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How can your company benefit from outdoor office activities?

Why work outdoors?

- Boost creativity, innovation, motivation and job satisfaction
- Recover during the working day, combat stress and build (brain) health
- Promote business productivity

Research shows:

- The positive effects of nature on physiological, psychological and social processes are scientifically proven, most positive effects can be noticed after just a short time (15-20 minutes).
- Spending time in natural environments lowers blood pressure and stress hormones, and you find that you can concentrate better, are in a better mood and think more clearly.
- Being able to go outside for a while and work in the local environment can improve the working environment through increased exposure to daylight and fresh air, greater variety and reduced sedentary behaviour.
- There is growing evidence that spending time in natural environments also promotes creativity.
- Working outdoors can improve your mood, increase creativity and give a feeling of flexibility that we may not experience indoors, even though the current norm is that you have to sit still indoors for it to be considered work.
- In Finland, we are usually very close to natural environments, but it is still a resource that we do not take advantage of. Compared to other tools for promoting occupational health and productivity, it is very cost-effective.

Restoring executive abilities

- Creative thinking cannot be forced by trying harder.
- Executive functions = the ability to think in a sophisticated way, to focus and maintain attention, to be able to shift attention between things, to plan ahead and carry out one's plan, to resist impulses, to reason logically in several steps.
- Being in nature restores our executive abilities and creativity. Even looking at a plant or natural scenes can have a small effect.
- Memory is significantly improved in connection with movement, which is linked, among other things, to increased blood flow in the hippocampus, a part of the brain that is important for memory, emotional regulation and the ability to orientate oneself spatially.
- Physical activity also improves divergent thinking. This means that movement helps people generate many ideas, which is an important part of creative processes. Physical activity affects the ability to manage the flow of ideas.

Maria Hofman-Bergholm

RDI-expert, Centria UAS

maria.hofman-bergholm@centria.fi

mobile +358 40 356 3305

Sara Käll-Fröjdö

RDI-expert, Centria UAS

sara.kall-frojdo@centria.fi

mobile +358 40 4879634

 **Economic
Development
Centre**

centria
University of Applied Sciences

Promoting business productivity

- Growth stems from new ideas, and we need people who can generate those ideas.
- Unforeseen events and challenges mean that we need resilience and the ability to adapt to changing circumstances.
- Finland aims to increase its RDI activities (4% of GDP by 2030).
- Ways of making work more efficient WHILE at the same time making staff feel better, more clear-headed, creative, harmonious, calm/less stressed?

The view of work is crucial

- Social norms, workplace politics
- The type of outdoor office activity that benefits you and your creativity depends entirely on
 - a) what your core tasks are
 - b) your current work situation
 - c) your personal characteristics
- Some people may need a brisk walk to increase blood flow to the prefrontal cortex when they are stuck on a problem, while others may need a blood pressure-lowering activity to be able to focus.

Would you like to try outdoor office activities and evaluate the effects?

- Try outdoor office activities on your own for a period of time
- Evaluation before and after outdoor office activities (anonymous, short and simple questionnaire)
- Compilation of results (anonymous)

Outdoor office as part of your brand?

Outdoor office work and walk-and-talk meetings can also be part of your company's or organization's image. By using the hashtags #luontotyöpäivä and #outdoorofficeday, your work community can be part of a larger movement to promote well-being at work.



Please contact us if you would like more information!

The activities take place within the project “**Innovativa lösningar för framtidens kontor**” funded by the European Social Fund 2025-2026.

Under the name **Outdoor Innovation Space**, we are part of the [International Multidisciplinary Living Labs Network \(IMLLN\)](#)

Maria Hofman-Bergholm

RDI-expert, Centria UAS

maria.hofman-bergholm@centria.fi

mobile +358 40 356 3305

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mobile +358 40 4879634



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