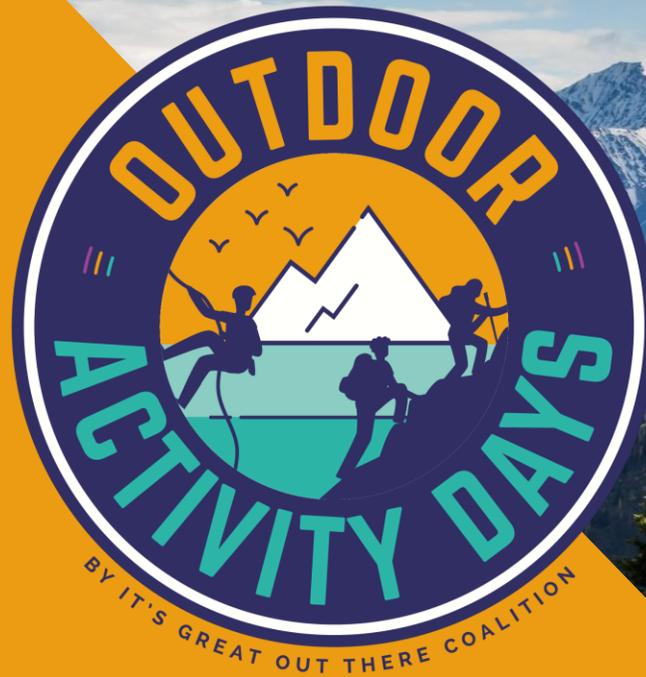


# #ITSGREATOUTTHERE OUTDOOR ACTIVITY DAYS

GRANTS GUIDE





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# ABOUT IT'S GREAT OUT THERE

The It's Great Out There 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. It's Great Out There 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



## MEMBERS



## ASSOCIATE MEMBERS



Photo: Scott Webb via Unsplash



Photo: En passant par la montagne

## INTRODUCTION

# FUNDING FOR OUTDOOR ACTIVITY DAYS

Since its launch, It's Great Out There 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, It's Great Out There 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 Outdoor Activity Days grants.

Outdoor Activity Days grants consist of financial and other support provided by It's Great Out There to small, local organisations running deserving projects in local communities to break down the barriers outdoor activation.

This guide provides a detailed overview of the Outdoor Activity Days Grants Programme.



## OUTDOOR ACTIVITY DAYS

In essence, Outdoor Activity Days (OADs) are targeted physical activity interventions in nature aiming to get citizens active sustainably, inclusively and responsibly. Each OAD represents one person spending one active day in nature.

It's Great Out There has developed this concept to visualize its impact activating the European population.

### FUNDING THROUGH GRANTS

OADs are delivered through It's Great Out There funding by partner organisations through the Outdoor Activity Days grants programme.

### MINIMUM REQUIREMENTS

More so than a race to the highest total of OADs provided, It's Great Out There strives for excellence by monitoring the quality and effectiveness of the activities delivered through the grants programme. Each OAD therefor has to staisfy certain minimum requirements reflected in the eligibility and selection cirteria for the grants.

We provide further information aout this in the section 'Who can apply?' on page 6.

### LINK TO FUNDRAISING

OADs also directly connect to It's Great Out There fundraising activities. For every €40 raised in donations, It's Great Out There delivers 1 OAD.

The value of €40 is an average and 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 It's Great Out There expenditure related to the grants programme and other activities.

€40

1 OUTDOOR  
ACTIVITY  
DAY

### BENEFITS

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



#### Activation, inclusion and conservation

To maximise impact by focusing on activation, inclusion, and conservation simultaneously.



#### A quality standard

To set a quality standard for outdoor activation projects.



#### A currency for membership

To serve as a clear and understandable currency for membership contributions.



#### A performance indicator

To introduce a clear and measurable performance indicator that highlights the impact of every donation and plays a role in European advocacy.



## WHO CAN APPLY?

Any not-for-profit organisation from within the European geographical area can apply to receive funding for their project.

Each call for projects outlines an application period as well as a referencing period for projects.

Certain eligibility and selection criteria apply to projects.

## ELIGIBILITY CRITERIA

- a. Not-for-profit status of the applicant organisation;
- b. Both the applicant organization and the project delivery are situated in the European Geographical Area;
- c. Non-discriminatory nature of the project;
- d. Acceptance of Grant Terms & Conditions;
- e. Fully completed application;
- f. Not previously shortlisted or awarded funding with the same project;

Find the Outdoor Activity Days grants full Terms & Conditions [here](#).



Photo: Starbahn / ien

## SELECTION CRITERIA

- a. Alignment with the vision and mission of It's Great Out There;
- b. Alignment with the minimum requirements for Outdoor Activity Days:
  - i) Each day primarily targets inactive people
  - ii) Each day includes at least 150 minutes of outdoors physical activity.
  - iii) Each day provides a safe environment guaranteed by outdoor professionals.
  - iv) Each day is delivered inclusively, sustainably, and responsibly.
  - v) Each day includes an environmental education element.
- c. Quality potential (long-term) impact of the project and it's results on a local level;
- d. Innovative aspects of the project;
- e. Geographical spread of funded projects;
- f. Other partnerships, or other methods leveraging and enhancing the impact of the project.

## HOW WE CAN SUPPORT YOU?

It's Great Out There support for a project can take many different shapes or sizes. Besides funding your project, we can also help facilitate access to equipment, help educate your team and provide a lot of visibility for your project and organisation.

### MONEY

It's Great Out There finances Outdoor Activity Days projects with a financial contribution of maximum €5000. Once a project is approved, 80% of the funding will be received. The remaining 20% will be transferred as soon as the final project report is received.

# €5000

MAXIMUM FUNDING

### VISIBILITY

It's Great Out There provides communications support, can send you GoPro devices and ensures excellent visibility for your project and organisation to an international audience.

### OTHER SUPPORT

It's Great Out There can advise on funding applications and provide connections to international sporting brands.

### EQUIPMENT

It's Great Out There collects equipment needs of project applicants and liaises with its members to try and satisfy those equipment needs.



## WHO DECIDES?

Applications are reviewed and shortlisted by an independent Grant Selection Committee. The shortlist is scored by the It's Great Out There members. Applications having the highest combined Committee and member score will be attributed funding until the budget for the referencing period has been spent.

## MATCH-MAKING

We try to bring our members and their favorite grant projects as close together as possible to jointly benefit from closer collaboration: Increased visibility on both sides; Meeting gear needs; Potential prolonged collaboration;

Find the Outdoor Activity Days Grants full Terms & Conditions [here](#).

## HOW IT WORKS STEP BY STEP

A project application lifecycle exists of 4 steps on the applicant side.

### Step 1 – APPLICATION

The applicant submits their project proposal through the It's Great Out There website before the application deadline. Potentially, the project submission is preceded by an informal exchange between the project coordinator and It's Great Out There.

#### Investigation and scoring of projects

It's Great Out There selects project in line with the selection process.

### Step 2 – APPROVAL

All applicants receive a notification confirming the status of their application.

Successful applicants are invited to an **exploratory meeting** to discuss project implementation details.

**80%** of the allocated funding is transferred after this meeting.

### Step 3 – PROJECT IMPLEMENTATION

The project is now implemented by the grant recipient in line with the details included in the application.

The project coordinator reminds It's Great Out There of important milestones for the project and of any changes in the project implementation.

After the project has ended, a **reporting meeting** is organised to report back to It's Great Out There about the implementation of the project.

### Step 4 – REPORTING

After the project is fully finished, the grant recipient fills out the online reporting form on the It's Great Out There website.

The remaining **20%** of the allocated funding is transferred after the final report has been received by It's Great Out There.

Photo: Robert Blinton via Unsplash





# HOW IT WORKS OVERVIEW



Photo: Hej Främling



## APPLY NOW

### APPLY WITH YOUR PROJECT

Projects are to be submitted before the application deadline via the It's Great Out There website by the project coordinator.

APPLY NOW

Click the button or copy the link below:

<https://itsgreatoutthere.com/our-work/grants/grants-application/>

### UPCOMING DATES AND DEADLINES

**Start:** 01 February 2024, 12 am CET

**Deadline:** 29 February 2024, 11:59 pm CET

Results are expected by mid-March.

**Project timing:** May 2024 until December 2024



Photo: Lich.will.de.rauf

## MORE INFORMATION & CONTACT

### CONTACT PERSON

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### ADDRESS

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Photo by Ales Krivec on Unsplash



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