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: mike.mcclure@outdoor-sports-network.eu)

**Mark Torsius:** Board member of ENOS and director of IMBA Europe
(Contact: mark.torsius@imba-europe.com)
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

Mike McClure: Chairman of ENOS the European Network of Outdoor Sports
(Contact: mike.mcclure@outdoor-sports-network.eu)
Mark Torsius: Board member of ENOS and director of IMBA Europe
(Contact: mark.torsius@imba-europe.com)
**ENOS VISION & ACTIONS**

- **Representing the interests** of outdoor sports in the decision making process.
- **Connection** to the **sport unit of the EU** in Brussels.
- **Participation in expert groups** concerning sport on a European level.
- **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**.
BENEFITS OF OUTDOOR SPORTS FOR SOCIETY

THE “BOSS” PROJECT

A PROJECT DEVELOPED BY

ENOS
European Network of Outdoor Sports

Co-funded by the Erasmus+ Programme of the European Union
What does the literature tell us about the benefits that outdoor sports create?

Dr. Barbara Eigenschenk
(Technical University Munich)
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
A review of literature across Europe was conducted to examine the evidence of social benefits of outdoor sports.

**Criteria**

- **7 partner countries** carried out the searches and international studies were also searched.
- 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?
Active citizenship
22 studies

Mental health & wellbeing
73 studies

Education & life-long learning
54 studies

Physical health
45 studies

Crime reduction & pro-social behaviour
11 studies

Additional benefits
42 studies

Results of the BOSS literature review
Physical health benefits

- General physical health and related factors
- Combating diseases like stroke, heart attack and cancer
- Low injury rates and extended life expectancy
- Healthy ageing
- Subjective health perception
- Sun exposure 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
Enhanced understanding of ourselves, human beings and our relationship to the environment

- (Intra) personal development
- Interpersonal development
- Educational motivation and achievements
- Cognitive aspects to improve learning
- Environmental awareness and behaviour
Results of the BOSS literature review
Strong evidence base for the social value of outdoor sports

12 Case studies

Evidence review

FREE downloadable toolkit
FOLLOW THE PROJECT

www.outdoorsportsbenefits.eu/
#whyoutdoors
Prof. Miles Richardson

Nature Connectedness:
What it Is: Why it Matters
Prof. Miles Richardson

Twitter: @findingnature
Blog: findingnature.org.uk
Web: derby.ac.uk/NCxRG
What is Nature Connectedness?

- Different to contact and visits to nature.
- An internationally recognised psychological construct.
- A person’s sense of their relationship with nature.
- Gallup World Poll.
- Measurable.
- Malleable.

UN Convention on Biological Diversity recommended increased focus on nature connectedness to achieve strategic plan and biodiversity targets.
Growth of Nature Connectedness Research

Research Papers

Why Nature Connectedness Matters

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

Why Nature Connectedness Matters More

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


75 Studies, n = 27,120
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
NC & Pro-nature behaviours: UK Population Survey
Nature Connection Across the Lifespan

For Sustainable Relationship with Nature?

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.

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’.

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.

…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
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.

*let nature be your story*
A NEW RELATIONSHIP WITH NATURE:
WHAT IT MEANS AND WHAT WE CAN DO

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
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).

Education

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)
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).

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)

Environment

- 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)
CASE STUDY EXAMPLES OF THE “BOSS” PROJECT
Crossing the Alps – Andreas Thomann
Crossing the Alps by foot

- Key objectives?
- Intense contact with nature
- Intense contact with oneself and own limits
- Interpersonal benefits, group dynamics
- “All you need in a backpack”...
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

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

Intentions for Actions

- Engagement in nature conservation
- Change to more environmental responsible behaviour
- Change to more responsible consumption
- Higher responsibility with resources
- Engagement in voluntary work

Strongly disagree
Neither
Strongly agree

Scores range from Strongly disagree (0) to Strongly agree (5).
EUROPARC Conference 2020

Eduard Ingles Yuba
Asking the right questions: METHODOLOGY

Dr. Eduard Inglés Yuba
(INEFC, University of Barcelona)

Dr. Eduard Inglés Yuba
(INEFC, University of Barcelona)
Clear definition of your Project

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

- 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

Benefits
RANKING

🚦
Let the participants express themselves

+ 
  • What was the most important impact of the project?
  • What did you gain most from being involved?
  • What changed for you as a result of being involved?
  ...

FOCUS GROUPS
SECTIONS

• Demographics of respondents
• Health status
• Physical activity participation levels
• **Benefits** → Dimensions
# Mental Health & Wellbeing

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

<table>
<thead>
<tr>
<th>Frequency</th>
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<tbody>
<tr>
<td>All of the time</td>
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<td>Most of the time</td>
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<td>At no time</td>
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<td></td>
<td>All of the time</td>
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<tr>
<td>I feel cheerful and in good spirits</td>
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<tr>
<td>I feel calm and relaxed</td>
<td>☐</td>
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<tr>
<td>I feel active and vigorous</td>
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<tr>
<td>I wake up feeling fresh and rested</td>
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<tr>
<td>My daily life is filled with things that interest me</td>
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<tr>
<td>I feel optimistic about the future</td>
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EDUCATION

LIKERT SCALE

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
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<tr>
<td>I have developed new physical skills</td>
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<td>I have learned to take care of the equipment</td>
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<td>I have improved my concentration at school</td>
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<td>I have learned to interpret nature</td>
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<td>I have learned about climate conditions and meteorology</td>
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<tr>
<td>I have improved in my time management</td>
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**FINAL QUESTION ON EACH DIMENSION**

**E2. How much has school nautical activities affected your overall “education”?**

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<thead>
<tr>
<th>Very significantly</th>
<th>Significantly</th>
<th>Moderately</th>
<th>Insignificantly</th>
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**D2. How much has school nautical activities affected your overall “mental health and wellbeing”?**

<table>
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<tr>
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How have activities affected your "respect for the environment"?

<table>
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<th></th>
<th>Very significantly</th>
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<td>34.6%</td>
<td>32.7%</td>
<td>32.7%</td>
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SURVEY

Question bank + Analysis Tool

https://outdoorsportsbenefits.eu/toolkit/

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
## Question Bank

[https://outdoorsportsbenefits.eu/toolkit/](https://outdoorsportsbenefits.eu/toolkit/)

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### Question Bank Overview

- [Detailed overview of the question bank](https://outdoorsportsbenefits.eu/toolkit/)

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### Survey Questions

- [Survey questions](https://outdoorsportsbenefits.eu/toolkit/)

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### Data Analysis

- [Data analysis](https://outdoorsportsbenefits.eu/toolkit/)

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### Additional Resources

- [More resources](https://outdoorsportsbenefits.eu/toolkit/)

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### Contact Information

- [Contact details](https://outdoorsportsbenefits.eu/toolkit/)

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### FAQs

- [FAQs](https://outdoorsportsbenefits.eu/toolkit/)

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### Privacy Policy

- [Privacy policy](https://outdoorsportsbenefits.eu/toolkit/)

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### Support

- [Support](https://outdoorsportsbenefits.eu/toolkit/)

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### More Information

- [More information](https://outdoorsportsbenefits.eu/toolkit/)
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<td><strong>Section 2: Health and Fitness</strong></td>
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<td><strong>Physical Activity</strong></td>
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<td><strong>Section 3: Preferences</strong></td>
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<td><strong>Sports Preferences</strong></td>
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**Survey Analysis Tool**

https://outdoorsportsbenefits.eu/toolkit/
EUROPARC Conference 2020

- Mike McClure
Calculating value

Mike McClure
Costs of a project

- Membership fees
- Administration costs
- Equipment costs
- Instructors / coaches
- Transport
- Entry fees
- Volunteer time
- Funding/grants

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

Physical Health Outcomes
Educational Outcomes
Volunteering
Mental well being outcomes
Environmental outcomes
Community 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:

Social Value
25,171€

Costs
6,340€

SROI = 1 : 3.97€
Thanks

https://outdoorsportsbenefits.eu/
EMPOWER EQUIP
trail communities to remove and record trail litter.

Establish the CAUSES & IMPACTS of litter on our trails

DEVELOP & DELIVER an evidence based ACTION PLAN to reduce trail litter

BY 75% BY 2025
ARE YOU IN?

YES

EXCELLENT!
THIS IS HOW WE’RE GOING TO DO IT:

OUR PEOPLE POWERED PROJECTS...

CLEAN TRAIL

RECORD, REMOVE, R-

..FUEL & DRIVE THE SOOT REPORT WITH ACTION, DATA & EVIDENCE.

CLEAN TRAIL CHALLENGE

DATA = ACTION = EVIDENCE = DAY

..THE REPORT’S SCIENTIFIC ANALYSIS THEN BOOSTS THEIR IMPACT...

& INFORMS THE NEXT CYCLE OF...