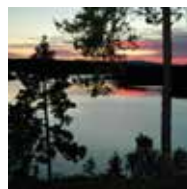




Political programme for the Network of Outdoor Organisations in the Nordic countries (NON)

**The Network of Outdoor
Organisations in the Nordic
countries (NON) consists of:**

- Finland: **Suomen Latu**
- Denmark: **Friluftsrådet**
- Sweden: **Svenskt Friluftsliv**
- Norway: **Norsk Friluftsliv and
Friluftsrådenes Landsforbund**





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NON

POLITICAL PROGRAMME FOR THE NETWORK OF OUTDOOR ORGANISATIONS IN THE NORDIC COUNTRIES (NON)

THE PROGRAMME WAS ADOPTED OCTOBER 7TH 2014 BY:

DENMARK – FRILUFTSRÅDET
 SWEDEN – SVENSKT FRILUFTSLIV
 FINLAND – SUOMEN LATU
 NORWAY – FRILUFTSRÅDENES LANDSFORBUND
 NORWAY – NORSK FRILUFTSLIV

THIS IS THE NETWORK OF OUTDOOR ORGANISATIONS IN THE NORDIC COUNTRIES (NON):

NON was founded in 1993. The participants are national umbrella organisations for outdoor recreation, with one exception: Finland is represented by one of the central outdoor organisations (Suomen Latu).

THIS IS OUR PURPOSE:

The main purpose for NON is to support and enhance Nordic policy for outdoor recreation, exchange experiences and to support and strengthen conditions for outdoor living. The voluntary outdoor organisations work together to improve opportunities for outdoor recreation and experiencing nature. To achieve this purpose, NON cooperates with other organisations and Nordic authorities.

THIS IS HOW WE ARE ORGANISED:

The network meets once or twice per year to discuss common topics. One of our methods for improving outdoor life is to initiate or arrange Nordic conferences and workshops concerning vital factors for outdoor recreation that are common to the Nordic countries. For example, from 2009-2011 NON led a three year project (Frisk i naturen) concerning outdoor activities and public health. The project was supported by The Nordic Council of Ministers.

THE NORDIC CULTURE FOR OUTDOOR RECREATION – COMMON CHARACTERISTICS

Outdoor recreation in the Nordic countries has many common features, such as:

- A common culture concerning the traditions of outdoor life
- Law- or custom-based rights for the use of natural facilities for recreation in most of the countries
- The existence of strong connections between work for protecting nature, and work for protecting cultural environments
- The existence of many well organised and structured outdoor life organisations
- Norway, Sweden and Denmark have official national policies for outdoor recreation, while in Finland outdoor recreation is covered under several national policies related to the protection of nature, education, and forestry and environment
- In the NON countries, outdoor recreation is the responsibility of the respective Departments of the Environment

Outdoor recreation in the Nordic countries is regarded as beneficial for general well-being. Access to nature is intrinsic to a high quality of life, and represents a form of lifestyle for many people. As an activity for all, it is good both for quality of life and for improved public health. Access to the outdoors has a positive influence on national economics due to the high turnover in the sector and diminishing social and health costs. Access to outdoor recreation creates interest in the quality of our outdoor environments, and is therefore beneficial for creating awareness of sustainable development.

There is a political interest in the use of outdoor recreation and its potential for obtaining important outcomes for society. This includes sustainable development, improved public health, increased quality of experience and enjoyment at schools, improved physical fitness and the basis for new opportunities for business, among others.

Outdoor recreation in the Nordic countries is mainly built on a system of non-competitive and non-motorised activities, exercised in nature and available to all.





NON

POLITICAL BASIS FOR OUTDOOR RECREATION IN THE NORDIC COUNCIL AND THE NORDIC COUNCIL OF MINISTERS

It is of vital importance that NON is aware of the objectives and strategies within the Nordic Council of Ministers with regard to nature and outdoor recreation.

Background:

In 1983, outdoor living became a dedicated topic in the Nordic environmental dialogue for the period 1983-87. In the environmental action plan for 2009-2012, one of the aims was the need for stimulating outdoor recreation for new groups of users. The plan also points out the need for documented evidence of the benefits of outdoor life for improved health.

The Nordic action plan for 2012-2018, point 3.2: Outdoor recreation, landscape and cultural environment, states that the objective is: "To make the Nordic landscape and Nordic cultural and urban environments resources that improve the welfare, well-being and outdoor activities of the region's entire population." Under the heading "Priorities" the following is stated: "Promoting and enhancing outdoor recreation as beneficial to health and well-being through environmentally friendly activities in local communities and the countryside."

The terrestrial Ecosystem Group (TEG) in the Nordic Council of Ministers, among others, had the task of promoting outdoor recreation on a Nordic level. In 2010, TEG worked out its own strategy for this task, based on the action plan for 2009-2012 mentioned above.

In the document, TEG states 8 prioritised themes, namely:

1. Securing access to nature and cultural environments
2. Promoting environmentally friendly outdoor recreation
3. Analysis of outdoor recreation and tourism based on nature and surveys from users
4. Enhancing education about outdoor recreation
5. Promoting outdoor recreation, health and quality of life
6. Integrating outdoor recreation with the development of society and politics
7. Strengthening outdoor recreation as a part of Nordic culture and lifestyle
8. Identifying the challenges for outdoor recreation

It is important that eventual projects NON wishes to initiate and apply for should fit within one of these themes. The project "Frisk i naturen" 2009-2011, is a good example of a project related to these priorities.





NON

POLITICAL PROGRAM FOR COOPERATION IN NON

General challenges and prioritised themes in NON

- Urbanisation – affects access to, and loss of, green areas, especially within and close to cities and highly populated areas
- Promoting individualism – affects recruiting, and the traditional way of organising the member organisations and their activities
- Increased commercialisation – affects access to free nature
- New groups without outdoor experience affect motivation, education, types and organisation of activity.
- Inactivity – affects types of activity, documentation and cooperation
- Changes in use of, and access to, digital media and communication creates a more organised daily lifestyle with less spare time

As a result of these challenges NON will focus on the following themes:

1. A strategy to influence, contact, cooperate and build alliances
2. The right to exercise free of charge in natural environments
3. Ensure accessibility to nature
4. Motivation, knowledge and education
5. Engagement of volunteers
6. Development of activities
7. The importance of outdoor recreation for society, health and sustainable development
8. Research and documentation
9. Increase financial and political support to outdoor recreation





MAJOR THEMES

1 STRATEGY FOR INFLUENCE, CONTACT, COOPERATION/ALLIANCES

Main challenge:

- NON's lack of visibility and acknowledgement by the Nordic authorities
- Limited resources compared to other sports organisations

NON's approach:

- Meeting with relevant people representing Nordic authorities on a regular basis
- Inviting representatives from Nordic authorities to NON meetings
- Obtaining a stronger position as a consultative body
- Organising conferences and seminars
- An outdoor action plan should be launched by the Nordic Council

2 THE RIGHT TO EXERCISE IN NATURAL ENVIRONMENTS FREE OF CHARGE

Main challenges

- Area planning
- Commercialisation
- Privatisation
- New forms of activity
- Lack of respect for nature
- Costs of establishing and maintenance of trails

NON's opinion

- The right of free access must be maintained
- Regarding free access to nature, no charges should be agreed at the start of the planning process when planning use of areas.
- Charging fees for the use of natural environments for physical activities or exercise are not acceptable
- Increased tourism to areas of natural interest must not cause damage to these environments, and must respect the right to exercise free of charge
- New forms of activity must adapt to the type of nature where it is to be performed
- Authorities must take action to remove any barriers that impede exercise and/or activities.
- Outdoor organisations must be viewed as important and consulted to ensure that positive attitudes to nature friendly activities are maintained





MAJOR THEMES

3 ACCESSIBILITY TO NATURE

Main challenges:

- Planning and maintenance of natural environments
- Location of residential areas
- Location of kindergartens and schools
- Continuous green areas
- The importance of having areas for outdoor recreation near residential areas, but also having large undivided areas and untouched natural areas
- The increased distance between residential areas and natural areas affects users' motivation to make use of these areas

NON's opinion:

- The need for more well-kept green areas and their positive effects should be given greater consideration within the planning process
- The green areas should be easily accessible by inhabitants in general, especially by schools, kindergartens and homes for the elderly
- Schools must be encouraged to increase education in subjects relevant to nature
- It is important that the positive effects of nature-based activities, both on physical and mental health, are further documented and integrated by the planning authorities
- Local organisations for nature and outdoor recreation must be involved in the planning process for green areas
- It is important that both national parks and green areas within and close to highly populated areas offer good accessibility and information about nature friendly activities.
- The distance from home to a green area should be less than 300 metres for every resident

4 MOTIVATION, KNOWLEDGE AND EDUCATION

Main challenges:

- Inactivity in children and youths has increased due to the use of PCs/TV/social media
- The new generation of parents have less knowledge and experience of outdoor life
- Increased diversity in the population
- Diminishing awareness of the relationship to nature

NON's opinion:

- The ability for outdoor organisations to promote nature and educate must be strengthened
- More nature-based activities should be integrated into schools and kindergartens
- More "Hundred Acre Woods"
- More acknowledgement for available documentation describing the importance of outdoor activities with regard to physical development, playing and learning
- Explore new potential for digital media and communications
- Every individual, regardless of age, sex or nationality should have the right to access nature and be outside





MAJOR THEMES

5 ENGAGEMENT OF VOLUNTEERS

Main challenge:

- Recruiting grassroots volunteers
- Recruiting younger volunteers
- Recruiting volunteers from immigrant groups
- Recruiting volunteers for administrative tasks
- People might only want to be volunteers for a limited period of time

NON's opinion:

- Nordic focus on training and retention and to follow up with leaders and volunteers
- Better knowledge of positive and negative elements - undertake research
- New ways of recruiting and participating are needed
- Exchange of experiences and knowledge
- A conference on the subject should be considered

6 DEVELOPMENT OF ACTIVITIES

Main challenges

- Diversity of needs and awareness within the population
- Demand for meeting broader target groups, some are searching for excitement, some for security
- Commercialisation of outdoor activities.
- New types of activities requiring costly equipment
- More unorganized outdoor activities
- Co-existence between different stakeholders, such as kiting/kayaking, cycling/walking or skiing/snowmobiles

NON's opinion:

- All outdoor activities must aim to be environmentally sustainable
- It is important that activities are equitable for all groups and residents.
- New types of activities may be a threat to, but also offer renewal to traditional outdoor life activities.
- The different outdoor activities should not cause any damage to natural environments





MAJOR THEMES

7 THE IMPORTANCE OF OUTDOOR RECREATION FOR SOCIETY

Main challenges:

- Inactivity and illness due to unhealthy lifestyles
- The common understanding of “sustainable development” and of living “the simple life”
- Outdoor recreation is not sufficiently acknowledged within the Nordic authorities
- Increased materialistic lifestyle

NON's opinion:

- The value of outdoor recreation in promoting good health must be better communicated
- The value of outdoor activity must be appreciated, independent of the benefits it brings to society
- The combination of physical activity and experiencing nature are important for good quality of life
- Outdoor recreation in the Nordic countries is in many ways unique
- Outdoor recreation as a Nordic cultural heritage must be strengthened
- Simple outdoor recreation can counteract a materialistic lifestyle

8 RESEARCH AND DOCUMENTATION

Main challenges:

- The topic is not prioritised
- Coordination is lacking
- Financial support is lacking
- Existing research material is not easily accessible

NON's opinion:

- New Nordic research on the links between outdoor recreation/nature/health/economy must be initiated
- Funds must be identified

9 RESOURCES

Main challenges:

- Low budgets for outdoor activities in all Nordic countries
- No support for costs of maintaining and developing NON
- Limited support for Nordic projects that aim to strengthen outdoor recreation as a positive activity in the Nordic countries
- Well-established umbrella organisations/networks for outdoor recreation in each of the Nordic countries

NON's opinion:

- A need for a radical change in financing and support for outdoor activities in general
- NON to be approved and recognised on an equal level to the Nordic network for sports
- NON needs basic support from the Nordic Council of Ministers for its work
- In each of the Nordic countries there should be support to strengthen the coordination of outdoor organisations and their positive effect on society
- The outdoor activities in the Nordic countries will benefit from strengthening NON





PRESENTATION OF ORGANISATIONS IN NON:

DENMARK:

Friluftsrådet

Scandiagade 13
DK-2450 Copenhagen SV
tel.: +45 33 79 00 79
fax: +45 33 79 01 79
fr@friluftsraadet.dk
www.friluftsraadet.dk

The Danish Outdoor Council (Friluftsrådet) is an umbrella organisation for 89 organisations in the areas of outdoor recreation, nature and the environment. The aim of the Council is to promote the interests of the organisations and those of the general public and, by conducting campaigns, projects and political lobbying, to support and promote opportunities for outdoor recreational activities. The Outdoor Council is the Danish member of the Foundation for Environmental Education (FEE). The Outdoor Council was founded in 1942.

SWEDEN:

Svenskt Friluftsliv

Svartviksslingan 28
S-167 39 Bromma
tel.: +468-54904121
fax: +468-4474444
info@svensktfriluftsliv.se
www.svensktfriluftsliv.se

The Swedish Outdoor Council is an umbrella organisation of 24 non-profit outdoor organisations in Sweden, which together have nearly 2 million members, of which 300,000 are children and youths. Together the organisations consist of nearly 9,000 local and regional associations. The Swedish Outdoor Council represents the non-profit outdoor organisations in Sweden and is the spokesperson against the government, parliament and governmental agencies. It functions to maintain and develop conditions for the Swedish outdoors by:

- Protecting the right of public access
- Strengthening long-term funding for outdoor organisations
- Raising the status of outdoor life in society
- The goal is that people in Sweden should have the opportunity to pursue an active outdoor life, today and in the future.





PRESENTATION OF ORGANISATIONS IN NON:

NORWAY:

Norsk Friluftsliv

Nedre Slottsgate 25
N-0157 Oslo
tel: + 47 23 31 09 80
post@norskfriluftsliv.no
www.norskfriluftsliv.no

The Norwegian Outdoor Council (Norsk Friluftsliv, formerly Friluftslivets fellesorganisasjon or FRIFO) is an umbrella organisation for 15 outdoor organisations with a total membership of about 724,000. The member organisations either have outdoor activities as their main purpose, or outdoor activities as an important part of their method or work. The Council works to improve the framework conditions for both outdoor life as a whole and for its member organisations.

Its main tasks are:

- To stimulate active, easy and environmentally friendly outdoor pursuits for everyone
- To safeguard the public's right to free movement in nature (right of access)
- To demonstrate the positive impact of outdoor recreation for both physical and mental health
- The Norwegian Outdoor Council actively lobbies in political fora and in the media to ensure that outdoor activities are put on the political and social agenda.

Friluftsrådernes Landsforbund

Eyvind Lychesv 23 b
1338 Sandvika
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friluft@online.no
www.friluftsrad.no

Norwegian Outdoor Board (Friluftsrådernes Landsforbund or FL) is the umbrella organisation for inter-municipal outdoor councils. Norway has 24 inter-municipal outdoor recreation councils with over 200 member municipalities, representing roughly 70% of the country's population and with about 130 member organisations. FL's primary task is to work to strengthen public outdoor recreation through its own initiatives and by supporting the work of affiliated outdoor recreation councils. Outdoor recreation and public health are priority areas of focus. The councils manage over 600 public areas for open-air recreation, as well as a number of hiking trails and paths. They also engage in extensive initiatives to provide information, courses and activities. "Learning in the outdoors" is FL's principal initiative aimed at children.





PRESENTATION OF ORGANISATIONS IN NON:

FINLAND:

Suomen Latu

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SF- 00240 Helsinki
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www.suomenlatu.fi

Suomen Latu, the Finnish Outdoor Association, was founded in 1938. In 2013 it had 78,000 members through its 220 local associations. The membership publication, a magazine called "Latu ja Polku" with 5-6 yearly issues each with 50,000 copies, has been published since 1940. Suomen Latu also lobbies on behalf of all Finns interested in the right of public access, nature and outdoors. The activities offered by Suomen Latu and its member associations are open to all. Their intention is to encourage people to increase their physical activities and outdoor pursuits.

Suomen Latu arranges 30 different types of courses representing 10 outdoor activities. The participants receive qualifications to act as instructors in the children's Moomin ski and snowshoe schools and in Skogsmulle nature programs, as well as guides for adult outdoor activities. Hiking, skiing and camping activities form the base for membership associations, which organise 100-150 yearly instructor led wilderness overnight outings open for all by foot, paddle, ski or skate.

