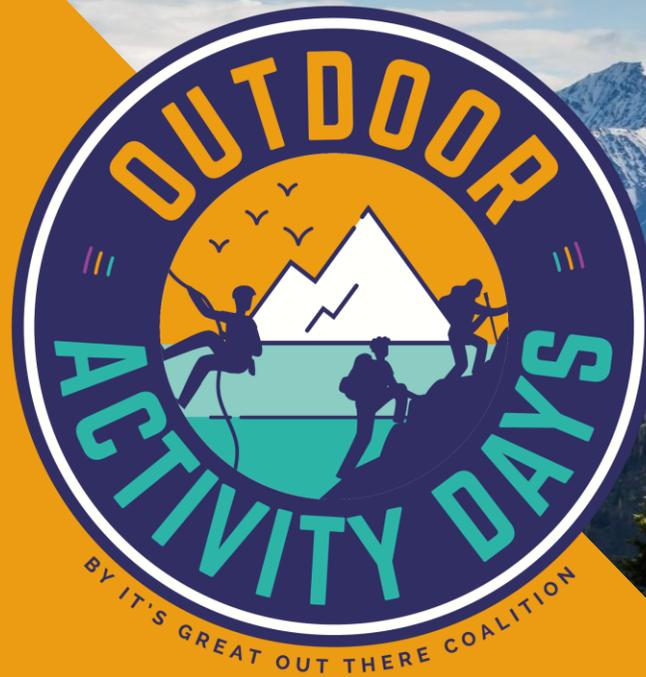


#ITSGREATOUTTHERE OUTDOOR ACTIVITY DAYS

OVERVIEW DOCUMENT





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ABOUT THE COALITION

The It's Great Out There Coalition (the Coalition) is a unique not-for-profit collaboration on a European level, launched by the outdoor industry in 2017 to increase public awareness of the benefits and positive impact of outdoor activities for individuals and for society. The Coalition provides a platform for a wide range of industry actors, including public and private, for-profit and not-for-profit stakeholders, who come together to promote their common mission: getting Europe active outdoors.

GETTING EUROPE ACTIVE OUTDOORS

MOTIVATE
people to get active outdoors

ACTIVATE
people and projects

ADVOCATE
for outdoor activities

FOUNDING & FULL MEMBERS



ASSOCIATE MEMBERS





Photo: En passant par la montagne

INTRODUCTION

Since its launch, the Coalition has grown into a major pan-European movement, inspiring citizens to get active in the outdoors. With the invaluable support of members and partners, through the #itsgreatoutthere campaign, the Coalition has both promoted outdoor participation to the public and worked with European institutions to influence policy that encourages active lifestyles. In addition, #itsgreatoutthere has directly helped get more of the public into nature for the first time, with thousands of young people across Europe benefiting from grants that have supported grass roots projects.

15 MIO

PEOPLE
REACHED

6283

PEOPLE
ACTIVATED

17

PROJECTS
IN 2020

Equal access to nature, inclusion, diversity in participation, responsible behaviour in nature, growing environmental awareness; the promotion of physical activity in nature has benefits that go far beyond raising heart rates and increased physical wellbeing, and should be a part of the sustainability agenda of any organisation. Over the years, the Coalition has worked to enable those benefits through its grass roots projects. Those projects are now at the heart of the next phase of the vital #itsgreatoutthere campaign: the introduction of Outdoor Activity Days.



WHAT ARE OUTDOOR ACTIVITY DAYS?

Outdoor Activity Days are days of physical activity in nature delivered through the #itsgreatoutthere grants programme. Any organisation or individual can choose to donate any number of Outdoor Activity Days to the Coalition. For each donated Outdoor Activity Day, the Coalition will ensure one person spends one day in nature in line with our minimum requirements and, to some extent, donor preferences.

DELIVERY THROUGH GRANTS PROGRAMME

All Outdoor Activity Days are provided through the #itsgreatoutthere grants programme. Donors can either suggest projects and organisations to be funded in partnership or can rely on the Coalition to select projects in line with our European activation targets.



MINIMUM REQUIREMENTS

More so than a race to the highest total of Outdoor Activity Days provided, we want to strive for excellence by monitoring the quality and effectiveness of the activities delivered through the grants programme.

Therefore we require each Outdoor Activity Day to satisfy the following minimum requirements:

- includes at least 150 minutes of physical activity in line with the weekly guidelines by the World Health Organization;
- takes place in a safe environment and is guided by outdoor activity professionals;
- aims to activate sustainably, inclusively and responsibly;
- aims to educate participants on the importance of physical activity for physical and mental health and wellbeing and the importance of responsible behaviour in nature for its conservation.

Those minimum requirements are reflected in the updated selection criteria for the #itsgreatoutthere grants programme.



WHY OUTDOOR ACTIVITY DAYS?

The concept of the Coalition's Outdoor Activity Days will allow more companies, other organisations and individuals to get actively involved in the campaign than ever before while guaranteeing maximum quality and impact.

The key benefits of streamlining our activation efforts through Outdoor Activity Days are:

- maximising impact by focusing on activation, inclusion, and conservation simultaneously,
- setting a quality standard for outdoor activation projects,
- introducing a clear and measurable performance indicator that highlights the impact of every donation and plays a role in European advocacy, and
- serving as a currency for membership contributions.

In the following sections, we will cover each of those benefits in more detail.



Photo: Starbahn | en





ACTIVATION, INCLUSION AND CONSERVATION

Physical activity is essential for long-term physical, as well as mental, health and wellbeing. The benefits of outdoor activity for society, however, also go far beyond that, including considerations of equal access to nature, inclusion, diversity in participation, responsible behaviour in nature, and growing environmental awareness.

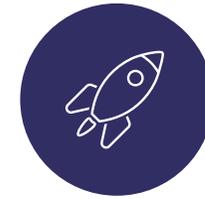
With the Outdoor Activity Days concept, we want to reflect the full power of the outdoors by simultaneously incorporating aspects of inclusion and conservation into the activation projects. Outdoor Activity Days aim to activate sustainably, inclusively and responsibly, while simultaneously educating participants on the importance of physical activity for physical and mental health and wellbeing, and the importance of responsible behaviour in nature for its conservation.



A QUALITY STANDARD

All projects delivering Outdoor Activity Days are expected to meet certain eligibility and selection criteria, including the Outdoor Activity Days' minimum requirements mentioned above, as included in the #itsgreatoutthere grants programme. Those criteria aim to ensure quality and effectiveness of the activities delivered through the programme to maximise impacts in the field of activation, inclusion and conservation simultaneously.

Effectively, we are thus setting a quality standard for outdoor activation. Firstly, this enables us to guarantee to our donors that all projects are delivered to the highest possible standard and are deserving of funding. Secondly, this also allows us to advise on and identify good practices in the field of activation, inclusion and conservation.



A PERFORMANCE INDICATOR

With the introduction of Outdoor Activity Days, we are introducing a concrete, measurable and motivating indicator for the performance of our sector to activate the population on a European level. Such a performance indicator can also play a strong role in advocacy on a European level.

We will monitor our performance and will report to our donors about the projects supported and the specific impact of their contributions. We will do this through the It's Great Out There Coalition Annual Report, specific donor reports including details about the specific activities delivered on their behalf, and a European outdoor participation barometer.





A CURRENCY FOR COALITION MEMBERSHIP

From now on, Coalition membership will be defined not by financial value, but through a minimum number of Outdoor Activity Days donated by the member on a yearly basis. Donations exceeding the minimum quantities are encouraged in line with our goal to get Europe active outdoors. Smaller donations are welcomed, but do not result in membership of the Coalition.

FULL & FOUNDING MEMBERSHIP

From 125 Outdoor Activity Days

Donors providing more than 125 Outdoor Activity Days per year will be considered full (or founding) members of the Coalition.

SUPPORTING MEMBERSHIP

From 25 Outdoor Activity Days

Donors providing more than 25 Outdoor Activity Days per year will be considered supporting members of the Coalition.

ASSOCIATE MEMBERSHIP

From 0 Outdoor Activity Days

Associate membership is reserved to not-for profit and governmental organisations supporting our mission to get Europe active outdoors. There will be no minimum amount of Outdoor Activity Days to qualify as an associate member although donations are encouraged.



ONE OUTDOOR ACTIVITY DAY EQUALS €40

One Outdoor Activity Day represents a financial value of €40. This value was calculated on the basis of the averages of project costs in past years, the estimated cost per person of a fully guided day of activities for a group of at least 10 persons including transportation, and Coalition expenditure related to the grants programme and other activities.

It is vital to understand that this fundraising mechanism covers the organisation of Outdoor Activity Days through the #itsgreatoutthere grants programme, but simultaneously also covers the costs of all other Coalition activities. These include extensive communications to the public via social media and other channels, promoting the Coalition and outdoor participation, and all European advocacy work.

The financial value of an Outdoor Activity Day will be reviewed annually by the Coalition General Assembly on the basis of the organisation's expenditure and the cost of activation projects, together with a target percentage of the funds raised to be invested in all three areas of Coalition activity including: motivation, activation and advocacy. As we continue to expand our donor family, we will continue to correct the financial value of an Outdoor Activity Day and other budget categories.



Photo: lch.wildclimbing

FINANCIAL AND IN KIND DONATIONS

Donations can be provided as a financial value or in the shape of goods.

Goods donated to the Coalition are transformed into financial value after being auctioned via the Outdoor Gear for Good platform. The auction value is then considered for investment in Outdoor Activity Days.

Financial means donated to the Coalition will be immediately translated into Outdoor Activity Days.

The Coalition is a registered charity and provides tax certificates for donations upon request to claim tax deductions for the amounts donated. Tax deductibility is country specific and depends on the nature of the collaboration with the project partners.



HOW DOES IT WORK?

Any organisation or individual can choose to donate any number of Outdoor Activity Days to the Coalition.

MEMBERSHIP & DONATIONS

The Coalition collects these donations, corresponding to any number of days, by a certain deadline. For 2021, the deadline is 31st March 2021.

PROJECT APPLICATIONS

The Coalition simultaneously invites proposals for projects to be funded through the #itsgreatoutthere grants programme. The same deadline applies to project applications.

MATCH-MAKING

After having received confirmation of the amount of Outdoor Activity Days donated by Coalition donors, we select the winning projects in line with the #itsgreatoutthere grants programme terms and conditions.

ONGOING REPORTING

The Coalition communicates regularly on project progress and achievements to donors and to the general public.



ADDITIONAL BENEFITS

The delivery of high-quality projects through the grants programme, on a European level also provides some additional advantages beyond the impact of the project locally.

Inspiration and motivation

Firstly, the projects are an incredible source of inspiration for individuals and other organisations

European-wide exposure

Secondly, through the Coalition, both the projects and the donors get European wide exposure.

Advocacy potential

Thirdly, successful projects can serve as good practices on a European level that support the advocacy work of the Coalition.



HOW TO GET INVOLVED

DONATE AND / OR BECOME A MEMBER

Donate to the Coalition and become a member. Pledge your donations for 2021 before the first fundraising deadline on 31st March 2021. In the meantime, we will invite all existing members for a one-on-one meeting to discuss the implications of the introduction of Outdoor Activity Days. Pledges can either be sent to the Coalition via e-mail or by filling out the donation form via www.itsgreatoutthere.com/join-us.

SUBMIT YOUR PROJECT

Projects are submitted before the application deadline via www.itsgreatoutthere.com/grants by the project coordinator and indicate whether they have an established relationship with a Coalition donor or not. The first 2021 deadline for applications is 31st March 2021.

SPREAD THE WORD & WORK WITH US

Even if you can't donate and aren't delivering a project, please get in touch if you share our mission to get Europe active outdoors. We are always on the lookout for new collaborations.

MORE INFORMATION & CONTACT

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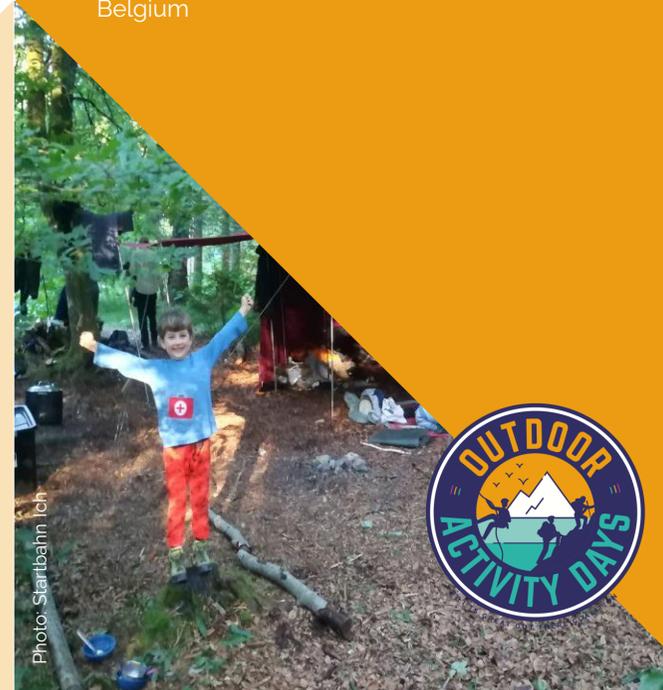


Photo: Startbahn Ich

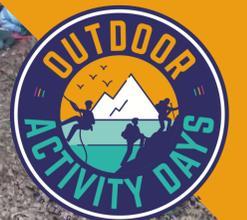




Photo by Ales Krivec on Unsplash



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