

OUTDOOR SPORTS EUROMEET 2022 - SILKEBORG | DK

STRATEGIC PRIORITIES



6TH **OUTDOOR SPORTS
EURO'MEET 2022**

14.-16. SEPTEMBER SILKEBORG
GREEN SPORTS FOR A GREENER AND HEALTHIER EUROPE

GREEN SPORTS FOR A GREENER AND HEALTHIER EUROPE



It's now more important than ever to become proactively involved in the transition to a greener outdoor sports sector as well as showcasing the value and the power of outdoor sports to society.

As a network ENOS encourage and support the sector to commit to new and innovative ways of working within their own local, regional or national setting to develop and manage greener outdoor sports as well as more sustainable and healthier ways of living. The aim of promoting outdoor sports in Europe and committing to doing this in more sustainable ways will provide both challenges and opportunities for organizations, welfare institutions, private companies and civil society.

It provides challenges for those involved in outdoor sports to think more carefully about their activities and impacts. However, we believe that it provides great opportunities for outdoor sports and recreation and the resulting health and community benefits that can be gained by being physically active in natural settings out ways the challenges that we face.

The Outdoor Sports Euro'Meet 2022 has focused on the overall theme Green sports for a greener and healthier Europe. And on both the challenges and opportunities that lie before us. The conference has made an opportunity to address three topics within the theme and provided opportunities for inspiration and in depth discussions about the priorities.

This is our roadmap with priorities for the outdoor sports sector to contribute to a greener and healthier Europe. The outdoor sports sector should be ambitious and tireless in its efforts. We like to share this road map with you as a recommendation both regarding policy and funding. It is a beginning of a dialogue that we like to continue in order to find synergies and collaborations between policy and outdoor sector. We believe that by working side by side we will manage to achieve our common goal of a greener and healthier Europe!

ENOS STRATEGIC PRIORITIES FOR A GREENER AND HEALTHIER EUROPE



TOPIC 1

GREEN SPORTS FOR A GREEN EUROPE: CLIMATE CHANGE AND BIODIVERSITY

How do we balance the use of nature and nature protection when developing outdoor sports? How do we develop a mindset and a culture that embraces the use of nature and protecting nature – how do we create a mindset where the use and protection of nature are not conflicting? How to develop and carry out projects in protected natural areas? How to design and create new nature that supports outdoor sports from the start?

TOPIC 2

BE ACTIVE, BE OUTDOORS – INCREASING PARTICIPATION

What activities do actually work? What is the evidence base? How do we inspire practitioners to develop new activities that motivate people – that change behavior – using existing knowledge? How to communicate effectively to target groups that are not “the usual suspects”? How do we reach our target groups? And how do we make communication interesting and modern when we are outside – out in nature? How do we organize our activities effectively? Both locally and across sports clubs, municipalities, sports federations, state agencies etc.?

TOPIC 3

POWER OF THE OUTDOORS TO IMPROVE WELFARE

How do we set new standards for integrating nature and outdoor sports in public welfare? Where do we find inspiration? What outdoor projects have had a positive effect on core public welfare? And how do we copy them in our own local context? How do we move on from goals, policies and strategies to actual projects and activities that make a difference? How do we involve our communities in this transformation of public welfare? How do we get support? Participation from business and volunteer organizations? And financing?

GREEN SPORTS FOR A GREEN EUROPE

Today we see an increasing demand for easier access to nature. And an increasing demand for more and larger recreational areas in nature for a variety of outdoor sports and recreational activities. Both demands are reasonable in a recreational, sports and not least a health perspective.

High quality outdoor facilities, better and more modern information, precise wayfinding, overview of points of interest etc. means easier access to nature and hence to the social, mental and physical health benefits associated with being outside.

We must, however, not take nature for granted. On the contrary, we must always have a focus on protecting and preserving our nature, promoting biodiversity, sustainability and creating more nature.

But is there a third way where we can both protect and design nature for outdoor sports? Where we can design and create new nature that are both sustainable and interesting in an outdoor sports perspective right from the start?



STRATEGIC PRIORITIES

GREEN SPORTS FOR A GREEN EUROPE

1. REDUCING LOCAL IMPACT

The Outdoor Sports Sector should...

1.1.1 Recommend to improve spatial planning by considering nature first. More natural sites, more accessible close to home!

1.1.2 Contribute to the environmental education of decision makers and other stakeholders, in order to generate a cascade effect and reach the general public

3. UNDERSTANDING IMPACTS

The Outdoor Sports Sector should...

1.3.1 Recommend the development of a Europe-wide, standardized approach to enable systematic monitoring and consistent indicators

1.3.2 Ask for a Europe-wide outdoor education programme for teachers and pupils (School sector)

5. TRANSITION

The Outdoor Sports Sector should...

1.5.1 Urge policy change that is bold and evidence based (accelerated timeline: 5 years)

1.5.2 Research the triggers and obstacles (barriers) to green travel and counter these with introduction of free travel schemes or publicity campaigns such as European Outdoor Week.

2. REDUCING OVERALL IMPACT

The Outdoor Sports Sector should ...

1.2.1 Reduce its overall impact by applying an EU certification for events and facilities

1.2.2 Build a network of experts on sustainable development to consult national and local stakeholders on reducing their environmental impact

4. DEMAND/CONSUMERISM

The Outdoor Sports Sector should...

1.4.1 Provide an educational framework to encourage more sustainable consumer behaviour – including good practices

1.4.2 Make partnerships within the industry to find common solutions to excessive consumption, short term use of gear (support longevity) and recycling and repair

6. ADVOCACY

The Outdoor Sports Sector should ...

1.6.1 Build collaborations and alliances to transfer knowledge about sustainable development from climate and biodiversity experts to outdoor associations and practitioners.

1.6.2 Make research-based, strong arguments and promote methods to rapidly spread them among political stakeholders and decision makers.



STRATEGIC PRIORITIES

BE ACTIVE, BE OUTDOORS INCREASING PARTICIPATION

1. EQUITY, DIVERSITY AND INCLUSION

The Outdoor Sports Sector should...

2.1.1 Ensure tailor-made communication about outdoor sport in order to reach all different groups in society (different messages and formats for different audiences)

2.1.2 Provide activities that are adapted for the needs and skills of different groups with different needs, and to communicate this clearly.

3. ACTIVE AGEING

The Outdoor Sports Sector should...

2.3.1 Change the image of the outdoors – it is for everyone!

2.3.2 Promote outdoor sports as a driver to connect generations

5. SPORTS FOR ALL

The Outdoor Sports Sector should...

2.5.1 Build capacity, understanding and skills among coaches and stakeholders focused on “outdoor sports for all”

2.5.2 Collaborate and reach out to other sectors in order to promote a more holistic approach to inclusion and to emphasise their role in this.

2. GENDER EQUALITY

The Outdoor Sports Sector should ...

2.2.1 Use evidence and research to provide a better understanding of cultural and social barriers to outdoor sport

2.2.3 Involve and empower more women in different positions, from coaching to decisionmakers, within the sector

4. CHILDREN AND YOUNG PEOPLE

The Outdoor Sports Sector should...

2.4.1 Advocate to policy makers to review policy frameworks and resources to include outdoors in education system

2.4.2 Provide training for teachers to link the curriculum with outdoor sports and embed more outdoor opportunities, for example “School in Nature”

6. URBANISATION

The Outdoor Sports Sector should ...

2.6.1 Advocate with local authorities and private sector to ensure the provision of green spaces

2.6.2 Encourage citizens/users to request green spaces and participate in the decision making process (co-creation, co-design and co-production)



STRATEGIC PRIORITIES

POWER OF THE OUTDOORS TO IMPROVE WELFARE

1. MENTAL HEALTH AND WELLBEING

The Outdoor Sports Sector should...

3.1.1 Advocate for improved mental health awareness and understanding and access to training for outdoor practitioners.

3.1.2 Campaign for mandatory outdoor activities within the education sector / schools.

3. INCLUSION

The Outdoor Sports Sector should...

3.3.1 Advocate for “everyone’s right to nature” at policy level and within legislation.

3.3.2 Take steps to engage “vulnerable” people in the co-creation process to develop outdoor sports opportunities.

5. HEALTH ENHANCING PHYSICAL ACTIVITY / ‘NATURE PRESCRIBING’

The Outdoor Sports Sector should...

3.5.1 The outdoor sector should present good research to staff and policy makers in the health sector.

3.5.2 The outdoor sector should advocate for better funding for outdoor facilities (trails, saunas etc) to transform recreational / infrastructure to increase participation.

2. BENEFITS

The Outdoor Sports Sector should ...

3.2.1 Lead on presenting priorities for change to policy makers (based on a strong evidence base)

3.2.2 Articulate the economic impact of sport (monetising / valuing the range of social and wider benefits)

4. COLLABORATION

The Outdoor Sports Sector should...

3.4.1 Share best practice of collaboration across sectors that includes outdoor sports using clear, understandable language.

3.4.2 Provide and disseminate data (particularly monetary valuation) to enhance understanding of the importance and relevance of outdoor sports to other sectors.

**WORKING
TOGETHER
FOR A
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THROUGH
OUTDOOR
SPORTS**

