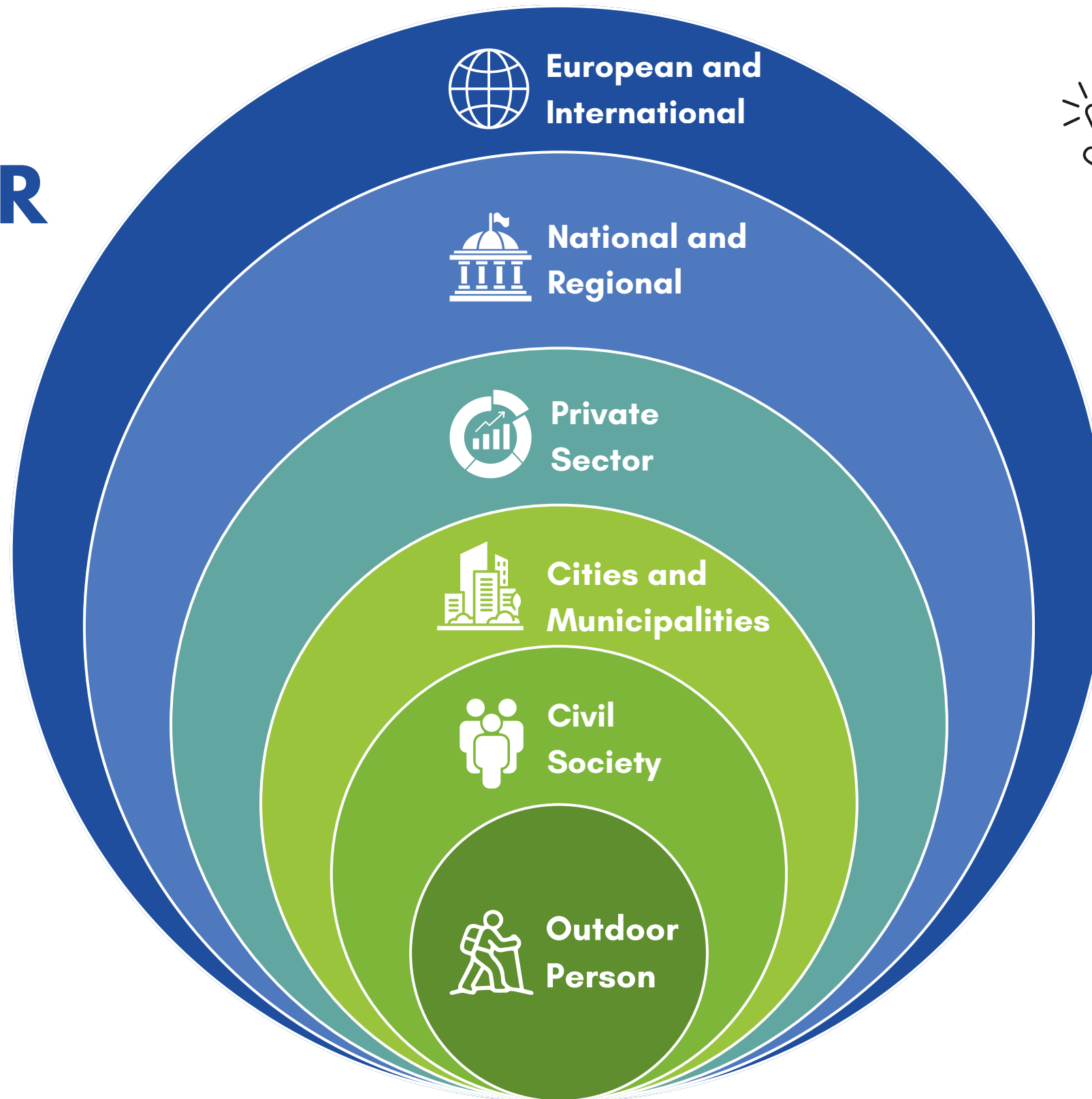


STAKEHOLDER ECOSYSTEM

Who should be engaged when developing outdoor-friendly cities?



Click a stakeholder layer to explore

Outdoor-friendly cities and municipalities emerge when stakeholders **work together**



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Back to stakeholder ecosystem

OUTDOOR PERSON

At the centre of the stakeholder ecosystem



OUTDOOR PERSON

LIFESTYLE AND BEHAVIOURS



Age



Sex



Genetics



Individual barriers



Skills



Experience



Interests



Motivations

KEY MESSAGE



Outdoor participation is shaped by personal characteristics, skills, experiences, interests and motivations. Understanding these factors helps create more accessible, inclusive and attractive outdoor opportunities.



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Back to stakeholder ecosystem

CIVIL SOCIETY

The heartbeatt of outdoor sports and recreation



WHO THEY ARE

-  **Non-Profit Outdoor Associations**
-  **Sports Clubs (Grassroots)**
-  **Youth & Scouting Movements**
-  **Environmental NGOs**
-  **Community Groups & Rural Trusts**
-  **Foundations**

WHAT THEY DO

-  **Access Advocacy**
-  **Social Inclusion**
-  **Voluntarism**



KEY MESSAGE

Civil Society is driven by volunteers, passion and democratic participation.



Back to stakeholder ecosystem

CITIES & MUNICIPALITIES

The local enablers of outdoor sports and recreation



WHO THEY ARE

-  **Culture & Leisure Department**
-  **Urban & Spatial Planning**
-  **Technical & Maintenance**
-  **Education Department**
-  **Public Health Unit**
-  **Environment & Nature Conservation**
-  **Tourism & Economic Development**

WHAT THEY DO

-  **Coordinate Stakeholders**
-  **Plan Green Infrastructure**
-  **Maintain Outdoor Facilities**
-  **Enable Outdoor Learning**
-  **Improve Public Health**
-  **Protect Nature & Biodiversity**
-  **Support Local Tourism**



KEY MESSAGE

Municipalities are the most important actors for day-to-day implementation of outdoor sports and recreation.



Back to stakeholder ecosystem

PRIVATE SECTOR

Providing services, innovation and investment



WHO THEY ARE



Outdoor Industry



Activity Providers & Guides



Hospitality & Tourism Businesses



Private Landowners



Retailers

WHAT THEY DO



Innovate & Develop Solutions



Invest & Create Value



Provide Services & Experiences



Support Sustainable Development



Promote Outdoor Destinations



KEY MESSAGE

The Private Sector supports outdoor recreation through innovation, investment and expertise.



Back to stakeholder ecosystem

NATIONAL & REGIONAL

Connecting policy, funding and local implementation



WHO THEY ARE



Ministries of Sport & Environment



Environment & Nature Agencies



National Sport Federations



Regional Tourism Boards



Protected Areas Authorities



Research & Knowledge Institutions

WHAT THEY DO



Set Policies & Strategies



Coordinate Stakeholders



Mobilise Funding & Resources



Plan Across Regions



Ensure Standards & Quality



Support Local Implementation



KEY MESSAGE

National and regional authorities connect policy, funding and planning with local implementation.



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Back to stakeholder ecosystem

EUROPEAN & INTERNATIONAL



Providing frameworks, funding and strategic leadership



WHO THEY ARE



European Commission



European Sport Federations



ENOS & Europarc Federation



EU Funding Programmes



Research & Knowledge Networks

WHAT THEY DO



Set Policies & Frameworks



Support & Coordinate



Provide Funding & Resources



Promote Standards & Best Practice



Advocate & Represent Interests



Foster Innovation & Knowledge Sharing



KEY MESSAGE

European and international organisations provide leadership, funding and cooperation across borders.



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