

**2021 IMPACT REPORT**

**GETTING EUROPE  
ACTIVE OUTDOORS**



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## OUR TEAM

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### COALITION OFFICE



**Margo de Lange,**  
Policy Officer

With the continuous support of our  
freelancer team consisting of Carola Bader,  
Solene Roge and Chris Lines.

## MESSAGE FROM OUR PRESIDENT

Once again, we are reflecting on a very unusual year for all of us. After quickly adapting how we worked in the face of Covid-19 during 2020, we entered 2021 very well prepared to reignite the #itsgreatoutthere movement with fresh ideas and momentum, particularly in the context of a big increase in citizens' appetite to engage with nature. As it has turned out, the pandemic has continued throughout the year, and is likely to be with us well into 2022. However, that did not prevent the It's Great Out There Coalition from introducing an exciting new initiative, or from supporting many grass roots non-profit organisations in getting more people active in the outdoors.

The launch of Outdoor Activity Days (OAD) was hugely significant on many levels. First and foremost, OAD provide very clear and measurable results, helping every organisation or individual to know exactly how their contribution is invested, and is making real world impacts. This is so important for our team, and for our members. Crucially, OAD are aligned to the latest World Health Organization guidelines on physical activity. Not only does this add credibility and authority to what we do everywhere, it is also vital for our team's public affairs work, providing the evidence we need to engage with policymakers.

However, Outdoor Activity Days only work because we have put in an effective way to deliver them. Now well established, the #itsgreatoutthere grants process was adapted to fund OAD through non-profit organisations around Europe. Once again, we received some really strong applications for support and have been able to fund over 2,500 OAD around Europe, through a diverse range of projects that have given young people new experiences in the outdoors, safely and responsibly.

What has been particularly good to see is that more applications have also been actively supported by our members, who have enhanced the financial support that we offer by supplying kit and other practical assistance. This has delivered some wonderful results for the groups and individuals who have benefitted, which in turn provides us with great content for our marketing and lobbying.

Since we launched the first #itsgreatoutthere grants, they have supported 34 projects in nine countries, and we can all be proud of that.

To do all of this work as a small non-profit, we need support. I receive that from my fellow Board members, and we are all grateful to our members for their continued backing. We know that you have all had to focus on your own responses to these challenging times, but thank you for also considering the bigger picture and appreciating why the work of the coalition is so important. As ever, the considerable contributions of our colleagues at the European Outdoor Group is also hugely appreciated.

Finally, I would like to pay tribute to our Policy Officer Margo de Lange, who leads the coalition on behalf of all of us. Margo has shown great commitment again this year, adapting to yet more changing circumstances and managing to not only deliver the successful launch of Outdoor Activity Days, but also ensure that the voice of the outdoors continues to be heard in the corridors of power, even if that still has to be done more often than not via Zoom or Teams! All of this hard work done now will pay off in the future, particularly when we do properly emerge from the pandemic, and can finally meet each other again in person to discuss and plan the next dynamic phase of the #itsgreatoutthere campaign.



**Jan Van Leeuwen**  
President

## MESSAGE FROM OUR TEAM

We started the year 2021 ready and hoping for a swift return to normality fueled by the rapid roll-out of vaccination schemes all over Europe and great appetite for outdoor activity. However, as we count down to the end of 2021, we reflect on a year in flux from start the end and find ourselves once more facing uncertainty for 2022. Despite the challenges of continuous uncertainty, we are very happy to look back to an active year marked by the introduction and promotion of a whole new mechanism behind the financing and delivering of Coalition activities: the Outdoor Activity Days.

Outdoor Activity Days are targeted physical activity interventions in nature, aligned with the WHO physical activity guidelines and delivered through the #itsgreatoutthere grants programme aiming to get citizens active sustainably, inclusively, and responsibly. This new mechanism allows us to truly put activation projects at the heart of all Coalition activity: as a currency for membership, as an indicator for performance and as a quality standard.

In 2021, 2.628 Outdoor Activity Days were delivered through 12 Coalition grants including several projects dating back to the 2020 call for proposals. These outdoor activity days equal at least 394.200 minutes of physical activity in nature; an incredible achievement for the Coalition and its partners as further explained in the highlights section of this report.

In this context, I want to particularly congratulate the grant recipients and by extension all other grassroots organizations in the outdoor sector for their resilience in the past two years. We know it has been a huge struggle to keep getting the job done. We have seen many events cancelled, rescheduled or formats adapted to accommodate for ever-changing government advice as well as in response to concerns from participants. It is entirely due to the tireless efforts of our grassroots outdoor activity sector that we can keep serving a growing outdoor community and profit from doing so.

This also serves as a reminder to the outdoor sector of the importance investment in Outdoor Activity Days to finance activation projects and to remember that the potential impact of those projects goes beyond raising heart rates and increasing physical wellbeing.

Equal access to nature, inclusion, diversity in participation, responsible behavior in nature, growing environmental awareness; there are many reasons why participation should be a part of the sustainability agenda of any brand or retailer.

We are very grateful that many brands and retailers in the outdoor industry have placed diversity in the outdoors on their agenda and already acknowledge the importance of equal participation in outdoor activity more generally. Through the delivery of Outdoor Activity Days, we will continue to drive and accelerate change in Europe starting with the places where it is most needed.

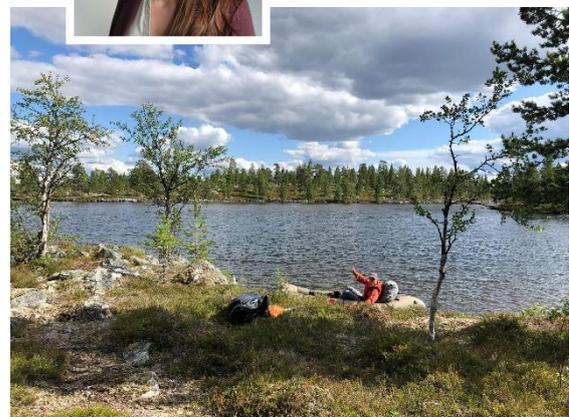
To do this, we hope we can count on an increasing number of members who help us finance the Outdoor Activity Days and who actively contribute to the delivery of Outdoor Activity Days throughout Europe.

I hope that you enjoy reading about our achievements in 2021 and look forward to responding to any question you may have about any of our activities and results, or actions that we are planning for 2022.

Thank you for your invaluable support in 2021 and never forget that **#itsgreatoutthere**.



**Margo de Lange**  
Policy Officer



i Margo packrafting in Sweden



## ACTION PLAN AND ACHIEVEMENTS 2021



### OVERVIEW

<b>I. MOTIVATE</b> <b>Success is achieved</b> when the Coalition is recognised as a key motivator for outdoor activity.		
<ul style="list-style-type: none"> <li>Increase social media reach across all channels focusing on regular competitions and quality content to promote responsible outdoor activity inspired by the participation research;</li> </ul>	✓	See I.1
<ul style="list-style-type: none"> <li>Launch mini-influencers project to increase social media reach in different regions throughout Europe;</li> </ul>	✓	See I.2
<ul style="list-style-type: none"> <li>Showcase brand activations efforts efforts under the Activity Days header;</li> </ul>	✓	See I.3
<ul style="list-style-type: none"> <li>Explore setting up a network of It's Great Out There Ambassadors to complement the mini-influencer activity;</li> </ul>	✓	See I.2
<ul style="list-style-type: none"> <li>Run regular challenges via social media in collaboration with the members;</li> </ul>	–	See I.4
<ul style="list-style-type: none"> <li>Double Coalition Associate Membership (from 19 to 38+).</li> </ul>	–	See I.5
<b>II. ACTIVATE</b> <b>Success is achieved</b> when the Coalition is seen to activate the European population.		
<ul style="list-style-type: none"> <li>Launch concept <b>Activity Days</b> and focus on growing membership (+4 at least) and increasing member engagement simultaneously.</li> </ul>	✓	See II.1
<ul style="list-style-type: none"> <li>Leverage <b>grants at the heart</b> of our activation and advocacy efforts as part of the activity days framework;</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Develop collaborations around grants to strengthen the communication power of the grant activities;</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Determine additional <b>indicators</b> to measure Coalition impact on physical activity levels across Europe;</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Develop <b>European funded project(s)</b>;</li> </ul>	✓	See II.2
<ul style="list-style-type: none"> <li>Publish results participation research;</li> </ul>	–	See II.3
<ul style="list-style-type: none"> <li>Explore Participation barometer in collaboration with EOG.</li> </ul>	✓	
<b>III. ADVOCATE</b> <b>Success is achieved</b> when the Coalition has established a solid base of partners in linked sectors and across the European institution spectrum supporting the overall goal of 'Getting Europe Active Outdoors'.		
<ul style="list-style-type: none"> <li>Build <b>advocacy</b> database and increase intensity to double the amount of interactions with EU Officials in the European Commission, European Parliament and European Council.</li> </ul>	✓	See III.1, 2, 4
<ul style="list-style-type: none"> <li>Develop <b>partnerships</b> with European stakeholders in connected policy areas: Education, Mobility, Nature conservation, Tourism, and more;</li> </ul>	✓	See III.3
<ul style="list-style-type: none"> <li>Seek <b>sponsorship</b> outside the Outdoor sector to support the It's Great Out There Coalition Activity Days.</li> </ul>	–	

# HIGHLIGHTS 2021

## I. MOTIVATE

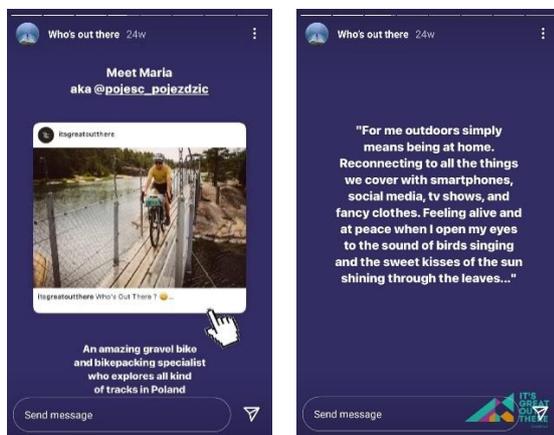
### I.1 Increased engagement, decreased reach

In 2021, we focused on increasing engagement on our social media channels. We were particularly successful at increasing the engagement on Instagram by over 80%.

Our reach however, decreased on all channels in comparison to 2020. This was an expected effect of reducing content creation after we ran the #OutdoorsAtHome campaign in 2020. It is very clear we will need much more active content creation in the future to keep reaching our target group in an ever more competitive and content rich environment.

### I.2 Who's out there: mini-influencers shares mini-stories

As part of our mission to spread the word about accessible outdoor activities, we invited a large number of mini-influencers to answer the question why they love the outdoors.



Many enthusiastic mini-influencers shared their outdoor 'love stories' with us and with their followers as part of the campaign.

We plan to continue mini-influencers activities also in 2022.

### I.3 Outdoor Activity Days and brand collaborations visualised

The launch of the Outdoor Activity Days (See more under the section II. ACTIVATE) also impacted the

communications as the Outdoor Activity Days projects would also sit at the center of our communications. We spent time to introduce all winners and highlighted specific brand collaborations for the various projects.



### I.4 European Week of Sport 2021

This year's European Week of Sport was an odd one out for the Coalition. While we shared the overall hashtag, we did not invest in a full brand campaign but are planning to spark renewed brand interest in 2022.



### I.5 Membership

In the context of the launch of the Outdoor Activity Days, we followed up with many leads to attract new Coalition members and donors. We are very pleased the first results of our efforts are starting to show with two new members for 2022: Helly Hansen will become a full members and AKU will re-join the Coalition as a supporting member in 2022.

### I.6 Website renewal

In the context of the launch of the outdoor Activity Days, we have also been working on renewing the It's Great Out There Coalition website. The new website (to be launched early 2022) will be up to date in terms of all the technical requirements and will put the Outdoor Activity Days much more at the center.



## II. ACTIVATE

### II.1 Launch of the Outdoor Activity Days at the center of the work of the Coalition

The launch of the Outdoor Activity Days mechanism introduced a number of changes to the Coalition membership as well the grant scheme:

- The amount of Outdoor Activity Days delivered is directly linked to the amount of donations received; For every €40 in donations, we deliver 1 OAD.
- Members are invited to vote for their favorite projects and can indicate specific preference for certain projects.
- The activation projects delivered are at the center of all Coalition activities.

Already in this first year the Outdoor Activity Days concept led to greater interest from members to get actively involved in activation projects. We are looking forward to pushing this trend further in 2022 with more brand specific campaigns and initiatives.

We are very proud to report a total of 2.628 Outdoor Activity Days were delivered in 2021 through the #itsgreatoutthere grants programme. We invite you to consult the Outdoor Activity Days section for more details on all the funded initiatives.



ii Margo with the en passant par la montagne team who received a grant.

### II.2 European projects

2021 was a very challenging year for the development of European projects. Prolonged discussion in the European Parliament on the European budget led delays and changed deadlines for applications. Finally the deadlines for Erasmus+ were pushed twice to finally fall in June.

The delays in the application period have also translated themselves in delays for project announcements as the result of the call for proposals will only be available in January 2022.

The Coalition has worked on multiple projects this year but ended up finalizing 1 application for which we are anxiously awaiting the results.



iii The digital launch of the Mind Body Boost project

Meanwhile, we have enjoyed being part of the Mind Body Boost project which was launched in January 2021 after funding was announced last year. The Coalition received €17.000 worth of funding in the first year of this project.

### II.3 Participation barometer

We continued to spread the results of the 2020 participation barometer well into 2021 with brand specific presentations as well as group presentations.

Our budget did not allow running another participation barometer in 2021. We did however continue to explore various options to ensure continuity of the barometer in the years to come.

### II.4 Healthy Lifestyles Initiative

Alongside the opening of the 2021 European Week of Sport, the European Commission launched the Healthy Lifestyles initiative.

The Coalition has pledged to deliver over 2000 Outdoor Activity Days per year in the following years as a contribution to the initiative.



### III. ADVOCATE

#### III.1 SHARE Initiative Membership

The Coalition has continued its work as part of the SHARE initiative aiming to raise awareness on the role of sport and physical activity in the context of regional and local development. This year, the SHARE initiative has further increased the meeting frequency, set up working groups. The Coalition is contributing to the work of a working group focusing on Green Transition.



iv Overview of the themes covered by the SHARE initiative

#### III.2. Green Sport Expert Group

The Coalition has requested to join the European Commission Expert group on Green Sport to contribute to the work of the group and to the work of the subgroup on 'Education about and promotion of sustainable sport practices.'

We are awaiting approval of our application.

#### III.3 European Physical Activity Alliance

Together with several European partner organisations, including EuropeActive, FESI and the European Network for Outdoor Sport, the Coalition is involved in the launch of a new European alliance that will work on the development of cross-sectoral initiatives beyond the field of sport into health and environment areas.

The new alliance will be officially launched in February 2022.

#### III.4 Other meetings and events

##### ISPO Digital

During the ISPO Digital event replacing the ISPO trade show in January, the Coalition proposed a panel on 'Why physical activity should be part of the sustainability agenda'. The topic was picked up as a panel discussion for the event to include trail legend with Kilian Jornet.

##### POW Europe

The Coalition has been working closely together with POW Europe following the presentation of the result of the participation barometer indicating the use of private cars for transport to nature. We will continue to work together on the topic of mobility.



v Margo meeting with POW Europe representative Marita

##### Digitize the planet

We have continued to support the work of 'Digitize the Planet' to develop a responsible relationship between our natural environment and the people, through standardized and internationally digitized rules together with all stakeholders from protected areas, tourism and outdoor sports.

# OUTDOOR ACTIVITY DAYS 2021

## MAP



-  Project planned and implemented in 2021
-  Project planned in 2020, implemented in 2021
-  Project postponed to 2022
-  Project cancelled

## PROJECTS DESCRIPTIONS AND IMPACT

In 2021, 7 projects were selected to receive an It's Great Out There Coalition grant in 3 countries to deliver a total of 2030 Outdoor Activity Days. Another 6 projects having received confirmation of funding in 2020 had to postpone their project to take place in 2021. Eventually 3 projects (of which one from 2021 decided they wouldn't be able to deliver the project because of changed circumstances regardless of the flexibility we provided as part of the grants programme. This means a total of 9 projects eventually delivered a total of 2628 Outdoor Activity Days in 2021. We have listed the projects that took place in 2021 below.

N°	PROJECT / APPLICANT / COUNTRY / OADs / €	DESCRIPTION
1	<b>AKA - Health Wealth &amp; Oneness CIC</b>  United Kingdom  340 OADs  €4970	<b>True Nature Project (TNP)</b>   This project has led inner-city young people and adults who do not normally access the outdoors, on hikes & adventurous activities in the Peak District National Park.
2	<b>Outdoor People</b>  United Kingdom  384 OADs  €5000	<b>Outdoor to share</b>   Outdoors to Share has supported disadvantaged Hackney families to help each other to get outdoors regularly – to play, walk and camp. The project included 6 supported walks & 2 overnight camps with 8 families.
3	<b>BLAST Fest Ltd</b>  United Kingdom  90 OADs  €1000	<b>Girls Count Adventures</b>   This project covered a STEAM themed outdoor adventure for Black mothers and daughters, aimed at building mathematical identities of Black working class girls through mother/daughter engagement, mobility and discovery in STEM.
4	<b>Young Gloucestershire</b>  United Kingdom  1040 OADs  €1000	<b>Minds Matter</b>   The project worked with individuals, or very small groups, to support young people into outdoor activity while simultaneously addressing mental and emotional needs through a combination of specialist counselling and therapeutic intervention.
5	<b>En Passant par la Montagne</b>  France  150 OADs  €1000	<b>Family in the Mountains</b>   The project consisted of a cycle of daily activities combined with a weekend in the mountains which will have been built with the families. By practicing mountain trekking and other outdoor activities, we helped families to re-appropriate the mountain space, to appreciate sharing

		activities within the family, and to optimize their environmental education.
<b>6</b>	<b>CREPS Auvergne Rhône Alpes</b>  France  30 OADs  €1000	<b>IGOT Outdoor By CREPS Action 3</b>   The project made outdoors activities accessible to youths, who are far from the practice, who are excluded from the school system and who are facing obstacles in their search for a job.
<b>7</b>	<b>Hej Främling</b>  Sweden  419 OADs  €1000	<b>Out and about</b>   The project funded was invested in the Norrbotten and Västerbotten department to arrange sport, outdoor and cultural activities for immigrants and locals.
<b>8</b>	<b>Youth Adventure Trust</b>  United Kingdom  143 OADs  €1000	<b>Activity Days</b>  YAT ran a number of outdoor activity days for local children from disadvantaged backgrounds.
<b>9</b>	<b>Federacion Madrileña Montañismo</b>  Spain  32 OADs  €1000	<b>Mountaineering Youth Programme</b>   This project engaged young people (12 – 17 years old) that live in Madrid to explore mountain areas. The youngsters took part in various activities that can be practiced in the mountain: orienteering, mountaineering, alpinism, climbing, canyoning, mountain survival, etc.

#### TOTAL

9 organisations  
4 countries  
2.628 OADs  
€16.970

A full overview and description of all grants is available via the It's Great Out There website.

# MEMBERS & PARTNERS

## FOUNDING MEMBERS



## FULL MEMBERS



## ASSOCIATE MEMBERS



## OTHER PARTNERS



**THANK YOU FOR YOUR SUPPORT IN 2021.**



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