

ONE STEP OUT

23-30 September 2026 – Community Partner Guide

A campaign by the It's Great Out There Coalition during the European Week of Sport, supporting the European Commission's #BeActive initiative

 IT'S
GREAT
OUT
THERE
COALITION

#BEACTIVE

  European
Commission

EVERY COMMUNITY STARTS WITH ONE STEP

Every day across Europe, community organisations, charities, clubs and volunteers help people become more active, more connected and more confident outdoors.

ONE STEP OUT is It's Great Out There's (IGOT) industry-wide campaign, during the European Week of Sport, supporting the European Commission's #BeActive initiative. So, whether you're running a weekly walking group, hosting a family nature day, organising an accessible hike or leading a cycling session, your activity could become someone's **ONE STEP OUT**.

This year, we're inviting community organisations across Europe to help more people discover the outdoors by opening their existing activities to new participants.

45%

OF EUROPEANS
NEVER EXERCISE
OR PLAY SPORT

69%

ARE NOT MEMBERS
OF ANY CLUB
OR ASSOCIATION



47%

OF ACTIVE
EUROPEANS CHOOSE
PARKS + OUTDOORS
SPACES TO BE
ACTIVE, VERSUS
40% IN 2018

You're already doing the hard work, you don't need to create something new. Simply register an existing activity, or organise something new, and we'll help people find their **ONE STEP OUT** through our campaign.



WHY IT'S GREAT OUT THERE?

At IGOT, we believe everyone should have the opportunity to enjoy the benefits of being active outdoors.

Through partnerships, projects and advocacy, we work with brands, community organisations and the wider outdoor sector to reduce barriers to participation and create more opportunities for people to get active outdoors.

European Week of Sport gives us a shared moment. **ONE STEP OUT** gives us a shared movement.

Our Impact Since 2017:

- 📌 8379 Outdoor Activity Days
- 📌 46 Projects
- 📌 7154 Participants
- 📌 €130 523 Invested



ACTIVATE:

Support projects, partnerships and campaigns that create meaningful opportunities to participate.

MOTIVATE:

Inspire more people to experience the physical, mental and social benefits of being active outdoors.

ADVOCATE:

Champion outdoor activity and work with partners to make outdoor activity more accessible for everyone.

THE CAMPAIGN



From **23-30 September 2026**, organisations across Europe will come together to celebrate outdoor activity as part of the European Week of Sport.

Led by IGOT, the **ONE STEP OUT** campaign encourages brands, retailers and community partners to inspire participation through activities, storytelling and local engagement.

Together, we'll help more people experience the benefits of being active outdoors.



BEFORE SEPTEMBER:

- + Plan your activity
- + Access the [campaign toolkit](#)
- + Promote your involvement

23-30 SEPTEMBER:

- + Host activities
- + Share stories
- + Engage your community
- + Celebrate participation

1-2 OCTOBER:

- + Share your impact
- + Celebrate success
- + Help shape the future of the campaign

IMAGINE...

...a neighbour making
a new friend on
a well-being walk.

...a volunteer welcoming
someone who never
thought the outdoors
was for them.

...a family discovering
their local walking group.

...a child joining an
outdoor activity for
the first time.



Every one of these moments
begins with **ONE STEP OUT.**



EARN YOUR PATCH

Every registered **ONE STEP OUT** activity recorded, can earn an exclusive campaign patch.

How it works?

1. Take part in an outdoor activity during European Week of Sport (23-30 Sept).
2. Register your activation here. Only registered activities are eligible to distribute campaign patches.
3. Estimate attendance when registering so we can allocate patches to Community Partners and participating retailers.
4. Host your activity and help participants discover their **ONE STEP OUT**.
5. Distribute patches directly to participants, or encourage them to collect one from a participating **ONE STEP OUT** retailer listed here.

Community Partner Checklist

- ✓ Register your activity
- ✓ Estimate how many participants you're expecting
- ✓ Request campaign patches (if required)
- ✓ Deliver your activity during 23–30 September
- ✓ Share your stories and photos with the campaign



Patch concept. Final design coming soon!

Register your activation here before 18 September

WAYS TO GET INVOLVED



There is no single way to join **ONE STEP OUT**. Whether you're running a regular activity, hosting a special event or welcoming new people into your community, every contribution matters.

Here's a checklist to get you ready in time for **23-30 September**:

☐ Register your activity

Our ask: Register your activity so it can be featured on the [campaign page](#), helping more people discover opportunities happening near them.

Ideas

- Guided walks
- Community rides
- Nature activities
- Well-being sessions
- Family events
- Existing weekly activities

☐ Welcome your community

Help people find their **ONE STEP OUT** by opening your activity to new participants.

Things to consider

- Welcome first-timers
- Make activities beginner-friendly
- Promote accessibility where possible
- Partner with local organisations
- Encourage friends and families to join

☐ Celebrate taking part!

Share all stories and activations on your channels, and tag [@itsgreatoutthere](#) on IG.

Please use your logo in with the campaign identity. See our [Style Guide](#).

Contact our Content and Community Manager to amplify your activation: andrea.palazzi@itsgreatoutthere.com

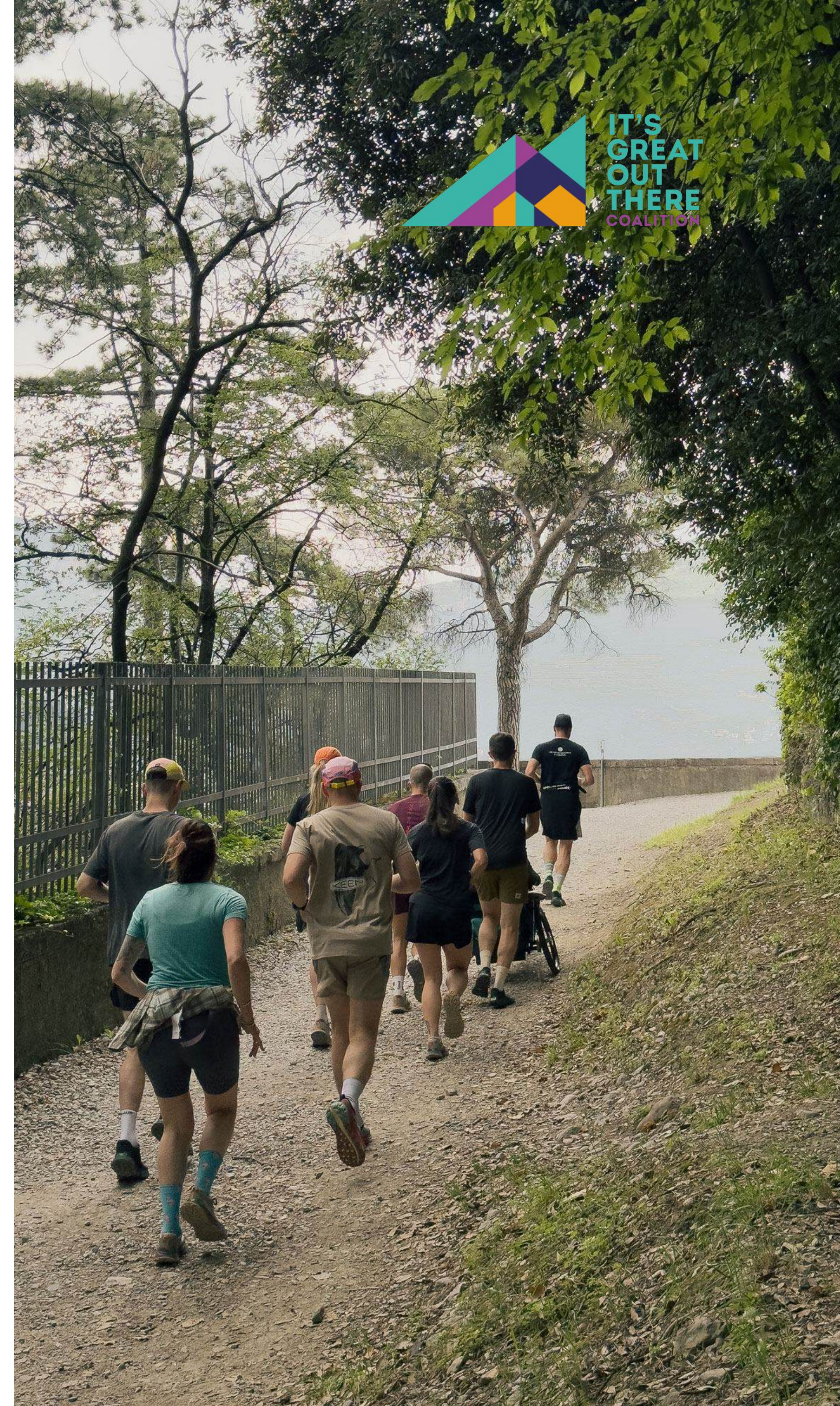
NEXT STEPS + WHAT YOU'LL RECEIVE

1. Register your activation as early as possible.
This will be announced in the IGOT comms.
2. Plan your activity. Whether it's an existing session or a special event, make sure it's ready for 23-30 September.
3. IGOT will send toolkit. Final assets, templates, designs, all will be with you by mid-August.
4. Activate — 23-30 September.
Run your event(s) and share the moment.

Every community partner will receive a campaign toolkit designed to help you engage your audiences with confidence.

Everything can be found on our dedicated Campaign HQ Page. This has everything you will need for the campaign:

- Campaign branding and logos
- Social media graphics and suggested copy
- Key messaging and campaign guidance
- Suggested activity ideas
- Patch guidance and distribution information
- Ongoing support from the IGOT



JOIN THE MOVEMENT

Reach out to the IGOT team to discuss the campaign, and plan your activations and communications. Register your activation before **18 September**. See the next page for the specific IGOT people you need and their email addresses.

[Visit Campaign Landing Page](#)

Access our [Campaign HQ Page](#), for all information, resources and updates. Please note, this is a live page and it will be updated regularly.

[Campaign HQ Page](#)

#OneStepOut
#ItsGreatOutThere
#BeActive
#EUSport
itsgreatoutthere.com/european-week-of-sport





**IT'S
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COALITION

CAMPAIGN STARTS 23 SEPTEMBER 2026

Are you in? Please contact:

margo.delange@itsgreatoutthere.com
to confirm your involvement

jordan.jones@itsgreatoutthere.com
to book a call and discuss next steps

andrea.palazzi@itsgreatoutthere.com
for content and campaign activations

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