



ERA Strategy 2025: European Hiking Federation (Hiking Europe)

MAIN PRIORITIES

1. Strengthen ties with European institutions

- **Objective:** Deepen relationships with European institutions to support hiking, environmental, and cultural initiatives.
- **Actions:**
 - Establish direct contact with EU directorates for Environment, Sport, and Health.
 - Engage EU parliamentarians who support hiking initiatives.
 - Actively participate in the Council of Europe (CoE) committees on Landscape, Sport, and Human Rights.
 - **SLIDO Influence:** Enhance ERA's visibility and presence within European institutions to better advocate for member organizations.

2. Expand membership involvement

- **Objective:** Strengthen member engagement and participation in the European Hiking Federation's activities.
- **Actions:**
 - Organize regional and virtual meetings for knowledge sharing.
 - Develop a community platform for ERA members to collaborate and share ideas.
 - Introduce a comprehensive contact list to help members exchange expertise.
 - **SLIDO Influence:** Use the ERA website as a knowledge hub and forum for idea exchange.

3. Promote youth engagement and sustainability

- **Objective:** Increase youth participation and promote sustainable hiking practices.
- **Actions:**
 - Develop youth-focused initiatives, including collaborations with Erasmus+ projects.
 - Promote sustainable hiking through the **Green Trails Initiative**.
 - **SLIDO Influence:** Focus on engaging younger generations and implementing strategies for youth hiking.
 - Emphasize collective efforts toward a greener Europe.

4. Rebranding and communication strategy

- **Objective:** Transition to the new identity of the **European Hiking Federation**, with the slogan "**Hiking Europe.**"

- **Actions:**

- Update branding materials, communication channels, and websites to reflect the new identity.
- Use the domain **hiking-federation.eu**, with a temporary redirect to the current ERA site.
- **SLIDO Influence:** Improve digital communication to make the rebranding widely known.

5. Seek funding and partnerships

- **Objective:** Secure financial stability and resources for the Federation's initiatives.

- **Actions:**

- Apply for EU grants and international funding.
- Seek sponsorships and donations from private companies and philanthropic organizations.
- Develop strategic partnerships with organizations in hiking, environment, culture, and tourism sectors.
- **SLIDO Influence:** Promote successful national initiatives at the European level.

OTHER TASKS

1. Expand manpower resources

- **Objective:** Strengthen organizational capacity through increased human resources.

- **Actions:**

- Recruit volunteers and interns from member organizations.
- Develop training programs for volunteers to ensure high-quality contributions.
- Collaborate with educational institutions for internship opportunities.
- **SLIDO Influence:** Encourage mandatory participation from all member organizations in working groups.

2. Promote LQT-BE and Day Walk initiatives

- **Objective:** Enhance the visibility and quality of walking trails in Europe.

- **Actions:**

- Promote Leading Quality Trails – Best of Europe (LQT-BE) and expand the Day Walk initiative.
- Use feedback systems to maintain high standards.

- **SLIDO Influence:** Share European success stories to inspire and engage members.

3. Improve conference accessibility

- **Objective:** Make ERA's annual conferences more accessible and engaging.
- **Actions:**
 - Choose budget-friendly, well-promoted conference locations that are easily accessible.
 - Use digital communication to better promote and organize the conferences.

4. Cross-Border activities

- **Objective:** Promote collaboration between member organizations across borders.
- **Actions:**
 - Support cross-border walking events, such as the **E6 in 2025**.
 - Facilitate bilateral meetings and joint activities among neighboring member organizations.

5. Working groups and projects

- **Green Trails Initiative:** Continue developing sustainable hiking trails across Europe, incorporating lessons from the **LQT Green Chapter**.
- **Hiking Green Europe framework:** Develop educational and promotional materials on sustainability for future integration into Erasmus+ projects.
- **Working groups:** Set clear deliverables and timelines for each working group, ensuring participation from member organizations.