewable bio-diesel

Promote Healthy and Enjoyable Activities

Mood of Nature experiences invite you to peaceful forest excursions, respecting nature. We maintain the silence and observe nature. We walk only on marked and licensed routes, respecting everyone's rights and obligations valid in Finland. No motorized vehicles are used in nature. If the participant so wishes, we do forest mind exercises. We want to remind that our task is to increase the well-being of the individual, the community and nature

Reducing emissions



Wellbeing



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