



5TH



OUTDOOR SPORTS EURO'MEET 2019

SUMMARY REPORT AND KEY RECOMMENDATIONS

THE LARGEST EUROPEAN CONFERENCE ON SUSTAINABILITY AND OUTDOOR SPORTS!



European Experts



Conferences



Posters



Workshops



Networking



Practical Site Visits



#BEACTIVE,
BE HEALTHY,
BE OUTDOORS



BLUE
GROWTH



URBAN
OUTDOOR



INCLUSIVE
OUTDOOR



ENOS
European Network
of Outdoor Sports



VIANA DO CASTELO



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de Deportes e Lazer



SURF CLUBE
DE VIANA



EUROPEAN UNION



#BEACTIVE5
EUROPEAN WEEK OF SPORT
23 - 30 September



www.euromeetviana2019.eu



Centro Cultural de Viana do Castelo

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THE 5TH OUTDOOR SPORTS EURO'MEET

The 5th Outdoor Sports Euro'meet was held in Viana do Castelo, Portugal, from 23rd to 26th september 2019 with 492 delegates from 18 different countries at the event.

Four themes were explored throughout the event:

1. **#BeActive, be healthy, be outdoors**
2. **Urban Outdoors**
3. **Blue Growth**
4. **Urban Outdoors**

As a result of the Euro'meet, the delegates worked collaboratively to develop a series of 26 key recommendations that are detailed in section X of this report.

14 of the recommendations are for the European Network of Outdoor Sports (ENOS) and will help form the work programme for the ENOS Management Committee who meet 3 times per year. The management committee members are all volunteers and ENOS has only 1 part time officer (provided by the CREPS Rhone Alpes in France) which means that the capacity to deliver on these is somewhat limited. However, members are fully committed and enthusiastic practitioners in outdoor sports and so will endeavour to prioritise and work through the actions.

12 actions were identified as key recommendations that should be sent to the EU Sport Unit which sits under the Directorate General for Education Youth Sport and Culture (EAC).

As well as the recommendations there were some key principles emerging that can apply across all 4 themes.

→ Multi-disciplinary approaches are essential and create a stronger voice for the outdoors. Working together in partnership brings added value for all.

→ All outdoor professionals and organisations should seek to influence both the EU and national authorities by speaking their language and focusing in on strategic priorities including health, environment, youth employment, economy, climate change, social inclusion.

→ There are opportunities to bring outdoor sport/activity to the daily life of people by developing access to more green and blue spaces, to the outdoors in both urban and rural areas and to re-think the design and development of outdoor facilities.

→ Outdoor education and enhance outdoor physical activity opportunities in schools was highlighted as essential in a number of workshops.

→ Promote active travel and learn from places that do this well.

→ Reducing entry barriers - investing in prevention rather than cure. Using evidence to support health promotion.

→ Urban Outdoor Sports must be understood as an open concept including every physical outdoor activity, in parks, streets, rivers, lakes in urban areas.

→ Outdoor and especially nautical based tourism and hugely important sectors for economic growth.



5TH



OUTDOOR SPORTS EURO'MEET 2019

24→26 SEPTEMBER
VIANA DO CASTELO PORTUGAL



INTRODUCTION

The Outdoor Sports Euro'meet is a biennial event that is under the developed and managed by the European Network of Outdoor Sports (ENOS) in partnership with a local authority. Previous editions were held in France, Slovakia, Northern Ireland and Catalonia.

The 5th Outdoor Sports Euro'Meet was organised by the City Council of Viana do Castelo, the ENOS, the Portuguese Institute of Sports and Youth, the Porto and Northern Portugal Tourism Entity, the Sports and Leisure Superior School of the Polytechnic Institute of Viana do Castelo and Surf Clube de Viana.

The programme for the event which was based at the Viana do Castelo Cultural Centre, consisted of keynote speakers, presentations, poster presentations, networking, workshops and outdoor experiences. It had over 60 speakers, including experts from across EU member states.

The 4 themes had been jointly agreed by ENOS and the Viana do Castelo local management committee and reflect key issues and opportunities for the development and management of outdoor sports at a local, regional and pan European level.

François Beauchard, Chairman of the European Network of Outdoor Sports (ENOS), highlighted that "the Euro'Meet in Viana do Castelo will be a great opportunity and a reference for the development of outdoor sports in Europe. He explained that the event gave special emphasis to the importance of coastal activities especially as Europe develops its blue growth policies but also the importance of water sports as a way of educating and socializing generations of young people who have been losing touch with nature."

François noted that "Viana do Castelo also stands out for being an exemplary community in the European panorama of nautical activities, as it has been able to develop, in partnership with other entities, successful projects aimed at its younger generation".

In agreeing to host the Euro'meet José Maria Costa, Mayor of Viana do Castelo explained that "Through the investment we have made with Nautical activities in Schools, we have witnessed a sustained development of surfing, rowing, canoeing and sailing. We believe this project can be inspiring to other places, as it currently reaches 2,226 students. He added "we want to promote a municipality that is friendly to sport, the environment and healthy lifestyle habits, so hosting Euro'Meet, Europe's largest outdoor sports and sustainability conference, makes perfect sense. It will be a unique opportunity for sharing and learning".

This 5th Outdoor Sports Euro'meet was accredited by the Portuguese Institute of Sports and Youth, as continuous training for coaches, general training component. It is also certified by the Sports and Leisure Superior School of the Polytechnic Institute of Viana do Castelo, for the teachers of all levels of education in the areas of Sports / Physical Education.

At the opening conference, Vítor Pataco, president of the Portuguese Institute of Sport and Youth (IPDJ), who also spoke on behalf of the Minister of Education and Sport, Tiago Brandão Rodrigues, said, "The Outdoor Sports Euro'Meet 2019 is packed with excellent speakers which will address outdoor sports from the perspective of exercise and physical activity, employment and economics, tourism, environmental sustainability, etc. Different perspectives highlighting the value and positive impact that outdoor sports can have on building a happier and healthier European society".

José Maria Costa, mayor of Viana do Castelo, said that "Viana do Castelo is a sport-friendly municipality and it intends to be an inclusive and opportunity-based municipality for all". He also stressed that "the urban requalification and the river and maritime riverside front is an incentive to the practice of sport. The city has the promotion of health and healthy lifestyles in its strategy. It is the founder of the currently designated Portuguese Healthy Cities Network and also belongs to the European Healthy Cities Network".

François Beauchard highlighted the role of ENOS in bringing together experts and enthusiasts to network, share ideas and developments and then to take that learning back to their own situations. He also noted that ENOS has been working with Viana do Castelo over a number of years and that the ENOS Board members had always been made to feel extremely welcome in Viana. He congratulated the Mayor and the team for the efforts that they had made in putting together the event and highlighted that everyone present could not fail to be impressed by the energy and enthusiasm of the hosts.

KEYNOTE SPEAKERS



Goretti Silva

Project manager and professor at the Polytechnic Institute of Viana do Castelo

The TURNOUT project aims to enhance the northern region as a sustainable outdoor tourism destination, focusing on: analysing and evaluating both resources and supply in this area; analysing and segmenting tourist demand; creating georeferenced information on supply relevant to demand; identifying and characterizing strategic areas for the development of outdoor tourism; and developing a geographic information system.



Teresa Ferreira

Coordinator of "Portuguese Trails, Turismo de Portugal

Portuguese Trails is an initiative that aims to increase cycling and walking flows for all regions of Portugal, including archipelagos, and to offer experiences throughout the year, thus decreasing seasonality. The project "involves 301 companies, 215 programs and 34 routes, with 425 cycling and walking trails".



Aurélien Favre,

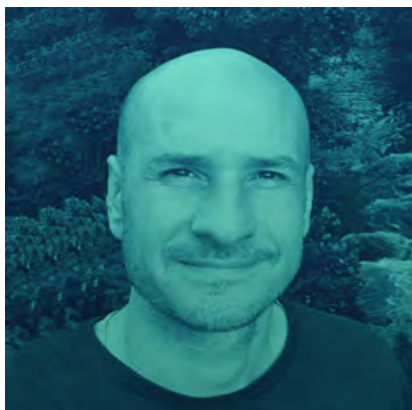
Director of the European Observatory for Sport and Employment

Aurélien presented the ESSA-SPORT project. This is the first research on employability in sport and physical activity in Europe.

He highlighted that in 2018, the sports sector of the European Union's labour market employed 1,765,728 people of which 54.4% were male and 45.6% female. This sector had grown by 19.2% from 2011 to 2018 and 62% of this employment is concentrated in just four countries: United Kingdom, Germany, Spain and France. The most employed age group (53%) was between 25 and 49 years old. 55.6% of those surveyed were in full time employment and 44.4% in part time employment.

He also noted that from 2011 to 2018, the fastest growing occupation (85%) included sports coaches, instructors and staff.





Arne Strate

General Secretary of the European Outdoor Group (EOG)

The EOG is the representative body for the outdoor manufacturers and retailers in Europe and represents a multi-million Euro industry. He noted that without nature and participants this industry would not exist, and it was important to keep that within their focus. He highlighted that consumers are increasingly concerned about environmental sustainability and so the outdoor industry had to adapt to meet expectations.

He noted that by 2030, sustainable companies should be able to operate within larger constraints in a sustainable and transparent world. He explained that there are three fundamental pillars of the future outdoor industry: "Do business right; preserve the outdoors; get Europe outside!"



Antoine Le Bellec

Secretariat of ENOS

Antoine highlighted the work that ENOS had been doing with the EUROPARC Federation (The European network of protected areas) to develop a code of conduct for outdoor sports in protected natural areas. The main message from this partnership was: "We must keep the environment in our hearts."

www.outdoor-sports-network.eu



BOSS

The Benefits of Outdoor Sports for Society (BOSS) project.

Speakers were Andreas Thomann, of the Technical University of Munich, Germany, Maxime Gregory, of Sheffield Hallam University, and Mike McClure, of Sport Northern Ireland, both in the United Kingdom. They stressed that among the main benefits of outdoor sports are: "mental health and well-being; physical health, community, education and lifelong learning and environmental benefits." The BOSS project has provided robust evidence on the range of benefits of outdoor sports and the toolkit for evaluating these will be launched in November 2019.

www.outdoorsportsbenefits.eu



KEYNOTE SPEAKERS FOR THE THEMES



BeActive, Be Healthy, Be Outdoors

Ronaldo Gabriel

University of Trás-os-Montes e Alto Douro (Portugal)

Ronaldo's session was focused on the Ecosystem's Health Services and Outdoor Sports. He explained how the outdoors can be a natural and emerging win-win strategy for sustainable development. He showed that the balance of evidence conclusively indicates that knowing and experiencing nature makes us generally happier, healthier people.

He highlighted the values associated with knowing, perceiving, interacting and living within nature, and went on to explain how outdoor sports can effectively provide these opportunities.

He explained how the World Health Organization's recommendations for physical activity take into account the "Paleolithic lifestyles" for which our genetic makeup was originally designed. Human beings have been living during thousands of years in physically demanding lifestyles in outdoor settings and it is only in the recent past that this has changed to an inactive indoor lifestyle. This has been shown to be a significant factor in many widespread chronic diseases and conditions. He concluded by explaining that as humans evolved to be active for play or necessity, efforts to promote exercise will require altering environments in ways that compel people to be active and to make exercise fun.



Blue Growth

Eric Banel

Directorate of the South Atlantic Sea (France)

Eric Banel highlighted the work that is currently taking place in the Southern part of the French Atlantic coast on marine Spatial Planning. He highlighted that MSP had 4 key objectives:

1. Reduce conflicts between sectors and create synergies between different activities;
2. Encourage investment;
3. Increase cross-border cooperation between EU countries;
4. Protect the environment.

He highlighted that 64% of maritime employment is based on coastal tourism in marine areas on the Atlantic coast of France and so the tourism and activity sector is of very significant importance. Part of the planning process has been to undertake an important mapping of activities and sites. He noted that there is an impressive network of professional centres and federations with more than 2000 monitors, 86 sailing centres, 55 dive centres, 20 kite-surf schools all operating in this stretch of coastline. Alongside this are aquaculture new marine based energy schemes and fishing. Therefore the importance of cross sectoral engagement in maritime spatial planning cannot be over emphasised.



Urban Outdoors

Jacob Schouenborg

General Secretary of the International Sports and Culture Association

Jacob began by highlighting that “Public Space will change the perception and understanding of sport,” but added that “hopefully sport will change the perception and usage of Public Space”.

He explained that a wider definition of sport is important as it needs to include all grassroots sport and recreational physical activity. He noted that while 70 million Europeans are members of a sport club, a further 135 million are doing sport and physical activity elsewhere.

He highlighted a three phased approach to developing greater levels of sport and physical activity in urban areas:

Hardware – the infrastructure and facilities;

Orgware – the capacity of grassroots sports organisations to deliver;

Software – the programmes, guidance and information.

He also showcased 3 cities that have made a significant effort to engage their citizens with sport.

1. Paris – has self declared as the best running city and has ensured that there is a #movement facility within 5 minutes for all citizens;

2. Bogota – has developed Ciclovias which take place on Sundays from 7AM to 2PM. They involved changing dedicated traffic areas into dedicated recreational spaces. They are much more than just about cycling;

3. Barcelona – Superblocks where the infrastructure is traffic free and focused on activating the local population.

Jacob highlighted an EU project that they have developed called “Movement Spaces Project” [<https://movementspaces.isca.org>].

He concluded by highlighting a new initiative called “Open streets day” with the first episode being on 27/09/2019.



Inclusive Outdoors

Joel Pereira

Polytechnic of Viana do Castelo, Polytechnic of Porto and Polytechnic of Bragança

Joel explained that sometimes our perception of reality can be very different from those with a disability. He outlined the importance of considering how to best adapt facilities, equipment but also technology to more effectively engage and provide opportunities for all. He noted that public policies and perceptions are slowly changing and that across Europe there is now good guidance on accessible sports facilities. However, he noted that this had not yet extended to the outdoors sector and there was much work could be done in this context.

He reminded that the numbers of older people across Europe will significantly increase in the next 10 years and this presents a range of challenges and opportunities for the sports sector in delivering appropriate opportunities.

This could be seen in the tourism sector where according to the Adventure Tourism Development Index (2012), adventure sports grew by 17% between 2009 and 2010 with the adventure component making up 25% of tourists' experiences. By 2050 the adventure component is expected to account for 50% of the reasons for choosing tourist trips.

Sport is therefore playing a prominent role in the tourism industry but also that tourism is also causing the development of sport as tourism organizations seek to diversify the sporting activities offered.

Sports tourism needs to focus on accessibility as a key issue to ensure that it remains relevant in the sector.



SITE VISITS AND ACTIVITIES

16 different activities were organised during two time slots at the Euro'meet. These provided extremely valuable opportunities for networking, discussion on issues, sharing information and to see the range of opportunities that Viana has for both tourists and local people. The activities also ranged from very active through to more leisurely to accommodate everyone's needs. This concept of having a very broad offer of outdoor sport opportunities was very well received by the delegates and ensures inclusivity and a chance for everyone to participate no matter their age or ability.



Sailing experience

*Clube de Vela de Viana do Castelo
(Sports Club)*

Delegates were taught the first steps in the art of sailing and the basic concepts of navigation, use of wind and boat steering.



Kayak experience

*Darque Kayak Clube
(Sports club)*

Delegates were taken on a tour of the River Lima on a kayak. They were shown how to manoeuvre the sit-on-top kayaks.



Surf experience

*Viana Beach Centre
(Commercial provider)*

Delegates were taught the basic techniques of surfing and ride the waves! They learnt take off (standing up), manoeuvring and how to glide on top of a wave with style.



Trail - Run or Walk

EDV (Commercial provider)

A guided run or walk through the trails and hills of Santa Luzia was provided that was 12km long, with a low level of difficulty and mostly in the shade.



Canyoning experience

Tobogã (Commercial provider)

Delegates got to explore the National Park Peneda-Gerês with a Canyoning guide: a premium nature and adventure tour experience.



Yoga and trekking

Lethes Go

Bom Caminho! This activity provided delegates with the chance to experience Caminho Português de Santiago (the famous St. James Way).



Bike tour and wine tasting

Feel Viana Hotel

This tour started with wine tasting at Quinta do Ameal, in Ponte de Lima. Then the delegates cycled the 30km riverside trail along the river Lima. For some reason this was very popular!!



Horse riding on the Caminho de Santiago

Viana Equestre

Delegates got to ride on horseback along the north coastline of Camino de Santiago trails. Skills in controlling the horse were also provided.



Fat Bike Wild Tour

Portugal Active

This activity catered for beginners, who wanted a new biking experience. The trail provided a unique chance to get to beaches and hidden dune trails.



Bike Tour Geo Parque Litoral Norte

Viv'Experiência

This was a 17km circular bike trail between Viana do Castelo and Carreço. The trail took delegates alongside the river and ocean to the Littoral Geopark of Viana do Castelo.



Cruising the River Lima

Irmãos Portela

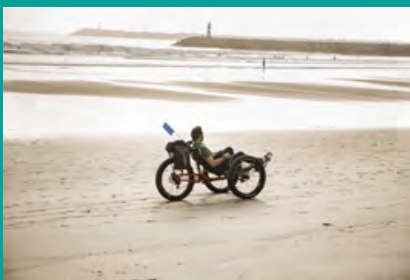
This boat tour took delegates along the river Lima with story telling, green wine tasting on board and a local music show.



Urban trekking

Viv'Experiência

A 10km city walking tour in Viana do Castelo was provided to showcase its major attractions and the beautiful surrounding landscape.



Trike/Handbike / Joelette

Mobilitas

This guided activity took in the Cabedelo beach area and provided opportunities for delegates to see how people with accessible needs are catered for through cycling.



Adaptive surf

Surf Clube de Viana

Delegates were able to participate in an adapted surf workshop that included a surf session directed to people with physical or mental disabilities.



Senior surfing

Surf Clube de Viana

This class was specifically for delegates over 50 years old, you can take a surf beginners class. It's never too late to start surfing!



FINAL REMARKS

Dr Tadhg McIntyre

(GoGreen Ex Network)

Tadhg provided a synthesis of the event and gave his perceptions having observed at the event for 3 days. He firstly noted that the Municipality of Viana had set the bar very high for future editions of the Outdoor Sports Euro'meet and acknowledged the effort and energy that had gone into every aspect of the conference.

He then went on to congratulate both the speakers and the delegates for the energy and enthusiasm with which they had engaged with the topics being discussed.

Tadhg highlighted that ENOS could also stand for Everybody in nature doing outdoor sports and explained that outdoor sports can provide nature-based solutions to many issues at a societal level. He outlined the UN Sustainable development goals and challenged delegates to think about how outdoor sports can be mapped to these various goals. He outlined just how much synergy that there is between all that we had heard at the conference and sustainable development.

He particularly highlighted the need to provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities.

Tadhg also challenged delegates to explore the digital world and consider how Immersive Virtual Reality and even simply images can reduce barriers to participation.

He outlined work that has been done by the Gogreen Ex network on a study of extreme sport athletes' nature interactions and how being in nature provided them with challenge, effective coping, resilience, restoration and positive emotion.

The Euro'meet has provided great opportunities to grow, move, feel and know in and about nature. It has connected people with each other and forged new friendships and opportunities for collaboration and impacted our sense of well-being through the activities and opportunities that we have had.





EURO MEET 2019

KEY RECOMMENDATIONS

At the conclusion of the conference delegates got together in working groups to review the key findings and outcomes from the presentations from each of the themes. As a result they developed 26 key recommendation both for ENOS and its members but also to share with the European Commission Sport Unit.

The recommendations for ENOS will be further reviewed and prioritised by the management committee and will form the basis of its work programme for the next 2 years.



THEME 1 #BEACTIVE, BE HEALTHY, BE OUTDOORS

6 KEY RECOMMENDATIONS WITHIN THIS THEME



FOR EU SPORT UNIT

- 1 The EU Sport Unit should develop proposals that influence planners and possibly develop a directive which requires them to develop outdoor spaces.
- 2 The EU Sport Unit should promote the value of outdoor education. It should recommend that schools have an outdoor club/group, outdoor learning space and that all children should have access to outdoor education programmes.
- 3 Support the professionalisation and recognition of people working in the sector and develop mechanisms to coordinate and share standards for each country.

FOR ENOS

- 4 ENOS should be the catalyst for driving the sector forwards through the sharing of good practice, successes and develop opportunities for integration and collaboration.
- 5 Consider research into carrying capacity for natural sites – a potential project with the Europarc Federation.
- 6 Promote the importance of equal access for all to the outdoors (not just educated, affluent, males... etc).



THEME 2 **BLUE GROWTH**

7 KEY RECOMMENDATIONS WITHIN THIS THEME



FOR EU SPORT UNIT

1 There should be a directive that all children in the EU should have access to swimming lessons and be able to swim before leaving primary school

2 THE EU Sport Unit should showcase the triangular approach that was created by Viana do Castelo and ensure that there is cooperation between municipalities / schools and education and the sports club sector to ensure better access to outdoor sports

3 It was noted that the DG Mare mission statement includes the phrase "...This involves promoting an integrated approach to all maritime policies with a view to foster the blue economy..."

It is recommended that the outdoor sports industry and activity providers are included in all stakeholder engagement. While this happened in some member states, it did not seem to be guaranteed in all.

Involving all these stakeholders in the decision-making BEFORE the investments are done. Is critical in ensuring sustainability.

It is important that the responsibility of developing the blue economy is fully supported by the communities and local people who really know the environment and the area.

4 The management of waterways across European member states is very different and often extremely complex. It is recommended that the EU promote the value of having one inland water authority in each member state and 1 marine development organisation.

FOR ENOS

5 Nautical activities and water sports are important outdoor sports. ENOS should ensure that there are future opportunities to develop the blue growth theme at seminars and the next Euro'meet.

6 Coaches: not only physical or technical training but also formation in terms of environmental awareness and protection / tourism development

7 Facilitating the access to watersports for all Quality of watersports facilities / identifying them in Europe



THEME 3 URBAN OUTDOORS RECOMMENDATIONS

5 KEY RECOMMENDATIONS WITHIN THIS THEME



FOR EU SPORT UNIT

- 1 Create a directive requiring all urban planning to include the geographical proximity of outdoor places that allow communities to play, enjoy, move and have physical activity.
- 2 In line with 3.1 highlight that public spaces must be dedicated primarily to people instead of cars in urban areas. The urban outdoor concept must be developed through planting trees and developing new natural areas in urban areas. These can cost considerably less than any sport building and have added value of being net contributors to a healthier air quality and environment.
Experiment with the closure of roads in main cities and restrict access to "movement" or transport that involves physical effort and natural movement on a regular basis and not just for a one day gimmick
Involve people in the use of public spaces as it is done in some countries.
- 3 Create a mechanism to evaluate sustainability and wellbeing for people from every new urban development. Ensure that the mechanism is applied to all new urban developments.

FOR ENOS

- 4 ENOS should promote the importance of engaging all partners and citizens in the outdoors. There needs to be recognition that sport can be developed in a range of ways and not just through traditional formal clubs or federations. New initiatives should be more encompassing and create innovative ways of engaging people with outdoor sports in urban environments.
- 5 ENOS should develop actions and initiatives that are dedicated to specific demographics including females, families, young people and people that are disadvantaged.



THEME 4 INCLUSIVE OUTDOORS RECOMMENDATIONS

8 KEY RECOMMENDATIONS WITHIN THIS THEME



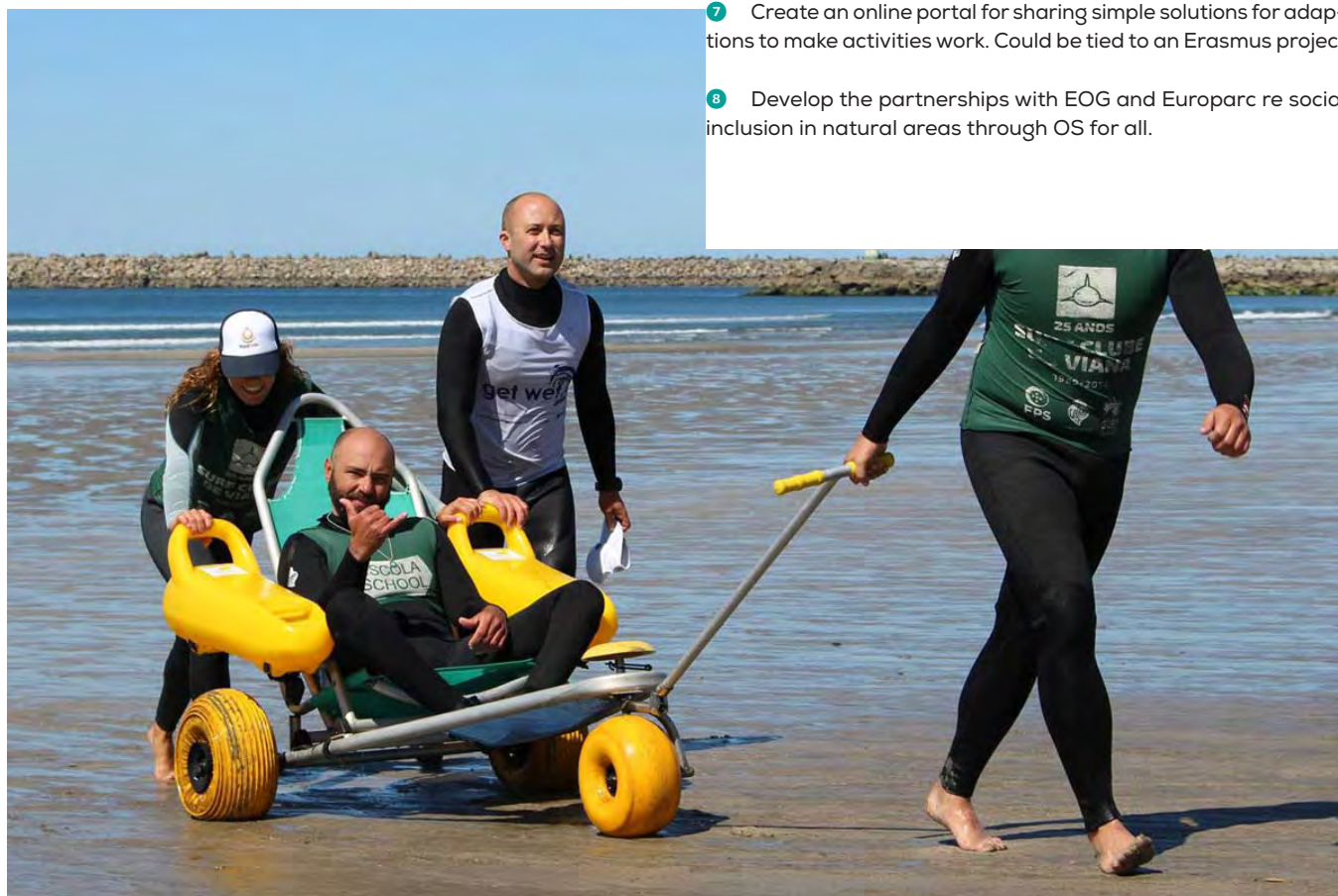
FOR EU SPORT UNIT

- 1 Have an Erasmus Plus programme specifically targeted towards inclusion
- 2 Develop a directive on the importance of public lands for sport and recreation and requiring Local / National Authorities not to privatise or sell public lands for development.
- 3 Develop a directive on disability inclusion for public parks and open spaces where appropriate.

FOR ENOS

- 4 Develop training in inclusion (Potential Erasmus project):
 - Map the training programmes available in each country (very complicated) and create greater visibility for the training systems in various countries
 - Training of trainers of professional instructors in disability awareness
 - Developing coach / instructor training opportunities for migrants.
 - Potential to develop more exchange programmes between countries to develop knowledge and skills in this sector.
 - Need
- 5 Engage with DG MARE to ensure that all Marine Spatial planning processes fully engage with Outdoor Sports
- 6 Develop an award in partnership with EOG for the company that makes the best piece of accessible equipment that is useful for all. This could be done by categories and could be the ENOS inclusion award and given out at ISPO. Also highlight that there should be a multi-use aspect for it

The principle should be that accessibility makes life easier for everybody
- 7 Create an online portal for sharing simple solutions for adaptations to make activities work. Could be tied to an Erasmus project
- 8 Develop the partnerships with EOG and Europarc re social inclusion in natural areas through OS for all.





FICA NO CORAÇÃO

QUEM GOSTA VEM.
Quem ama fica.



RECOMMENDATIONS FOR VIANA DO CASTELO



THEME 1 **#BEACTIVE, BE HEALTHY, BE OUTDOORS**

- ❶ Implement the practice of outdoor activities in primary schools as part of a local program for young children to promote outdoor education.
- ❷ Conduct research to assess social and cultural constraints on outdoor practice leading to the conception and implementation of programs to increase participation.
- ❸ Evaluate and make arrangements on walk and bike lanes to assure safety and promote healthy habits in mobility and climate change mitigation.
- ❹ Conceive a comprehensive strategy to associate non-communicable chronic diseases prevention with outdoor sports through the implementation of a local pilot program resorting to physical activity on prescription model.



THEME 2 **BLUE GROWTH**

- ❶ Develop a permanent task force to monitor, coordinate and stimulate water sports in the municipality.
- ❷ Create an outdoor sport brand for the development of a water sports destination building on its inherent natural assets and existing infrastructure.
- ❸ Design an institutional platform for water sports allowing for cooperative marketing strategies and integrating the tourism offer.
- ❹ Assess the economic value and carrying capacity of natural environments for water sports to substantiate its preservation.



THEME 3 **URBAN OUTDOORS**

- ❶ Rewild and supply urban parks with equipments for the practice of exercises to stimulate physical activity, healthy habits and sustainable ways of life, as well as meeting areas and support infrastructures for families.
- ❷ Improve accesses to natural landscape areas and make information available in the city centre on how to reach them.
- ❸ City planning agencies should consider the connection between urban areas and natural water elements, in form of river and ocean, hold by "green" and "blue" ways as an important component for urban development.



THEME 4 **INCLUSIVE OUTDOORS**

- ❶ Creation of an inclusive outdoor sport program on a municipality level using the resources available by the sport centres, open for people with disabilities or social inclusion problems. This program should include training of human resources for conducting and developing accessible outdoor sport.
- ❷ Ensure that inclusion directives for people with reduce motility are being enforced so to assure the barrier-free access to sport facilities and natural grounds.
- ❸ Since Viana do Castelo already owns accessible facilities and holds an edge in this area in relation to other locations, it could position and brand itself as an accessible outdoor sport friendly city with focus on accessible water sports.



ABOUT THE EUROMEET

“So thrilled to be part of this event and research partner for ENS 2020 plans underway.”

Tadhg E. MacIntyre - University of Limerick; GoGreenEX

“We’re honoured to be invited to speak at @euromeetviana and get to know great projects across Europe. Many thanks to the organization team for their excellent work and the beautiful city of Viana #beactive #beheathy #beoutdoors #CyclingForAll #bikeandbelong #bikebridgeEU”

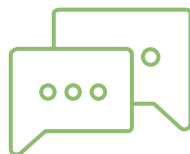
Bike Bridge

“Even at 5 am @EuroMeetViana is spectacular thanks to all for making it such a positive experience #Sustainability #outdoorsport #greenexercise #bluemind and the wonderful staff at Darque Kayak Klube and Irish Pub Cais da Marina for fun memories”

GoGreenEX

“Que dias fantásticos! @EuroMeetViana uma comunidade a pensar no futuro! #VianaDoCastelo Nautica, cidade europeia de referência! Que privilégio! #BeActive #BeOutdoors #OutdoorSportsEuroMeet2019 #OurOcean is #OurLegacy”

Viana Remadores Lima



*“Great to be here! Great questions. I insist that we should reclaim and exploit urban space more for Physical Activity; and i welcome your great advice on how to do sustainably.
#EuroMeetViana #BeActive #NowWeMOVE.”*

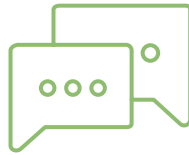
Jacob Schouenborg - International Sport and Culture Association (ISCA)

“Que ambiente espectacular! @EuroMeetViana #vianadocastelo #BeActive #BeOutdoors #OutdoorportsEuroMeet2019 #OurOceanis #OurLegacy”

Viana Remadores Lima

“Le CREPS / Centre européen des sports de nature et le @prnsportsnature sont aux Outdoor Sports #EuroMeetViana 2019. L'occasion de faire un tour complet des différents modes d'organisation et de développement des #SportsDeNature en Europe. Des échanges instructifs et inspirants.”

CREPS Auvergne-Rhône-Alpes Vallon-Pont-d'Arc



“We are proud to be facilitating and presenting at the 2019 Euromet in the beautiful Viana do Castelo. Excellent speakers inspiring us all to #beactive @eurometviana #beoutdoors”

Sport Industry Research Centre - Sheffield Hallam University

*“@EuroMeetViana conclusion by @TadhgMacIntyre
Brilliant @ENOS_EUROMEET”*

Sidonie Folco (French Government Sports Ministry - Paris Outdoor Sports Sea)

“@EuroMeetViana #ENOS chairperson Mike McClure leading the way to nature and #sustainablephysicalactivity wonderful conference #BeActive”

GoGreenEX

“@sportireland Cormac McDonnell sharing @Blueways Ireland concept @EuroMeetViana #blueexercise @Gogreenex superb presentation with mindfulness nature people at its heart.”

Tadhg E. MacIntyre - University of Limerick; GoGreenEX

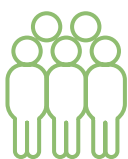


HIGHLIGHTS



1ST

The first edition of Outdoor Sports Euro'meet taking place in a maritime city.



492

The edition of Outdoor Sports Euromeet with the highest attendance (492 participants).



22

Participation of 22 Municipalities (including the Healthy Cities Network, Network of High Performance Centres and World Surf Cities Network).



4

Academic partnerships with the College of Technology and Management of Viana do Castelo (IPVC), Technical University of Munich (TUM), the National Institute for Physical Education of Catalonia (INEFC) and the German Sports University of Cologne (DSHS).



A

Accreditation by the Portuguese Institute of Sports and Youth and Minister of Education for assignment of teacher and trainer credits.



14

First time ever collaboration between local sport tourism operators, adding up to 14 different organizations.



1ST

Implementation of the first global training for local outdoor sport operators (TurnOut Project).



GM

Formulation of a guideline manual for local tourism operators.



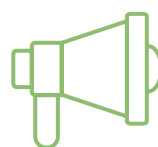
34+2

Involvement in the organization of 34 university students (ESDL/ESTG) and 2 volunteers from the European Voluntary Service and Erasmus+/CES.



16+4+3

16 promotional stands with local outdoor partners, 4 institutional partners and reference outdoor sport brands (Prozis, Nelo, KTM).



1ST

First edition of the Outdoor Sports Euro'meet with a broad marketing plan.



VR

Outdoor sports virtual reality experience available to all participants (Isère Outdoor project).



FEEDBACK FROM THE EVENT

Feedback	Poor	Unsatisfying	Average	Good	Excellent
Overall rate of the event	0%	2%	5%	45%	48%
Staff support	0%	0%	5%	17%	79%
Communication	0%	2%	5%	40%	52%
Usefulness of the event	0%	2%	5%	43%	50%
Event venue	0%	0%	2%	29%	69%
Wifi connection	13%	25%	38%	10%	15%
Event App	0%	0%	0%	29%	71%
Sense of wellbeing	0%	0%	7%	37%	56%
Overall Activities	0%	2%	9%	24%	67%

