



BENEFITS OF OUTDOOR
SPORTS FOR SOCIETY

*Dissemination of the findings of
the Benefits of Outdoor Sports
for Society BOSS project*

BOSS: BENEFITS OF OUTDOOR SPORTS FOR SOCIETY

Work package 4 report

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BENEFITS OF OUTDOOR SPORTS FOR SOCIETY

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1. The BOSS Project

The Benefits of Outdoor Sports for Society (BOSS) is a European Union, Erasmus+ funded project that has been developed and managed by members of the European Network of Outdoor Sports (ENOS). The project follows a systematic staged approach that involves three key phases and an overarching dissemination plan (see figure 1)

Work Package 1 (WP1) involved carrying out a review of existing studies and projects that have considered the social benefits evidenced from outdoor sports across Europe. All the resources and reports from WP1 are available online at <http://outdoorsportsbenefits.eu/resources>

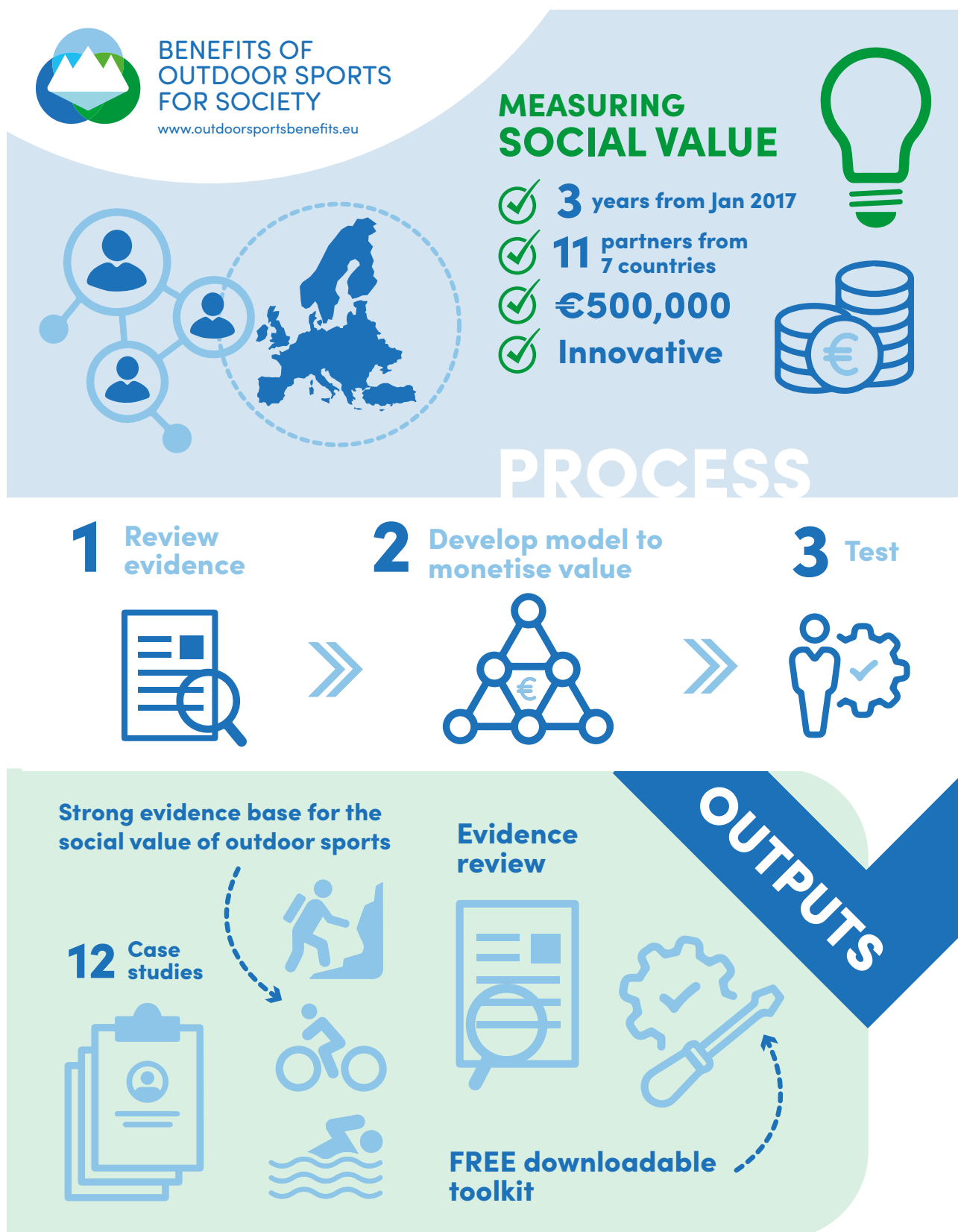
Work Package 2 (WP2) involved using the information gathered from the Work Package 1 review and then developing an agreed framework to value social benefits, along with a clear methodology for delivery.

Work Package 3 (WP3) involved the testing and evaluation of the methodology in practical projects and programmes across the partner states, to ensure that it is practicable to undertake and produces standardised information. WP3 has involved training case study programme leaders in the methodology developed. The role of WP3 went beyond just testing the model created for WP2 and was a vital part of the development of the outputs for the BOSS project. It helped to identify and understand outcome areas and to create a model that was 'bottom up,' informed by participants and their experiences, rather than 'top down' based on generalised findings from other studies.

Work Package 4 (WP4) involved widely disseminating the results from the tests, the process and methodology and associated toolkits through reports, online media, conferences and network opportunities.

This report highlights the outputs from this work package.

Figure 1: Structure of the BOSS project



THINKING | DOING | MANAGING | VALUING | EVALUATING | ADVISING



ENOS

2. The European Network of Outdoor Sports (ENOS)

The project was developed and initiated by members of ENOS and highlights the value of networking in bringing together an effective multi-disciplinary team to deliver a project. However, the network also provides a very effective mechanism to disseminate and share the findings of the work.

The aim of ENOS is “Working together to promote outdoor sports across Europe”

ENOS was established as a not for profit organisation at the Nature and Outdoor Sports Euro’Meet conference in 2013 (Liptovsky Mikulas, Slovakia). Participants recognized that no organisation was representing outdoor sports at a European level and called for a representative organisation. ENOS became a network of European experts, local authorities, federations, universities, practitioners and outdoor sports enthusiasts. The main objectives are:

1. Representing outdoor sports at a strategic level in Europe.
2. Promoting that outdoor sport can provide genuine environmental, educative, social and economic benefits to individuals, communities, regions and nations.
3. Supporting the organisation and management of outdoor sports both on a national and trans-national basis.

4. Encouraging trans-national approaches to the recognition of leaders, instructors and coaches, to develop mobility and employment.
5. Assisting initiatives that promote responsible and sustainable access and use of landscape, marine areas, habitats and eco-systems.

ENOS has developed partnerships through memoranda of agreements with the Europarc Federation, The European Outdoor Group and the GoGreen Ex Network. These agreements foster continued dialogue between network members and the environmental sector, the industry and research sectors and support greater understanding and mutual respect for the sustainable development of outdoor sports.

Furthermore these partnerships support the sharing of information and knowledge across a very wide spectrum of people and organisations in Europe and further afield.

The fact that ENOS was the catalyst for the BOSS project has made a significant difference in the effective dissemination of the results and the toolkit.

www.outdoor-sports-network.eu



DISSEMINATION

3. The Dissemination Plan

The project partners with the responsibility for the dissemination of the BOSS project were Sport Northern Ireland (SNI) and the European Outdoor Group (EOG) in partnership with the Project Manager from the Centre de Ressources, d'Expertise et de Performance Sportives (CREPS), Rhone Alpes in France

The dissemination plan was developed and implemented to ensure that it was effective, efficient and strategic in approach.

Early in the process for WP1 the definition for outdoor sports for the purposes of the project was agreed and this definition aligns with that which ENOS uses for outdoor sport.

Outdoor sports have been defined as activities:

- that are 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
- where the natural setting is perceived by users, as at most, only minimally modified by human beings*
- that are perceived as (at least minimally) physically demanding

- that are based on man or natural element power and are not motorized during the sport itself
- that may use some form of tool (for example a surf board, bicycle, skis etc.) or just involve the human body
- It may include activities that have their roots in natural places but use artificial structures designed to replicate the natural environment.

* does not have to be wild, just perceived as natural

The definition was based on the European definition of sport contained within the European Sport Charter which was adopted in 1992 and revised in 2001 in order to provide a common set of principles for all Europe. The Charter provides the framework for sports policy to which all European countries have to put their name. The definition is as follows:

“Sport” means all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels.



Key Audiences

The dissemination plan was cognisant of those who would be likely to be most interested in this project based on the definition agreed and this audience includes:

1. Political organisations and entities including:

- DG Education, Youth, Sport and Culture
- DG Regional and Urban Policy
- DG Environment, Oceans and Fisheries
- DG Maritime Affairs and Fisheries
- DG Agriculture and Rural Development
- The Ministries and Departments of sport in all member states
- All Members of the European Parliament

2. Sports bodies and organisations including:

- European Olympic Committee
- European federations of sport
- National Olympic committees in EU member states
- National federations of outdoor sport.

3. Voluntary sector and environmental organisations

- National voluntary sector organisations
- European Land Management and conservation bodies
- National Parks and protected areas in each partner country

4. Scientific sector

- Scientific journals
- Scientific conferences
- Other universities in the field of sports development

5. Industry and commercial dimension

- Manufacturers and retailers
- Outdoor provider networks

The partners in the project have extensive links across Europe and have highlighted 2,869 different organisations to whom they have sent information on the BOSS project. The partners also have databases with individuals and members to whom information was sent, corresponding to 283,199 individuals. The list of organisations that the partners have liaised with is in Appendix 1

SNI and EOG also collated specific contact details for the 28 member states' sports ministries and for all of the national and European federations for outdoor sports.

This level of sharing of information has ensured that there has been widespread awareness of the project across the outdoor sector in Europe.



Website and Social Media

Following on from agreeing the definition for outdoor sports, the partners developed a website for the project. This was undertaken by the European Outdoor Group who put out a call for website development companies to tender to do this work. There was a significant level of interest in this with 6 web designers bidding for the contract to develop the website. "Thinklab" who are based in the UK were the successful company and they set about the development. The website provided a content Management System for the key partners to be able to update the site as work progressed. The website for the BOSS project is located at <https://outdoorsportsbenefits.eu/>

The website also provided a mechanism for highlighting who is on the BOSS partnership team, <https://outdoorsportsbenefits.eu/team/> where they are from and some background on them. This helps to personalise information being disseminated as it is possible to gain a better understanding of who the project partners are, their background and interests.

Aligned to the website were a number of social media accounts. The primary tool

that was used was Facebook <https://www.facebook.com/bossoutdoorsport/> and very soon BOSS began to get a good number of followers but more importantly the number of engagements that were achieved with posts were very good. The other channels used were Twitter and Instagram.

Posts were sent out on social media following key meetings and also at events where the BOSS project was being promoted or presented and also when key pieces of work were completed.

E-zines and reports

The website was used to provide news on the project and a mechanism for creating reports was developed so that they all would follow the same format. All of these e-newsletters are available at <https://outdoorsportsbenefits.eu/news>. These newsletters provided staged information on the work of the project and were shared by the partners to relevant stakeholders.

The e-zines also allowed the partners who may not have been involved in certain work packages or events to closely follow what was happening and keep in touch with the overall project's development.

Presentations at events and conferences

Through ENOS and their own organisations, the partners have extensive networks and partnerships and this provided a range of excellent opportunities to share information on the BOSS project. At a national, European and international level, conferences and seminars provided an opportunity to share information and emerging findings from the BOSS project. As word of the project began to spread the partners received a series of invitations to attend key events and conferences to speak about the BOSS project.

A standard template for presentations was created for all partners to use (see below) and provided the framework for all of the BOSS presentations.

Two pop up displays were created and these became well-travelled as they moved around Europe for the various events. Having templates for all of the documents, reports and presentations meant that there was good consistency in the messages for the project.

A series of infographics were also produced for the project and these are



available to download from the website at <https://outdoorsportsbenefits.eu/resources/> Infographics are a great way to communicate on complex messages such as the findings from Work Package 1 in a more simplified and user friendly format.

There were a total of 16 pan-European conferences attended at which the findings from BOSS were presented. They were held in 11 different European Countries from Sweden in the North to Portugal in the South, from the Czech Republic in the East to Ireland in the West. The list of conferences and events is detailed below:

6-10th September 2017	The 2017 Europarc conference	Portugal
27 – 29th September 2017	The 2017 Nature and Sport Euro'meet	Catalonia, Spain
13 – 14th October 2017	The Mindscape Conference	Ireland
25th January 2018	Go GREEN X Conference in Limerick	Ireland
26 – 27th March 2018	The 2018 Alparc conference	Italy
10 – 12th September 2018	The World Canals Conference	Ireland
18 – 20th September 2018	The 2018 Europarc Federation conference	Scotland, UK
26th September 2018	Euro'meet launch event, Portuguese Permanent Representation to the EU, Brussels (BEL)	Belgium
26 – 27th September 2018	The 2018 European Outdoor Summit And It's GOT in Malmo	Sweden
10th October 2018	The Outdoor Recreation Network 50 year conference	N. Ireland
11 – 13th October 2018	International Congress of Adventure Tourism and Outdoor Sports (ICATOS)	Portugal
21 – 24th November 2018	International Mountain and Outdoor Sports Conference	Czech Republic
9 – 11th May 2019	International Mountain Bicycling Association Europe Summit 2019	Denmark
24 – 26th May 2019	The 2019 Outdoor Sports Euro'meet	Portugal
30th June – 3rd July 2019	Industry breakfast conference ISPO Munich	Germany
23 – 24th May 2019	Mindscape conference, Killaloe Ireland 2019	Ireland



These events provided not only a great opportunity to showcase the BOSS project but also for partners to network and chat informally about the project, ENOS and the value of outdoor sports across a broad spectrum of people. There has been a very strong interest from these events into two key aspects of the work:

1. The findings on the social benefits from WP1
2. The methodology developed to measure social value

The partners were also involved in over 20 national and regional events where the BOSS project was presented and showcased.



Reports and Journals

At the conclusion of each of the main work packages a full report was written up as a journal and placed in the resources section of the website.

Work Package 1 produced an excellent set of resources that shows the range of benefits that outdoor sports can provide. There was so much detail in the full report that it was agreed that 2 shorter versions would be created so that these could be disseminated widely.

A print run was done to provide some hard copies of the work and these were sent to key contacts within partner countries but also to the EU Sport Unit to keep them informed of the project.

Furthermore, a table of the 133 selected studies that data was extracted from, was produced and this has been a valuable resource that can be downloaded from the website. It provides key information on authors of the selected studies, the summary of the study, key benefits identified and the subjects involved in it as well as where the full study can be accessed. This is a unique and extremely valuable resource for the research and outdoor sports sectors.

The other reports were produced as PDF's and are all available on the resources section of the website.

A series of articles on the project were also written for various publications in member states and one scientific paper has been

published in the International Journal of Environmental Research and Public Health on "Benefits of Outdoor Sports for Society. A Systematic Literature Review and Reflections on Evidence."*



*Eigenschenk B, Thomann A, McClure M, Davies L, Gregory M, Dettweiler U & Inglés E (2019) Benefits of Outdoor Sports for Society. A Systematic Literature Review and Reflections on Evidence. International Journal of Environmental Research and Public Health, 16, E937 doi: 10.3390/ijerph16060937

The abstract for this paper is as follows:

The combination of physical activity and being in nature is recognized as providing a range of significant benefits. The objective of this literature review was to compile an overview of the social benefits and costs associated with outdoor sports within the academic literature and to reflect on the quality of underlying evidence that supports the relationship. A systematic review was carried out with seven partners from different European countries, including Bulgaria, France, Germany, United Kingdom, Italy, Portugal, and Spain. From a total of 17,560 studies identified, 133 studies were selected with relevant data extracted to standardized forms. The selected studies have been analysed with qualitative research methods. A meta-analysis could not be conducted due to the heterogeneity of the study designs and outcome measures. As a result, the review gives an overview of the social impacts associated with outdoor sports which have been clustered to six broad categories: physical health, mental health and wellbeing, education and lifelong learning, active citizenship, crime reduction, and anti-social behaviour, as well as additional benefits. The review furthermore revealed gaps in the evidence base which are especially notable in the long-term effects that outdoor sports can have on personal and social development.

Keywords: outdoor sports, outdoor recreation, health enhancing physical activity, social benefits and costs or social impacts, outdoor education

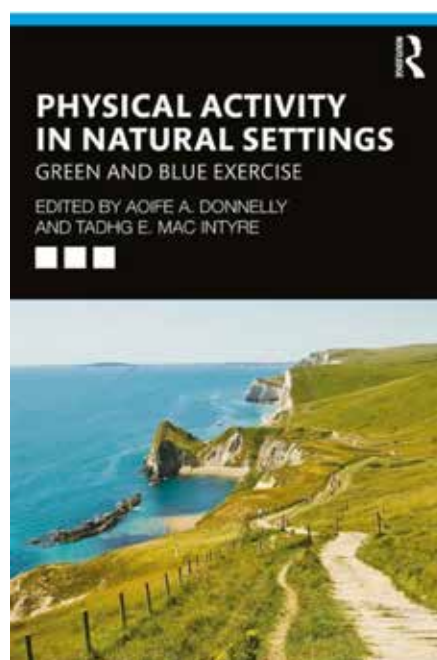
This was the first published paper on the project and it was very positive to have it accepted for publication. The academic partners in the project have all written further papers on elements of the work and will be submitting these for further publications.

Each of the case studies that tested the methodology in Work Package 3 were written up as short “stories” and sent to various media outlets at a regional and national level.

Another significant output from the project was that an invitation was issued to Barbara Eigenschenk from Technical University Munich to provide a chapter to a book that was being published on Physical Activity in Natural Settings*. This chapter used information from the research phase of work package 1 to provide key information on “Why Outdoors?”

The book was launched in November 2019 and highlights that “*exercise interactions with green and blue spaces offer low-cost, non-invasive solutions to public health challenges—particularly around mental health and obesity—and issues around environmental sustainability. Physical Activity in Natural Settings brings together multi-disciplinary, international research on physical activity, health and the natural environment, offering evidence-based guidance on implementing nature-based solutions at individual, patient and population levels.*”

This book is likely to become a significant resource within academic circles for students studying sports development, health, psychology, and management. Having a key chapter that outlines the BOSS project ensures that the project will be recognised and accessed beyond the timescales of the funding from the European Commission.



*Physical Activity in Natural Settings Green and Blue Exercise ISBN-13: 978-1138894310

The Toolkit



The primary output from the BOSS project is a downloadable toolkit that enables others to utilise the methodology developed to undertake studies into the social value of outdoor sports for themselves. The

toolkit is divided into six chapters with the first five outlining the background to the methodology. Chapter six is then further subdivided into nine sub sections that go through the process required to undertake a study into social value.

These are:

1. Establishing the scope
2. Identifying key stakeholders
3. Identifying and recording key benefits and outcomes
4. Engaging with participants and stakeholders
5. Gathering Data
6. Analysing the data
7. Valuing benefits and outcomes
8. Identifying inputs / costs
9. Reporting

The toolkit aims to provide practical advice and guidance into how to undertake what can be a fairly complex process. It is written in a way that is accessible for all and uses the 12 case studies that were developed through Work Package 3 as examples throughout the document.

It also provides a question bank for any surveys that will be done and there is an excel sheet available on the website that can be used to analyse the data provided by surveys.

A training event was advertised and took place in Brussels in November 2019 at the

Offices of the NI Executive in Brussels. This event was extremely successful and brought together 35 delegates from 13 different EU countries and 3 pan European organisations. The delegates were from a number of sectors that have an interest or involvement in outdoor sports including policy makers, local and regional authorities, sports federations and clubs, environmental organisations and outdoor sports businesses.

The workshop highlighted the work of the BOSS project and showcased the draft toolkit that has been developed but also provided an opportunity for delegates to give feedback on it to go into the final version. The event was supported by Prozis, Vaude and Salomon companies who provided promotional material for the event and the project.

Following the revisions, a final version of the toolkit was created and subsequently was widely distributed across Europe. The range of organisations and individuals that it went to are highlighted in the key audiences section of this report via contacts that are held by ENOS or by the partners directly.

<https://outdoorsportsbenefits.eu/toolkit/>

Sustainability

The BOSS partners hope that many other outdoor sports organisations will seek to use the toolkit and that there will be more case studies that can be highlighted on the BOSS website going forward. The partners are all member so ENOS and have committed to retaining the website and promoting the project.

A number of the partners have already indicated that they intend to use the toolkit going forward and it was agreed that a dedicated section of the website would be made available to add further case studies on to.

The project provides good opportunities for organisations and projects to assess the value of outdoor sports in a standardised manner and also to use the BOSS website and ENOS to communicate what they have done.



APPENDIX

Appendix 1 Contacts for dissemination plan

Partner	Organisations	Individuals	Students
CREPS	36 National Outdoor federations in France (28,000 clubs) 90 local government organisations 150 regional or departmental collectives 17 CREPS 17 outdoor instructor unions 10 national agencies 6 sport universities	3500 (subscribers to the PRNSN letter) 45,000 unique visitors to the PRNSN website	
Sport NI	23 National Federations in NI / Ireland with over 300 clubs 24 statutory agencies 180 activity providers 38 non-government organisations	500 outdoor enthusiasts via Tollymore National Outdoor Centre	University of Ulster – 100 sports science students
TUM	65 faculties of sport science in Germany 2 partner organisations TUM (ski instructor - & mountain guide association) 1 DOSB 3 Outdoor sport organisations (DAV, DKV, DSV) 1 ASH 1 DVS	2500 researcher 500 mountain guides 14000 ski instructors	Ca. 2750 TUM students, sport science
SHU	SIRC website and SHU communication channels. Prominent UK organisations involved in outdoor sport policy or provision (national agencies c.8, Community Sport Partnerships (43), National Governing Bodies (c.20+ outdoor sport organisations) etc. High profile networks and organisations e.g. Outdoor Industries Association, Outdoor Recreation Network etc. Universities with a reputation in the field of Outdoor Sport / Recreation (c. 12) to disseminate to their networks. 10 founding members of the Outdoor Recreation Research Group (ORRG) to disseminate to their personal and professional networks (twitter followers 4,000+)	Estimated combined circulation in excess of 8,000 individuals	SHU 30,000 students (2,000+ in sport).
NSA	Bulgarian Ministry of Tourism Bulgarian Ministry of Sport Bulgarian Ministry of Education and Science National Association of the Municipalities in Republic of Bulgaria Association for University Sports "Academic" (52 Universities) Bulgarian Association of Travel Agents (BATA) (47 agencies) Bulgarian Ski School association (incl. 37 ski schools)	2500 ski instructors from the Bulgarian Ski School association	2500 students from National Sports Academy "Vassil Levski" More than 4000 students from the Association for University Sports "Academic"

Partner	Organisations	Individuals	Students
INEFC	Sports sciences universities in Catalonia (8) and Spain (47) Sports sciences chartered institute in Catalonia (4000 registrations) and in Spain 430 activity providers registered in Catalonia Catalan Outdoor Sports Federations (12)	1000	INEFC Barcelona + INEFC Lleida (1200 students)
SCV	56 Portuguese Sport Federations 14 Members REDESPP (Network of Schools with Training in Public Superior Education Sports); 1858 Tourist Entertainment Agents 13 National Official Authorities; 2500 Subscribers of the Newsletter of City Council of Viana do Castelo; 192 Local Associations; 34 Newspapers; 9 Radios; 9 Magazines; 8 Televisions; 2 News Agencies.	5549 followers of Surf Clube de Viana Facebook page 1761 followers of Surf Clube de Viana Instagram page	
UCPA	French Ministry of education French Ministry of Sport French Ministry of Agriculture 20 Sport federations 40 Territorial collectives	80 holidays centres and their employees	UCPA training organization and their 1600 students
EOG	All 106 members of the EOG, comprising of 96 primary contacts (CEOs, GMs, owners) of the largest outdoor brands and 10 associate members/ national outdoor associations. 1700 individuals who have subscribed to the monthly EOG newsletter. Further, non-personal dissemination of results/highlights with links to BOSS website through social channels such as Twitter and LinkedIn. The European Outdoor Conservation Association (EOCA) and It's Great Out There Coalition INPA have agreed to help with the dissemination to 5k respective 5k individual email addresses.	106 EOG members 1700 EOG newsletter subscribers 5k EOCA newsletter subscribers 5k IGOTCo newsletter subscribers	
Lombardia	44 Sports Federations 19 Associated Sports Disciplines 15 Sports Promotion Bodies 65 skiing schools 7 alpine skiing schools 89 hostels 176 mountain shelters Institutional contact: CONI (Italian National Olympic Committee)	106,100 fans of Regione Lombardia Facebook page 616,00 followers of Regione Lombardia twitter account 7,670 followers of Lombardia Speciale Facebook page 1,075 followers of Lombardia Special Instagram page Almost 900,000 affiliated athletes	
ENOS	28 National ministries of Sport in the EU Member states 240 National Federations for a range of outdoor sports Request to Europarc Federation to disseminate it to their members (400 National Parks and protected areas) All ENOS members Olympic Committees of the 28 member states	All 747 MEP's 4000 individuals who have registered an interest on the ENOS	



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