

# “BE INSPIRED TO GET ACTIVE”

**GERMAN SCHOOL CLASS  
CROSSES THE ALPS**

**ITALIAN TEENAGERS  
BIKE ALONG  
THE DANUBE**

**THOUSANDS  
OF STUDENTS  
LEARN CANOEING  
IN ENGLAND**

**DUTCH FAMILIES  
DISCOVER  
“NEIGHBORHOOD  
CAMPING”**



### 3 QUESTIONS TO ANDREW

#### Can you describe the It's Great Out There Coalition in three sentences?

Our goal is to inspire generations of Europeans to embrace the outdoors. As an organization, we are an International Non Profit Association run by a volunteer board of experienced industry directors. We work in partnership with European, national and regional authorities, all of the outdoor recreation industries, non-profit associations and – last but not least – directly with the public.

#### In what way is this important for the outdoor industry?

To get more people active outdoors is not only good from a strategic perspective, but also as a way to take responsibility. The health benefits of being out in nature are scientific facts, and when so-called lifestyle diseases like obesity are growing across Europe, we can make a positive difference. The outdoor industry is known to “punch above our weight” – what we do will have an impact in society.

#### What strategies does the coalition work with to achieve its goals?

Through our grants, we want to inspire young people to get active and access the outdoors for the first time, particularly those who are based in the inner cities or live in other circumstances that make this difficult. To create and highlight events, also from our members, are other important tools. And spreading the message – through our own social media channels as well as via political lobbying on all levels.

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Initiated by the



EUROPEAN  
OUTDOOR  
GROUP

The It's Great Out There Coalition is together with the photography community Unsplash launching a collection of inspirational images that show what #itsgreatoutthere means to people around the world.  
[unsplash.com/itsgreatoutthere](http://unsplash.com/itsgreatoutthere)