

# STANDOUT EXCHANGES LEARNINGS

Exploring innovative approaches to  
outdoor-friendly cities and municipalities  
across Europe

**Interactive Report | 2024 -2026**




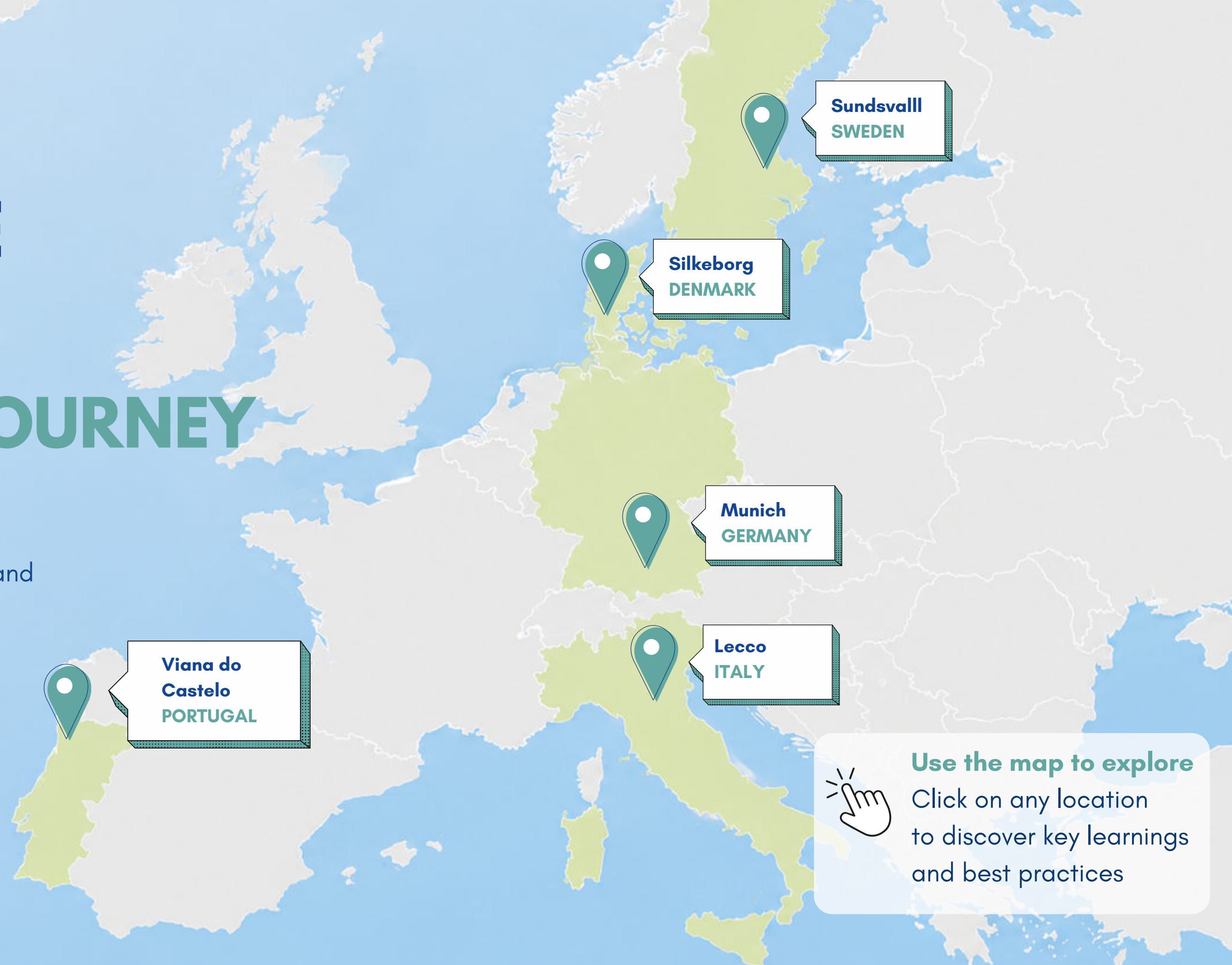
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# EXPLORE THE STANDOUT EXCHANGES JOURNEY

Across Europe, five exchange activities brought together municipalities, experts and local stakeholders to share experiences, explore innovative approaches and learn from outdoor-friendly cities and municipalities.



**Use the map to explore**  
Click on any location  
to discover key learnings  
and best practices

# WHAT WE LEARNED IN SILKEBORG

 Silkeborg, Denmark

 14 - 16 May 2024

Partners, experts and local stakeholders came together in the Outdoor Capital of Denmark to explore how outdoor recreation can support health, community development, tourism and sustainable municipal planning.



## EXCHANGE HIGHLIGHTS



Explored Silkeborg through active mobility and outdoor infrastructure



Learned how the Outdoor Capital of Denmark integrates outdoor recreation across sectors



Engaged with stakeholders from health, tourism, education and nature management



Experienced outdoor learning and inclusion initiatives in practice

## FEATURED PRACTICE

### Outdoor Planning & Infrastructure

Silkeborg demonstrates how strategic planning and accessible outdoor infrastructure can make nature and outdoor recreation available for everyone.

[EXPLORE PRACTICE](#)

## KEY LEARNINGS



### Integrated Outdoor Mobility

Experiencing Silkeborg by bicycle demonstrated how active mobility can connect nature, recreation and daily life while reducing dependence on motorised transport.



### Outdoor Identity as a Strategic Asset

Silkeborg demonstrates how outdoor recreation can become a strategic municipal resource that supports health, tourism, education and local development.



### Accessible Nature for All

Accessible and inclusive nature experiences help ensure that the benefits of outdoor recreation can be enjoyed by people of all ages and abilities.



### Cross-Sector Collaboration

Successful outdoor development relies on cooperation between municipalities, outdoor organisations, tourism actors, schools and local communities.

## WATCH THE EXCHANGE VIDEO

Explore key moments, site visits and discussions from the Silkeborg exchange through this short video summary.



[Watch on YouTube](#)



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[NEXT EXCHANGE](#)  
[Lecco, Italy](#)

# WHAT WE LEARNED IN LECCO

 **Lecco, Italy**

 **6 - 8 September 2024**



Partners, experts and local stakeholders came together in Lecco to explore how collaboration, volunteering and technology can support outdoor recreation and healthier communities.

## KEY LEARNINGS



### Collaboration and Volunteering Matter

Strong outdoor communities depend on committed volunteers, local organisations and effective partnerships working towards shared goals.



### Technology Can Improve Outdoor Experiences

Digital tools and platforms can help people discover outdoor opportunities, access information and participate more actively in outdoor recreation.



### Outdoor Activities Build Stronger Connections

Providing high-quality and easily accessible natural spaces encourages participation and supports healthier lifestyles for all citizens.



### Outdoor Cities Require Multiple Enabling Factors

Creating outdoor-friendly cities requires coordinated action across accessibility, services, funding, governance and community engagement.

## EXCHANGE HIGHLIGHTS



Identified key drivers and barriers for outdoor-friendly cities



Climbing session with Mountain Dream Guides exploring teamwork and trust



Workshop on digital platforms and technology for outdoor recreation



Discussions on volunteering, stakeholder engagement and outdoor city development

## FEATURED PRACTICE

### Outdoor Events & Sustainable Mobility

Lecco shows how international events and sustainable mobility initiatives can strengthen communities, promote active lifestyles and showcase local strengths.

[EXPLORE PRACTICE](#)

## WATCH THE EXCHANGE VIDEO

Discover the key insights, experiences and collaborative activities shared during the Lecco exchange.



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[NEXT EXCHANGE](#)

[Viana do Castelo, Portugal](#)

# WHAT WE LEARNED IN VIANA DO CASTELO

 Viana do Castelo, Portugal

 13 - 15 Maio 2025

Participants explored how outdoor recreation, education and community engagement can support healthier and more active communities.



## KEY LEARNINGS



### Nature Awareness Through Experience

Outdoor activities can help people better understand, value and protect natural environments.



### Education Builds Lifelong Participation

Introducing outdoor recreation through education encourages long-term engagement and healthy lifestyles.



### Community Partnerships Matter

Successful outdoor initiatives depend on collaboration between municipalities, schools, clubs and community organisations.



### Continuous Improvement Drives Progress

Standards are most effective when they encourage learning, adaptation and long-term commitment.

## EXCHANGE HIGHLIGHTS



Discovered surf can promote nature awareness and ocean stewardship.



Experiencing how watersports can strengthen connections with nature and active lifestyles



Learning how geoparks can support nature conservation, education and recreation



Contributing to the validation and refinement of the STANDOUT Standards.

## FEATURED PRACTICE

### Blue Spaces & Outdoor Education

Viana do Castelo uses watersports in schools and active ageing programmes to promote healthy lifestyles, outdoor learning and lifelong connections with blue spaces.

[EXPLORE PRACTICE](#)

## EXPLORE THE PHOTO GALLERY

Discover key moments, outdoor experiences and learning activities from the Viana do Castelo exchange.



[View Gallery](#)



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[NEXT EXCHANGE](#)  
[Sundsvall, Sweden](#)

# WHAT WE LEARNED IN SUNDSVALL

 Sundsvall/Trysunda, Sweden  
 1 - 5 September 2025

Participants explored how outdoor recreation can support health, inclusion and lifelong wellbeing through accessible nature experiences and cross-sector collaboration.



## EXCHANGE HIGHLIGHTS

-  Fritidsbanken removes barriers to participation through free equipment lending.
-  Hej Främling uses outdoor recreation to strengthen inclusion and social connections.
-  Public health and outdoor recreation can work together to reduce inequalities.
-  Developing communication skills to promote outdoor recreation and active lifestyles.

## FEATURED PRACTICE

**Collaboration & Accessible Outdoor Recreation**  
Sundsvall combines collaborative planning with free access to outdoor equipment, helping more people enjoy nature and active lifestyles.

[EXPLORE PRACTICE](#)

## KEY LEARNINGS



**Outdoor Recreation Supports Public Health**  
Outdoor recreation can play a significant role in improving physical, mental and social wellbeing across all stages of life.



**Inclusion Requires Removing Barriers**  
Creating equitable opportunities for outdoor recreation requires understanding and addressing social, economic and physical barriers to participation.




**Access Matters as Much as Opportunity**  
Providing equipment, information and support can help more people participate in outdoor recreation regardless of background or income.



**Outdoor Recreation Thrives Through Long-Term Commitment**  
Successful outdoor municipalities combine leadership, planning, collaboration and practical opportunities for participation.

**WATCH THE EXCHANGE VIDEO**  
Discover how outdoor recreation can promote inclusion, improve wellbeing and create opportunities for everyone to enjoy active lifestyles in nature.



**Watch on YouTube**

# WHAT WE LEARNED IN MUNICH

 **Munich, Germany**

 **18 - 21 May 2026**

Participants explored how innovation, stakeholder collaboration and active management can support sustainable outdoor recreation in urban and high-demand environments.



## KEY LEARNINGS



### Innovation Expands Outdoor Opportunities

Innovative facilities and technologies can make outdoor recreation more accessible and attractive to new participants.



### Growing Participation Requires Active Management

Successful outdoor destinations balance increasing demand with safety, environmental protection and the needs of different user groups.



### Collaboration Supports Better Outdoor Cities

Effective outdoor recreation depends on cooperation between municipalities, land managers, clubs and local communities.



### Learning Drives Continuous Improvement

Testing, reflection and stakeholder engagement help municipalities improve outdoor recreation over time.

## EXCHANGE HIGHLIGHTS



Learned how the Eisbach Wave balances safety and shared use in an urban setting.



Explored environmental education through the ZUK outdoor learning trails.



Reviewed dissemination resources and the STANDOUT website structure and content.



Planned the future implementation of the STANDOUT Standards.

## FEATURED PRACTICE

### Urban Rivers & Outdoor Recreation

Munich demonstrates how river restoration and innovative urban recreation can create safer, more attractive spaces for nature, sport and community life.

[EXPLORE PRACTICE](#)

## EXPLORE THE PHOTO GALLERY

Discover the innovative outdoor facilities, inspiring site visits and collaborative experiences that shaped the Munich exchange.



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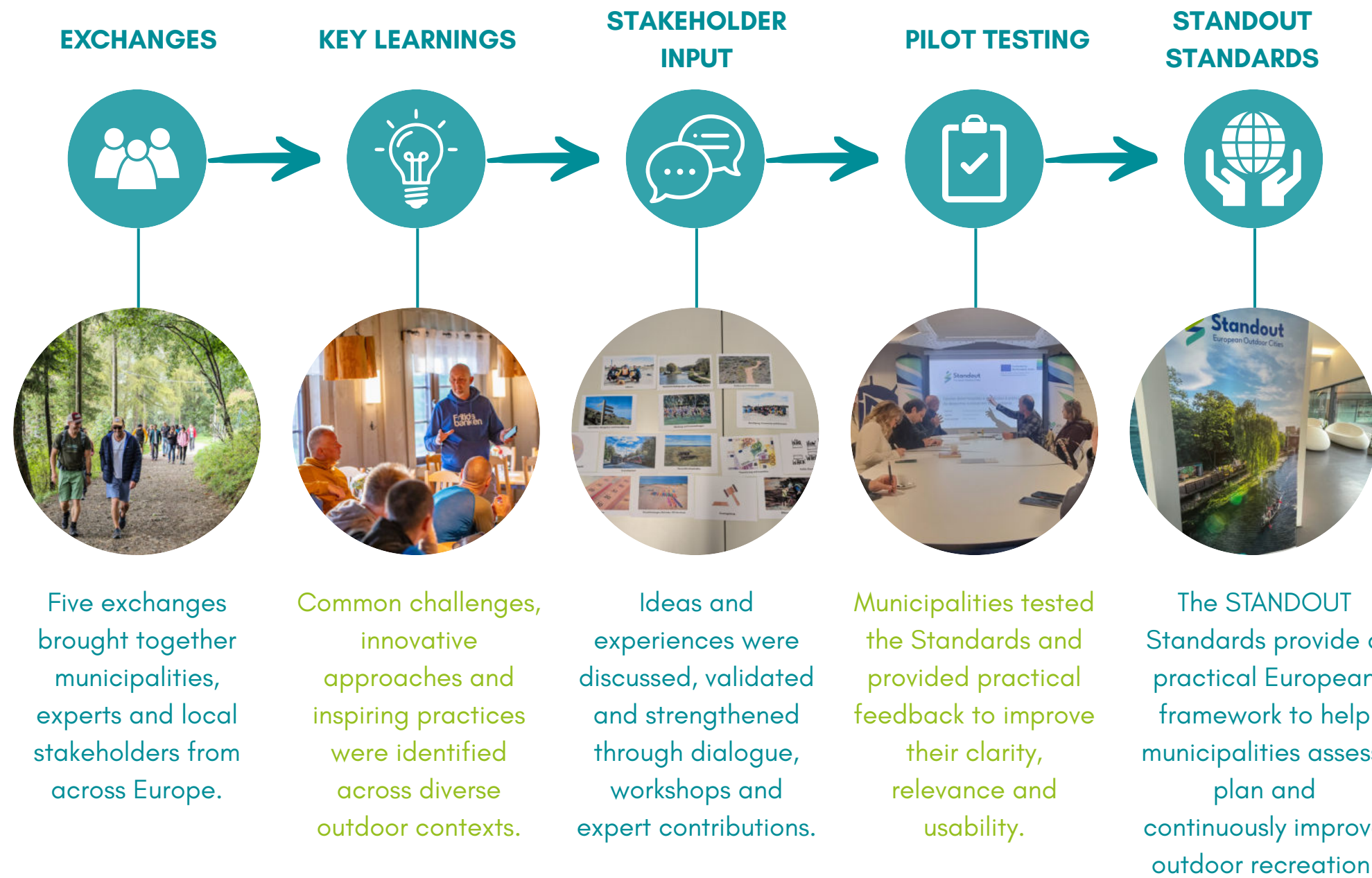


[NEXT  
STANDOUT Standards](#)

# FROM EXCHANGE LEARNINGS TO THE STANDOUT STANDARDS

The five exchanges generated valuable insights, shared experiences and practical solutions. Together, these learnings informed the development of the STANDOUT Standards, helping municipalities create better outdoor opportunities for people and nature.

“  
A collaborative process  
turning local knowledge  
into European action.  
”



Together, these exchanges transformed local experiences into a shared **European framework for stronger outdoor cities**, inspiring action and positive change.

### HOW IT WORKS

- COLLABORATIVE**  
Built together with municipalities, experts and organisations across Europe.
- EVIDENCE-BASED**  
Grounded in research, practical experience and good practices.
- CONTINUOUS IMPROVEMENT**  
Designed to evolve through testing, learning and feedback.
- ACTION-ORIENTED**  
Supporting practical implementation and measurable improvement.
- PEOPLE & NATURE FOCUSED**  
Creating better outdoor opportunities for healthier communities and thriving natural environments.

# CONTINUE THE STANDOUT JOURNEY

The STANDOUT journey doesn't end here.

Explore the **STANDOUT Standards**, discover practical resources and join a growing **European community** creating better outdoor opportunities for people and nature.

**1 LEARN**  
Discover the STANDOUT Standards, exchange learnings and good practices.



**2 ASSESS**  
Use the STANDOUT Standards to assess strengths, identify opportunities and support continuous improvement.



**3 IMPROVE**  
Turn assessment results into practical actions using guidance, resources and inspiring examples.




**STAY CONNECTED**  
Be part of the growing European community shaping the future of outdoor-friendly municipalities.

**JOIN OUR MAILING LIST**  
Stay informed about STANDOUT news and future developments.



**DISCOVER MORE**  
Visit the STANDOUT project website.



**EXPLORE ENOS NETWORK**  
Learn more about the European Network of Outdoor Sports.