



Health, Leisure, and Culture in Nature

Mrs Jovita García Collado

Lawyer. Expert at Environmental Management and Sustainable Development.

Ambienta45. ambienta45@ambienta45.es @ACuarentayCinco

Who we are



- **Ambienta 45** (www.ambienta45.es) is a Spanish Social Enterprise, in the fields of Environmental Law, Sustainability and Socially Responsible Corporate
- We work with private and public organizations to make sustainability a profit value. Our customers come from several sectors as Tourism Industry, Health and Wellbeing, Food, Energy, Agriculture or Architecture.
- Our scope is international.

Who we are



Since 2012, Ambianta 45 is a member of the **European Innovation Partnership on Active and Healthy Ageing (EIP AHA)**: Age Friendly Buildings, Cities and Environments D4 Action Group:
Tourism and Age Friendly Environments Group

TOURISM TRENDS **RESPONSIBILITY,** **WELLNESS AND AGEING**

In the next years, there will be some important trends for the Tourism sector:
Ageing (market segmentation by generational characteristics),
Sustainability and **Wellness**

TOURISM TRENDS **RESPONSIBILITY,** **WELLNESS AND AGEING**

AGEING and Mature Baby Boomers will travel more and will provide significant opportunities for the industry

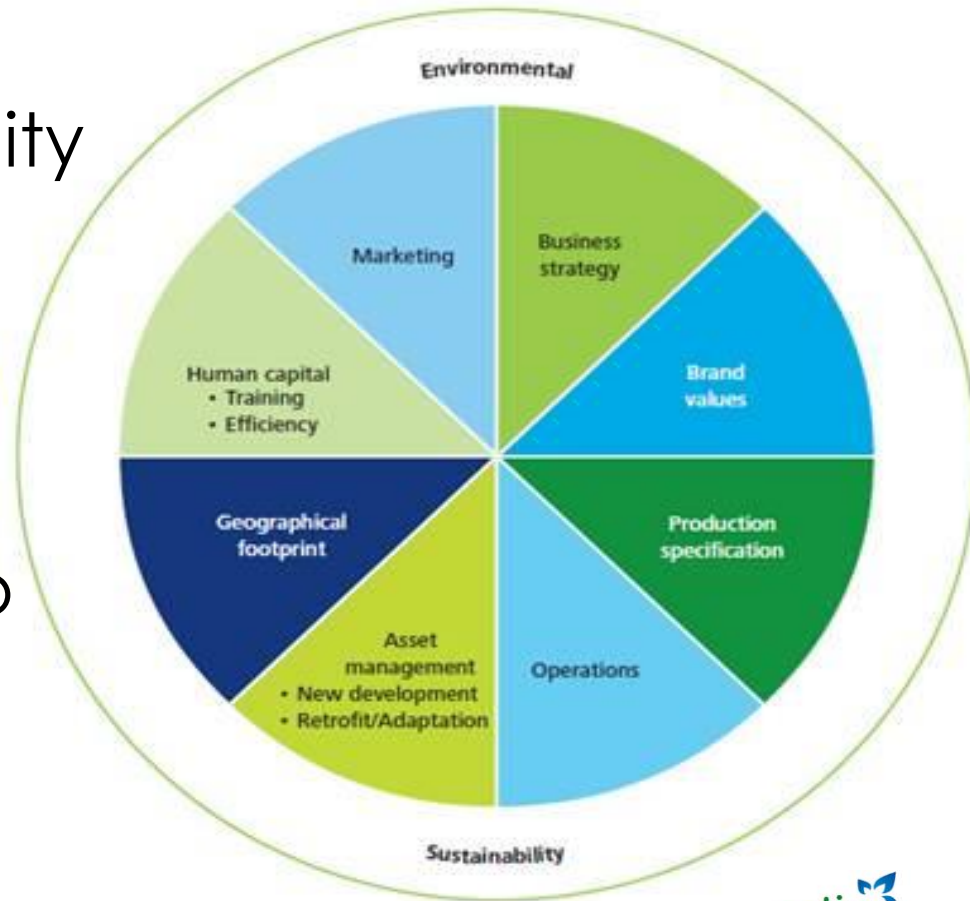
“The key to unlocking the boomer generation is understanding and appealing to its forever young attitude”.

(2015 “Hospitality: game changer of spectators” Deloitte)

TOURISM TRENDS RESPONSIBILITY, WELLNESS AND AGEING

SUSTAINABILITY : Tourist choices are increasingly influenced by sustainability considerations.

Ecotourism, nature, "soft adventure" tourism are predicted to grow rapidly over the next two decades (Centre for Responsible Travel, 2014)



TOURISM TRENDS RESPONSIBILITY, WELLNESS AND AGEING

WELLNESS : Wellness tourism is part of a broader trend - a growing interest globally in wellness and a healthy lifestyle, which people are incorporating into all aspects of their lives (2014 Global Wellness Economy Monitor)



TOURISM AND LEISURE IN NATURE

**GOOD FOR THE PEOPLE
GOOD FOR THE ENVIRONMENT
GOOD FOR THE SOCIETY**

Scientific community is putting its eyes on the "restorative" capacity of nature and the close relationship between health and the environment.

All European countries are urged to promote sustainable healthcare systems from an environmental point of view... but also betting on the use of the therapeutic properties of the same (*greening health services, green spaces, etc.*).

World Health Organization (WHO) - Europe, 2013)

World Health
Organization



TOURISM AND LEISURE IN NATURE

Tourism and Leisure are some of the best ways to enjoy maturity. Moreover, if these activities are done in natural areas, have a clear influence on the health of people who enjoy it.



ActivSENIORS makes possible to enjoy the most exclusive destination and assists in the conservation of natural resources. **THE TOURISM IS THE THERAPY**

Pilot Project: Spain and Portugal

For three years, Ambienta 45 has developed a deep research about this potential in a cross-border geographical area: Alentejo and Extremadura (Portugal and Spain),

Both of these areas have a high biodiversity and natural beauty, pollution free, away from traditional “sun and beach destinations. At the same time with social, cultural and health services.

However, it is insufficient, because it is necessary to learn how to use these resources for health and wellbeing with the tourist sector

Pilot Project: Spain and Portugal

Public and Private Organizations from **tourism** and **environmental sector** collaborated with us.

Regional and Local Public Authorities showed us the interest on this project.

As result of this deep research, we created the
ActivSENIORS Method



Activ**SENIORS** is designed and adapted to each case by a professional team

- Experts in Health and Elderly care (Hoffmann World)
- Experts in Healthcare Design
- Experts in Environmental Conservation
- Experts in Marketing and Tourism Management
- Experts in Socially Responsible Corporate



hoffmann
world

Hoffmann World is our Partner for Health and Ageing Therapies
We look for the best partner for Environment and Volunteer
Activities in each territory.



What Do We Offer

- **Analysis of architectural and material resources.**
Adaptation
- Design of therapeutic plans based on the needs of users and the resources of the territory
- **Proposal for a health assessment of seniors**
- Selection of the most suitable profiles for each therapeutic activity,
- **Training of professionals**
- New Markets
- **New Models**
- Management of the offer

What Do We Offer

We make exclusive tourism destinations based on the exclusive characteristic of the territory.



We create exclusive networks with the actors of each territory. This is our difference.

Next steps

We are working on the implementation with different stakeholders

There is interest from Mexico, China, Canada...

We are working with Norwegian and Swedish Companies

We have several agreements with ITH to expand the model





Thank you.
Gracias.

