EUROPARC Conference 2020



Outdoor Sports – How do we measure the benefits they bring to people and protected areas?

Mike McClure: Chairman of ENOS (European Network of Outdoor Sports)

(Contact: <u>mike.mcclure@outdoor-sports-network.eu</u>)

Mark Torsius: Board member of ENOS and director of IMBA Europe

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EUROPARC Conference 2020



Agenda

What does the literature tell us about the benefits that outdoor sports create – B. Eigenschenk Nature Connectedness – how can we know if we're making a difference? – M. Richardson Real life stories

Asking the right questions – how to find out for your project what the benefits are? E. Ingles Yuba So what is all that worth – how to generate the social value – M. McClure Real Life project - Trash Free Trails – D. Ferris

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ENOS VISION & ACTIONS



Representing
the interests of
outdoor sports in the
decision making
process

Participation
in expert groups
concerning sport on
a European level

Connection to the **sport unit of the EU** in Brussels

Connecting
outdoor sport enthusiasts and
experts from across Europe
and supporting
the exchange of
knowledge

Euro'Meet conference every two years

Strengthening
the evidence base and
creating knowledge about
outdoor sports

European projects







What does the literature tell us about the benefits that outdoor sports create?

Dr. Barbara Eigenschenk (Technical University Munich)

BENEFITS OF OUTDOOR SPORTS FOR SOCIETY

THE "BOSS" PROJECT







11 Partners from 7 nations:

- CREPS Rhone Alpes France (LEAD)
- European Outdoor Group Pan European
- Federation International Tourisme D'Equestre Pan European
- National Institute for Physical Education in Catalonia Spain
- National Sports Academy Bulgaria
- Regione Lombardia Italy
- Sheffield Hallam University UK
- Sport NI UK
- Surf Club Viana Portugal
- Technical University Munich Germany
- Union des centres de Plein Air (UCPA) France

BENEFITS OF
OUTDOOR SPORTS FOR SOCIETY

THE "BOSS" PROJECT







A review of literature across Europe was conducted to examine the evidence of social benefits of outdoor sports

CRITERIA 🔎



- Searches of databases took place in 7 different languages.
- The studies had to be done in the **past 15 years** from 2002 2017.







- The sum of all the searches revealed 17,560 studies.
- After screening by the partners 133 studies were selected for data extraction.
- Most selected studies (56%) were from the last 5 years with the other 44% from the previous 10 years.





In your opinion...

What is the most important benefit for people being active in a natural protected area?

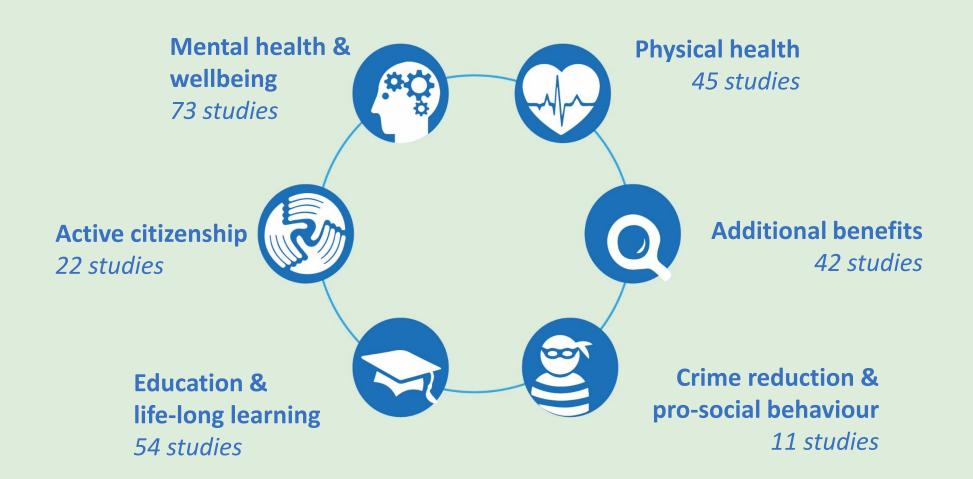
BENEFITS OF
OUTDOOR SPORTS FOR SOCIETY

THE "BOSS" PROJECT





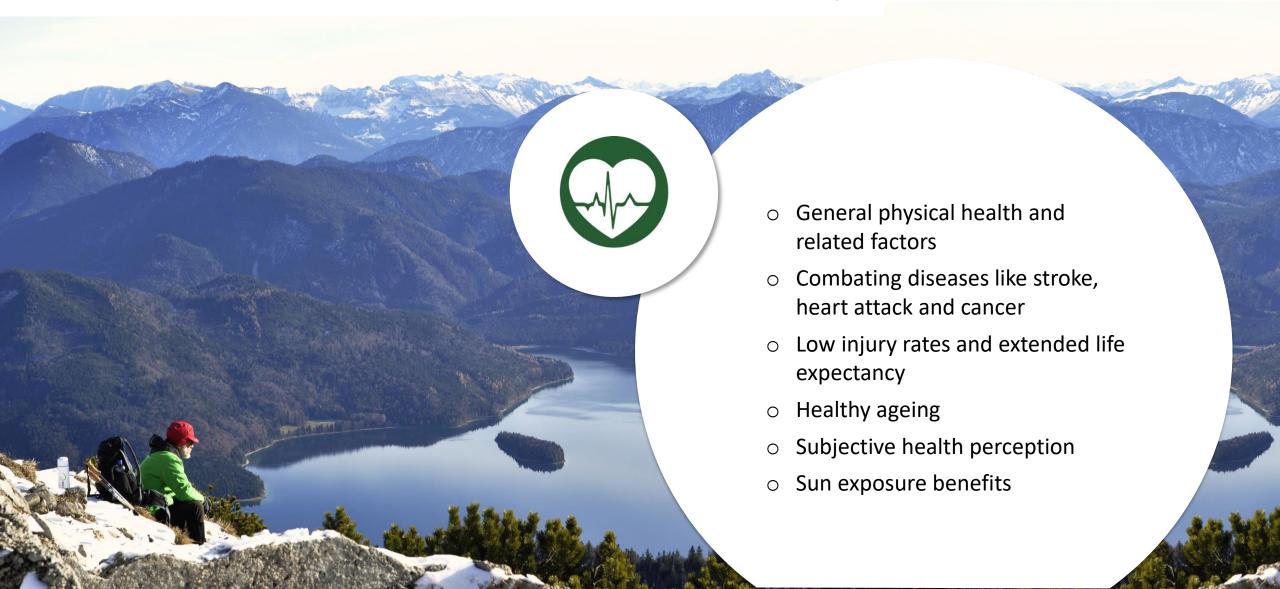




Results of the BOSS literature review



Physical health benefits





Mental health and wellbeing

General mental health status

Quality of life & overall wellbeing

 Combating mental illnesses & diseases (dementia, Alzheimer's)

Increased positive affective states (mood, resilience, ...)

 Decreased negative affective states (stress, depression, anxiety...)

Control & coping

Self-development

Positive experiences

Active and happy ageing





Education and life-long learning



Enhanced understanding of ourselves, human beings and our relationship to the environment

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

Mental health & wellbeing



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

O Low injury rates and extended life expectancy

Healthy ageing

Subjective health perception

Sun exposure effects





benefits

Lifetime physical activity

Accessibility

Other multiple effects

Additional

Cognitive functioning

Crime reduction & anti-social behaviour

Increase of prosocial behaviour

Prevention and reduction of crime







Results of the BOSS literature review









EUROPARC Conference 2020



Prof. Miles Richardson

Nature Connectedness:

What it Is: Why it Matters













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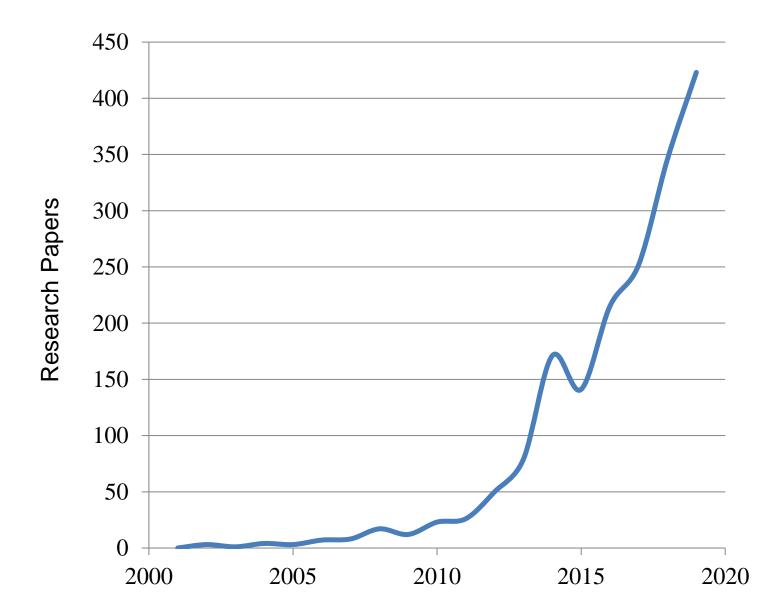


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UN Convention on Biological Diversity recommended increased focus on nature connectedness to achieve strategic plan and biodiversity targets



Growth of Nature Connectedness Research







Why Nature Connectedness Matters Vitality

 Systematic review of 50 studies (n = 16,396) shows nature connection related to feeling good & functioning well. Meaning & Purpose

Life Satisfaction

Happiness

Personal Growth

Lower

Body

mage

Pro-social Behaviour



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Pritchard, A., Richardson, M., Sheffield, D, & McEwan, K. (2019). The relationship between nature connectedness and eudaimonic wellbeing: a meta-analysis. *Journal of Happiness Studies*, 1-23.



Why Nature Connectedness Matters More





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"strong & robust association between nature connection & PEB, as well as evidence that nature connection causes PEB"



Provides a different approach

Study of children's environmental education found that *environmental* knowledge explained 2% of ecological behaviour.



Nature connectedness explained 69%

Otto & Picini, 2017



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NC & Pro-nature behaviours: UK Population Survey



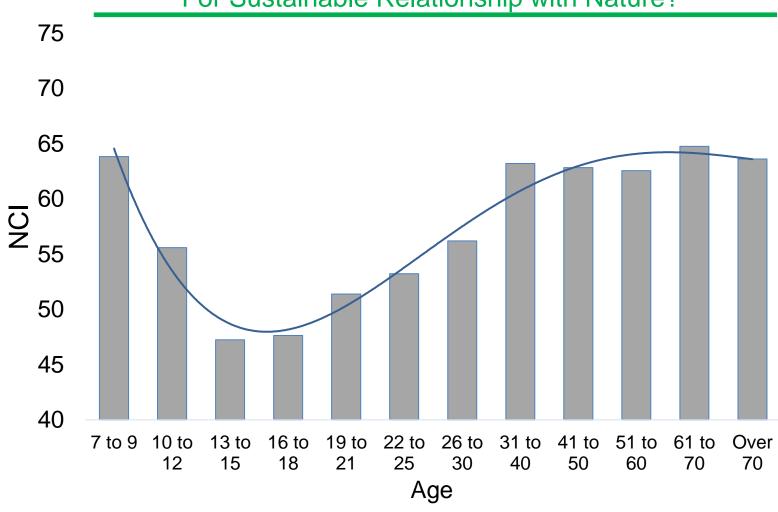


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Nature Connection Across the Lifespan







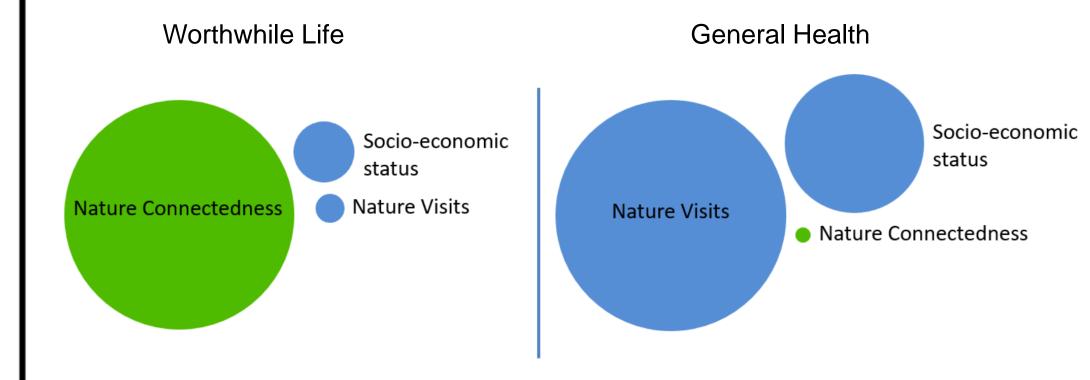
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Richardson, M., Hunt, A., Hinds, J., Bragg, R., Fido, D., Petronzi, D., Barbett, L., Clitherow, T.J., and White, M. (2019). An Affective Measure of Nature Connectedness for Children and Adults: Validation, Performance and Insights. *Sustainability*, 11(12), 3250.



Comparing Relative Contributions: Visits and Connection

- Theory and research has focussed on time, type & frequency and largely overlooked the person specific factors in human-nature interactions.
- Survey of 4,960 adults in England.





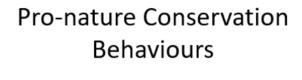
Relative percentage difference in wellbeing and health as a function of nature contact, nature connectedness and socio-demographic comparators.

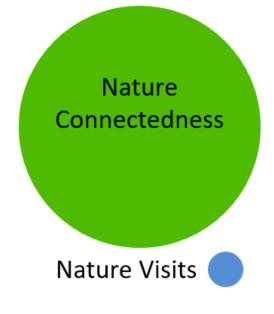


Key findings

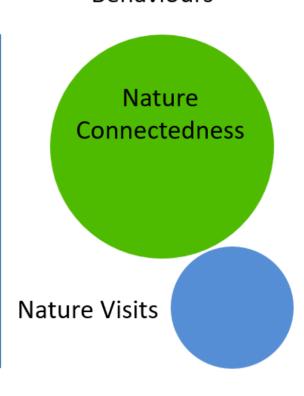
- Nature connectedness important over and above nature contact for worthwhile life and pro-nature behaviours.
- Nature connectedness is a key target to foster a worthwhile and sustainable life – a 'good life'.

Martin, L., White, M. P., Hunt, A., Richardson, M., Pahl, S.,





Pro-environmental Behaviours





& Burt, J. (2020). Nature contact, nature connectedness and associations with health, wellbeing and pro-environmental behaviours. *Journal of Environmental Psychology*, 101389.

Relative relationship size between nature connection and nature contact on pro-nature behaviours after controlling for individual, area-level and related outcome covariates.



Wellbeing & Pro-nature action is about...

- 80% of people rarely or never watch wildlife, smell wild flowers or photographed nature.
- 62% of people rarely or never listen to bird song or notice butterflies.
- Those people that do have a higher level of nature connectedness, feel better and do 40 to 50% more for nature.





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...moments, not minutes.



How do we increase nature connectedness?





Successful interventions: Noticing the good things in nature.



Incorporated into Go Jauntly on iOS







Design Your Own









Pathways to Nature Connectedness



Senses



Emotion



Beauty



Meaning



Compassion









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Create 'habitats for connection' design to prompt engagement with nature:

- Actively create spaces, opportunities and prompts to pause and notice the 'good things in nature' (senses, beauty, emotion).
- Provide opportunities to connect with and care for nature (compassion).
- Prompts/activities & installations to find meaning.







Summary – a missing link...

- Nature connectedness is important in its own right for wellbeing and pro-nature behaviours.
- Visits for health, connection for wellbeing & pro-nature behaviours.
- Create moments in nature using the pathways.











A briefing from the **Nature Connectedness Research Group** at the University of Derby



For measures, evidence summary and pathways see my blog: findingnature.org.uk

EUROPARC Conference 2020



Real life stories from the BOSS project

- Play and Train
- Crossing the Alps
- Row the Erne







#ChangeTheLimits

Masdemont, M.¹ & Rocher, M.²

¹ Play & Train Association
 ² Institut Nacional d'Educació Física de Catalunya (INEFC)















- The main objective is facilitating people with disabilities and their families the right to access the practice, learning and training of elite and leisure time sports activities, regardless of their capacity, gender and age.
- Outdoor sports programs for people with disabilities:

Surfing

Alpine skiing & snowboarding

Mountain biking













Mental health and wellbeing



Feeling cheerful and in good spirits
Feeling active and vigorous
Interest in other people and new things

>50% all of the time / most of the time

"the feeling of happiness when you are practicing (surf)" (P3) and having fun: "It's great because there are many waves and you have a real good time, really!" (P4).





Taking care of the equipment Interpretation of nature Knowledge about climate and meteorology Only 9% consider "not at all"

"Concentration, because it makes me concentrate in what I'm doing because it is difficult for me" (P4)





Social behaviour



Respectful with the people around Taking more care of the stuff Sharing the stuff with others

25% insignificantly or hasn't improve

"for me adventure is related to group activity and companionship. When I have gone biking I have always done it with friends or with the group" (P1)

Active citizenship



Concern about what happens around Making new friends
Connection to others

>70% positive improvement

"I think that sport in general has taught me many values, and those values can be applied and must be applied in the daily life" (P8).





Feeling refreshed and revitalised
Concern about damage to the environment
Important of open spaces around

80% increase

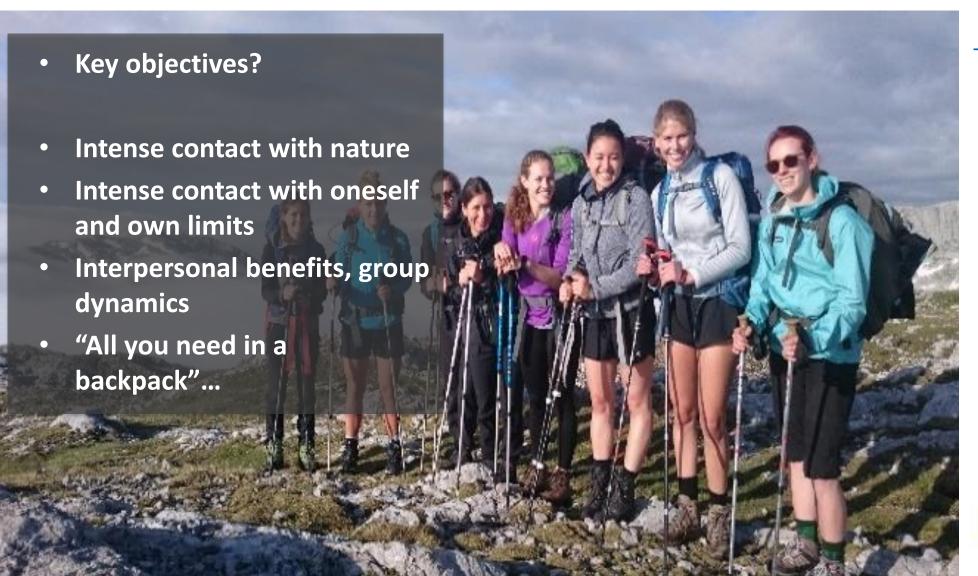
"I didn't know anything about the problems of the planet before these activities. I am more worried about environment now" (P7)





Crossing the Alps by foot





Dr. Andreas Thomann Technical University Munich





Crossing the Alps by foot



78,6 % feel closer to nature

100 % improved their competences and skills to be active in nature responsibly

100 % say that they learned something new about themselves

71,4% think more about what they really need in life

Dr. Andreas Thomann Technical University Munich

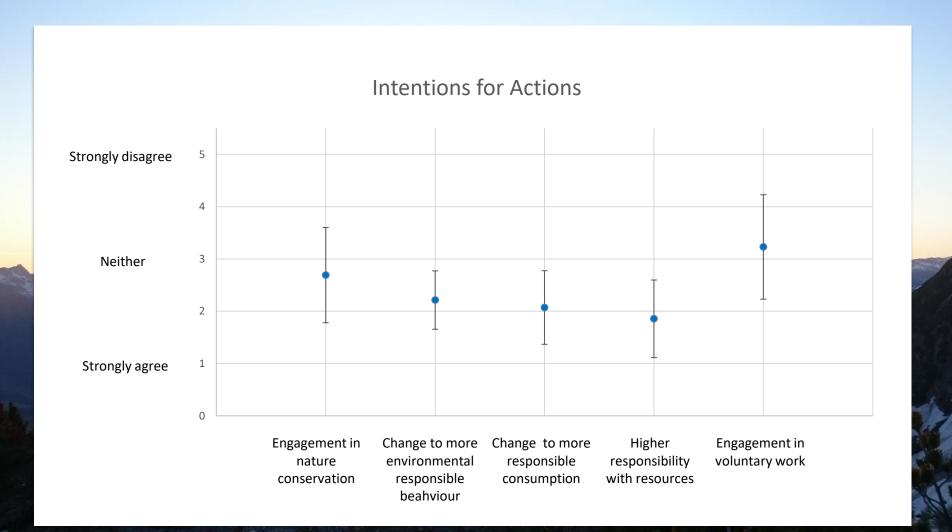






Crossing the Alps by foot





Dr. Andreas Thomann Technical University Munich







EUI

CONFERENCE 9 2020 HOW READY ARE WE?

EUROPARC Conference 2020



Eduard Ingles Yuba





Asking the right questions: METHODOLOGY

BENEFITS OF OUTDOOR SPORTS FOR SOCIETY "BOSS" Dr. Eduard Inglés Yuba (INEFC, University of Barcelona)



STEP IN IIAL



Clear definition of your Project

- Participants
- Duration / Frequency
- Environment / Type of activity



FOCUS GROUPS

SURVEY

KEY STAKEHOLDERS

- One-to-one interviews
- Informal group discussions
- Telephone interviews

FOCUS GROUPS







- Who should be involved?
- How many do you need?
- Where to meet?
- What to do? / How?

FOCUS GROUPS





LOOKING BACK

Project video / images





BENEFITS: Post-its

1 colour = 1 sport

3 words



Post-it

CLASSIFICATION



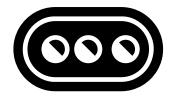
RANKING











FOCUS GROUPS





Let the participants express themselves



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- What was the most important impact or the project:
- What did you gain most from being involved?
- What changed for you as a result of being involved?

•••



SECTIONS

- Demographics of respondents
- Health status
- Physical activity participation levels
- Benefits → Dimensions











MENTAL HEALTH & WELLBEING



World Health Organisation Well-Being Index (WHO-5)

All of the time = 5

Most of the time = 4

More than half of the time = 3

Less than half of the time = 2

Some of the time = 1

At no time = 0





MENTAL HEALTH & WELLBEING



	All of the time	Most of the time	More than half of the time	Less than half of the time	Some of the time	At no time
I feel cheerful and in good spirits						
I feel calm and relaxed						
I feel active and vigorous						
I wake up feeling fresh and rested						
My daily life is filled with things that interest me						
I feel optimistic about the future						







LIKERT SCALE

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree





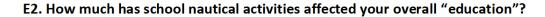


	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
I have developed new physical skills					
I have learned to take care of the equipment					
I have improved my concentration at school					
I have learned to interpret nature					
I have learned about climate conditions and meteorology					
I have improved in my time management					





FINAL QUESTION ON EACH DIMENSION



Very significantly	Significantly	Moderately	Insignificantly	Not at all

D2. How much has school nautical activities affected your overall "mental health and wellbeing"?

Very significantly	Significantly	Moderately	Insignificantly	Not at all





















How have activities affected your "respect for the environment"?

Very significantly	Significantly	Moderately	Insignificantl y	Not at all
34.6%	32.7%	32.7%	0.0%	0.0%



Question bank + Analysis Tool

https://outdoorsportsbenefits.eu/toolkit/



Toolkit

This toolkit provides a guide for anyone who is developing or managing outdoor sports to show the impact of your project or programme. The toolkit provides a framework for you to follow through a staged process. Click below to download your copy.

The Question Bank

You can download the question bank as a word document to help you to develop surveys that highlight the benefits and outcomes of your project:

The question bank

An excel spreadsheet that helps to analyse the surveys you create is also available to download:

Analysing Answers_web









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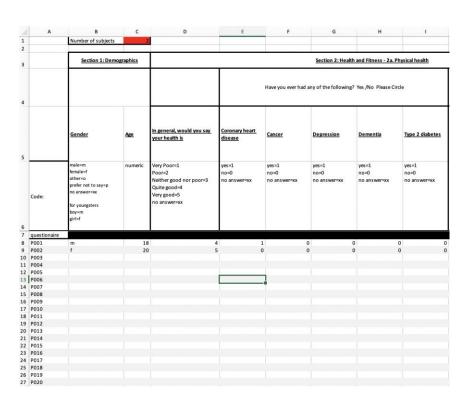
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felt calm and relaxed	50	,00%	50,00%	0,00%	0,00%	0,00%	0,00%	
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ave interest in other people	0,00%	0,00%	0,00%	50,00%	50,00%	0,00%		Heal many connected to my home country
ere is good interaction and co-operation within e group	0,00%	0,00%	50,00	% 50,00%	0,00%	0,00%		lam more aware of the natural beauty of European landscapes
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am caring and considerate of others	0,00%	0,00%	0,00%	50,00%	50,00%	0,00%		Thave developed relationships with those from different communities and backgrounds
ieel cared for and considered by others	0,00%	0,00%	50,00	% 50,00%	0,00%	0,00%		There is a supportive atmosphere and mood within the group
have a strong sense of loyalty to those in the roup.	0,00%	0,00%	0,009	50,00%	50,00%	0,00%		If sel connected to my community
nene is strong group cohesion	0,00%	0,00%	50,00	% 50,00%	0,00%	0,00%		There is a strong sense of community
nere is respect and trust within the group.	0,00%	0,00%	0,00%	50,00%	50,00%	0,00%		I am willing to help others
leel accepted in the group	0,00%	0,00%	50,00	% 50,00%	0,00%	0,00%		If sell accepted in the group
m willing to help others	0,00%	0,00%	0,00%	50,00%	50,00%	0,00%	1	There is respect and trust within the group. There is strong group subsision
nene is a strong sense of community.	0,00%	0,00%	50,001	% 50,00%	0,00%	0,00%	1	There is strong group exhesion There is strong grove of five those in the group.
feel connected to my community	0,00%	0,00%	0,00%	50,00%	50,00%	0,00%	1	Thave a 97 king was e character to those on the group. I feet cared for and considered by others
here is a supportive atmosphere and mood	0,00%	0,00%	50,009	% 50,00%	0,00%	0,00%		lam caring and considerate of others
aren the group are developed relationships with those from flerent communities and backgrounds	0,00%	0,009	0,009	50,00%	50,00%	0,00%		If eel an important part of the group
nave a better understanding of the culture of the	0.00%	0,00%	50,001	% 50,00%	0.00%	0,00%		There is if riction and anger in the group
untry/community I have visited iell more connected to my home country	0.00%	0,00%	_	_	+	0,00%		There is good interaction and co-operation within the group
am more aware of the natural beauty of	0,00%	0,00%	-	_	-	0,00%		These Interest in other people
uropean landscapes leel more connected to my home country	0,00%	0,00%	_		50,00%	0,00%	-	I have developed new personal friendships
feel more connected to my home country	0,00%	0,009	-	_	0.00%	0,00%	-	0,00% 10,00% 20,00% 40,00% 40,00% 50,00% 00,00% 70,00% 80,00% 50,00% 100,00% 1



EUROPARC Conference 2020



Mike McClure







Calculating value

BENEFITS OF
OUTDOOR SPORTS FOR SOCIETY
THE "BOSS" PROJECT

Mike McClure





Membership fees
Administration Fquipment costs

Transport Entry fees
Volunteer time
Instructors / coaches
Coaches
Funding/grants

EXAMPLE FOR ROW THE ERNE:ANNUAL COST of €6,340





Value of a project

Physical Health Outcomes

Volunteering

Outcomes

Outcomes

Outcomes

Educational Outcomes

Environmental

Community outcomes Outcomes

EXAMPLE FOR ROW THE ERNE:

Annual value of €25,171





Valuing Health Outcomes

Reduced risk of cancer, CHD and type 2 diabetes, depression & dementia

Value = Number of participants (not already affected) who meet WHO activity levels x cost of treatment

EXAMPLE FOR ROW THE ERNE: Health value generated of €5,171





Valuing Community / Environmental Outcomes

Find out from another organisation what they would be willing to invest.

EXAMPLE FOR ROW THE ERNE:

Navigation Authority and landscape partnership organisations would invest 10,000€ in a project to connect people to Lough Erne





Valuing personal outcomes

Willing to pay

Proxy values Perceived value

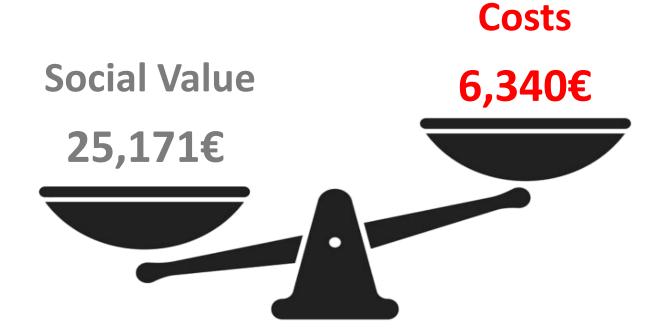
EXAMPLE FOR ROW THE ERNE:

Annual value of €10,000





EXAMPLE FOR ROW THE ERNE:







Thanks

https://outdoorsportsbenefits.eu/

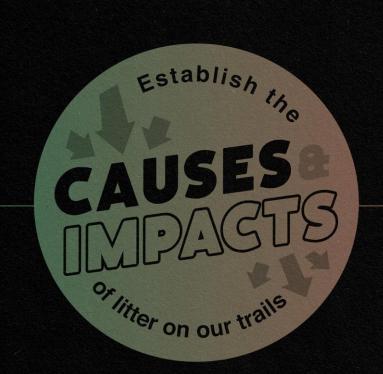
















ARE YOU IN?

YES

EXCELLENT!

THIS IS HOW WE'RE GOING TO DO IT:







