



# SOWL

Wellbeing from nature

# SOWL Nature Wellbeing

Entrepreneur Kaisu Maijala

- M.Sc, 20 years in NGO marketing and communications
- Nature and Wilderness Guide
- Health Forest (Terveysmetsä) Guide
- Forest Mind Instructor
- Forest Therapy Guide



# Permission to Let Go.

**Relaxing and immersive  
forest bathing experiences  
in the Helsinki area**

Workplace recreational days,  
private groups, travellers

SOUL = Listen to yourself

SLOW = Slow down

OWL = Learn from nature's wisdom







Why forest bathing?  
(besides that it's awesome)

HAPPIEST COUNTRY - BUT ...

"Homo sapiens digitaliensis"



CS622

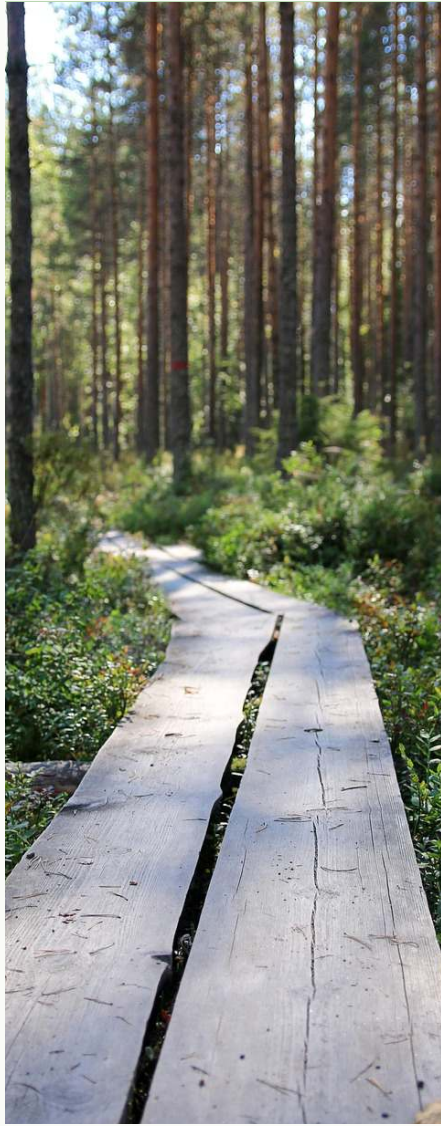
COMPANY MISSION

Forest bathing  
delivers  
what travel  
ads promise  
(even without  
the northern  
lights and  
snow)





Pure nature and  
air



Safely to the  
forest



Sea, lakes,  
islands



Wellbeing &  
Happiness



Slowing down,  
Peace & Quiet

A scenic view of a city skyline at dusk, reflected in the water, with large rocks in the foreground. The city lights are visible against the twilight sky, and the water shows gentle ripples. The foreground is dominated by large, dark, rounded rocks.

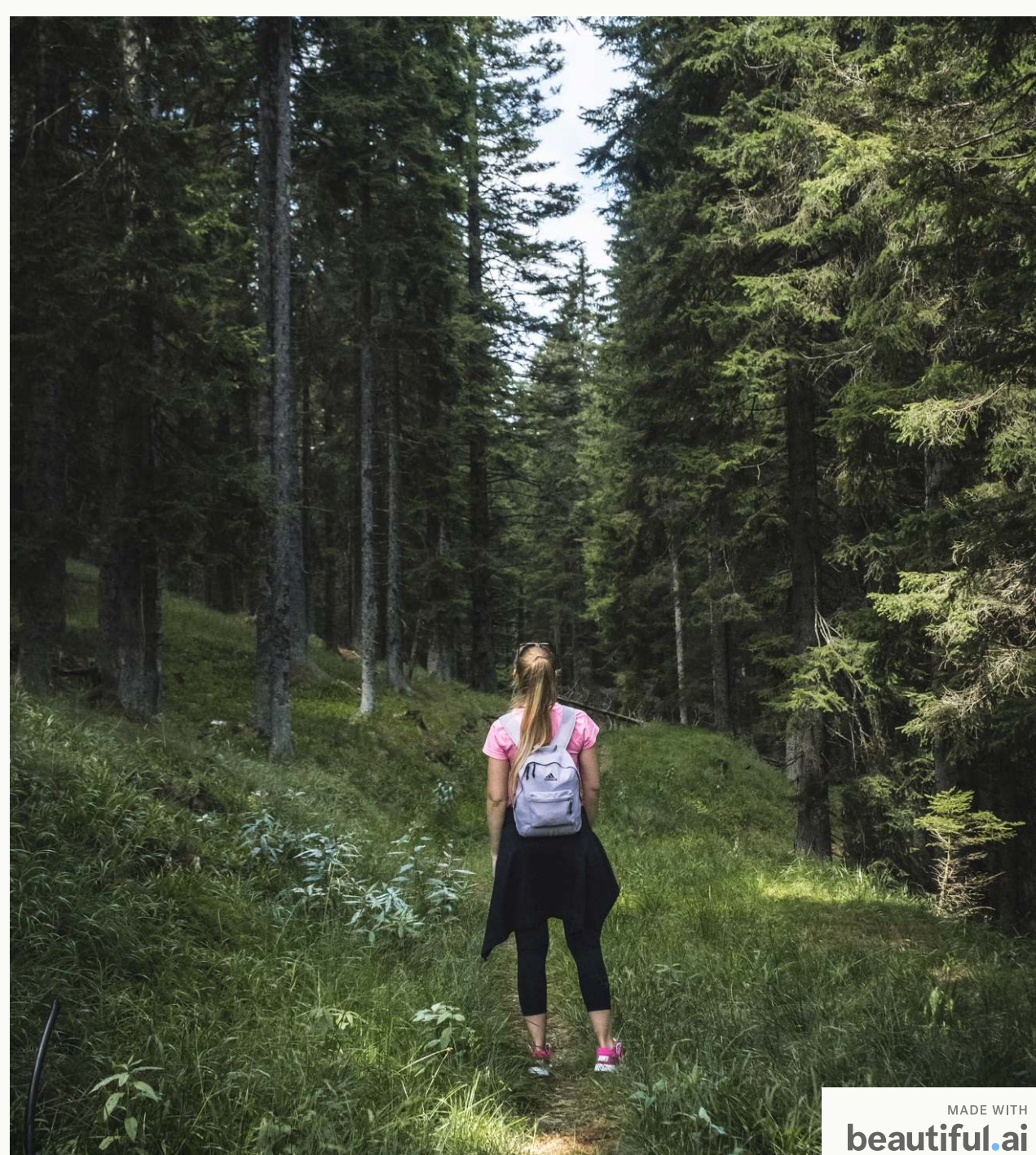
How does  
nature improve  
our wellbeing?

# BIOPHILIA



# 10+ years of nature & health research:

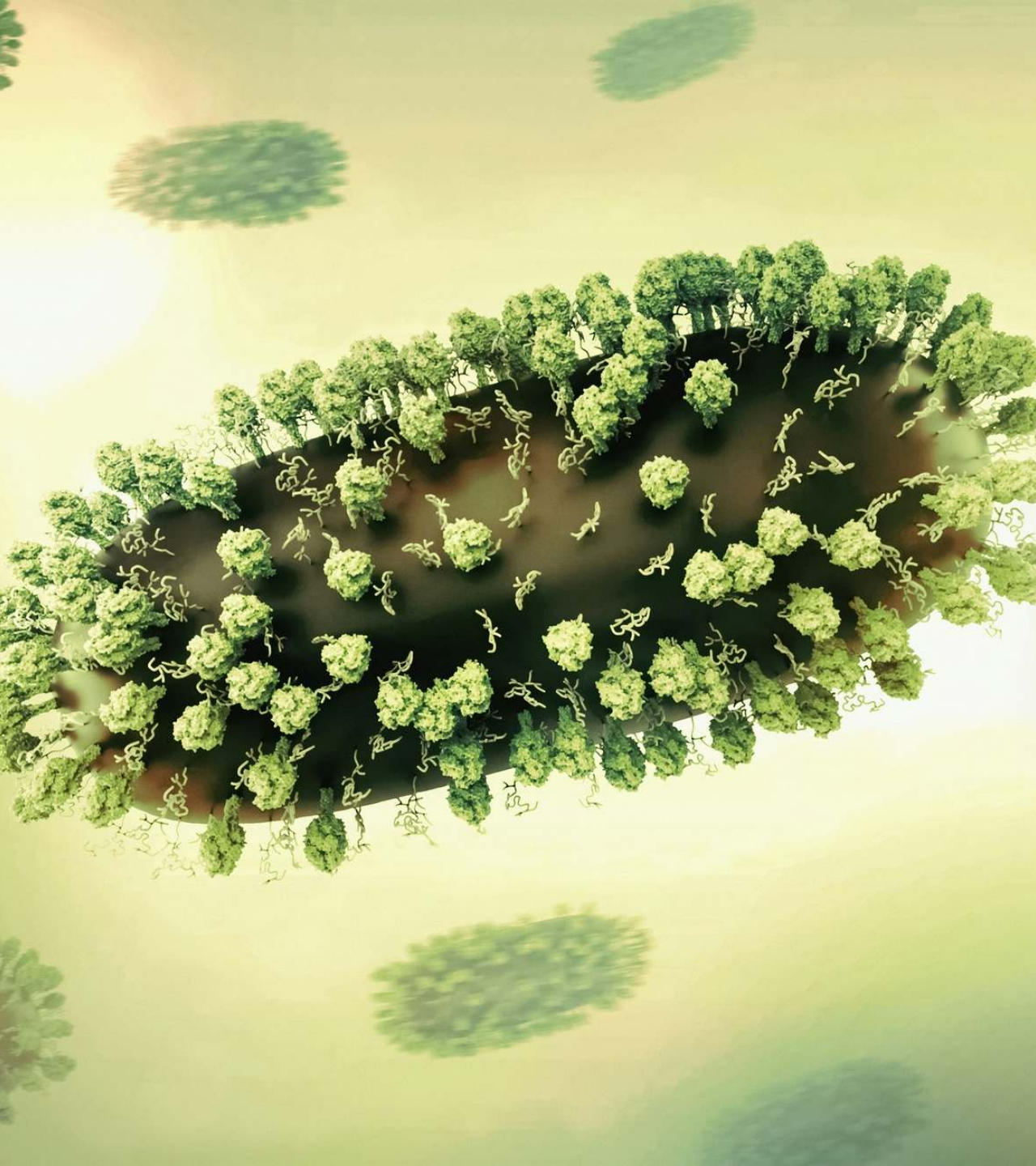
- **Nature effectively relieves stress.**
- **Nature improves mood and positive emotions.**
- **Nature boosts immunity and prevents illness.**
- **Nature enhances creativity, concentration and attentiveness.**
- **Nature helps you focus on the present moment and experience joy, contentment, respect, awe and a deeper sense of meaning.**



# Kortisolitason lasku luontoympäristössä



*Yhdysvaltalais tutkimuksessa stressihormoni kortisolipitoisuuden on havaittu laskevan luontoympäristössä eniten jo ensimmäisten 20-30 minuutin kuluessa (18,5%/h). Kortisolilasku jatkui myös tämän jälkeen (11,8%/h). Lähde: Hunter, M. R., Gillespie, B. W., & Chen, S. Y. P. (2019). Urban nature experiences reduce stress in the context of daily life based on salivary biomarkers. *Frontiers in psychology*, 722.*



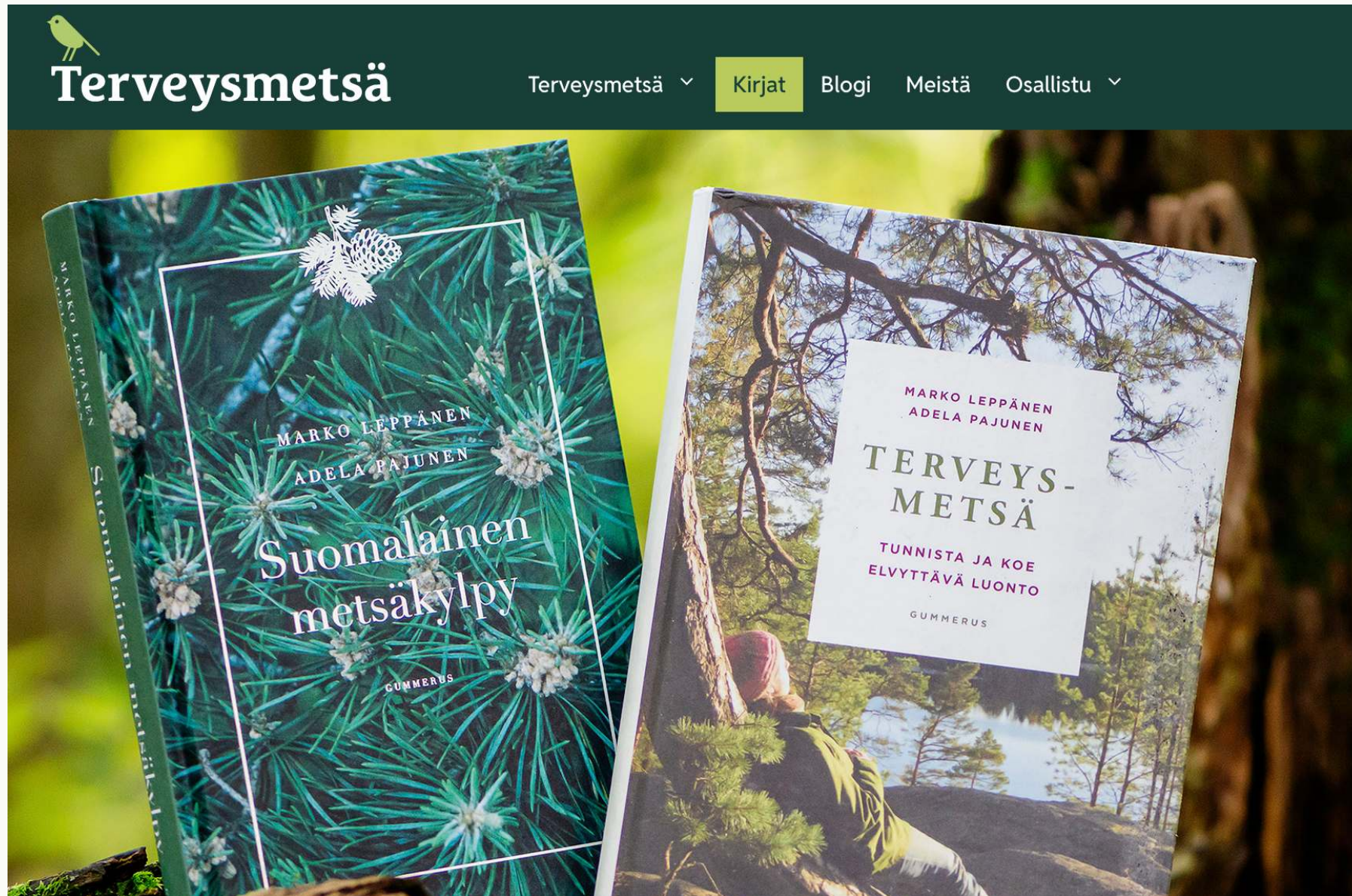
**The essential role of  
nature's microbes for  
our own microbiome!**



**Aromatic, antiseptic compounds (including alpha-pinene from pine trees) elevate mood and boost white blood cell production.**

E.g. How Jean Sibelius sniffed his "forest matchbox" when composing!

Health Forest method - Nature prescription from a doctor coming finally in Finland, too?



# FOREST BATHING

Shinrin-yoku developed in Japan



- JAPAN's "burnout epidemic" in the 1980s - SHINRIN-YOKU
- Therapeutic immersion in nature with all your senses
- Related to mindfulness and meditation
- Based on research on nature's benefits to health
- The aim is to stop, relax and enjoy in a deeper way, mostly in silence
- As a guided activity, includes sensory, breathing, observation and nature connection exercises (or "invitations")
- Not a hike: 0,5 - 3 km slow walk with stops
- Easy, suits most people (over 18). Can be done in an accessible path.
- Belief/religion-neutral

# Examples of forest bathing activities

- 1 Sensory walkthrough: hearing, touch, sight, smell, taste.
- 2 Breathing with the forest
- 3 Body Radar
- 4 Sky-Earth -orientation
- 5 Gratitude Tree
- 6 Melting on the Rock
- 7 Intuition Walk



# What is included

- 1 Guided walk (2,5-3 hours, mini version 1h)
- 2 English or Finnish
- 3 Year round
- 4 Great nature locations - quietest are further away from the city center
- 5 4-15 ppl (forest) OR max 40 (1h mini session)
- 6 Sleeping pads, rain cloaks on loan, aromatherapy oil
- 7 Safety plan, first aid preparedness, liability insurance
- 8 Add-on: Forest snack / lunch, campfire coffee
- 9 1% of proceeds go to Finnish Natural Heritage Foundation to buy new forests to protect them

# Sustainability & Responsibility

- ✓ The activity itself aims at strengthening the human connection, love and respect for nature
- ✓ We have Good Travel Seal 2025, STF is on the way (this year)
- ✓ The activity is carbon neutral
- ✗ Our activities are kept free from all forms of discrimination
- ✓ Some locations accessible with wheelchair (Nuuksio/Haltia, Porkkalanniemi, Sipoonkorpi)
- ✓ Public transport is available e.g. to Pihlajasaari, Nuuksio, Uutela/Vuosaari
- ✓ SOWL is a partner of Helsinki city, Metsähallitus (National Forest Administration), Visit Espoo and Finland Naturally

# Location examples

Private groups can go anywhere!


1. National parks (Nuuksio, Sipoonkorpi) & recreational areas

2. City nature

3. Near hotels / meeting venues (if nature)



Nuuksio  
(Bookable on  
Tripadvisor)



Pihlajasaari  
Island  
(Bookable on  
Tripadvisor)



Lammassaari  
(private  
groups->)



Central Park

**Welcome to Maunula Nature Trail!**


Natural diversity and the cycle of life in Helsinki's Central Park




Pitkäköski



Sipoonkorpi  
National  
Park



Porkkalanniemi  
Peninsula,  
Kirkkonummi



Kirkkonummi:  
Kopparnäs,  
Linlo, Meiko  
ym.

Questions?

Ask for a group offer (min 4 ppl) or book on Tripadvisor.  
Follow us on Instagram!

info @ sowl.fi

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sowl.fi (soon in English)

INSTAGRAM: sowl\_metsakylvyt\_forestbathing

FACEBOOK: sowl\_luontohyvinvointi

LINKEDIN: SOWL Luontohyvinvointi / Nature Wellbeing



