



ENOS

European Network  
of Outdoor Sports

# “Working together to promote outdoor sports across Europe”



**ENOS**  
European Network  
of Outdoor Sports

Representing outdoor sports at a strategic level in Europe

Supporting the organization and management of outdoor sports both on a national and transnational basis

Encouraging trans-national approaches to the recognition of leaders, instructors and coaches, to develop mobility and employment.

**“Working together to promote outdoor sports across Europe”**



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**Promoting that outdoor sport can provide genuine environmental, educative, social and economic benefits to individuals, communities, regions and nations.**

A group of five people are in a rowing boat on a river. They are all wearing life jackets and are actively rowing. The water is slightly turbulent. The people are smiling and appear to be enjoying the activity. The boat is green and white.

**Assisting initiatives that promote responsible and sustainable access and use of landscape, marine areas, habitats and eco-systems**

# ENOS MEMBERS



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**Public bodies**

**Sport Universities**

**National & International  
Federations**

**Clubs / Associations**

**Other networks**

# ENOS CHARTER



**ENOS**  
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1. Outdoor sports for all

2. Physical and mental health

3. Education and socialization

4. Environmental awareness and conservation

5. Safety of participants

6. Employment and impact on the local and global economy

7. Tourism and culture

8. Access to areas and sites

9. Professional mobility in the European Union

10. Innovation and social inclusion

# COLLABORATIONS

**Rurality**



**Industry**



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**Member of**



**Environment**



**Research**



**Member of**

**Employment**



**Member of**



# 10 principles



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## How to make the most out of your visit and to take care of the Protected Area?

**1 You are a privileged guest.**  
Stay in the trails, respect the natural environment and regulations to guarantee the beauty of the place.

**2 Plan your activity carefully.**  
Gather the information you need to enjoy your activity and the place; you will appreciate it better.

**3 If you come with a dog,**  
take extra care of it. Follow the regulations. Dogs can disturb other species.

**4 Take care of yourself and others**  
and be prepared to help others, regardless their sport.

**5 Everyone wants to enjoy the place.**  
Give way to other users; anticipate that they often do not feel or see you coming, respect speed limits.

**6 Help us to keep this place clean.**  
Leave no trace and take with you the waste you make.

**7 Night is for species to be alone.**  
Avoid going in the night for your safety and let the animals live in peace.

**8 Keep "secret places" secret!**  
Use social media and GPS tracks with responsibility and according to official regulations.

**9 Avoid excessive noise.**  
Enjoy the quietness and calm, animals need quietness as we do.

**10 See it, Say it, Sort it!**  
If you see something wrong, tell the park. Open your eyes, appreciate nature and enjoy!



# ENOS PROJECTS



BENEFITS OF OUTDOOR  
SPORTS FOR SOCIETY



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Strengthening  
the evidence about  
the social benefits  
of outdoor sports



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**BENEFITS OF  
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FOR SOCIETY**

**A PROJECT  
DEVELOPED BY**



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## 11 Partners from 7 nations



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# DEFINITION

Normally carried out with a (strong) **relation to nature** and landscape and the **core aim is dealing with natural elements** rather than with an object

Perceived as **physical demanding**

**Not motorized during the activity itself**  
**May use some form of tool like a surf board etc.**

**Natural setting**



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# The Process



**1** Review  
evidence



**2** Develop model to  
monetise value



**3** Test





## Mental health & wellbeing

- ✓ General mental health status
- ✓ Quality of life & overall wellbeing
- ✓ Combating mental illnesses & diseases
- ✓ Positive affective states
- ✓ Reducing negative affective states
- ✓ Control & coping
- ✓ Self-development
- ✓ Positive experiences
- ✓ Active and happy ageing

## Active citizenship

- ✓ Community benefits
- ✓ Integration & inclusion
- ✓ Volunteering
- ✓ Bonding capital

## Education & life-long learning

- ✓ (Intra) personal development
- ✓ Interpersonal development
- ✓ Educational motivation and achievements
- ✓ Cognitive aspects to improve learning
- ✓ Environmental awareness and behaviour



## Physical health

- ✓ General physical health and related factors
- ✓ Combating diseases like stroke, heart attack & cancer
- ✓ Low injury rates and extended life expectancy
- ✓ Healthy ageing
- ✓ Subjective health perception
- ✓ Sun exposure effects

## Additional benefits

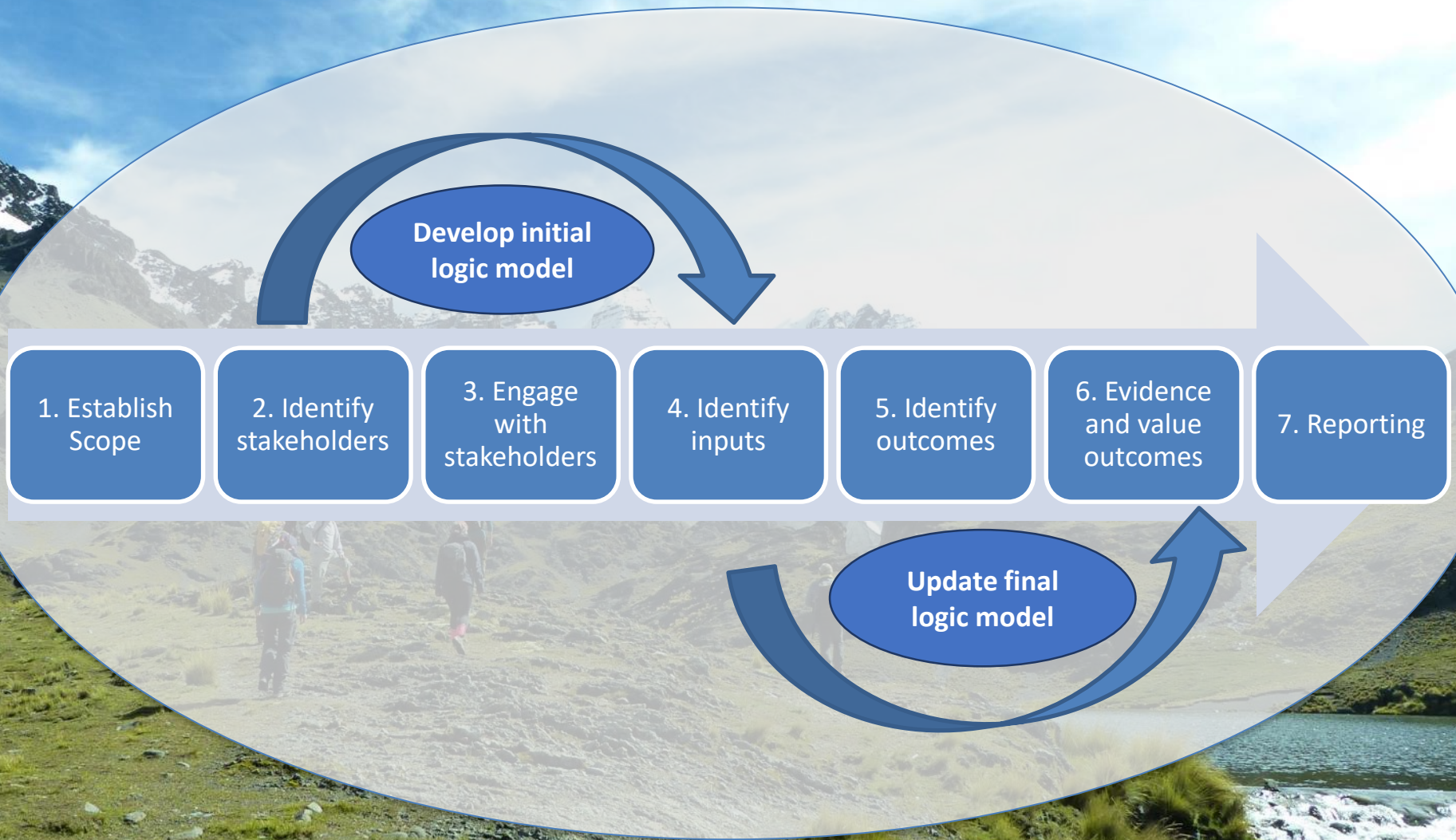
- ✓ Lifetime physical activity
- ✓ Accessibility
- ✓ Cognitive functioning
- ✓ Other multiple effects

## Crime reduction & anti-social behaviour

- ✓ Increase of prosocial behaviour
- ✓ Prevention and reduction of crime



# The model for measuring value



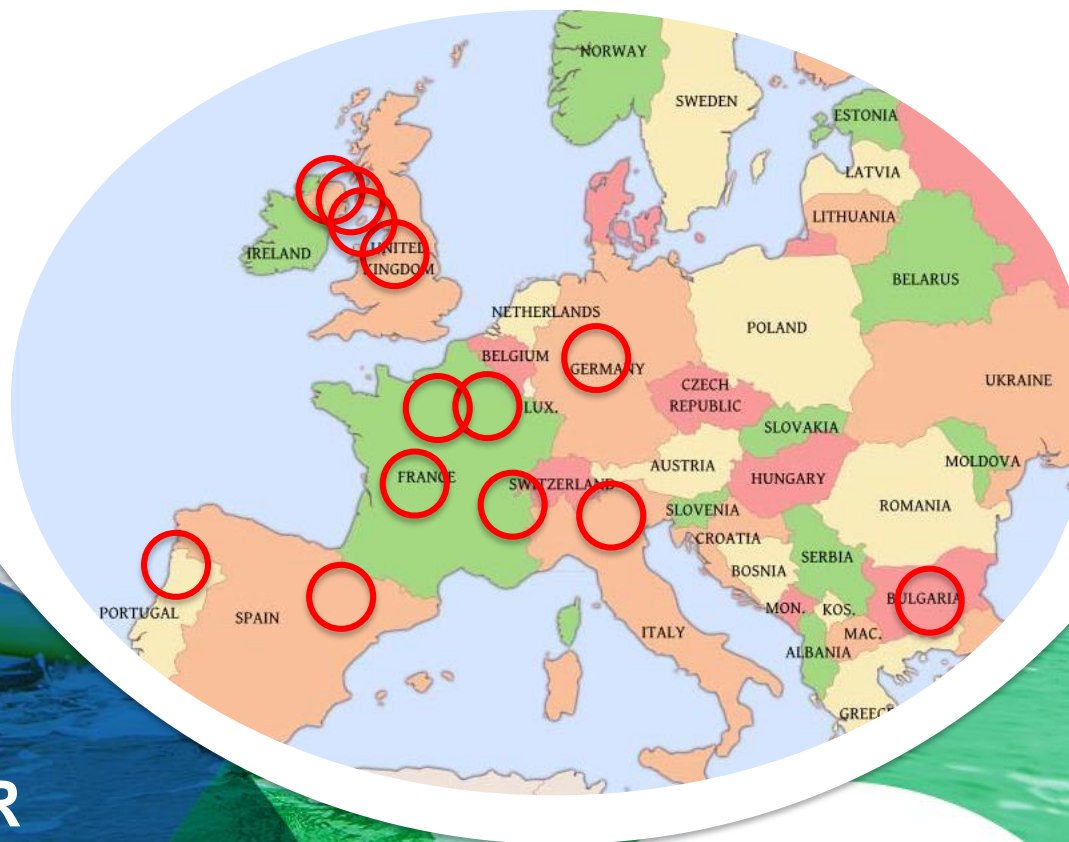


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## 12 case studies from 7 nations



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Community

Education

Other

Mental well  
being

Physical health

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Environment



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## Row the Erne project

**26%** of the respondents indicated that they suffered from depression

**78%** of the respondents indicated that their health in general has changed to somewhat better or much better as a result of rowing. (22% said that it was much the same)

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## Row the Erne project

Using “WHO 5” rowing appears to create a **12.3%** point increase  
in well-being

RTE members have a **3.1 point (6.2%)** higher than average  
Positive Affective Score

RTE members have a **1.3 point (2.6%)** lower than average  
Negative Affective Score

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## Row the Erne project

**100%** felt that they  
found it quite a bit or  
extremely therapeutic  
being out on the  
water

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Part 1:  
Healthcare  
savings

Part 2:  
Participant  
value

Part 3:  
Stakeholder  
value  
Volunteers

€

€

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## Part 1: Healthcare savings

€

WHO physical activity levels  
150 mins  
Moderate intensity per week

€

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## Part 1: Healthcare savings

### REDUCED RISK

£

Cancer	7%
Coronary Heart Disease	30%
Type 2 diabetes	10%
Depression	21%
Dementia	30%

€

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## Part 1: Healthcare savings

€

Incidence rate  
Cost for treatment  
Potential no of cases avoided

€

**EXAMPLE BREEZE PROJECT 130,513€**

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## Part 2: Participant value

€

Willingness to pay  
Willingness to accept

€

EXAMPLE PARK WALK PROJECT

WTP 30,532€

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## Part 3: Stakeholder value

Willingness to invest in  
**outcomes**

€

€

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## **EXAMPLE RTE PROJECT**

<b>Local council</b>	<b>Sport</b>	<b>9,000€</b>
<b>Waterways Ireland</b>	<b>Access to Lough</b>	<b>2,814€</b>
<b>LLEP</b>	<b>Environmental</b>	<b>6,500€</b>
	<b>TOTAL</b>	<b>18,314€</b>

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## **INPUTS**

**Income (grants / membership)**

**Volunteer time (also a value)**

**Member costs**

**Equipment costs**

**Maintenance**



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£

Social Value  
**261,482€**



Inputs  
**110,541€**



€

**SROI = 2.37€**

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[www.outdoorsportsbenefits.eu](http://www.outdoorsportsbenefits.eu)



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