



#ITSGREATOUTTHERE

WHAT IS AN OUTDOOR ACTIVITY DAY?

The Coalition makes a difference one day at a time by delivering Outdoor Activity Days, which are targeted physical activity interventions in nature aiming to get citizens active sustainably, inclusively and responsibly.

Any organisation or individual can choose to donate any number of Outdoor Activity Days to the Coalition. For each donated Outdoor Activity Day, the Coalition will ensure that one person spends one day in nature in line with our minimum requirements and, to some extent, donor preferences.

The Outdoor Activity days are delivered through the #itsgreatoutthere grants programme.

WHY OUTDOOR ACTIVITY DAYS?

The key benefits of streamlining our activation efforts through Outdoor Activity Days are:



Activation, inclusion and conservation

To maximise impact by focusing on activation, inclusion, and conservation simultaneously.



A quality standard

To set a quality standard for outdoor activation projects.



A currency for Coalition membership

To serve as a clear and understandable currency for membership contributions.



A performance indicator

To introduce a clear and measurable performance indicator that highlights the impact of every donation and plays a role in European advocacy.

€40 EQUALS ONE OUTDOOR ACTIVITY DAY

One Outdoor Activity Day represents a financial value of €40. This figure is calculated following an assessment of a combination of factors, including: the average cost of a day's activity from supported projects in past years; the estimated cost per person of a fully guided day of activities for a group of at least 10 people (including transportation); and expenditure related to the #itsgreatoutthere grants programme and other Coalition activities.

ABOUT THE COALITION

The It's Great Out There Coalition is a unique not-for-profit collaboration on a European level launched by the outdoor industry in 2017, to increase public awareness of the benefits and positive impact of outdoor activities for individuals and for society.

The Coalition provides a platform for a wide range of industry actors including public and private, for-profit and not-for-profit stakeholders, coming together to promote their common mission: getting Europe active outdoors.

CONTACT

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HOW TO GET INVOLVED?

Donate and become a member or apply for a 2021 #itsgreatoutthere grant. The deadline for submitting grant applications is 31st March.

MORE INFORMATION

Find more information and updates on the Outdoor Activity Days via www.itsgreatoutthere.com.



itsgreatoutthere.com



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