

THE FINNISH NATURE-BASED ENTREPRENEURSHIP ASSOCIATION

National non-governmental network formed in 2001 by entrepreneurs and development organizations. Association collects widely together actors in nature-based entrepreneurship for cross sectoral co-operation.

www.aitoluonto.fi

Rural enterprises

Nature-based enterprises are typical small or micro size rural enterprises. Association helps them to find specific information from industry as well as visibility in the markets.

SUOMEN
luonto-
yrittäjyys-
verkosto ry



The main tasks of the association are to increase and improve co-operation between entrepreneurs and organisations, supervise the interests of nature-based companies, reinforce and increase a positive public image of sustainable nature-based entrepreneurship and to improve and increase quality and sustainability in the sector.

Co-operation

All the Finnish Nature-based Entrepreneur Association's activities are based on close co-operation between entrepreneurs and other actors.

The association also carries out the information activities e.g. by providing regular newsletter service on the topical issues and maintaining a national databank as an information source. The Association has also taken part as a partner to several project activities, both national and international.

Sustainable use of nature is one of the main values and marketing arguments in the sector, which is why one of the main interests of association has also been to increase the ecologically friendly business culture in Finland.

Integration

Cross sectoral co-operation, e.g. in nature tourism, handicraft and food products in order to integrate entrepreneurship, education, development activities and research.

Further information

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