



HYVÄRILÄ

Biodiversity preservation: first steps

Ekaterina Sysoeva, international coordinator



 HYVÄRILÄ

Because the value of an experience is immeasurable.

Hyvärilä is one of nine Finnish youth centres.

Our activities are guided by the Youth Act and the common objectives of the Finnish Youth Centres.



# Activities and financing sources

## Youth work activities

### Youth centre activities

1. Camp schools, other youth camps and events.
2. International youth work and projects.
3. PielisAreena and sports activities.

#### Financing sources:

Revenue from business activities, Nurmes administration, Ministry of Education and Culture, Opetushallitus (Erasmus+ and ESC), Regional State Administrative Agency, CBC Karelia Program, Nordic Council of Ministers (NORDBUK, Volt)

### Regional youth work

1. Youth workshops (Nurmes, Juuka)
2. Local youth work (Nurmes-Valtimo)
3. Outreach youth work (Nurmes-Valtimo)

#### Financing sources:

Nurmes administration, Valtimo and Juuka municipalities, Regional State Administrative Agency, Riveria

## Business activities

### Tourism service

Tourism and catering services, meeting services, organizing events, activities, and weddings.

The revenues are used for development of Hyvärilä's youth work.

# Values

We work to ensure that young people can learn, develop, and live a balanced life.

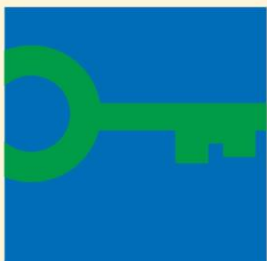
We build bridges within community on regional level and work with local actors.

We value nature and commit to sustainable development.



# Environmental responsibility

Hyvärilä is Green Key- certified youth and holiday centre. This means that we are developing sustainable tourism by reducing the environmental impact of tourism and contribute to preserving the nature.



Green Key



# Hyvärilä in numbers

**1980**

The company started

**1982**

The youth centre work began



## OWNERSHIP:

- Nurmes administration
- Youth and holiday centre Hyvärilä Oy**  
(previously - Loma-Nurmes Oy)
- a subsidiary of the city working in Hyvärilä

**TURNOVER** approx.

**2,4 milj.**  
euros

**ROOM OCCUPANCY RATE**



**40%**  
annually

**ACCOMMODATION CAPACITY** approx.



in summer **300** in winter **200**



**PERSONNEL:**

**30**  
full time annually

**NUMBER OF YOUTH VISITS IN 2018** approx.

**27500**

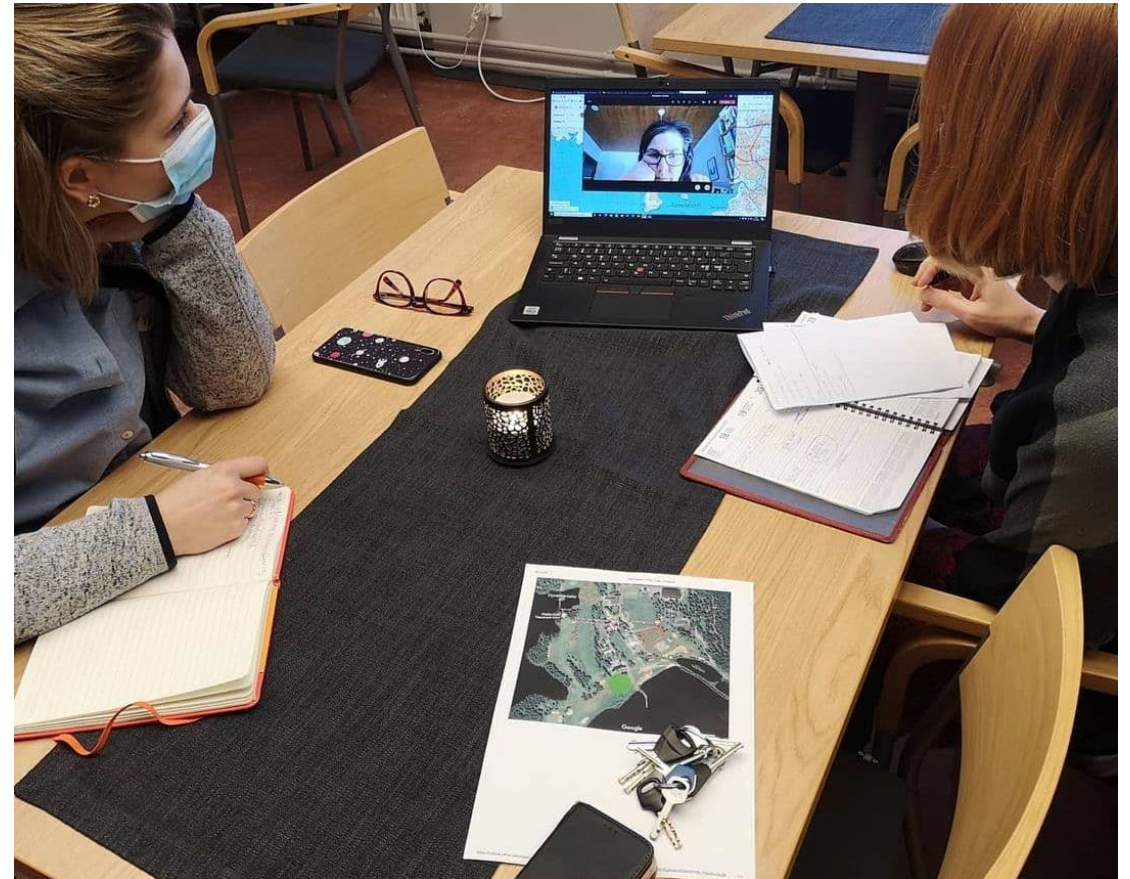
**SHARE OF YOUNG VISITORS** approx.

**70%**

# Growing a meadow: our learning journey

## Gathering a team:

- Hyvärilä staff members,
- North-Karelian association of women in agriculture and housekeeping,
- Association for rural culture and education,
- Environmental school of Finland





# Growing a meadow: our learning journey



## Planning intervention

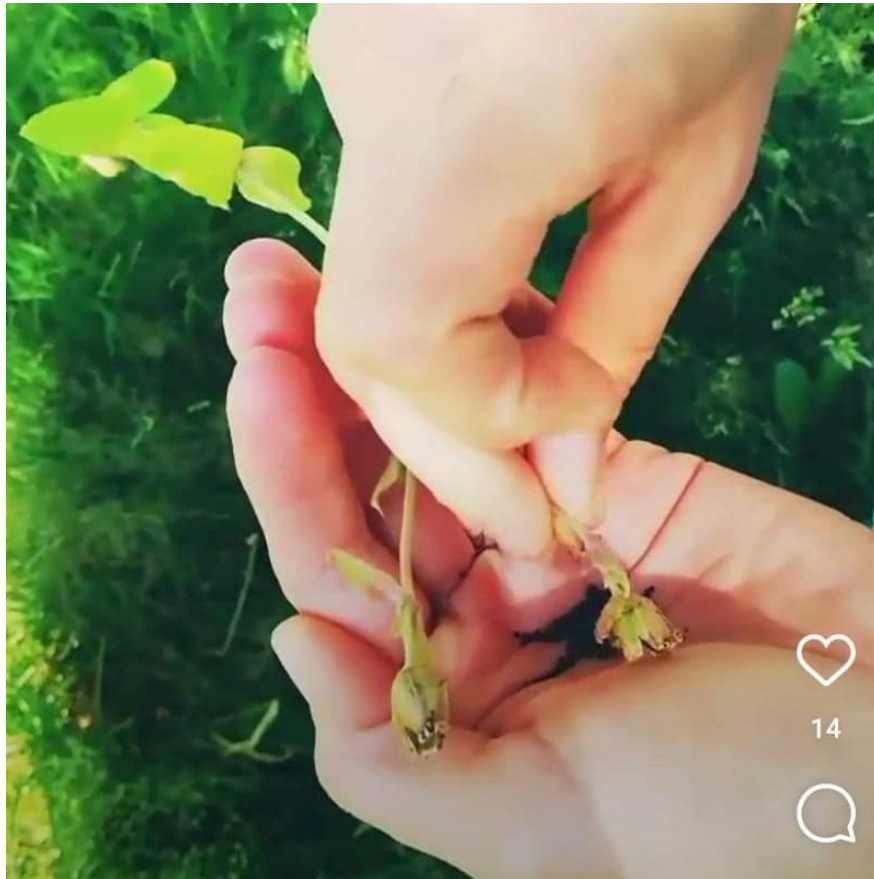
- Identifying the perfect area,
- Checking soil type, how much light and water it gets,
- Making a list of the local species to look for,
- Making a list of weeds to get rid of,
- Plan to let it grow to see what plant species are already there.

# First learning outcome: you cannot do it alone!

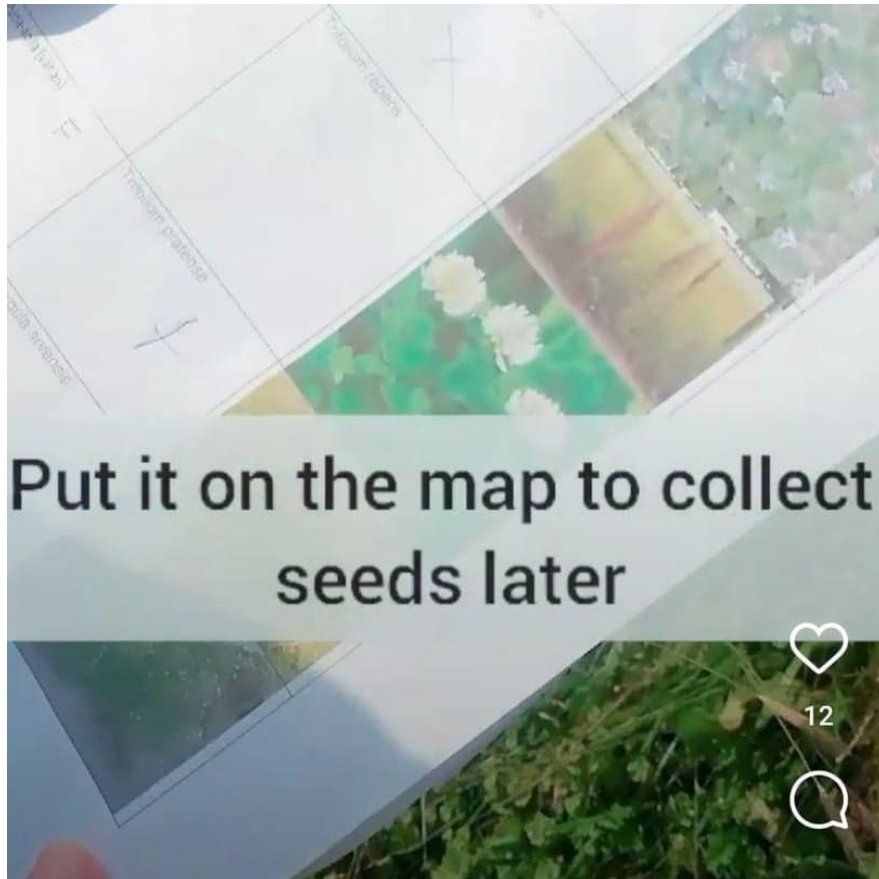
In the first year of our wildflower meadow initiative, at least 25 people were involved by providing expertise and doing manual work. We plan to involve more people in the future.



# Growing a meadow: our learning journey



# Help from international volunteers





Apply to join international  
volunteering team in  
Hyvärilä youth centre

# Growing a meadow: our learning journey

From July 2022 we start an annual team volunteering project under European Solidarity Corps programme to involve more youngsters from Europe and other countries in our work, organize more activities for the local community and inspire more people to contribute to biodiversity preservation.

# Growing a meadow: our learning journey

Maintaining the meadow:

- To keep the soil poor, we need to cut the grass (not chop it up!) and remove it,
- 0,5 hectares is a lot of land!
- A local man with 60+ years of experience with scythe to the rescue!





Second learning outcome: young people want to help, and have knowledge to share

We have received over 50 inquiries from young people **on the first day** of publishing a call for volunteers to help us cut the meadow with the scythe and build insect hotels. Many have prior experience of such work or specialize in environmental science.

# Insect hotel building workshops



- Local experts helped us plan the workshop, collect materials and come up with the hotel design,
- Local community helped collect old wood planks,
- First workshop gathered a few local families with children,
- Camp school participants requested workshops consistently!



# We carry on learning... plans for 2022-2023

- Up to 50 international volunteers working on projects in Nurmee connecting culture and nature during the year,
- Telling our story on @hyvarilainternational Instagram,
- Searching for new ideas and knowledge.



Thank you!



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