GreenME
Mental health for all through nature

D6.2
29/02/2024

D6.2 Operational Website and social media accounts

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D6.2 Operational Website and social media accounts

Grant Agreement nº	101084198
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Topic	HORIZON-CL6-2022-COMMUNITIES-02-02-two-stage - Developing nature-based therapy for health and well-being
Project Duration	01/09/2023 – 31/08/2027
Coordinator:	Universitat Autònoma de Barcelona (UAB)
Associated Beneficiaries	• Alma Mater Studiorum – Universita Di Bologna (UNIBO) • Sveriges Lantbruksuniversite (SLU) • ILS Research GGMBH (ILSR) • Szkola Glowna Gospodarstwa Wiejskiego (SGGW) • Old-Continent (OC) • Fundacja Neurolandscape (NL) • Gesellschaft Für Gartenbau und Therapie (GGUT) • Instytut Psychiatrii I Neurologii (IPIN) • Wetterholm Petra (SHINRIN-YOKU) • ETA BETA Cooperativa Social (ETA BETA) • Stadt HERNE (HERNE) • Asociación Española de Horticultura y Jardinería Social y Terapéutica (AEHJST) • Universitat Oberta de Catalunya (UOC)
Associated Partners	• University of Kent (UNIKENT) • The University of Salford (USAL) • Social Farms and Gardens (SF&G) • Mind in Bexley and East Kent LTD (MBEK)

Project n. 101084198

Advancing Greencare in Europe: an integrated multi-scalar approach for the expansion of nature-based therapies to improve mental health equity.

HISTORY CHART

Issue	Date	Changed page(s)	Cause of change	Implemented by
0.1		-	Draft	
1.0	29/02/2024	All	Version 1.0	OC

VALIDATION CHART

No.	Action	Beneficiary	Date
1	Prepared	OC	16/02/2024
2	Reviewed	UAB / University of Salford	23/02/2024
3	Released	UAB	29/02/2024

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1. Approach

GreenME seeks to expand nature-based therapy and green care practices to enhance adult mental health and wellbeing equity, alongside socio-ecological benefits. Over four years, it plans to diagnose, increase scientific evidence, and empower green care actors to integrate nature-based therapy within a broader green care framework. Green care, as defined by GreenME, encompasses everyday interaction with nature, health promotion activities, and therapy for individual patients.

The project will employ a transdisciplinary and mixed-methods approach to understand the distribution of mental health benefits from green care and co-create solutions to promote equitable access. This includes developing EU-wide and country-specific guidelines, training programs for therapy providers, and replicable partnership models for cross-sectorial green care systems.

The goal is to foster just, climate-resilient, and sustainable healthy communities by increasing the adoption of nature-based therapy and reframing the functionality of green infrastructure.

GreenME's guiding pillars:

- Learning from existing green care interventions
- Co-designing research and co-creating geographically scalable policy guidelines.
- Integrating mental health and wellbeing impact assessment with a focus on health equity and environmental justice.

Our project understands green care as a three-scale continuum:

- **Nature in everyday life**: promoting the integration of nature into daily routines.
- **Nature-based health promotion:** advocating for nature-centric approaches to enhance overall health.
- **Nature-based health therapy**: exploring and fostering forest therapy, blue therapy, and horticulture therapy as viable mental healthcare interventions.

Target audience

GreenME identified 7 different target groups:

- TG1: Local/regional/national administrations
- TG2: Healthcare system administrators and providers (including healthcare professionals and nature-based therapy providers)
- TG3: Landowners and land trusts
- TG4: CSOs, NGOs, citizens associations
- TG5: EU policy and decision-making bodies
- TG6: Higher education organisations, Research centres and institutes

- TG7: Projects, clusters, and R&I initiatives

Which can be divided into:

- Primary target: TG2, TG4
- Secondary target: TG1, TG3, TG5, TG6, TG7

Target group code: Actors	Specific key target groups identified by GreenME
TG1: Local/regional/national administrations	Bolton city council (UK), Ruhr Regional Association (DE), Catalan Sustainable Development Council (ES), Barcelona region Council (ES), Catalan Government department on climate action food and rural areas (ES))
TG2: Healthcare system administrators and providers (including healthcare professionals and nature-based therapy providers)	Dortmund Health Department (DE), State Center for Health in the North Rhine- Westphalia (DE), Powys Teaching Health Board Grow Cardiff (UK), Kent and Medway NHS and Social Care Partnership Trust (UK), Catalan Health Department (ES), DKV Insurances (ES), ML Källarbacken AB- Coaching Forest bath (SE), Kluvhult farm (SE), Humla maden Green rehabilitation (SE), Trojkanatur rehabilitation (SE)
TG3: Landowners and land trusts	UNESCO trusts biosphere reserve Rhön (DE), Catalan Network for nature and land conservation (ES), Nordens Ark wildlife part (SE)
TG4: Citizens associations, charities and NGOs, nature-based therapy end-users and civil society in general	Greenpeace, Powys Association of Volunteer Organisations (UK), Metropolitan Gardens Turin (IT), Fundacja Synapsis (PL), Drewnica Association of Families and Friends of People with Mental Disorders (PL), MOR (Youth Rehabilitation Center of the Warsaw Charity Society) (PL), Food Sense Wales (UK). Together these organizations reach patients (including underprivileged populations with mental health conditions) and the broader population, which is also a beneficiary of green care.
TG5: Supranational organisations, including EU policy and decision-making bodies	African Inclusive Cities Network, Women in Global Health, EU Bubble members, organisations, including EU Planetary Health Alliance, European Health Alliance, WHO, European Climate and Health Observatory
TG6: Higher education organisations and research centres and institutes	Leibniz Institut für Länderkunde (DE), Central European University (AT, HU), Staffordshire University (UK), Barcelona Institute for Global Health (ES), Metabolic Institute (NLs), Polytechnic University of Valencia (ES), Warsaw University of Technology (PL), UBC (CA), UoW (AU)
TG7: Projects, clusters, and R&I initiatives	GoGreenRoutes, ProGIreg, UK Social Prescribing Network, UK Care Farming Network, Catalan Nature and Health Initiative

2. Operational Website

The project website serves as a business card. It was designed and developed in a way that ensures accessibility (visual impairment users) and an enjoyable user-friendly experience. The landing page clearly states what is at stake: GreenME a Horizon Europe project aimed at fostering mental health for all through nature. Mirroring the developed visual identity, the website presents illustrations and nature-based-solutions oriented pictures. Objectives, partners, and recent news are all accessible via the homepage.

The website will be regularly updated with the most recent outputs and information on the project progress. The website will include the project deliverables, protocols, and open access data. For example, we assess that D2.1, D2.3, D3.5, D4.4 and D5.3 will be of particular interest and attract visitors to the website.

Specific functions will be added to the website in the form of maps and surveys which will showcase project outputs (e.g., maps developed in WP4) and support the project's research activities (e.g., launching surveys in WP4). A forum will be included to elicit debate with visitors.

Google ads will be purchased to increase traffic on the project's website and further increase its impact on various target audiences. where open access reports, deliverables, protocols, and data (including socio-ecological maps and models and guidelines) will be available.

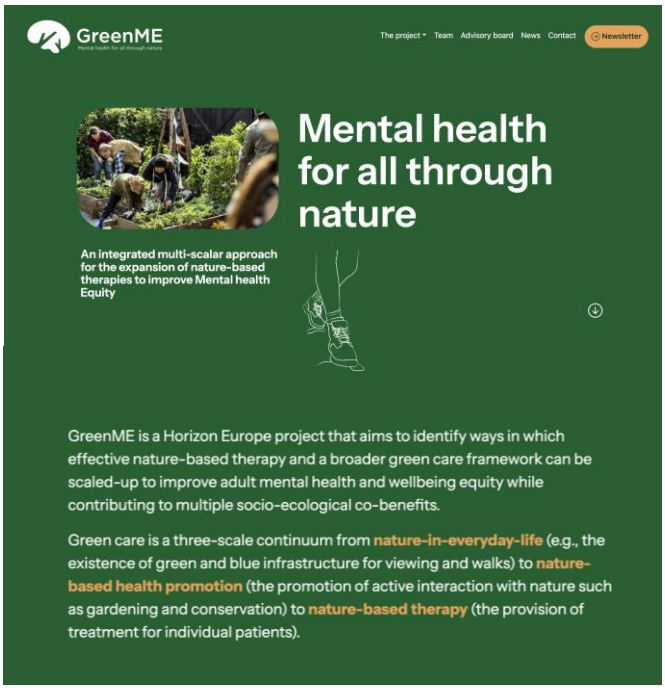
Creation and launch of the website

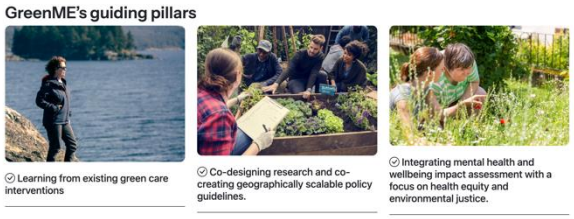
The creation and development of the GreenME website was deployed according to the following timeline:

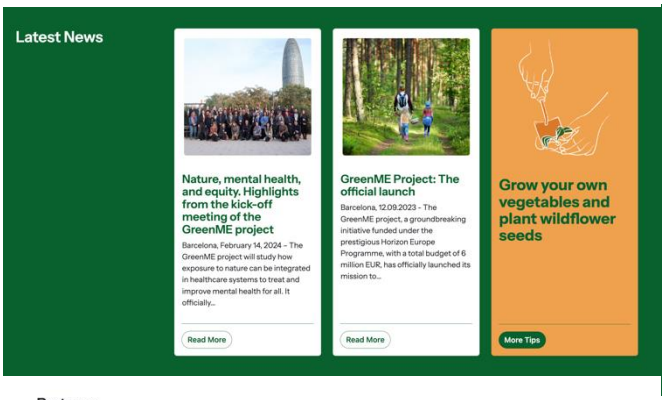
- Conversation with the Coordination team (WP1) on the domain name (November 2023)
- Design and development of the landing page (December 2023)
- Development of website main pages (January – February 2024)

Key Performance Indicators (KPIs)

The website (available in all the official languages of the consortium partners) will be designed to act as the primary interface between the project and all actors (TG1-TG7). We estimate that the **website** will have >400 visits per month (total **>19,000 visits during project lifetime**).


GreenME
The project
Team
Advisory board
News
Contact
Newsletter
Mental health for all through nature
An integrated multi-scalar approach for the expansion of nature-based therapies to improve Mental health Equity
GreenME is a Horizon Europe project that aims to identify ways in which effective nature-based therapy and a broader green care framework can be scaled-up to improve adult mental health and wellbeing equity while contributing to multiple socio-ecological co-benefits.
Green care is a three-scale continuum from nature-in-everyday-life (e.g., the existence of green and blue infrastructure for viewing and walks) to nature-based health promotion (the promotion of active interaction with nature such as gardening and conservation) to nature-based therapy (the provision of treatment for individual patients).


GreenME's guiding pillars
Learning from existing green care interventions
Co-designing research and co-creating geographically scalable policy guidelines.
Integrating mental health and wellbeing impact assessment with a focus on health equity and environmental justice.


Latest News
Nature, mental health, and equity. Highlights from the kick-off meeting of the GreenME project
Barcelona, February 14, 2024 - The GreenME project will study how exposure to nature can be integrated in healthcare systems to treat and improve mental health for all. It officially...
Read More
GreenME Project: The official launch
Barcelona, 12.09.2023 - The GreenME project, a groundbreaking initiative funded under the prestigious Horizon Europe Programme, with a total budget of 6 million EUR, has officially launched its mission to...
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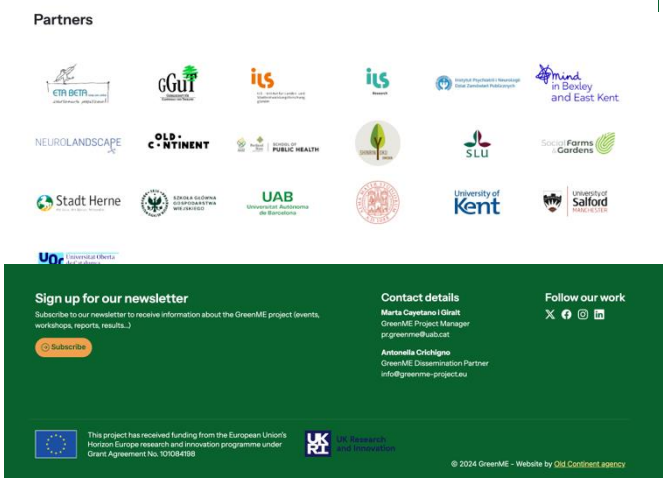
More Tips


Partners
Sign up for our newsletter
Subscribe to our newsletter to receive information about the GreenME project (events, workshops, reports, results...)
Subscribe
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UK Research and Innovation
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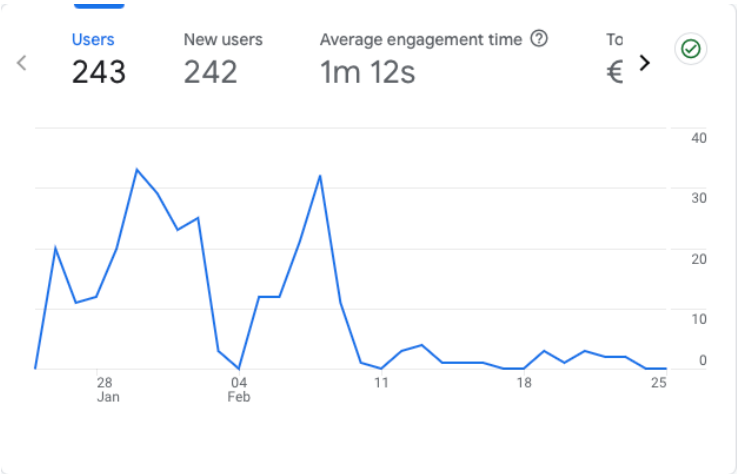
Analytics – GreenME website period 25/01/2024 – 25/02/2023

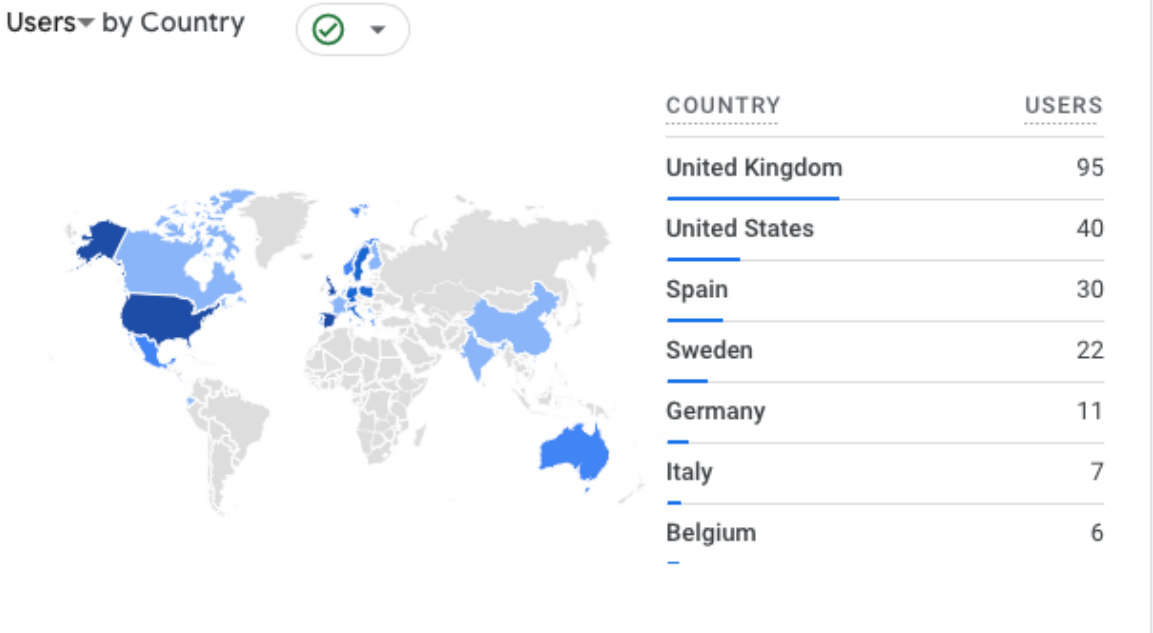
The GreenME project website was launched on 25 January 20204. The data collected show that the website reached a wide and geographically spread audience even at this early stage.

Please note that website users are aware of data collection (cookie pop-up).

Number of users



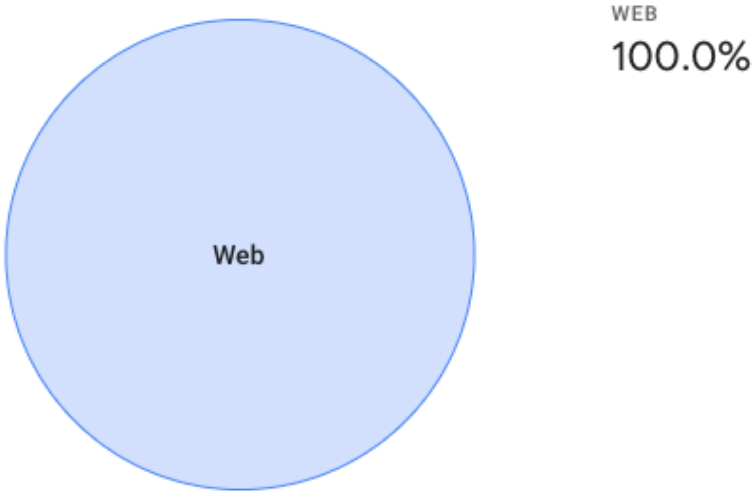
Demographic details



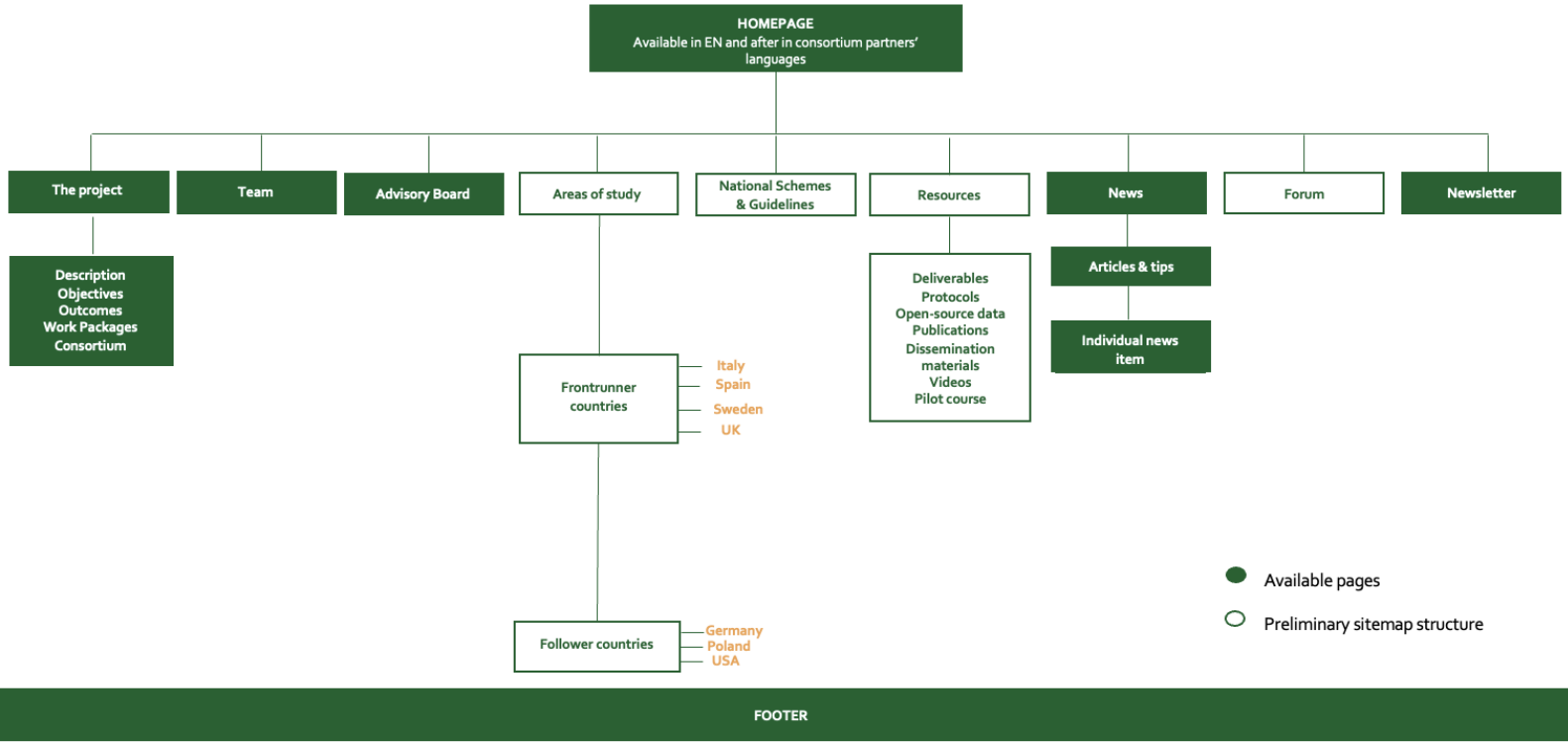
Which pages and screens get the most views?

PAGE TITLE AND SCREEN ...	VIEWS
GreenME Project	379
The project – GreenME Proj...	117
GreenME Project: The officia...	63
News – GreenME Project	41
Newsletter registration form...	34
Kick-Off Meeting: GreenME ...	33
Team – GreenME Project	21

Device used



Preliminary sitemap



Please note that this constitutes a preliminary sitemap. The structure of the website will be constantly updated and revised throughout the duration of the project (as it will heavily depend on partners' contributions, outcomes, results).

3. Social media

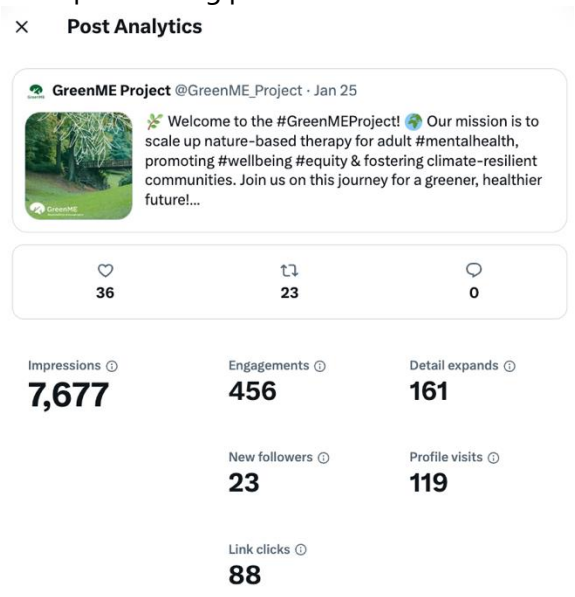
Social media accounts for the GreenME project have been set up and launched on the 25/01/2024 – a few days before its official Kick-Off meeting in Barcelona (29-31/01/2024). In coordination with the Project Coordinators and WP1 leader we have informed the GreenME consortium of the launch, inviting and encouraging them to promote via their own social media, as well as via the institutions' ones the launch of the project's digital presence.

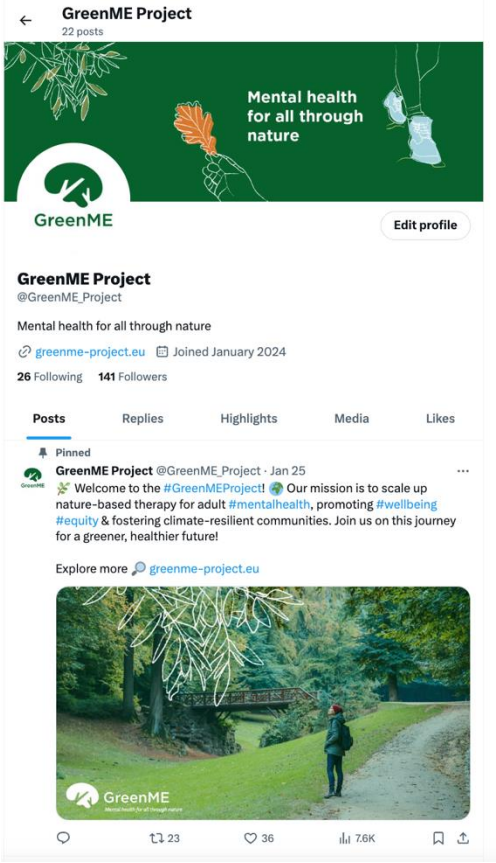
The goal of this exercise was to start creating, communicating, and engaging with the green care online community. To do so the following accounts have been created (LinkedIn, Instagram, Facebook, Twitter/X) generating high interest within the community, driving traffic to the website, and boosting public exchanges of opinions over the benefits of nature on mental health.

To date, X has proven to be the best performing platform.

X/Twitter

@GreenME_Project
Followers: 144
Posts: 22
Best performing post: Launch



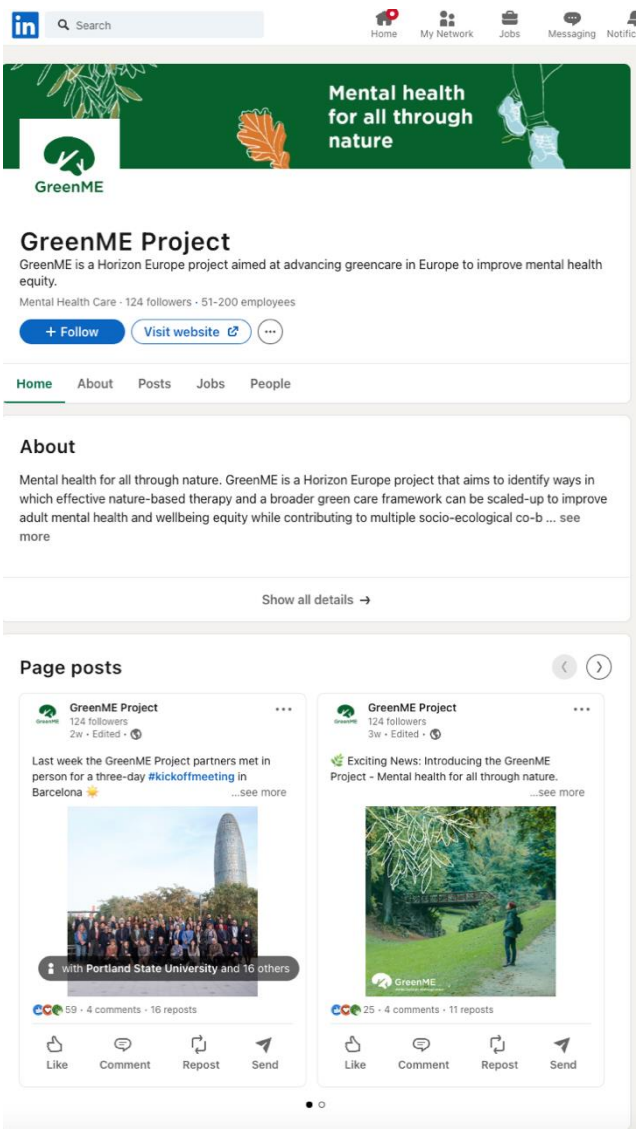


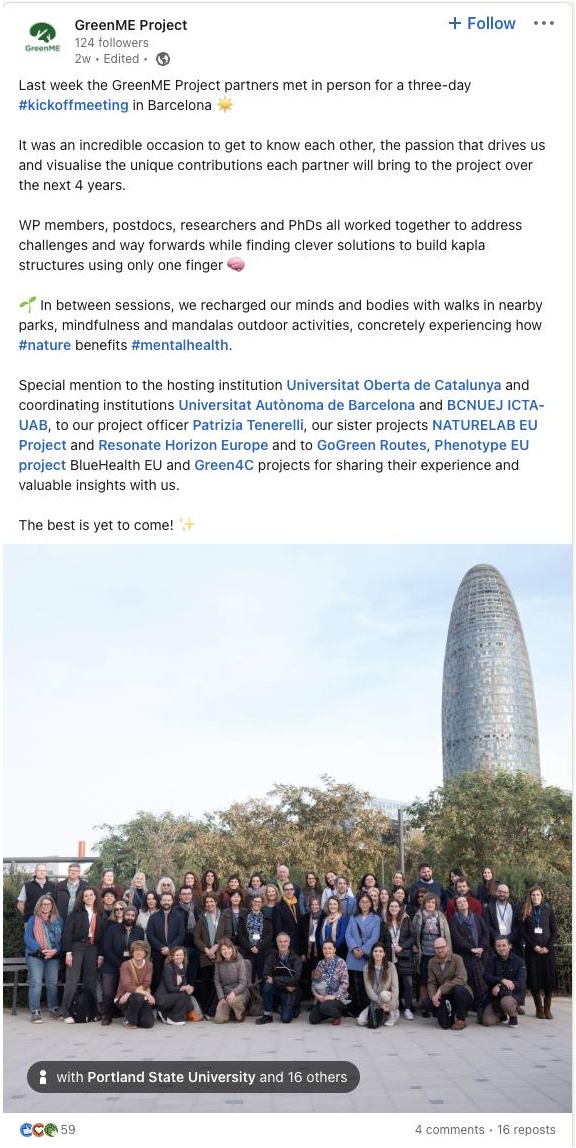
LinkedIn

[GreenME Project]

Followers: 125

Best performing post: Kick-off meeting



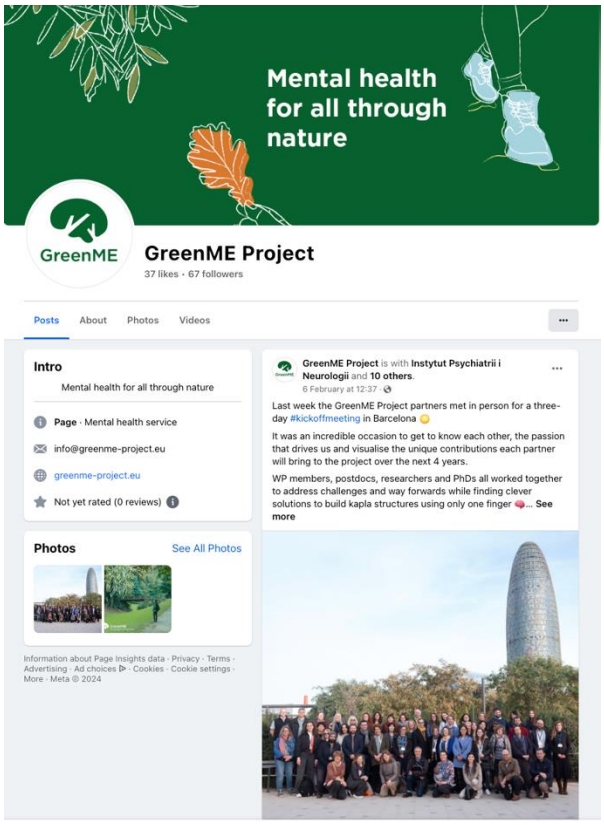


Facebook

[GreenME Project]

Followers: 69

Best performing post: Kick-off meeting

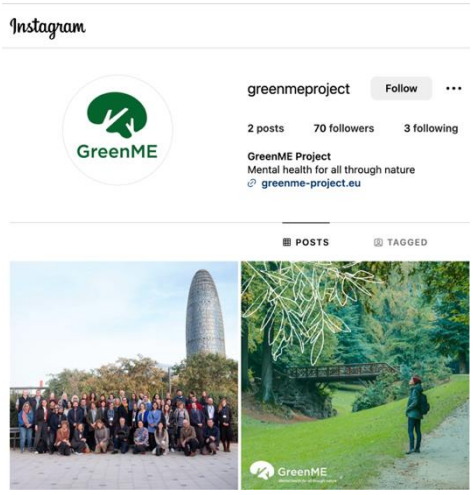


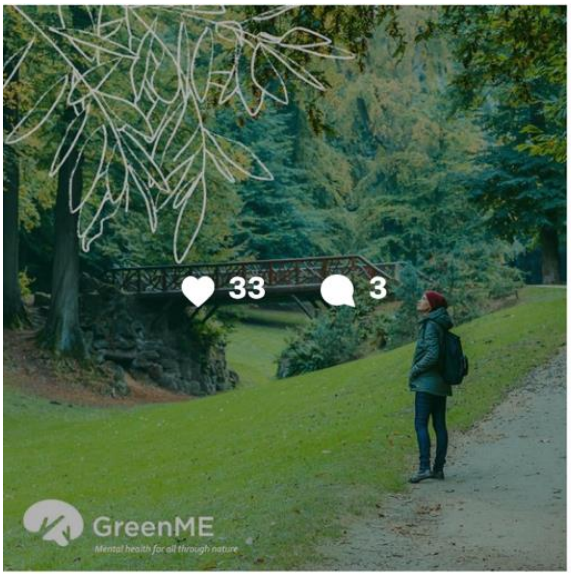
Instagram

[@greenmeproject]

Followers: 74

Best performing post: Launch





Key Performance Indicators (KPIs)

Posts on LinkedIn, Twitter, Facebook, Instagram (target to get >500 new followers per platform per year, with a total of **>6,000 followers in total** grouping all the platforms) including content from the quarterly e-newsletter. Various techniques will be employed to animate the networks such as invitation to post or comment, and polls. We will also post on academic platforms, such as Quora (at least one post quarterly, i.e., >15 posts in total, >30 likes in total, >80 shares and comments in total) and upload research documents on ResearchGate and Academia.edu.

4. Content

To ensure a regular update of the content on the website as well as punctual promotion and dissemination of project's outcomes and key messages, the consortium has set-up and will operate an Editorial Board, of which the main objective will be to assure the consistency of the knowledge management strategy throughout the project's life cycle.

The Editorial Board will gather dedicated WP members and the WP6 Leaders on a regular basis (once a month), and with less frequency the WP5 events team. The W6 leader will chair the board. The WP6 Team will prepare the Editorial Board meetings and will execute decisions taken. It will meet monthly during the first 18 months of the project and twice a month during the last 4 months.

More specifically, this Board will have four main functions:

- Definition of the editorial line of the GreenME project and supervise its implementation.
- Identification of the relevant topics, coming out from the different WPs, on which capitalisation and communication is needed, keeping the right balance between the set of communications tools, the target groups, and the conceptual vs. practitioners' approach.

The editorial line will be developed by the WP6 Leader based on consultation with the consortium partners and proposed for discussion and validation by the Editorial Board.

The aim of the Editorial Board is to provide WP6, who will manage the website and the social media of the project, with content to populate them. The website will be regularly updated (1 time per month), while the social media will be updated (1 per week).

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