

# WEBINAR

March, the 28<sup>th</sup>

## Outdoor sports, Nature & well-being



Parc  
naturel  
régional  
de l'Avesnois



Parc  
naturel  
régional  
des Caps et  
Marais d'Opale



Parc  
naturel  
régional  
Scarpe - Escaut



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*Missions : outdoor sport / Europe / private partnership*

# WHO ?

- Brief intro about ENRx



# WHERE are we?

■ Nord-Pas de Calais

⇒ Hauts-de-France



■ The five Regional Nature Parks in northern France represent

- 13% of inhabitants of the *Hauts-de-France* region
- 13 % of the entire territory (516 towns and villages).

■ The *Hauts-de-France* region has 6 million inhabitants

- 31 813 square kilometres (equivalent to Belgium)
- 3 836 municipalities.



# WHO is ENRx?



= As a regional committee of Parks + A regional conservatory

- What is a Regional Nature Park ?

“A Regional Natural Park is an inhabited rural area that is nationally recognised for its valuable local heritage and landscape, but also for its fragility. Such parks lean on extensive sustainable development plans allowing the protection and promotion of their resources.”

- To sustain the regional environment and territorial plan strategy

⇒ A convention with the Regional council



# Parc naturel régional Avesnois



- Rural identity and agriculture

- Key figures:

- 124,000 hectares
- 157,000 inhabitants
- 138 towns and villages



- *Challenge for 2010-2022:* Preserving the “bocage” landscape as a source of economic and ecological development.



# Parc naturel régional Caps & Marais d'Opale



Parc  
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des Caps et  
Marais d'Opale



## ▪ Between the sea and marshland

- Keys figures:
- 136,500 hectares
- 200,000 inhabitants
- 154 towns and villages
- 50 km of coast.



- *Challenge for 2013-2025: Making the local residents eco-citizens and stakeholders in their area and consequently guaranteeing the quality of their living environment.*



# Parc naturel régional Scarpe-Escaut



## Mining heritage and cross-border partnership

### Key figures:

- 48,500 hectares
- 190,000 inhabitants
- 55 towns and villages

*Challenge for 2010-2022:*  
Controlling urban spread to prevent the natural area from losing its appeal and to preserve local resources.

- A transboundary park with
- 36 km border with Belgium



# WHY ?

- Intro challenges/ context





# Context



## A regional study

- According to the Ministry of sport, young people and social cohesion
- More than 60% take part in sport activities for health and well-being reasons

## Who are they ?

- 2/3 Men + 1/3 Women
- Proximity
- All ages
- Walking, cycling, hike
- Respect for nature : protection, recycling



# Outdoor activities, Nature, health

## What is/are the **DEFINITION(S)** ?

### WHAT

= Sport...

- ...food ?
- ...recovery ?
- ...well-being ?
- ... fitness?



### WHO

- Athletes ?
- Leisure ?
- Organizers ?
- Families ?
- Heart problems ?
- Spa patients ?
- Overweight & obesity ?
- Urban people ?



# « Sport-Nature-health »

## Objectives

- Aim :

- ⇒ A new way to discover nature
- ⇒ A new network, sporty people with their family
- ⇒ People who don't practice a sport activity

- Objectives :

- ⇒ To raise owners' awareness
- ⇒ To open dialogue with the customers of Gites de France on the activities/leisures
- ⇒ To increase well-being
- ⇒ To move, to breathe in Parks
- ⇒ ...



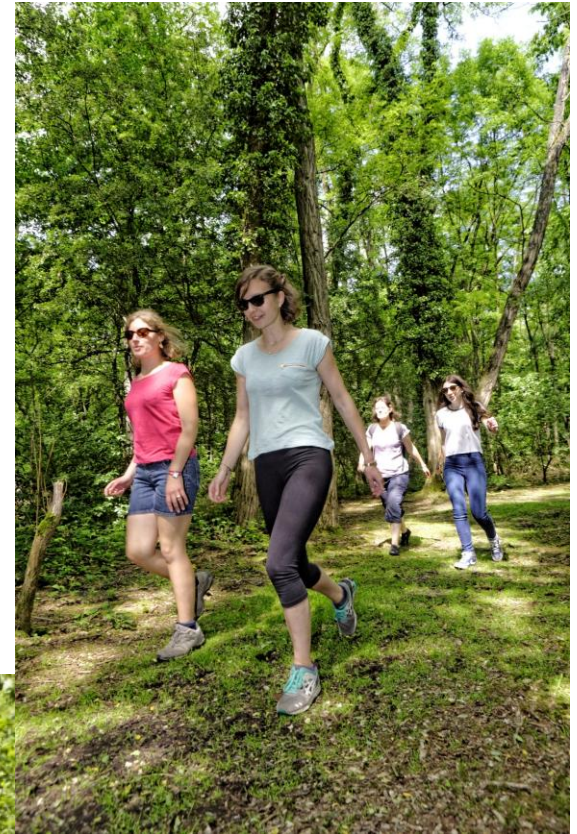
# WHAT ?

- Results/outcomes



# Nature-Health Challenge

- with the Regional Institute for Well-being, Medicine and Sport and the Mutualité Française (Health Insurance Fund)
- Objective : to counter the trend towards sedentary lifestyles and the negative impact for health
- A daily objective of 10,000 steps or three lots of 10 minutes of moderately intense activity.
- A preventive approach of recreational sport while discovering nature. With a pedometer.
- Support from an internet site to accompany participants



# Accessibility : E-Bikes



- With some owners of Gîtes de France / Gîtes Panda.
- To encourage activity and discover of the territory in another way
- Video : [http://www.dailymotion.com/video/x1b8ppf\\_w-ec-a-n-wp3-cycling-for-nature\\_news](http://www.dailymotion.com/video/x1b8ppf_w-ec-a-n-wp3-cycling-for-nature_news)



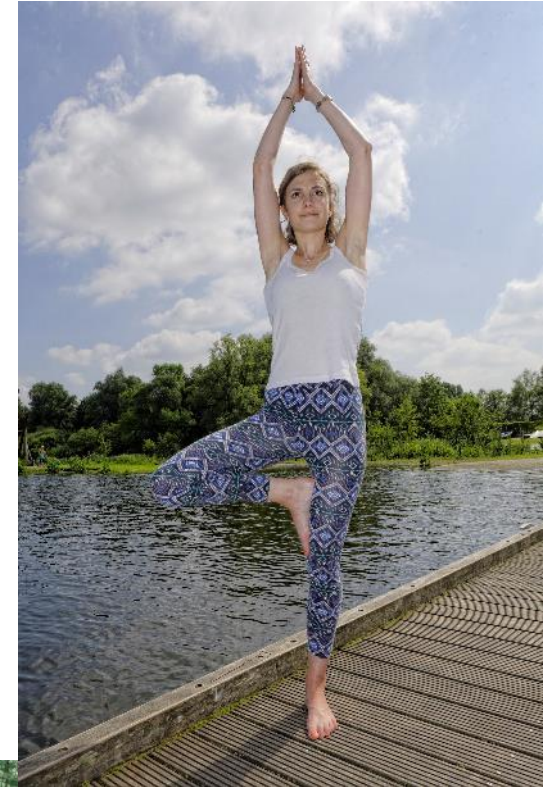
# Accessibility : Joëlette

- Every body can move and discover nature
- To work with vulnerable public
- To encourage the use of special a « joëlette »
- A loan for the transboundary territory



# Training of **AMBASSADORS** for Health, nature and well-being

- 2 days of training
- 2 approaches with a fitness coach and a nature facilitator
- With tourism and sport operators: association, managers, supervisors of tourist sites, etc.
- Sharing experience
- Exercise adapted to the protected area
- A book for trainers





# An Experience for Health, nature and well-being

- An experience after the “Ambassadors” training
- Budget : by Ministry of sport
- 2 approaches : sport/Health/Well-being + Nature/Biodiversity/Environment
- A small group of vulnerable people
- Exercise to move in protected areas
- Exercise to discover nature
- From April to June
- One lesson a week



# HOW ?

- Tools, methodology implemented



# 2 Infodays

- Day1 : To know, join several networks
  - To discuss between experts: institute of cardiology, federation of walking, private sector (chaîne thermal), institution (territory), organiser...
  - To try: E-Bikes, rando-santé, Scandinavian/Nordic walking, relaxation therapy/sophrology, laughter Therapy
- Day2 : To exchange, build together a shared project
  - To learn (ex :PNR de Chartreuse & innovative actions)
  - To train, to raise awareness with experts (IRFO & IRBMS)
  - To think together (workshop)
  - To discover (dugout, canoe & le Longe côte/sea walking)



# Communication

- Exhibition
- Magazine “Le sport, c’est dans ma nature”
- Euro regional fair
- Book to share experience



# Partnership - Agreement with Gîte de France

- A network of rural and urban cottages
- + an agreement with WWF
- A convention to promote local biodiversity
- Sustainable tourism
- Actions with owners:
  - E-Bikes
  - Well-being label
  - « Garden-window »

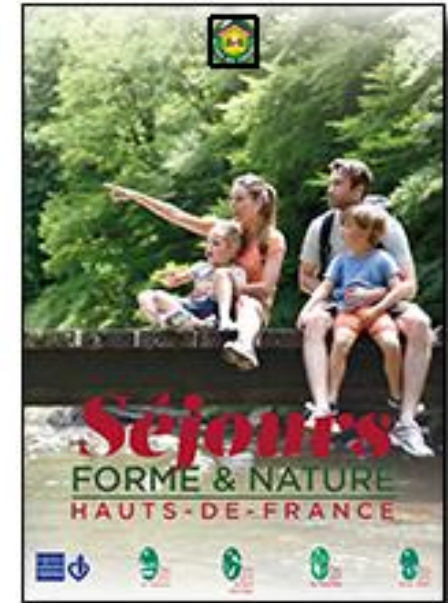


# Partnership

## The label for Gîtes de France : “Fitness, Nature & Well-being”



- *Bringing nature and sport together to counter sedentary lifestyles, supported by online logbooks*
- Objective : to discover the nature and the biodiversity by a physical activity.
- An another approach.
- The owners of Gîtes de France like ambassadors to promote it.



# THEN ?

- Conclusions/recommendations



# Learn lessons

- 
- Why work with partners? To work together to go further. It's also necessary to involve elected people.
  - How to work with inhabitants? In involving « ambassadors »
  - What are the impacts on biodiversity? It's difficult to quantify but some studies present real benefits
  - Why connect Health/Nature/Sport? Because the exchanges are richer than those a single sector



# Perspectives

- **To promote prescription Parks**
- **To prove by experiences the benefits of nature**
- **To continue/adapt experience of coaching by fitness coach and nature facilitator**



**Thank you for your attention**

