

Case study

Náttúru- og skógarmeðferð Nature and Forest Therapy

Iceland



Nature and Forest Therapy is a purpose-driven company that aims to promote public health and wellbeing through the facilitation of Forest Therapy and the mediation of scientific knowledge about the varied health benefits of exposure to nature.

The company is owned and run by two women who both received their forest bathing training at the [Association of Nature & Forest Therapy](#)

Nature and Forest Therapy offers their experience in forests close to the capital area of Iceland and their offices are nature based.



foresttherapy.is



Forest bathing



Wellbeing



Shinrin-yoku



Use of forests

Creative Sustainability



Wellbeing



Sustainability

Nature and Forest Therapy care about the sustainability of society by introducing and offering health-promoting forest bathing (shinrin-yoku) in Iceland. It is a proven method to reduce stress, frequent lifestyle diseases and deteriorating public health. Forest bathing is useful both as a prevention against diseases and as part of treatment. By practicing forest bathing, participants also maintain their connection with nature, and studies show that this promotes nature conservation. It can also be mentioned that the company has started a partnership with the Reykjavík Forestry Association (Skógræktarfélag Reykjavíkur) in Heiðmörk and share their infrastructure and social media.

Icelandic products are used to enhance the experience of the forest bathing participants, e.g. hand-picked Icelandic herbs for tea, Icelandic chocolate and hand-picked berries.

Extensive research has been done on the practice of forest bathing (Shinrin-yoku)

This research confirms that a two-hour forest bath can have a stress-relieving effect, reduce blood pressure, improve general well-being and heart health, renew energy for activities, improve the ability to concentrate, sharpen memory, improve sleep quality and strengthen the immune system. The naturopathic treatment has also been successful in rehabilitation, to treat anxiety disorders, depression and post-traumatic stress alongside other remedies.

Green Friendly Approaches



Energy

Iceland is known for its renewable energy almost every house in Iceland is heated by geothermal heating or electricity that is produced with hydropower, but electricity in Iceland is mostly produced that way. *Nature and Forest Therapy* practice takes place outdoors in the open air and the participants in the forest bathing sessions arrive in their own vehicles. The number of electric and plug-in hybrid cars has been growing rapidly in Iceland, so transport is always becoming more ecological.



Waste

Nature and Forest Therapy practice is out in nature with very little or no use of elements that might leave some waste behind. The owners of the company are aware that their activities in nature do still influence it, but they make an effort to choose places that can withstand visits from their side and choose their location with that in mind. All garbage that might follow the activity is gathered, sorted and returned as appropriate by the latest amendments to the Icelandic law on waste management, where a uniform classification system for recycling and waste management was established.



Social responsibility and activity

Nature and Forest Therapy offers experience to the public in forests that are accessible and open to all, and participants are educated about the results of research on the effects of forest bathing on well-being and health. The company is open to varied cooperation with others that work on introducing the healing energy of forests and other slow based wellbeing activities.

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