

## GETTING EUROPE ACTIVE OUTDOORS ONE OUTDOOR ACTIVITY DAY AT A TIME

Motivate, activate and advocate to inspire and enable individuals and communities towards more, more diverse, inclusive and responsible participation in outdoor activity.

### MOTIVATE

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**Boost #itsgreatoutthere**  
 We will enforce our European communications plan linking #itsgreatoutthere with brand campaigns, influencer activities and European-wide competitions.
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**Promote welcoming outdoors**  
 We will generate European wide exposure for positive and welcoming outdoor stories about outdoor activity days and member initiatives.
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**Educate the general public**  
 We will educate and inform the general public on the benefits of physical activity, responsible activity, nature conservation and sustainability topics.

**Success is achieved** when the Coalition is recognised as a key motivator for outdoor activity.

### ACTIVATE

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**Share research and insight**  
 We will gather and share insight into participation in outdoor activity incl. our participation barometer.
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**Leverage Outdoor Activity Days at the heart of the Coalition work**  
 We will identify, fund and promote outdoor activation projects bringing inclusion, conservation and activation together.
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**Strengthen our community through Capacity Building**  
 We will strengthen the wider outdoor community through capacity building activities in collaboration with our members.

**Success is achieved** when a strong and informed outdoor community is seen to activate the European population.

### ADVOCATE

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**Share good practices**  
 We will share and elevate the positive stories of the outdoor community on a European level to strengthen the case for the outdoors.
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**Unite the wider outdoor community**  
 We will create connections across the grassroots tissue of the outdoor community.
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**Engage on the European level**  
 We will develop cross-sector partnerships and actively engage on the European level to strengthen the case for the outdoors.

**Success is achieved** when the outdoor community is perceived as an important contributor and strong partner in the field of physical activity and related fields.

### ENABLERS

<b>PEOPLE</b> We will increase the human resource capacity of the Coalition.	<b>FINANCE</b> We will develop a multi-year Financial Strategy diversifying the income sources for the Coalition.	<b>GOVERNANCE</b> We will review and update governance policies.	<b>TECHNOLOGY</b> We will renew the Coalition website and continue to use technological means to increase Coalition output.
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