

# The air is free!

## Summary of the Swedish National Campaign: Year of Outdoor Recreation 2021



Svenskt Friluftsliv

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## Preface

This report has been produced by the project group for the national campaign Year of Outdoor Recreation/Life 2021 (Friluftslivets år 2021) at the Swedish Association of Outdoor Organisations (Svenskt Friluftsliv). It presents a review of efforts, experiences and effects of the campaign. The report was prepared for the Swedish Environmental Protection Agency (Naturvårdsverket), which is responsible for the follow-up of the project's measurable goals and long-term impact goals.

The project has taken its inspiration from Norway, where Friluftslivets år has been carried out on two previous occasions in 2005 and 2015. The ambition was to start planning the year in 2019 and implement it in 2020. Now it did not turn out that way and we should probably be grateful for this when we look in the rearview mirror as the covid pandemic created major problems to carry out activities, even outdoors. But that did not stop the outdoors or the outdoor organisations! On the contrary!

The organisations and the entire outdoor life movement learned to handle the new situation and adapted activities to the new conditions. Instead, the campaign was launched in 2021 – and what a wonderful and educational year it was!

Under the name "The air is free", the entire outdoor recreation movement in Sweden gathered for a national manifestation to highlight the importance and benefits of outdoor life; promote outdoor life to unaccustomed groups, increase the debate on outdoor life, and much more. The impact has been magnificent, and the effects and experiences of the year will be useful for a long time to come.

I would like to extend a special thank you to Christina Frimodig who with great commitment and expertise prepared the feasibility study and the project plan for the year and also to Norsk Friluftsliv in Norway who shared their success factors and experiences. I would also like to extend a big thank you to project manager Annika Ismarker and Sanna Ameln, Johan Faskunger and Ylva Berner who made up the project group for the campaign and whose commitment and competence created the conditions for such a good result. A thank you also to the Swedish Environmental Protection Agency who financed the project and the interest shown in participating. Finally, a big thank you to all of you who in different ways got involved in Friluftslivet in 2021. Svenskt Friluftsliv works to ensure that the air is free and continues to be free also in the future!

Bromma, Stockholm, May 2022

Ulf Silvander

Secretary General at Svenskt Friluftsliv

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## Summary

The Year of Outdoor Recreation 2021 was a national campaign in Sweden run by the Swedish Association of Outdoor Organisations (Svenskt Friluftsliv) to promote outdoor recreation, improve collaboration between stakeholders and to increase knowledge. Additional goals were to increase knowledge about the public rights to access land and to spread the values to society of outdoor recreation. The project was named "The air is free" (Luften är fri) and was based on digital communication, collaboration between traditional and new organisations to promote outdoor recreation and to strengthen the work and policy regarding outdoor recreation in Sweden. The project also aimed at promoting the ten national policy goals for outdoor recreation.

*"The project has given us and outdoor recreation so much! All the groups talking about the relevant issues and all the invitations to important dialogues. This would never have happened without the year!"*

Important goals of the project were to reach relatively inexperienced outdoor groups, such as people with a foreign background and secondary school children, and to encourage actors with a mandate to influence the conditions, such as decision-makers and officials in municipalities, regions and the non-profit sector, to prioritize and work for increased outdoor life. The project followed and was carried out largely according to the project plan that formed the basis of the campaign, although the restrictions during the pandemic entailed some changes and time shifts. The campaign has, given the resources, reached out to and collaborated with a large number of organisations and contributed to the work of promoting outdoor life in society and strengthened policy.

Overall, this evaluation shows that the project achieved the set goals, that the stakeholders were generally very satisfied with the project and that collaboration between organisations and actors was strengthened during the year. Efforts and activities were carried out throughout the country and throughout the year, many of which followed the project's monthly themes. Stakeholders have also contributed with suggestions on how future campaigns and work can be improved and strengthened. The review of the grant projects also showed that they generally reached their target groups, reported positive results and managed to carry out planned activities despite the ongoing pandemic and restrictions. Many projects will happily live on. The projects also contributed with good examples that are important for future outdoor work and public health work through outdoor life.

*"It was good timing because the pandemic made us think about how to promote the outdoors to the public. Then the campaign was launched and provided extra fuel to that work. When you guys made all those activities and united all the organisations...it was very powerful. We reached very far and many stakeholders joined in"*

Some of the most prominent results of the project are that the number of media articles about outdoor recreation increased sharply (25% at the end of

the year; in November the increase was 36%), that the project collaborated with over 360 actors during the year, the posts on social media exceeded 100,000 posts and that over 500 decision-makers are estimated to have participated in the campaign's various elements. The 71 grant projects state that they had almost 122,000 participants during the year. The so-called "County Governor's outdoor relay" (Landshövdingestafetten) was important for reaching decision-makers and politicians and gave the project a good start. The interviews with selected stakeholders indicate that the project's approach has been successful with a positive image in communication, packaging of research messages and free materials and documentation. Not least, it highlights the breadth of the efforts, that the entire outdoor life was made visible in the project and collaboration as success factors.

*"I've got very positive experiences from the year. It's been nice to see different organisations and stakeholders join forces and "build bridges" together. It created a common positive spirit and put outdoor recreation on the political agenda like never before. You also improved your understanding of other people's work. You learnt a lot from others, especially from the work of "new" organisations."*

Whether and in what way the campaign has promoted or achieved the long-term goals is more difficult to assess or "prove" as the pandemic on its own meant a substantial increase in outdoor life and increased interest in the issue at virtually all levels of society. The project group believes that Friluftslivets år 2021 definitely contributed to the goal of raising outdoor life in the public debate and to promote understanding of natural and cultural values. On the other hand, it is more difficult to assess the objectives relating to the impact on people's physical and mental health and increased employment in nature-based tourism. If outdoor life and visits to nature have increased, even among unaccustomed groups, it should have contributed to better physical and mental health in the population at least in theory. An increased outdoor life with more visits to nature, more members of outdoor organisations and more actors who want to establish themselves in the area should in the long run also lead to promoting the goal of increased employment in nature tourism and outdoor life, and that the understanding of natural and cultural values has increased, but such connections are of course affected by many other pieces of the puzzle. The report reflects on this in the discussion.

The project has clearly shown the need for increased collaboration between organisations and actors in outdoor life and with new actors to reach new groups and strengthen outdoor life, including increased collaboration between the member organisations at Svenskt Friluftsliv. The campaign collaborated with a large number of actors during the year, such as non-profit organisations, municipalities, county administrative boards, companies, foundations, influencers. A large number of organisations that have not traditionally been involved in outdoor recreation contributed to carrying out activities throughout the country, a majority of which focused on relatively inexperienced groups according to information from the activity calendar.

Examples are Hej Främling!, Save the Children, RFSL and Miljöverkstan Flaten. The actors in the activity calendar have reported a total of 3,500 activities and the number of participants is estimated at a total of about 350,000. The largest reported activity was "Kusträddarna" from Håll Sverige Rent ("Keep Sweden Tidy") with as many as 55,000 participants. Through its impact, the campaign has clearly addressed and worked to promote the ten outdoor policy goals of Sweden and increased the social and political debate on outdoor life.

# Introduction

## The campaign is born!

Friluftslivets år 2021 was a national project led by Svenskt Friluftsliv with financial support from the Swedish Environmental Protection Agency. The aims of the campaign were to persuade more people to try and continue with outdoor life, increase awareness of the values and societal benefits of outdoor life and increase knowledge about the right of public access. Other important goals were to expand and develop the concept of outdoor life to be about a natural lifestyle where all outdoor values can fit – health, understanding of nature and culture, employment and collaborations, where both the residential and urban and rural outdoor life are of great importance. Further central goals were about promoting collaboration between organisations and actors and showing alternative / new ways of working with lifting and communicating outdoor life. Both goals and efforts during the campaign ultimately aimed at promoting the ten outdoor policy goals for Sweden.

The project was named “The Air is Free” and is Sweden's first and largest national campaign to date to promote and highlight outdoor life. The model for the project was Norway's counterparts via Norskt Friluftsliv. Norway has had two national campaigns to promote and draw attention to outdoor recreation in the past, in 2005 and 2015. The project name The air is free alludes to air, outdoor life, the right of public access, that outdoor life can be cheap or free of charge and that it is open to everyone. The name was also chosen because it was judged to be easier to communicate to both actors and the public compared to the concept of 'outdoor life' or the ten national goals. The campaign built on collaboration between organisations, actors and individuals within and "outside" outdoor life to promote and strengthen outdoor life in Sweden. The project was based on digital communication in social media according to a developed strategy for social media (Luften är fri, 2020). The corona pandemic in 2020–2022 led to the digital aspect and communication playing an even more important role in the project's design and implementation.

## Roles, definitions and division of responsibilities

In this report, the terms 'Year of Outdoor Life', 'The Air is Free', 'the Project', 'The Campaign' and sometimes 'the Year' are used alternately to refer to the Year of Outdoor Life. This is to facilitate reading and vary the language. This report sometimes refers to the steering group and the project group. The steering group consisted of representatives from Svenskt Friluftsliv and the Swedish Environmental Protection Agency, Naturvårdsverket, who made the overall decisions regarding the campaign, economy and the project plan. The steering group had regular meetings with the Swedish Environmental Protection Agency's internal working group for outdoor life and the project. For more definitions see Annex 1.



The project group consisted of Annika Ismarker, Sanna Ameln, Ylva Berner and Johan Faskunger, employees at Svenskt Friluftsliv to implement the campaign according to the developed project plan. The project group had both strategic and operational responsibility and handled, among other things, the website [www.luftenarfri.nu](http://www.luftenarfri.nu), social channels, the production of data and research findings, newsletters, webinars, overall communication, marketing, PR work and coordinated working groups. The group also participated in conferences during the year and arranged its own conference in December.

## Goals

The project's mission included the concrete goals that The Air is Free had to work towards. These were:

### Long-term impact goals

- Outdoor life has a more prominent role in the public debate
- Better physical and mental health in the population
- Greater understanding of natural and cultural values
- Higher employment in nature tourism and outdoor recreation.

### Measurable goals (target group)

- 10 percent of Sweden's population has been out more during the Year of Outdoor Life 2021 than before
- 10 percent more articles with the keyword "outdoor recreation" have been published in traditional media in 2021 than in 2020
- 100,000 posts in any of Friluftslivet's year 2021 interactive/social media
- 500 municipal/regional/national officials and politicians have participated in some organised activity during the Year of Outdoor Recreation 2021
- All counties have meeting places for dialogue about outdoor life.

### Measurable goals (partners)

- The campaign 2021 has been carried out in collaboration with partner networks
- 150 organisations have participated in the work during the year
- All participating organisations have carried out at least one activity and communicated it
- All county administrative boards have coordinated the project 2021 at the regional level.

At the end of the results section, the above goals are presented with overall results and assessed goal fulfillment.

## Method/approach

This part of the report presents in more detail the elements of the air are free, the efforts and how the project went about it. The methodology section also presents the sources of statistics and facts used in the reporting

### Timeline

Below is a comprehensive timeline of the campaign and the key elements of it. A detailed timeline of actions and activities is given in Annex 2.

<b>2018</b>	
	Förstudie med projektplan tas fram
<b>2020</b>	
Jan-maj:	Reviderad projektplan tas fram Kunskapssammanställning om friluftslivets värde tas fram Sammanställning av målgruppsanalyser genomförs Verksamhetsplan och kommunikationsstrategi tas fram
Jun-aug:	Hemsidan planeras och nyhetsbrev börjar publiceras Tillsättande av fem arbetsgrupper Arbetsgrupperna påbörjar sina arbeten
Sep-nov:	Inledande webinarier Fördelning av medel till bidragsprojekten
December:	Beslut om tilldelning av medel till bidragsprojekt
<b>2021</b>	
Januari-	Invigning av Friluftslivets år Webbinarier genomförs och nyhetsbrev publiceras under året. Kampanjer och mycket annat drivs i digitala medier. Aktivitetskalendern börjar fyllas på med aktiviteter. Bidragsprojekten drar i gång sina verksamheter. Temamånaderna genomförs löpande
December:	Slutkonferens i Åre, Jämtland Rapport om framtidens friluftsliv och utmaningar tas fram av Kairos Future på uppdrag av Svenskt Friluftsliv.
<b>2022</b>	
Februari:	Delrapport om Friluftslivets år till Naturvårdsverket
April:	Deadline för åiterrapportering av bidragsprojekten
Juni:	Slutrapport om Friluftslivets år till Naturvårdsverket
<b>2023</b>	
	Utvärdering av projektets långsiktiga mål (Naturvårdsverket)

## Structure and starting points

The project has had a great focus on the set goals and these have guided a large part of all efforts during the year. Initially, goal setting involved defining concepts and finding a common understanding of their meaning. Based on this, steering documents such as business plan and communication strategy and planned initiatives were created, as well as measurement tools to simplify follow-up. These included to a large extent statistics from digital and social media, participation in webinars and the number of downloaded and opened newsletters, statistics from the Swedish Environmental Protection Agency's external monitor and questionnaires for completed activities in the activity calendar on the website. The project group carried out monthly follow-ups of the goals, in order to be able to evaluate and plan further efforts on an ongoing basis. Some of these goals could be evaluated in 2022 while others are evaluated in a post-measurement conducted by the Swedish Environmental Protection Agency next year, 2023 (mainly the long-term goals).

## Financing

Svenskt Friluftsliv budgeted for and applied for SEK 30,000,000 to carry out the Year of Outdoor Life. Of the amount applied for, Svenskt Friluftsliv received SEK 29,100,000 in support from the Swedish Environmental Protection Agency. It was decided that SEK 18,000,000 (61.9%) would go as a contribution to external projects and the remaining funds would be used to run the project centrally. In the present report, these external projects are referred to as the "grant projects".

## Target groups

A compilation of the target groups' outdoor habits and communication needs was created in 2020 (Gullers Grupp, 2020). It clearly showed that there are groups that are less active in the outdoors and not as involved in organised outdoor life compared to other groups in society. The target group compilation also showed what media use looks like among the different target groups, how they view the concept of outdoor life and what type of outdoor life people in the different groups usually engage in or prefer. There is a well-established imbalance in outdoor life based on, among other things, socioeconomics, education level, tradition within the family and ethnicity. The higher the socio-economy and level of education, the higher the propensity to engage in outdoor recreation and be involved in an outdoor recreation organisation. Research also shows that groups born outside Europe engage less in outdoor activities than groups born within Europe or in Sweden (Swedish Environmental Protection Agency, 2018). Research also shows the importance of, or the benefit of, establishing outdoor habits at an early age for an active lifestyle with outdoor life as an adult. An important goal of the project was therefore to reach and promote outdoor life among relatively inexperienced groups, including reaching out to schools and

educators to promote outdoor life and knowledge about the right of public access to middle school students.

The target groups in focus for the year were specifically:

- Persons with foreign background
- Middle school children and their parents/guardians
- Decision-makers and politicians.

Information and knowledge about the target groups formed the basis for the governance described in the project plan and communication strategy. In the latter, the target groups were further defined and how best to communicate with them in a national campaign. It is worth mentioning that in addition to political representatives, the concept of decision-makers also included adults around children, such as principals, teachers and other staff in the school, as well as guardians.

Other target groups that became important during the year, but which were not specifically highlighted in the project plan, were people with disabilities and LGBTQI people.

## Working groups

According to the project plan, five working groups would be set up to facilitate the implementation of The Air is Free and the twelve thematic months. In the autumn of 2020, work started on recruiting suitable people to the groups. The project plan suggested appropriate organisations to involve in the work, which facilitated recruitment. During the latter part of 2020, the groups were appointed and up and running. The working groups consisted of representatives from authorities, member organisations, municipalities, county administrative boards, universities / colleges and the county administrative boards' outdoor recreation coordinators. The purpose of the groups was to strengthen the links and work in the following areas and reach out to important arenas. The five working groups were:

- Inauguration of the project 2021
- Activities in nature
- Activities at school
- Feel Good Outside
- Dialogue for outdoor life and nature tourism

Initially, the work lay in defining roles and preparing mission statements. The groups were given responsibility for designing the core for the twelve theme months and assisting the project group with knowledge and insights as well as reaching out to important arenas. The project group's responsibility was to

transform the core into messages and efforts to reach both actors and the public. In parallel with the start of the campaign, the working groups' efforts contributed to the annual wheel linked to the project's operational plan that was adopted at the beginning of the year. For the rest of the year, the groups worked in different ways. Some acted more as a sounding board for the project group, while others initiated their own meetings and collaborations. For the project group, it was an asset to take part in the working groups' knowledge and experience.

## Twelve themes

The project was divided into twelve different themes or deliveries according to the months of the year. The purpose was to create visibility and reach, collaboration and convey knowledge about natural and cultural values. The goal was also to create easily accessible information in various outdoor areas to facilitate outdoor activities for the unaccustomed. By creating hashtags on social media on each theme, the goal was to be able to follow and measure the number of posts during the year.

Table: Detailed information on the themes.

<b>Månad:</b>	<b>Tema:</b>	<b>Syfte:</b>	<b>Hashtag:</b>
Januari	Invigning	Kickstarta året. Lära känna varandra. Öka kännedom om kampanjen.	#invigning
Februari	Inspiratör	Lyfta inspiratörer. Uppmana till att inspirera andra	#inspiratörfriluftsliv
Mars	Friluftskompis	Ta med en kompis ut, uppmuntra ovana	#friluftskompis
April	Sveriges friluftsdag	Uppmärksamma friluftsdag i skolan och på arbetsplatsen	#sverigesfriluftsdag
Maj	Friluftsliv i skyddad natur	Belysa Sveriges skyddade natur och friluftsliv där	#friluftslivskyddadnatur
Juni	Äta ute	Uppmuntra till att äta ute. Öka kunskap och färdigheter om matlagning utomhus	#ätaute
Juli	Sova ute	Uppmuntra till att sova ute. Öka kunskap och färdigheter för att klara sig utomhus	#sovaute
Augusti	Jag har aldrig	Prova på något nytt inom friluftsliv. Sänka trösklarna till att besöka naturen	#jagharaldrig
September	Gilla friluftslivet	Lyfta goda värden med friluftsliv	#gillafriluftslivet
Oktober	Lära ute	Lyfta fram uteundervisningens goda effekter för skolan, elever och lärande.	#läraute
November	Må bra ute	Lyfta fram och belysa hälsoeffekter av att vistas i naturen.	#måbraute
December	Dialog friluftsliv	Samverkan mellan aktörer. Blicka framåt mot det framtida friluftslivet.	#dialogfriluftsliv

The actors in the project were encouraged to arrange activities related to the above themes. All activities were collected in the activity calendar on [www.luftenarfri.nu](http://www.luftenarfri.nu).

## Communication and collaborations

The project team could see early on that the campaign primarily needed to have a communicative and coordinating role.

During the spring/autumn of 2020, Svenskt Friluftsliv hired a communication agency to find out more about the target groups and find the right path in the communication work. Initially, a feasibility study (SuperLab 2020) was conducted to look at how the project's priority target groups experience outdoor life and their media habits in order to have a basis for the project's graphic profile. In the feasibility study, about 40 children and adults were asked about their views on the matter. Based on the results from the feasibility study, the project team made many of the choices regarding graphic profile, channel selection and tonality for the project – and not least the project name.

As physical meetings were limited during the pandemic and time to build strong communication routes was limited, the project team decided to invest in digital communication. The target group compilation and the feasibility study supported the work with channel selection and what the work to get a large spread in a short time would look like. With the communication that the project group ran, the project wanted to show new ways of communicating outdoor life in order to reach out with communication to new groups.

The coordinators' role during the project was to get the different actors to work together, partly to promote collaborations in the longer term and partly in working groups to find the right one in the project's assignment.

## Message and tonality

The target group compilation and the feasibility study together with a knowledge compilation of the value and benefit of outdoor life and outdoor areas for individuals, groups and society at large (Faskunger, 2020) gave the project group good knowledge of the target groups' needs and habits. Together with the project plan, these formed the basis for a communication strategy for how the project would reach the new target groups. In order to reach out with the project and to the target groups, material and messages were required that quickly caught the attention. Therefore, the project developed a graphic profile and adopted a project name that stood out. The air is free, became the name of the project. Modern colors and the logo aimed to give The Air is Free





a fresh expression. All communication carried out during the year followed the graphic profile.

The communication strategy outlined two overarching directions; To market the project and communicate the benefits of outdoor life based on facts and to make messages about outdoor life easily accessible and target group-adapted. The tonality of communication would be inclusive, inspiring, encouraging and informative.

### **The website**

The website was the hub of all communication during the campaign. The purpose of the page was to collect existing material, package it in the air is free-spirit and create traffic to help arouse interest and increase knowledge. The site was published in December 2020 and was gradually expanded during the year. Here were gathered facts, good examples and news about what the year offered and would focus on. On the website's theme pages, it was described what would happen each month as well as activities linked to it. Linked to the project plan and communication strategy, messages were formulated that both the project and the actors helped each other to communicate. This also formed the basis for the activities that collaboration actors carried out on different themes. Many actors contributed to content by describing good examples and implementing activities. In many ways, the website is a documentation of both what the project would be and became. There was everything from strategic steering documents to concrete tips on cooking over an open fire. An entire school portal was created with research bases for outdoor education, teacher support and educational materials.

The site also became a portal for other actors' material and information. For example, the Swedish Environmental Protection Agency turned to the project for help in publishing six case studies that would be discussed under the Think Tank for Outdoor Recreation. In consultation with the Think Tank's project manager at the Swedish Environmental Protection Agency, such a place was established on [luftnarfri.nu](https://luftnarfri.nu). Together with the Swedish Civil Contingencies Agency (MSB), the project group communicated relevant crisis information about restrictions that affect outdoor recreation. Campaign material from MSB, aimed at actors for dissemination, was also posted and the project group invited participating actors to spread it. Of course, the material was also spread in all channels because the air is free. The same efforts were made for the Swedish Environmental Protection Agency's campaign "Take care of each other and nature".

### **The activity calendar on the website**

A large part of the website's interactivity consisted of the activity calendar. A review at the planning stage of the organised outdoor life's information and functions showed that there was no gathering place for planned activities in Sweden. The project put a lot of time and effort into developing such a

calendar to show the importance of collaboration, create an overview of outdoor life diversity and make outdoor activities easily accessible to the unaccustomed. The purpose of the calendar was also to make it easier for organisations in outdoor life to take part in the range. Thanks to the fact that outdoor actors themselves could add their activities to the calendar, it grew larger and larger during the year. The calendar was not only unique in its kind, but also gave the project team insight into which activities were carried out during the year and which actors contributed, which also provided information and basis for the evaluation.

## **Social media**

The project established four social media channels; Youtube, Instagram, Facebook and LinkedIn. The choice of these was made based on the target group compilation and the communication strategy. On Youtube, videos that the project created and the webinars that the project group arranged during the year were collected. Instagram had daily updates with information about the project, good examples from other actors, easily accessible research messages and noticed special theme days such as Sweden's outdoor day and Biodiversity Day. Facebook followed the same content, but with some slant partly to suit the medium and partly to adapt to the target group. LinkedIn included updates that were more aimed at professionals in, for example, outdoor companies, schools, decision-makers and authorities.

## **Paid collaborations to increase dissemination and reach out**

Since it can take a long time to build a large following on social media, some of the traffic was bought to spread the posts. The project team also initiated paid collaborations with various in-fluencers who not only had large followings within the project's target groups, but also helped spread messages in channels that the project itself could not establish. These were primarily TikTok and Snapchat, but also Instagram and Youtube for even greater spread there.



## **An outdoor app**

Svenskt Friluftsliv initiated a collaboration with a tech company that, among other things, builds apps. A collaboration on an innovation project was initiated that resulted in an outdoor app built on some material from the website – the activity calendar, news and good examples. The app also linked the Facebook pages from Svenskt Friluftsliv's member organisations, Fritidsbanken and Naturum as well as a lot of feeds about bathing places, temperatures, snow depth and information about public transport to well-visited places for outdoor life. The purpose was to show a new way of

communicating outdoor life and to facilitate outdoor activity for the inexperienced practitioner.

### **Film- and campaign materials**

As part of the communication work, the project group produced a number of films on the theme of outdoor life and The air is free. The opening film was produced for the opening in January with the aim of kick-starting the year and starting to spread messages about the Friluftslivets år. Additional films were "Find your outdoor life" which presented Sweden's outdoor organisations and the organised outdoor life they contribute. That film was translated into several languages including English, Arabic, and Turkish. A film with interviews of inexperienced outdoor athletes showed the fears and ignorance many unfamiliar with outdoor life and Swedish nature. The film was based on information about perceived fears from the target group analysis. Furthermore, a film was produced on the theme of sleeping outside. At the end of the year, a closing film was also produced that summed up the year and presented experiences and preliminary results. All films were posted for free use both on Youtube and luftenarfri.nu.

In September and October, the project group and the working group for the school ran the campaign #uteklassrummet to draw attention to the theme months Like outdoor life and Learn outside. The material in the campaign came from different schools' outdoor classrooms and was published on the website and social media. During November's theme Like outdoor life, the project group ran the campaign Lifestyle outdoor life, which highlighted different groups who have chosen to live closer to nature in their everyday lives. The material, in the form of interviews and pictures, the project group produced together with a student from Södertörn University as part of their university thesis. The campaign was published on the project's social channels and on luftenarfri.nu.

### **Collaborations**

The project was largely based on collaboration with other actors, organisations and established partner networks. The goal was to collaborate with at least 150 actors during the year and the project group began by making contacts to find these early on. Many stakeholders were already ready to participate, which made the project team's work easier. Even before the turn of the year 2020–21, the working groups were able to start their work. The project group drew up a newsletter to be able to inform stakeholders about the joint work ahead.

In 2020, the project group arranged three webinars to prepare and coordinate the work for the project. Actors with knowledge of, for example, the different target groups and about different monthly themes were invited to contribute to the program to spread their knowledge to more people and increase understanding of what the year of outdoor recreation would entail

and include. The webinars then continued monthly throughout 2021, following the theme months.

The project group's representatives were also invited into a number of external networks and meetings to inform about the year, make contacts and find forms of cooperation.

### The most salient actions

For reasons of space, it is not possible to describe in detail all the efforts during the year. However, some of the main efforts were:

#### **Governor's outdoor relay**



The county administrative boards' outdoor coordinators were important resources during the Friluftslivets år 2021. Through their network through the Swedish Environmental Protection Agency, the project found several points of cooperation and they were a driving force in regional coordination and in organizing activities. The most prominent activity during the year was "the county Governor's outdoor relay". On the initiative of Uppsala County Governor, Göran Enander, the other county governors in Sweden were challenged to participate in a relay to promote outdoor recreation and to showcase the regional nature and outdoor opportunities. All Governors accepted the challenge. During the year, a large number of activities were carried out in all counties with good results. (Summary of the Governor's outdoor relay)

#### **The feeling-good-project**

One of the largest planned elements during the year was a pilot project for health and outdoor life in five municipalities with the aim of promoting outdoor life and contact with nature among groups that are socially and economically vulnerable, that is, among those who have the greatest risk of ill health. Due to restrictions and the late announcement of whether the campaign would take place, the project could only be partially implemented. Due to restrictions and the late announcement of whether the campaign would take place, the project could only be partially implemented. Several projects involved had to be cancelled, while others became part of other elements during the year, such as the conference in Åre. Please read further in the results and discussion section.

## **The conference in Åre, Jämtland**

One of the project's biggest and most high-profile features was the conference in Åre, 6–7 December. The conference was a merger of the two conferences described in the project plan, the researchers' conference and the final conference. The conference was partly about summarizing the project and partly about highlighting future challenges with outdoor life. The purpose of the conference was partly to generate experiences and knowledge from the past year and partly to spread research and promote dialogue on outdoor life issues. The conference was part of the monthly theme of dialogue.



## **Bank of dialogue methods**

In February, work on dialogue on outdoor life began with a workshop. From it, a bank of dialogue methods was created, which was published on [luftenarfri.nu](https://www.luftenarfri.nu/wp-content/uploads/2021/04/Luften-a%CC%88r-fri-Friluftslivets-a%CC%88rs-bank-av-dialogmetoder.pdf). It would facilitate the work of dialogue throughout the year. (<https://www.luftenarfri.nu/wp-content/uploads/2021/04/Luften-a%CC%88r-fri-Friluftslivets-a%CC%88rs-bank-av-dialogmetoder.pdf>)

## **Guide to outdoor recreation days**

In April, the theme was outdoor days and in collaboration with the Swedish Environmental Protection Agency, the project produced a guide for employers. The purpose was to convey the importance of outdoor days at the workplace and make it easier for employers to organise activities.

(<https://www.luftenarfri.nu/wp-content/uploads/2021/03/Luften-a%CC%88r-fri-Underlag-friluftsdag.pdf>)

## **School portal**

Since children in grades 4–6 were an important target group, the school sector was a given party to dialogue with and to support schools to conduct outdoor education. In [luftenarfri.nu](https://www.luftenarfri.nu), a school portal was created with current research, educational materials and teacher support. The working group for learning outside contributed in the design and with materials. The portal also contributed a number of stakeholders with good examples and materials. (<https://www.luftenarfri.nu/skolan/>).

## Description of grant projects

Outdoor recreation organisations and other actors could apply for financial support for external projects before the campaign. Eligible to apply for funding were non-profit organisations, foundations and municipalities. Individuals, businesses, county boards and state agencies were not eligible to apply. The interest in applying for project funding was very high, 369 applications were submitted with a total amount applied for of almost SEK 67 million. Almost SEK 18 million was available to distribute according to the project plan. The distribution committee in Swedish Outdoor Life was responsible for the task of treating and selecting priority projects. The applications were distributed among the committee's representatives for review and assessment.

A number of criteria formed the basis for the examination and assessment of the applications. On a five-point scale, where '1' represented the lowest grade and the '5' highest grade, the projects/applications were assessed:

- ☐ relevance to outdoor life and set goals for the Friluftslivets år,
- ☐ financial plausibility and feasibility given resources and timeframe (to be implemented in 2021 and reported back by 1 April 2022),
- ☐ degree of innovation.

Based on the above criteria, an overall assessment and prioritisation of applications was carried out on a five-point scale.

Important goals when choosing projects were also to achieve a representation from all over the country and that different types of actors in outdoor life should be included, such as schools, municipalities, outdoor organisations, foundations. Great emphasis was also placed on efforts concerning knowledge of the right of public access. At the allocation meeting in November 2020, it was decided which projects should be included and financed. Applications were preferred starting "from above", that is, projects with the overall highest grades/priorities 5, then 4, 3, and so on. Projects with a grade of +4 and 5 were guaranteed funding, while projects with a grade of 1 were not preferred further at the meeting. Many applications were graded with an overall grade of 3 or 4. In cases where applications received identical gradations, projects were prioritized based on the principles of geographical spread, relevance to the goals of the campaign and that different actors in outdoor life should be represented.

A total of 73 projects could be financed. Activities and projects that received funding from the campaign had requirements for reporting back no later than April 1, 2022.

## Description of the evaluation

A large number of information and data sources form the basis for this evaluation. The reporting uses statistics from the use of digital media, via the project team's deliveries, as well as people's and actors' experience of The Air is Free.

- Financial accounting
- Statistics from digital media channels website and app,
- Statistics from publications in traditional media,
- Statistics from the activity calendar,
- Participation in webinars, the annual conference and newsletter subscribers,
- Survey to actors who have been part of the campaign,
- In-depth interviews with selected people/actors who have been part of the campaign,
- Questionnaire to participants at the final conference in Åre (both physical and digital participants).

External sources of data and information have also been used, mainly in the discussion and assessment of how the project has achieved or pursued the long-term goals. Examples are the Swedish Environmental Protection Agency's statistics from Sweden's outdoor municipality 2021, the County Administrative Boards' report on outdoor recreation work 2021, Statistics Sweden's statistics from ULF (the survey of living conditions), the Outdoor Barometer 2022 from Svenskt Friluftsliv and other statistics from Naturrum (nature-based "service centers" where people and groups can learn about and access nature; employed staff).



# Results

The results part consists of a financial report, participants' and actors' experience of the project via interviews and surveys as well as statistics from sources mentioned in the method part.

First, some information about participants and response rates...

## The Survey

The survey was answered by 53 people / actors, which is estimated to correspond to about half of the most primary collaboration actors during the campaign. The stakeholder survey is judged to be representative and give a good picture of how the project was perceived by outdoor recreation actors and participating organisations, not least because a very large majority of the responses were homogeneous, that is, unambiguously showed the same thing. Questions and answer options are set out in Annex 9.

**LUFTEN ÄR FRI**  
PRILUFTSLIVET ÅR 2021

**Luften är fri är intresserad av dina åsikter och erfarenheter!**



## Survey Conference Åre

The survey to evaluate the conference in Åre was sent out in January 2021, about a month after the conference. The survey was answered by a total of 76 people/ actors. The number of participating organisations in Åre amounted to 220 while the number of people was 337. The survey is considered to be relatively representative, although a higher response rate would of course have been desirable. Here, too, the answers showed great uniformity - the responses indicated that the participants were largely satisfied with the conference.

## Survey Activity Calender

A survey was sent out to all organisers after completed activities. Answers are available from 157 different organisers and information from a total of 560 activities. An assessment of the total number of participants has been made based on this information.

## In-depth Interviews

A total of eleven interviews were conducted, recorded on tape, transcribed and analyzed. The people who were recruited for the interviews had great insight into The Air is Free, were judged to have great knowledge of outdoor

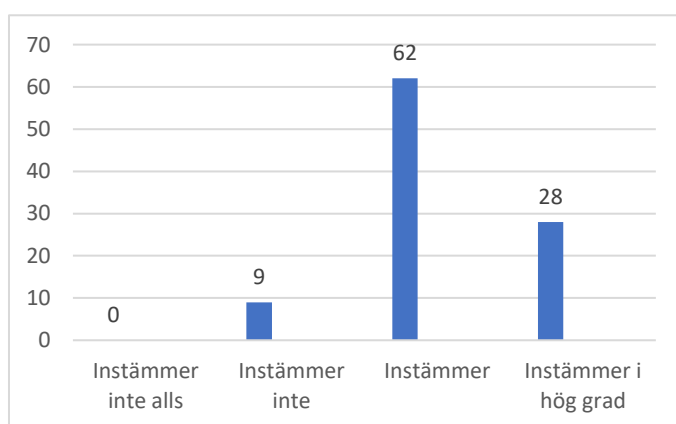
life and outdoor life work in general and represented different parts of outdoor life, such as the municipality, county administrative board, politicians, non-profit sector. Thus, it was not a random sample. The interviews were judged to provide very credible and representative information about how the project has been perceived, the effects achieved and possible explanations for why the effects occurred.

## Materials and messages

**Goals:** Efforts will be made to achieve collaboration between actors and reach out to the designated target groups.

**Impact:** The stakeholder survey and in-depth interviews showed that the name "The air is free" united actors under the same flag and many actors used materials and messages in their own activities. The graphic profile gave a recognition for the project and made the communication stand out in the competition.

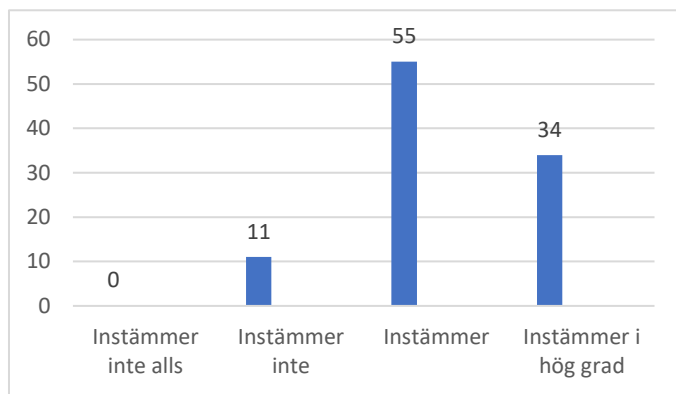
## Satisfaction with materials and messages



Statement in the actor survey: During the project, organisations and actors have been able to gather under common messages (53 responses; share): The chart shows that 90 percent of the respondents believe that organisations and actors in outdoor life have been able to gather

around common commandments during the year. 62 per cent indicates 'agree'. 28 percent 'strongly agree'. Only nine percent 'disagree'.

Claim in the actor survey: The air is free has had an appealing and easily accessible graphic material (53 responses; proportion):



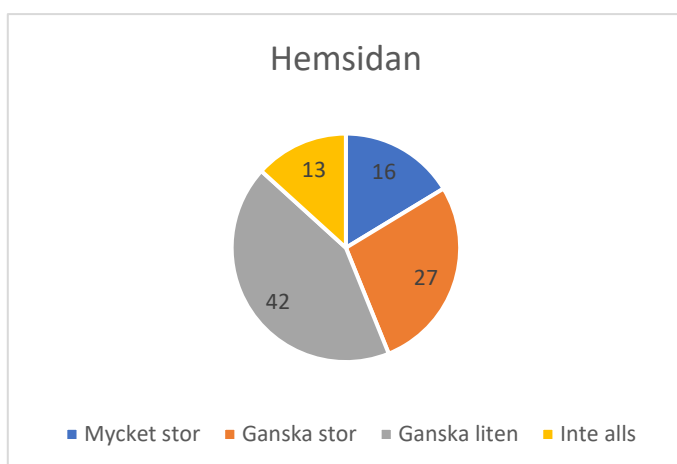
The chart shows that 89 percent of respondents believe that The Air is Free has had an appealing and easily accessible graphic material. 55 percent 'agree', while 34 per cent 'strongly agree'. Only 11 percent 'disagree'.

## Digital platforms

### Website

- Goal:** The website will contribute to the goal of increasing knowledge about outdoor life in order to increase understanding of natural and cultural values. It will also play a role in collaboration, knowledge exchange and inspiration.
- Impact:** The website has been widely used during the year. The review showed that the website had 152,293 unique visitors and 440,471 page views at year-end. See further Appendix 3 for more details.

Question in the stakeholder survey: To what extent have you been helped by the project's website?



43 percent state that they have used and been helped in their work by the website under The Air is free to a 'very large' or 'quite large extent', while 69 percent have used the page to a 'small extent' or 'not at all'. The 'Don't know' option is not shown in the chart above (2%).

The fact that a majority have not been helped by the website may be due to the fact that many who have been involved in the campaign are themselves experts and experts in outdoor life and thus have not had to take part in the materials.

### The activity calendar

- Goal:** A calendar will be developed to create an overview of outdoor life in Sweden and help people and actors find activities. The calendar was developed with the aim of meeting the measurable goals around partners.
- Impact:** The calendar gathered all actors' activities in one place and could show a breadth during the year and which actors collaborated in the project. The calendar also served as a measurement tool for the project team to follow up on several of the goals, including indications that we have reached the target groups, how many people we engaged and what the geographical spread of activities looked like in the country. A total of 260 different actors

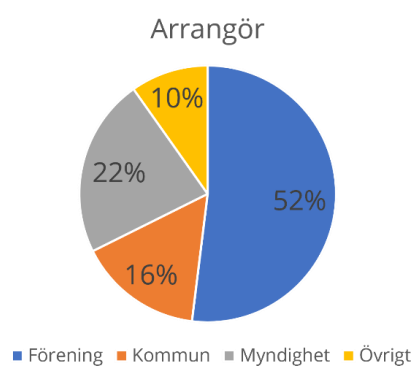
contributed to the approximately 3,500 activities that were included in the calendar during the year.

There were 560 responses to the survey from 157 different organisers with detailed information about completed activities. 560 responses/activities represent 16 percent of the total number of activities in the calendar. The 157 organisers correspond to 60 percent of all participating organisers.

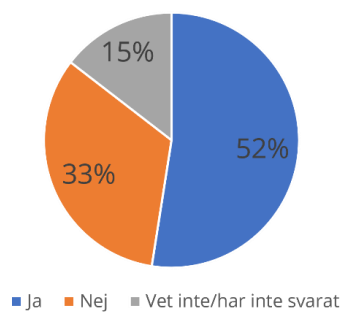
The reported activities have had a total of 112,317 participants, which means 200 participants on average. If one classifies the reported activities as representative and "average" of the other activities (unreported activities), it would mean that the organisers have had a total of almost 702,000 participants. But such assessments are of course very difficult to make as the project team cannot assess how representative and average the 560 responses are for organisers who did not respond to the survey. The spread in the number of participants between different organisers is large. An analysis of the information from the activity calendar shows, for example, that the project "Kusträddarna" from Håll Sverige Rent significantly pulls up the average of participants with its 55,000. If one disregards the Coastal Rescuers, the average instead ends up at around 100 participants per activity. A more reasonable estimate of the number of participants for the 3,500 activities is therefore 350,000.

Just over half of the organisers were various associations (52 per cent). In 42 percent of the cases, activities were carried out in collaboration with others and in 52 percent of the activities there has been dialogue or conversation about the right of public access. The outcome on the type of participant corresponds approximately to the target group that the activity is aimed at, at least in terms of the group unaccustomed. However, a large proportion of respondents could not estimate the distribution among participants. (see Annex 3). The reported answers certainly did not represent all actors and activities during The Air is Free - the number of completed activities that were not included in the calendar is likely to be relatively large - but still reflect the breadth and diversity of commitment and efforts during the year. The calendar had over 63,000 views and was one of the three most visited pages on the website during the year. See also Annex 3 for more detailed statistics.

Thanks to the calendar, the project team was also able to get an idea of who the actors were, the type of activities that were arranged, what activities were aimed at and where in the country they were arranged. This in turn made it easier for the project team to implement changes to the project if necessary.



Antal som förde dialog/samtal om allemansrätten på aktiviteten



## App

Goal: A 10 percent increase in people visiting the outdoors 2021 compared to 2020.

Outcome: 2 735 användare. 250 pushade aktiviteter.

The app was developed to make the activities in the calendar on the website more visible and to show the benefits of communicating outdoor life via an app. Through the app, other actors' communication flows could also be lifted and contributed to the app's purpose and goals. Facebook feeds from Naturum added information about stays in connection with naturum such as parking opportunities when visitor pressure was highest and other current information. It was completely in line with the information the app would contain to simplify outdoor visits for the unaccustomed. Flows from the outdoor organisations were successful as users could choose which organisations to follow, which made the information relevant and interesting.

## Social media

Goals: During the year, the project will produce 100,000 social media posts.

Outcome: A total of 84,000 posts were made with hashtags relevant to the project.

There was a large number of unreported posts in social media due to the fact that hashtags on Facebook are difficult to count and because not all posts were tagged. If hashtags are missing, the social media posts are very difficult to track. The project group estimates that the total number of posts during the year clearly exceeds the set goal of 100,000.



The digital platforms were central tools in communication, not least the social channels. The project group managed, in a short time, to develop channels on Instagram, Facebook, LinkedIn and Youtube with an increasing following during the year. With posts that followed the communication plan, easily accessible and "peppy" messages were conveyed around the year and about outdoor life, based on facts and research. The purpose of these channels was in line with the project's two communication directions; to promote the

project and communicate the benefits of outdoor recreation. Another purpose was to show new ways of communicating about outdoor life.



## Collaborations to increase reach

An important part of the strategy was to enlist the help of people with great influence on social platforms in order to reach more broadly with the communication. Therefore, a number of collaborations with influencers were initiated. In this way, we reached out not only through our own channels and platforms, but also to platforms such as TikTok and Snapchat used by one of our primary audiences; children in grades 4–6.

The analysis of the reach showed that these collaborations were crucial to reach the target group of children and achieve the set goal. The analysis of the reach on social media also showed that other important target groups for the project were reached, largely thanks to external collaborations, such as people with a foreign background and already experienced outdoor athletes.



The project initiated collaboration with local radio station, Skärgårdsradion, which broadcast elements from various activities during the year, which created good exposure in the radio's catch-up area in Stockholm's archipelago municipalities and those who listen to Skärgårdsradion via the web. Among other things, the radio visited the grant projects Friluftsförmedling "PINK", Skogsturs "Vinterglädje" and scouting activities in Värmdö municipality. During the summer, the campaign appeared in conjunction with "Båtpodden" - broadcasting episodes aimed at boating and outdoor life.

## Paid campaigns

To reach out further to key audiences, paid campaigns were created on social media. Together with the agency OTW, a number of films were produced that in various ways highlighted the outdoor life and the project. All material was freely available on the website and the Youtube channel. The last film summed up the year with information on statistics and results. It reported the results that were ready in November 2021 and will be able to be used even after the year to tell in four minutes what was done. ([Nya höjder för friluftsliv under friluftslivets år 2021 - textad](#))



### Gå ut? När de äntligen sitter still vid sina bänkar?

Vi vet att du vet att det är bra med frisk luft och rörelse. Men att du också grunnar över HUR alla i klassen ska få godkänt i matte, NÄR du ska hinna rätta geografiprovet och VARFÖR vissa föräldrar talar om hur de tycker att du borde sköta ditt jobb.

Vi fattar.

**M**en - att ta med eleverna ut i det fria behö-  
ver inte betyda att sätta med läppar hem  
om matsäck och två veckor senare räkna  
in 28 barn på en trång buss. Det kan också  
innebära ett varv runt kvartret med upp-  
giften att fotografera lavar på träden. Eller att i närmsta  
park undersöka hur många olika slags grässtrån det  
går att hitta. (Och på köpet upptäcka att den där tyst-  
lära spejen i parallellklassen är grym på grodor).

Under 2021 har över 300 aktörer inom svenskt  
friluftsliv gått samman för att sprida kunskap och  
lyfta de möjligheter som friluftsliv kan ge. Vi vet att  
ni lärare, rektorer, skolchefer, fritidspersonal - ja alla

i skolan - är oerhört viktiga för att öppna dörren till  
naturen för landets elever. Ett arbete som pågår,  
många lektioner hålls redan idag utomhus.

Vi hoppas att ännu mer av skoltiden ska tillbringas i  
det fria.

På luftensfri.nu finns filmer, litteratur och aktuell  
forskning som berättar att uteundervisning stärker  
i stort sett allt, från koncentration till motorik.

Frågor eller funderingar? Tveka inte att höra av dig  
till någon av alla oss som är övertygade om att -  
luften är fri!



The combined efforts on social media resulted in the project reaching over 6,000,000 accounts during the year. Whether this generated increased outdoor recreation is difficult to assess, but can be classified as a real impact from a communication perspective, especially given the short time frame.

During November and December 2021, the project was advertised in Sweden's three largest school newspapers pointing at the importance of outdoor education. In total, these newspapers have a readership of 300,000 educators and decision-makers within the school. How far this generated increased outdoor education and more focus on the right of public

access is difficult to assess. Hopefully, more educators and schools have found tools and motives to increase the number of outdoor days, increase the proportion of outdoor teaching and promoting the right of public access, which in the long run may mean a shift towards the above goals.

## Other campaigns

Further efforts were made to elevate outdoor recreation in various ways. On [luftenarfri.nu](http://luftenarfri.nu), via newsletters and social channels, stakeholders were encouraged to use campaign material on pandemic restrictions produced by the Swedish Civil Contingencies Agency that was relevant to outdoor life. On the project's website, a page with corona information was also added to make it easier for organisers in their planning at physical meetings. The project shared and made available the Swedish Environmental Protection Agency's campaign "Take care of each other and nature" that was linked to outdoor life during the pandemic. Through this, the project was able to contribute to the dissemination of public information and support the authorities that had a great need to reach civil society. The project also used its own channels to disseminate the material and inform the public, which contributed to an increased knowledge about outdoor life, right of public access, restrictions and recommendations in pandemic times.

When the Environmental Protection Agency was to post content for its Outdoor Think Tank, the project assisted with space on [luftenarfri.nu](http://luftenarfri.nu) for this. It generated a lot of traffic before and during the think tank and the effort was appreciated by the Think Tank's project manager and participants at. The Lifestyle Outdoor Life campaign in November highlighted individuals, couples and families who had chosen a lifestyle closer to nature. Posts and articles were published and visualized the people's increased quality of life and well-being that is in line with the health effects of outdoor life.

## Traditional media

- Goals: In 2021, the campaign will increase the number of articles about outdoor life and increase the number of hits in traditional media by 10 percent compared to the reference year 2020.
- Outcome: 25 percent increase in articles/hits when comparing December 2020 to December 2021.
- Outcome: 36 percent increase in articles/hits when comparing November 2020 to November 2021.

One of the project's goals was to increase the number of hits in traditional media on the keyword 'outdoor recreation' by 10 percent. The goal was achieved by far. Swedish Outdoor Life published a number of press releases during the year linked to various themes, as well as a debate article about the importance of outdoor days both at work and at school. However, the opinion piece was not published, but was posted on [www.luftenarfri.nu](http://www.luftenarfri.nu). The project team has been interviewed in a number of magazines and on blogs. The working group for

schools contributed a text for the journal BI-Lagan. The project group also wrote the foreword to national newspaper Dagens Nyheter outdoor appendix during the year.

The impact at regional and local level has been fantastic. The county administrative boards have succeeded very well with their PR processing as well as coordinating various projects and actors. The grant projects have also contributed to the impact locally and regionally. That outdoor life has received a boost in the media during the pandemic, cannot be denied. The hits on the keyword increased by 25 percent at the end of the year. At its peak, the increase was up to 36 percent compared to 2020 – this when comparing November 2020 to November 2021. The reason why the increase decreased to 25 percent by the end of the year was probably that already in December 2020, it began to be written about the Year of Outdoor Life in the media despite the fact that the campaign has not yet officially started. The baseline was thus higher.

The project also had an ongoing external monitoring of what was written in the media about the Year of Outdoor Life, The Air is Free and about outdoor life in general. The monitoring formed the basis for any further efforts, among other things. The Swedish Environmental Protection Agency provided the project with monthly reports from the agency's external monitoring service. The air is free to monitor even the publication of new research and relevant reports in the field.

## Target groups

### **Children in grade 4–6 and people with a foreign background**

Goals: To reach inexperienced groups. Increase by 10 percent the number of inexperienced people who have been experience nature.

Outcome: The project has reached these target groups to a large extent. Whether this has led to an increase of 10 percent is difficult to say, however, given that there was no zero measurement of the outdoor habits of the target groups before the project and post-measurement have not yet been completed. However, there are several clear indications that the project has reached the target groups. The data produced by the project shows that the grant projects have reached a large part of this target group, activities in the activity calendar are aimed at children and young people to a large extent, the efforts on social media have reached the target groups on platforms where they are located and films, advertising materials and campaigns have been aimed specifically at these.

### **Decision makers**

Goals: Engage 500 local, regional or national decision makers and politicians in the campaign.

Outcome: 330 decision-makers participated in the County Governor's outdoor relay. 37 are documented in the grant projects and additional projects that have stated that they have met the goal of reaching decision-makers without giving a concrete figure. About fifteen politicians participated in the conference in Åre. About ten participated in the project's webinars. Furthermore, around 15 from the Parliaments outdoor network participated in meetings with Svenskt Friluftsliv during the year.

The project estimates that the goal has been achieved even if the official number of documented participating decision-makers is less than 500. There is most likely a large number of unknown participants that qualify as decision-makers. In addition to those presented in the outcome, a large proportion of decision-makers have been involved by the project's actors, for example in the grant projects. In the in-depth interviews, furthermore, it appears that municipalities feel that outdoor issues are raised higher on the political agenda and in dialogue with outdoor organisations, it is felt that the year has contributed to the dialogue with politicians becoming easier and better during the year. However, these are examples of indirect involvement of decision-makers rather than directly.

### **Target groups that the project prioritized outside the project plan**

As previously mentioned in the methodology section, the project plan did not focus specifically on people with disabilities and LGBTQI people, but only inexperienced groups. Specific actions for these groups were carried out during the year. Several grant projects had people with disabilities as the main target group for their activities. More on this under the results of the grant projects. Advocates for people with disabilities participated in panel discussions in the project's webinars. Dialogue with RFSL regarding the exclusion of LGBTQI people in organised outdoor life resulted in adjustment of gender alternatives in the data collection from the activity calendar and in RFSL's participation in the conference in Åre. One of the workshops at the conference also addressed the accessibility issue of trails, trails and outdoor recreation areas. According to the lecture, there is a great need to make outdoor life available to more groups including improving information and presentation. In addition, the project highlighted these groups in several communication and marketing efforts during the year.

### **Collaborations**

An overall and prioritized goal of the project was to persuade different parts of society, such as non-profit organisations, municipalities, landowner organisations, commercial actors, and others, to collaborate to promote outdoor life and create better conditions for outdoor life.

Goals: During the year, Friluftslivets år shall collaborate with at least 150 organisations or actors.

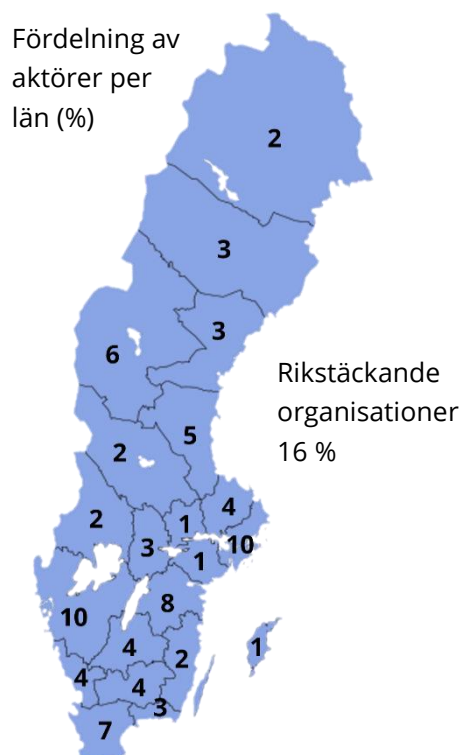
Outcome: A total of 367 actors participated during the year.

Outcome: Additionally, over 300 actors participated in the grant projects.

Outcome: The conference in Åre attracted over 200 different organisations.

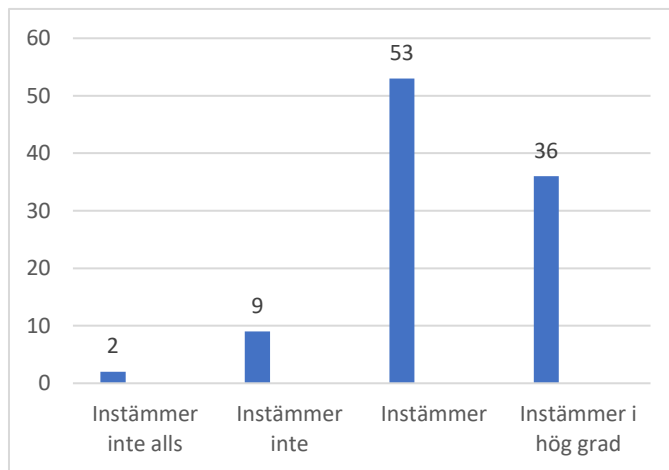
Many of the actors in outdoor life contacted the project group at an early stage to show their interest in taking an active part in the Year of Outdoor Life. The goal of 150 actors participating, therefore resulted in well over 300. In total, the project co-operated with 367 different actors. The 73 grant projects, in turn, accounted for a very large number of collaborating actors. Furthermore, over 200 organisations participated in the conference in Åre.

The geographical distribution of actors is shown in the map of Sweden to the right. Jämtland, Östergötland and Gävleborg are examples of counties that have had more participating organisations in relation to their population in relation to the population of other counties. Sörmland, Västmanland, Dalarna and Värmland are examples of the opposite.



Collaboration during the Friluftslivets år is the one-different theme that has been most beneficial, if one is to point to an overall success factor. Authorities, municipalities, foundations, non-profit organisations, tourism companies, forest owners and private actors have all contributed to making the year what it became. The project was defined early on as a national collaborative project and thanks to the co-operation that arose during the year, as well as the project group's ability to create good conditions, more and more actors joined forces. The compositions of the working groups contributed to collaboration between the actors and several concrete collaborations emerged that not only benefited the campaign in 2021 but will most likely benefit outdoor life in the future. Early on, the project group realized the importance of collaboration and worked actively to connect more actors to the project.

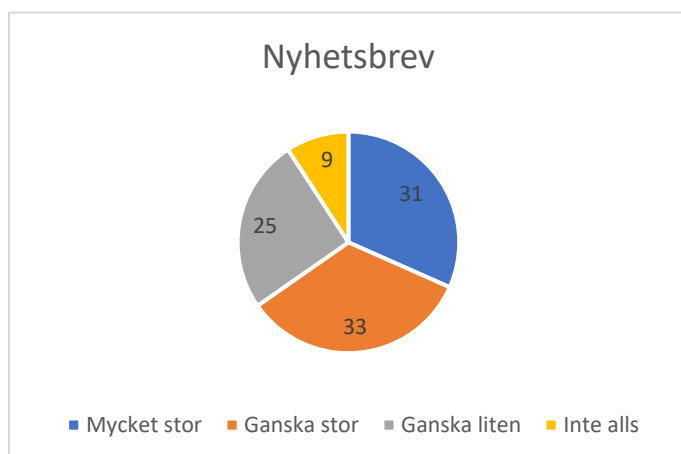
Statement in the stakeholder survey: The air is free has promoted and facilitated collaboration between organisations and actors (53 responses;



share) The graph shows that 89 percent of the respondents believe that the project has promoted and facilitated collaboration between actors. 53 per cent "agree" and 36 per cent say they "strongly agree". Only 11 percent state 'disagree' or 'strongly disagree'.



## Newsletter



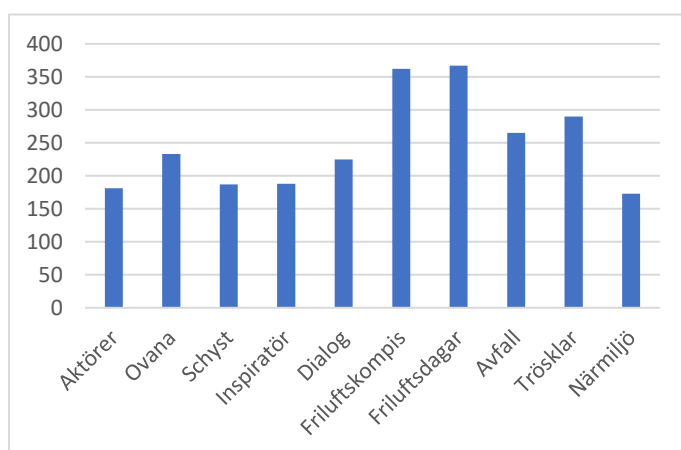
The newsletter was central to the project from many points of view. The newsletter gave Swedish Outdoor Life the opportunity to encourage and highlight the importance of collaboration as well as inform about the project and highlight both good examples and research

findings. The following quickly grew to over 1,000 subscribers and the opening rate was steadily between 30-40 percent, which can be considered a very good figure for newsletters. Question in the stakeholder survey: To what extent have you been helped by the newsletter during the year? 64 percent of respondents state that the monthly newsletter has helped them on a 'fairly large' or 'very large scale' during the year. 64 percent of respondents state that the monthly newsletter has helped them on a 'fairly large' or 'very large scale' during the year. 25 per cent say 'to a relatively small extent' while 9 per cent answer 'not at all'. 25 per cent say 'to a relatively small extent' while 9 per cent answer 'not at all'. The 'Don't know' option is not shown in the chart (2%).

## Webbinars

A key factor in collaboration has been to create meeting places for outdoor life actors. Due to the digital transformation that the pandemic forced us into, the project was able to arrange monthly webinars that followed the monthly themes. The interest in participating and participating was great, which resulted in exciting lectures, interesting insights, knowledge exchanges and personal meetings. The inauguration in January was followed by over 500 people, the project's last one in November on the health effects of outdoor recreation had by the end of the year been seen by as many. A total of twelve webinars were arranged (four in 2020) with 1,700 registered participants and 2,500 views on the Youtube channel.





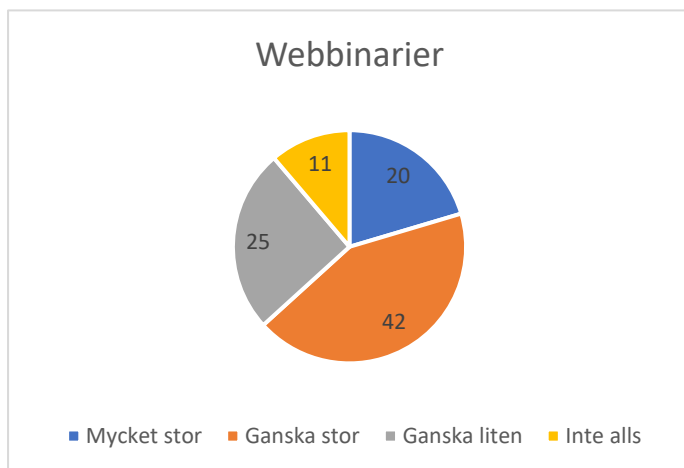
The chart and table present the number of participants at the webinars.

The inaugural webinar in January and the final webinar on the health effects of outdoor recreation are not included. The number of participants and screenings for the opening

ceremony amounts to 1,546. The number of participants and views for the webinar on health effects: 250 and 275, respectively.

Table. Webinars during the year. Number of registered, actual participants and views in digital channels afterwards. \* The webinar was not recorded.

Namn på webinarium, datum	Anmäl- ningar	Faktiska deltagare	Visats i efterhand
Aktörer, 9 sept 2020	181	150	0*
Hur når man ovana grupper 2 nov	170	128	63
Schysstmetoden, 23 nov	147	123	40
Inspiratör, 7 dec	148	76	60
Invigning, 22 jan 2021	615	522	931
Dialog, 2 feb,	100	100	125
Friluftskompis, 3 mars	95	95	267
Friluftsdagar, 14 april	105	73	262
Avfall i skyddad natur, 19 maj	101	68	164
Trösklar & knep, 2 juni	80	54	210
Närmiljö, 1 sept	90	74	83
Hälsoeffekter, 3 nov	232	250	275
<b>Totalt:</b>	<b>2 064</b>	<b>1 713</b>	<b>2 480</b>



Question in the stakeholder survey: To what extent have you been helped by our webinars? 62 percent of respondents state that the webinars have helped them to a 'fairly large' or 'very large' extent during the year. The proportion of respondents to a 'fairly small extent' or 'not at all'

amounts to 25 and 11 per cent, respectively. The 'Don't know' option is not shown in the chart (2%). Here, too, the 36 percent who have been little helped by the webinars may be due to the fact that many participants themselves were experts and experts in outdoor recreation.

## External meetings and networks

**Goal:** All Counties have established meeting places for dialogue.

**Outcome:** In the County Administrative Boards' reporting back to the Swedish Environmental Protection Agency (IVL Swedish Environmental Research Institute, 2022), it appears that 57 percent of the County Administrative Boards conducted regional conferences on outdoor recreation in 2021. In the same report, 81 percent of the County Administrative Boards have stated that they have arranged one or more meetings for the municipalities about outdoor recreation. All county administrative boards also participated in the County Governor's outdoor relay. The project assesses that the goal has been achieved, although it is difficult to assess the outcome due to the fact that the term "meeting place" is diffuse and can mean many different things.

**Goals:** All county administrative boards have coordinated the year of Outdoor Recreation 2021 at the regional level.

**Utfall:** In the County Administrative Boards' reporting back to the Swedish Environmental Protection Agency, it is stated that 95 percent of the county administrative boards have coordinated the work with Friluftslivets år. 90 percent of the county administrative boards also stated that they had appointed a position for the work with responsibility for coordinating outdoor recreation work. The project assesses that the goal has been achieved.

During the year, the project group has also participated in external lectures, conferences and seminars where the project The air is free and the societal benefits of outdoor life and outdoor areas are highlighted as well as The Swedish Outdoor Life's work. Here's a full list:

**Januari:**

- 18/1: Föreläsning, Tankesmedja, Länsstyrelsen Skåne  
20/1: Medverkan, Västerhavsveckans nätverksgrupp  
28/1: Medverkande arrangör till seminarium Älgen i rummet, Centrum för Naturvägledning vid Sveriges lantbruksuniversitet.  
28/1: Medverkan, riksdagens friluftsnätverk, Svenskt Friluftsliv

**Februari:**

- 25/2: Föreläsning, Skogens kraft, LRF

**Mars:**

- 9/3: Medverkan, Västerhavsveckans nätverksgrupp  
30/3: Föreläsning, Besöksnäringen Vadstena Infocenter

**April:**

- 4/4: Föreläsning, Östergötlands friluftsnätverksträff, Länsstyrelsen Östergötland  
9/4: Föreläsning, Nätverksträff idrottsanläggningar Jönköpings län  
15/4: Föreläsning, Sveriges Lantbruksuniversitet  
20/4: Föreläsning, inspirationsdag, PRO  
29/4: Föreläsning, Riksdagens friluftsnätverk, Svenskt Friluftsliv  
29/4: Föreläsning, Länsstyrelserna i Norr

**Juni:**

- 21/6: Föreläsning, FrämjaFys (tillgänglighet, information om spår och leder)

**Augusti:**

- 20/8: Föreläsning, Studieförbundet riks  
26/8: Föreläsning, Gävleborgs folkhälsodag (RF/SISU & Länsstyrelsen)

**September:**

- 7–8/9: Medverkande arrangör, Tankesmedjan, Naturvårdsverket  
28/9: Föreläsning, Scouterna

**Oktober:**

- 6/10: Föreläsning, Nätverket Gröna Kilar Norra Stockholm  
12/10: Medverkande arrangör, Vad är poängen med undervisning och lärande utomhus? Utenavet  
13/10: Föreläsning, utbildningsdag 4H  
15/10: Medverkan och föreläsning på Sustainable Fashion Week, Östersund  
21/10: Föreläsning på Outdoor Destination Vänern, Karlstad  
22/10: Föreläsning, Healthy Cities höstkonferens

**November:**

- 2/11: Föreläsning, GIH-konventet, Gymnastik- och idrottshögskolan Stockholm  
16/11: Föreläsning, Naturskyddsföreningen  
24/11: Föreläsning, Region Östergötlands konferens Må Bra i Naturen

## Monthly themes

**Goals:** To carry out each month on different themes to highlight different important areas of outdoor life and together with other actors unite around common messages.

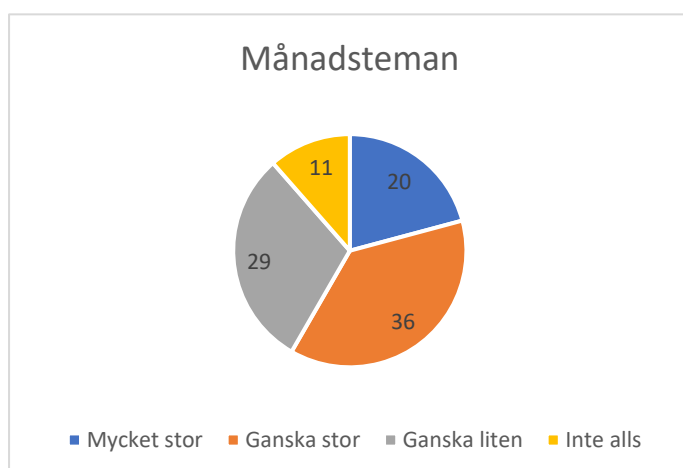
**Outcome:** The project carried out all monthly themes as planned.

Planning of the deliveries was initially done by the working groups, whose work was refined by the project team in the form of communication and schedules. Information about each monthly theme, with messages, planned activities and good examples was published on [luftenarfri.nu](http://luftenarfri.nu) and communicated to other actors via the newsletter. The project actors were inspired to create activities on the different themes of the project. Many chose one or a few themes, other actors chose to follow all of them. Among grant projects, it was most common to follow and implement actions on all or almost all themes. The single most popular theme months were:

- Eat and cook outside (June)
- Protect the nature (May)
- Outdoor education and learning (October)
- I have never...(try something new) (August)
- Well-being by being outdoors (November)

The actors and individual practitioners chose to use hashtags, which allowed the project team to get an idea of completed activities and estimate the number of posts published and collect all posts and activities in a more visible way. The grant projects were particularly careful to follow several or all of the monthly themes.

**Question in the actor survey:** How much have the theme months during the year facilitated your work?



56 per cent believe that the theme months have facilitated the work of outdoor recreation during the year, either to a 'very large' (20%) or 'quite large' extent (36%). 40% say it has facilitated the work to a lesser extent (29%) or not at all (11%). The alternative 'Don't know' is not shown in the

chart (4 %). More information about the theme months can be found in the open responses from the stakeholder survey and in-depth interviews.

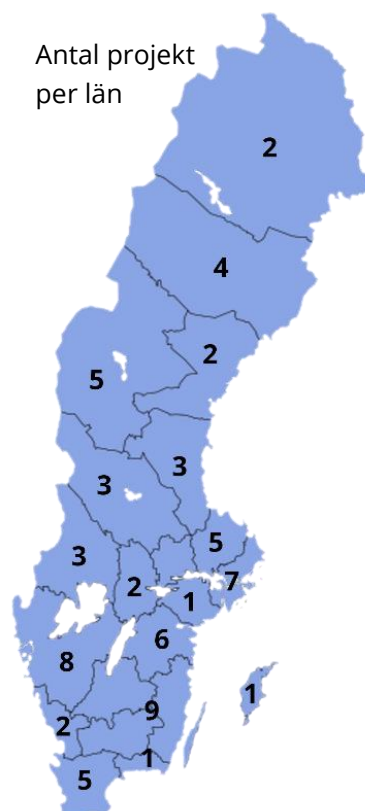
## Grant projects

- Goals:** The grant projects are linked to several of the objectives of the action plan. Among other things, to contribute to more people coming out, collaboration between actors, increased employment and ensure that participating actors have carried out their activities and communicated them.
- Outcome:** The grant projects gave a good picture of activities that were carried out, how they were communicated, how extensive the participation has been and what the activities have been directed to, how the projects contributed to employment and which actors have collaborated. Most of the grant projects have stated in their reporting that they have achieved their objectives. See Annex 7 for detailed information.

As mentioned earlier, a total of 369 applications for project funding were received. Of these, 73 could be financed through Air is Free, which corresponds to 19.5 percent. The fact that a total of 369 actors applied for funding is an important result in itself and which showed the great interest from various actors to get involved in the campaign and to promote outdoor life in 2021. Non-profit organisations accounted for 57 percent of the applications, while municipalities, foundations and others represented 35, 6 and 3 percent, respectively. In total, 27% of the amount applied for could be granted. How many of the unfunded applications have nevertheless been implemented is unknown to the project team.

## Geographical information

There was a very good geographical spread of the grant projects, from southern to northern Sweden, east to west, and between urban, rural and sparsely populated areas. All counties except one (Västmanland) were represented, as well as about 60 municipalities as either main organisers or partners. See distribution in the Swedish map. There was also a spread on the projects in terms of nationwide, regional and local projects and activities. Among the actors were member organisations in Swedish Outdoor Life, municipalities, foundations, nature conservation organisations as well as schools and organisations that primarily did not previously devote themselves to or focused their activities on outdoor life. In terms of population, sparsely populated areas and medium-sized towns are over-represented among the projects. The air is free has consequently included localities and areas that are often considered segregated and "overlooked" in various types of ventures and campaigns.



## About the feedback on grant projects

Most of the projects finalised their activities on 1 April 2022. The 73 projects that received funding during the Year of Outdoor Life have contributed to both activities and knowledge exchange. See also Appendix 7. The project team has been able to follow some closely. Several projects state that they have had problems implementing their intended activities due to the corona restrictions, but with the help and support of Svenskt Friluftsliv, creative solutions and flexibility, the projects have been able to be implemented. Two of the projects have not been able to be carried out as planned. About thirty of the projects have not used up all the allocated funds and will repay funds. Overall, the grant projects have met the requirements set initially. The vast majority have taken the project's overall goals and formulated their own goals based on these. Overall, the projects have also fulfilled them. Of those who have not fully met their goals, the pandemic is a major cause. They have not been able to carry out their physical meetings as planned and several have had to be canceled due to illness or postponed in time. Several projects have managed to postpone activities or switch their physical meetings to digital activities and then gained a large reach. One example is Höör municipality, which has reached over 40,000 people in digital channels by urging residents to engage in outdoor activities on their own, sell fishing licenses for 1 kr apiece, as well as via the Fishing Challenge campaign that reached 200,000

people on Instagram. Other projects have been able to postpone activities and implement them when restrictions were eased.

### **The reach of the grant projects**

In the final reports, the 71 projects that have been carried out state that they together had 121,854 participants, physical and digital combined, during the year. This represents the participants that the projects have been able to document. In addition, there are a large number of other people who have not been able to document, but who have taken part in the projects' efforts and activities on their own. The projects that have received large grants have generally reached more people, but there are some smaller grant projects that stand out. Sävar IK Korpen had activities throughout the year linked to several of the project's monthly themes. The target group was people with mental illness and inexperienced outdoor participants. In this small area in the Umeå area, over 6,000 people participated in the project. Sävar IK Korpen states in its reporting that their Facebook group was reached by 33 percent of the inhabitants, which indicate that it may be easier to reach a large part of a population in a smaller town.

Another example is Friluftsförbundet Öxnegården in Jönköping, which reached over 7,000 people in its activities. One conclusion one can draw from this is that a project often benefits from having a physical place to gather around. This is something that is also shown in the grant project such as the Tyrestaskogen Foundation, which has arranged activities in Tyresta National Park. Tyresta is a well-visited and well-known place and where there is also a Naturum (nature service and visitor center) with staff who are used to arranging activities and attracting visitors.

### **Examples of activities in the grant projects**

The variety of activities carried out was impressive. Below is an excerpt that is by no means exhaustive:

- Fishing
- Mushroom picking
- Walks & hikes
- Wheelchair hikes
- Climbing hills
- Canoeing/cayaking
- Forest meditation
- XC-skiing
- Horse riding
- Scouting
- Exercise
- Discgolf
- Bandy
- Bird watching
- Sailing
- Visiting preserved nature/ national parks
- Family-based outdoor life
- Quiz walks in nature
- Outdoor gymnastics
- Forest adventures
- Cycling in forests
- Dialogue forums
- Cooking outdoors
- Outdoor buses
- Geocaching
- Outdoor education
- Orienteering for beginners
- Summer camps
- Barbeques
- Sunbathing

- Social gatherings in nature
- Activities based on cooperation & team-work
- Running and strength training in the outdoors
- Guided walks
- Water activities
- Exercise bingo
- Discover your local nature areas
- Discover your local town
- Pokemon
- Outdoor SFI education for immigrants
- Borrow outdoor equipment from Fritidsbanken
- Culture walks
- Outdoor life for women
- Outdoor life for kidz
- Outdoor life for the elderly
- Climbing
- Walk n talk
- Overnight outdoor life & using a tent
- Photo exhibition
- Alpine skiing
- Sledging
- Dialogue on public right to access
- Plogging, cleaning and picking garbage and trash from outdoor areas



## **Salient topics**

The focus of the projects reflected the goals and priority groups that the campaign emphasized. It is important to point out that many projects touched on several of the categories and subject areas at the same time – there were no watertight gaps between the categories. The following broad categories could be identified:

- Accessibility to outdoor life, promotion of outdoor life to people with disabilities
- Inclusion, equality, promotion of outdoor life to new and inexperienced groups
- Promote outdoor recreation to children and young people, often through arena school
- Collaboration and coordination of outdoor life (often municipalities)
- Integration, promotion of outdoor recreation to foreign-born or refugees.

The description of the grant project accounts (Annex 7) is presented on the basis of these categories.

## **Accessibility to outdoor life**

Four of the grant projects were aimed at people with disabilities, which meant that the campaign to some extent highlighted an important target group for outdoor life, but which was not identified as a priority target group in the project initially. These four projects did not attract the largest audience or had the largest number of participants, but of course constitute an important part of the project because the efforts showed that outdoor recreation is and should be possible for everyone. In this way, they likely acted as inspirers and role models for others. The long walk project received a lot of media attention. The project meant that twelve participants, with their support staff and assistance dogs, took the nine miles on the Vasaloppet trail, under the leadership of the association Skogstur. Many local companies and leaders from Friluftsrämjandet Botkyrka assisted during the trip. In the media, the walk went by the name "The Great Wheelchair Expedition".

The project Accessible Outdoor Life, which was run by Funktionsrätt Sörmland, successfully arranged accessibility-adapted activities such as chair yoga, guided hikes and outdoor days at lakes in various places and resorts in the county of Sörmland. Of great importance for the project was to choose scenic places that were at the same time accessible to everyone regardless of disability.

## **Inclusion, equal opportunities and promotion of outdoor life to new groups**

Projects focusing on inclusion, integration and interventions against children and young people through school were most prominent, that is, in this area, the most projects were granted. Although the subject areas differ to some extent, these are similar in both target group and activities.

In the area that the title suggests, projects in this area were aimed at one of this year's priority target groups – children, people with a foreign background and decision-makers. A large variety of activities can be found among these projects. During the year, friluftsförbundet PINK in Tyresö has arranged as many as 167 activities aimed at outdoor women, both those with a Swedish and those with a foreign background. It has been everything from overnight stays, canoeing and bushcraft. The Västervik Museum Foundation and the project The air is free Västervik organised, among other things, plogging and managed to attract a total of over 800 people to their activities during the year. Among them were also decision-makers. The lifeguards in Tylösand's project I have never tested outdoor life in open water reached as many as 1,000 people by arranging water activities for people with low swimming skills, many from outside areas. Studieförbundet Norrbotten reached all priority target groups and collaborated with a large number of actors during the year.

### **Promotion of outdoor life to children and adolescents**

Of all the grant projects, 16 specifically targeted children and young people in general and the school setting in particular. These had a great focus on discovering nature, outdoor life, highlighting the right of public access and using outdoor environments in teaching. Most have implemented this through theme days and outdoor days with different middle school classes. The activities were varied with everything from petting animals, building kolmilla and spending the night to bird watching, cooking, canoeing and much more. In Varberg municipality, the entire recreation centre moved out to the beach with nice hanging out and varied activities during the summer, but throughout the year various excursions and activities were arranged according to all the themes of the project. More than 2,500 children and young people participated in these actions.

In Uppsala municipality, the project "Outdoor buses" took a total of 500 schoolchildren on excursions in various outdoor areas during holidays. The concept of outdoor buses is important for everyone's accessibility, but probably extra important in places and in cities with poor access to outdoor areas and forests. Uppsala also arranged a summer camp with activities in the open air. They also produced inspirational material on outdoor education for the municipality's educators.

### **Projects focusing on collaborations and coordination**

The grant projects that mainly worked with coordination were largely municipalities. These worked for increased dialogue between the municipality, outdoor organisations and inexperienced groups and its representatives to highlight and make available activities around the

municipalities. Together with other actors in the municipalities, activities were organised on all themes of the year. The grant projects also invested a lot in communication and marketing in various media to make the campaign visible. For example, Dals-Ed municipality produced a film to promote the municipality's rich outdoor life.

Dal-Ed municipality invested in activity rounds and digital quiz walks to encourage knowledge and to increase interest in children and young people. Outdoor activities were also arranged as part of the municipality's annual cultural week, which attracted people in all of the project's target groups. Most of the activities were carried out in collaboration with other actors in the municipality. In all, nearly 2,000 people participated in these.

In collaboration with others, Värmdö municipality organised activities such as bird watching, orienteering, plogging with the Swedish Society for Nature Conservation, outdoor life with Friluftsförbundet (learning outside, hiking, plogging), photo competition and functionalist walk. The municipality also organised summer workers who investigated young people's motives and obstacles to outdoor life and produced films about Värmdö's outdoor offerings. In total, over 700 people participated in the project's activities. Värmdö municipality stated in its final report that the municipality's outdoor associations got to know each other better during the project and that they reported more members compared to previous years.

### **Projects focusing on integration**

The projects that have focused on the integration and promotion of outdoor life for foreign-born or refugees have mainly arranged activities for people in these groups. Investments were also made in training for SFI teachers (SFI = teaching Swedish to new Swedes).

Naturskolan and Umeå municipality's outdoor life in school project invested in educating educators in outdoor education, both digital and physical educational occasions were arranged. A total of 128 SFI educators were trained. Activities were also carried out according to the project's monthly themes in which 694 SFI students participated. A total of 931 people participated in the project's various actions. Miljöverkstan Flatens project My outdoor life! aimed at newly arrived young people and young people with different disabilities. For these, 22 trips/adventures were arranged with a total of 120 participants during the year. The youngsters then wrote travel reports and produced films about their adventures. The project also participated in the conference in Åre.

The Swedish Society for Nature Conservation Dalarna and Hitta ut i Dalarna produced 73 signs with nature and cultural information, which were put up at Hitta-ut-kontroller. A total of 2,163 people made 66,970 registrations during April-October. They also arranged 90 documented meetings according to the concept of outdoor buddy (as well as many undocumented ones).

*Ain't no mountain too high!* was a grant project arranged by Save the Children in Örnsköldsvik and Östersund. In that project, activities were arranged that reflect the diversity of northern Sweden and outdoor life in the north. Many activities were planned with the child rights perspective in focus. A total of 1,340 people with roots in 22 different countries participated. The project was presented at the conference in Åre.

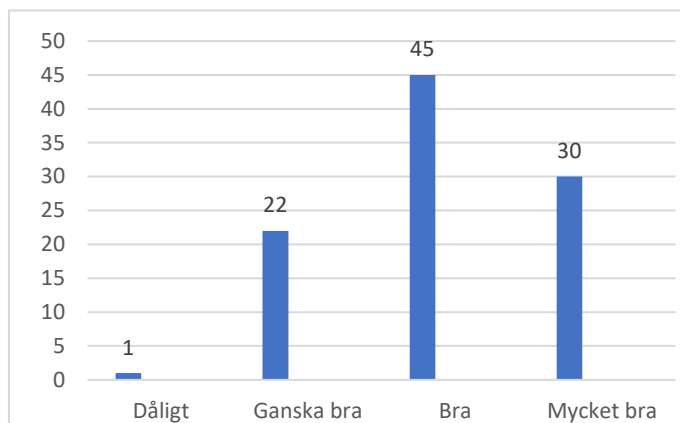
## The conference in Åre – focus on challenges and the future outdoor life

An important aspect of disseminating research and knowledge about outdoor life, in addition to knowledge compilations and webinars during the year, was the conference that Svenskt Friluftsliv arranged in Åre, Jämtland, 6–7 December 2021. The conference was very successful with 337 participants, of which 177 were physically on site in Åre. About 15 decision-makers participated either as lecturers or listeners. The conference was partly about summarizing the year and disseminating research and knowledge, and partly about highlighting future challenges with outdoor life and promoting dialogue on outdoor issues.

Already in April 2021, planning began to conduct a closing conference. The dialogue working group was involved in the planning together with the project team. Åre municipality and the county administrative board in Jämtland raised their hand to stand as co-organisers. The conference included two days full of rewarding conversations, networking, interesting lectures, workshops and a lot of wisdom for the future. There were program items on everything from sustainable development and health economics, via integration, accessibility and health effects in nature, to conversations about politics, the right of public access, littering and the future of outdoor life. Some projects that would have been part of the health and outdoor recreation pilot project were instead included in the conference. It was, among others, Friluftsrämmandet's and Sjöbo municipality's project Hang with us out that uses outdoor life to treat and help people with psychiatric diagnoses and the Swedish National Association of Sweden's 4H's Doctrine by doing in nature at the 4H farm! aimed at children and adolescents.

Over 40 lecturers presented material at the conference under the leadership of master of ceremonies Patrik Jämteborn. There was a great pent-up need to meet physically after all digital communication and meetings earlier in 2021. The evaluation from the participants showed that the majority would like to see the conference return on a regular basis, as long as it does not touch on the content and purpose of the Swedish Environmental Protection Agency's Think Tank. The evaluation also showed that the participants would have liked to see more time for informal conversations and workshops outdoors.

Ask in the evaluation of the conference in Åre: What is your overall assessment of the conference in Åre? (76 replies; share)



The diagram illustrates that a large majority of the respondents considered the conference in Åre to be either 'good' or 'very good'. A total of 75 percent indicated this, while 22 percent indicated 'pretty good.' Only 1 percent of respondents (one person) felt that the conference

had been 'bad.' Nearly 90 percent of respondents indicated that a similar conference should recur regularly (not shown graphically in this report; 89%).

## Qualitative evaluation

As mentioned in the methods section and in the introduction of the results section, the evaluation has primarily used two sources to investigate actors' and individuals' experience of The Air is Free. On the one hand, open answers from the stakeholder survey (53 answers), and on the other hand, in-depth interviews with selected people from different parts of the outdoor life and the project. These two sources can be classified as qualitative and provide information, not only about what has been good and not good about the project, but can also probably contribute with an in-depth understanding of why and possible mechanisms for different effects and results.

## Öppna enkätsvar

The open answers in the actor survey contributed with a lot of experiences and information about both positive and negative perceived aspects of The air is free. In the text there are quotes to illustrate content. A larger number of selected quotations are presented in Appendix 4. The appendix is divided according to columns with the themes "Collaboration", "Material, structure, tonality", "Other positive aspects" and "Negative aspects".

Overall, the open survey responses were very positive about the project, which is in line with the answers to the fixed questions in the survey presented earlier in the present report. The participants emphasized above all the project's focus on collaboration, good digital communication including good webinars and clever influencer collaborations, useful practical monthly themes, free materials and packaging of research messages. Here follows some citations:

*"The monthly themes was a success factor. You could join forces with the national campaign but still put a local or regional touch to it"*

*"The togetherness, the pep-talk and the inspiration! The wide-scale collaborations!"*

*"Your beautiful logo and clever name. The use of hashtags"*

Several actors state in the survey that the project has helped to put the issue on the political agenda, that it has facilitated outdoor work in the municipality and that it has been easier to reach the target groups that have traditionally often been difficult to reach. The campaign has also offered something concrete that has been easier to talk about with colleagues, schools and associations compared to trying to refer to the national outdoor policy goals or the concept of outdoor life that is perceived as more abstract and diffuse. The project has "lowered the thresholds" and further increased the "tailwind".

In the feedback from the respondents, there were also some things that were perceived as less good and that can be done better at the next campaign. The main criticism is that the planning was delayed because the political decision on funding took far too long, but also that the information could have been clearer:

*"The planning was delayed due to the late decisions regarding the financing. Information needs to be clearer"*

*"The project group and financing must be in place earlier next time"*

Other respondents believe that it is certainly true that the late decision probably created some uncertainty among the actors, but that the close dialogue with actors in 2020 both from the Swedish Environmental Protection Agency's and Swedish Outdoor Recreation's side still meant that most were well prepared and were in the starting pits when the news of funding came.

## **In-depths interviews**

In total, eleven interviews were conducted with people from different parts of outdoor life and the campaign in order to get a broad representation and different points of view on the project. The people were selected because they were judged to have solid knowledge of outdoor life, the campaign and future challenges and needs. The results of the interviews reflect well the results that emerged from the survey to the actors, both in terms of positive and negative aspects and important development needs for the future. Here, too, there are quotes to illustrate content. Participants in in-depth interviews are referred to as "respondents" in the text. More examples of quotes and themes are presented in Appendix 6.

## **Positive aspects**

To understand what the project contributed to outdoor work, it may be worth first focusing on some of the shortcomings and system errors that existed in outdoor life before the campaign started. In general, they perceived that

working with outdoor recreation had previously been relatively fragmented much like a partially hollow patchwork quilt with unclear roles, although much works well as well. It was common for actors to work in their own tracks without much collaboration with others. Many people with outdoor issues on their table have probably felt a little lonely and isolated within their respective organisations and in their locality. Some respondents also said that organised outdoor life and the work to promote outdoor life have probably been perceived as a bit exclusionary and "magnificent" by many, not least by outdoor groups: It should be the right clothes, outdoor life in nice environments in the mountains, advanced and preferably a little risky activities to be seen or pulse-raising sports-like activities in nature to improve health, if you "paint with the broad brush". The above risks raising the thresholds for many groups, such as unaccustomed ones, according to some of the respondents. According to them, the campaign was an attempt to focus instead on the simple, the cheap, the residential opportunities and the fun of outdoor life and, by extension, an emphasis on the fact that everyone can devote themselves to outdoor life and have an obvious place in outdoor life – that is, try to lower the thresholds and reach target groups that have been difficult to reach and involve in the past.

### **Innovative and easily available materials**

The campaign has also had a successful and clever communication and not only focused on policies, plans and research evidence but equally on concrete activities and useful tools to promote the simple, cheap, residential and fun outdoor recreation. Packaging of knowledge and messages is perceived as crucial to persuade more actors to work with the issue and to lift outdoor life. Many participants mention that they benefited greatly from packaged material, such as the material within the school portal.

*"It helps a lot to have evidence-based materials and information gathered...because we don't have time to read reports and articles to do our own analysis...so the packaging and information was important"*

### **The campaign focused on all aspects of outdoor recreation**

The project has promoted collaboration and exchange of skills, created contact areas at different levels and facilitated outdoor work on "home ground" according to the interviewees. The fact that the campaign has shown new and different ways of promoting outdoor recreation is pointed out as important for the continued and ongoing work. The breadth of the initiative is mentioned by many as very important for the result – that the entire



outdoor life has been highlighted. The very process of several actors with an interest in outdoor recreation starting to talk and collaborate at local or regional level is highlighted as a particularly important factor – probably more important than that it in the short term leads to positive results and outcomes. Furthermore, the campaign is perceived to have used appreciated and slightly different communication strategies with a playful tone and the use of modern channels, especially via digital channels and collaborations with influencers, to reach out more widely than has been achieved or tried before:

*"The strengths I think was that the project reached a much wider group of people, target groups and actors than what's been achieved before. I also thought the project used a more playful tone...away from the more traditional and serious focus used before. The campaign promoted joy and happiness"*

### **Higher up on the agenda**

The fact that the project contributed with various practical data, research-based messages, monthly themes, webinars, graphic material and much more made it easier for the actors to implement the work with outdoor life within their respective organisations, not least towards politicians, decision-makers and managers, as well as in the local or regional work. An interviewee with extensive experience of working with outdoor life at the municipal and regional level described that before the campaign, outdoor life may have been included on one single item in the agenda where the issue was discussed "half-heartedly", but during the project and the pandemic, outdoor life was suddenly integrated into many different points and was discussed relatively extensively. The campaign and the pandemic gave outdoor work drive and power. The pandemic of 2020–21 had already increased interest in outdoor recreation among the public and many organisations and the campaign reinforced that trend in 2021.

*"Above all...the campaign was clearly visible and got attention in the whole of Sweden! It gave us credibility and mandate to work with the relevant issues... everyone joined forces...not only in my Municipality. So the torchlight was on outdoor recreation...and that was very positive politically and to get outdoor recreation on the agenda"*

The feeling that many colleagues are working on the same issue throughout the country, and that decision-makers and others feel that there is a coordinated national effort going on, thus seems important to succeed in bringing about change and putting outdoor life on the agenda locally or regionally. And if improvements can be made locally and regionally, it takes the manege of national work. These are important reasons for continued work to strengthen policy work at really all levels of outdoor life. An interviewee with insight into parliamentary work and politics said that the Friluftslivets år contributed to greater attention for outdoor life and outdoor work.



*"The campaign increased the attention on issues related to outdoor recreation, both in parliament and among politicians generally...the pandemic also contributed of course. Outdoor recreation is more on the political agenda now. In addition, when the Swedish Public Health Agency recommended outdoor recreation to maintain health during the pandemic, it increased attention even further"*

It was not just about the parties traditionally associated with nature conservation and health issues, but pretty much all the parliamentary parties. The county outdoor relay was also highlighted as important for attracting the attention of politicians:

*"The county Governor's outdoor relay got a lot of attention among politicians. Many county Governors are former national politicians and possess of a very large political network including in parliament"*

### **Negative aspects:**

The respondents also mentioned some aspects that worked less well and where there is potential for improvement for the next national campaign or in the future outdoor work in general. The most important point is that the late announcement of funding for the project hampered the project's planning, which in turn made it difficult for all parties involved, including for actors who have applied for project funding, the county administrative boards, the municipalities and the member organisations of Svenskt Friluftsliv. This led to aggravating circumstances and lack of time in an already uncertain situation with the pending restrictions during the pandemic – something that was also highlighted in the actor survey. However, outdoor organisations and actors had been informed and involved in 2020 so most were already in the starting blocks and could start up in a relatively short time. Regardless, funding needs to be announced at a much earlier stage from political quarters for the next campaign.

### **More time for planning and perhaps fewer monthly themes**

Several of the interviewees mentioned that the theme months were an important and appreciated element in the planning of outdoor activities during the year. But the number of themes was perceived as too many and important actors at local and regional level did not have time to plan and coordinate efforts every month. An important message is therefore that these key actors need to be involved earlier and provided with material and information in good time so that they in turn can plan and conduct the work in collaboration with local actors.

*"Many turned to us at the county level: "what shall we do during next months theme?"...but there was no time to prepare. We received the*

*information at the same time as everyone else. It was frustrating to be one step behind sometimes”*

### **Involve local and regional stakeholders earlier**

Another point is that the campaign should have focused even more on involving the municipalities, which of course have good conditions to implement activities and collaborate with existing local actors. Several respondents emphasize that if the project had placed higher demands on all grant projects to involve "their" respective municipality and generally emphasized the importance of collaboration, more municipalities could have been reached and involved in the work. In part, of course, this is a resource issue. Here is an important message for future campaigns and the continued work with outdoor life for, among other things, Svenskt Friluftsliv:

*”Involve and talk to the municipalities! They know this pretty well...and work with outdoor recreation day in and day out. There is a gap here to date”*

The above also applies at regional level at the county administrative boards. The county administrative boards had an important and large role in the implementation of the campaign, but an interviewee from a county administrative board believes that they could have had an even clearer role and been an even stronger engine in the project both in terms of planning and coordination and implementation:

*”If we are invited on an early stage...the county is a pretty good actor to collaborate with! If we can start the process early, we can help with planning and improve implementation”*

### **Involve target groups in formative evaluation**

One of the interviewees also mentions the lack of participation of the priority target groups or of the organisations representing these target groups. For the next campaign, it is important to involve the priority target groups and their representatives in planning and implementation, which is also a central piece of the puzzle in implementation. Involving children and young people in a future campaign, for example, is not least important in order to strive to achieve the principles of the Convention on the Rights of the Child.

### **Should the campaign be repeated?**

This question was asked in one of the questions in the stakeholder survey and during the in-depth interviews. Selected quotes from the stakeholder survey and in-depth interviews can be found in Appendix 5 and 6, respectively. Opinions were divided as to whether or not the campaign should be repeated, although the vast majority had a positive basic attitude. A majority of the

respondents were positive that the year should be repeated and stated as a motive that it would be a new and necessary gathering of forces for outdoor life. Many actors and organisations would like to participate again, and at the next opportunity even better results could be achieved since a lot of materials and forms of collaboration have already been developed and this year's project has generated important experiences.

*"It should definitely come back and use the same approach. The basic work and foundation has been laid...we know what measures would be effective and then it's much more easy to start up again and most likely reach even further. We know what organisations and networks to work with. Even if things change, we know what will work in 3-4 years time"*

However, some respondents indicated that "it depends" on whether the year should/should be repeated, most notably, the 2021 campaign should be properly evaluated first, and if it is to be repeated, it should not be done every year or come back with too short a break between. A repeat of the year would also depend on better anchoring among the municipalities, county administrative boards and Sweden's Municipalities and Regions (SKR), according to some participants.

Some respondents were more negative about a repeat of the campaign with motives such as that the outdoor goals have already been achieved, more people and groups are engaged in outdoor activities after the campaign and the pandemic and that the state appropriation has already been increased. One respondent said that it would be wrong to focus again on a time-term project, when instead we need to think and act long-term and work more with governance and structures.

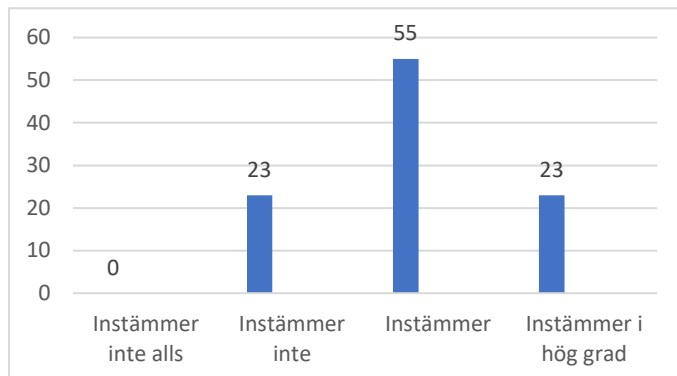
*"Don't see the need in the years to come. The goals were achieved. More people do outdoor recreation. More money allocated"*

However, one of the respondents in the in-depth interviews objects to this view and believes that one does not have to exclude the other. We can work with the structure and the long-term outdoor work while conducting a national campaign to highlight the issues a little extra for a year. The interviewee further believes that the doubled appropriation for outdoor life in 2022 may partly be due to the attention that the campaign received, which shows the importance of sometimes working with a campaign in parallel with the usual work.

## Evaluation of possible mechanisms

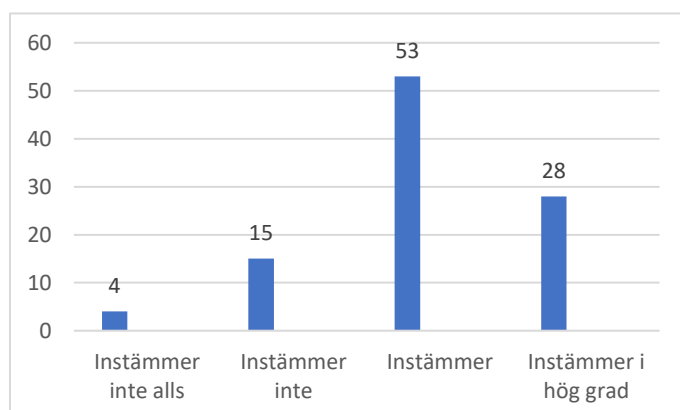
Other important goals for the project were to work to reach new and inexperienced groups, spread knowledge and evidence and to help actors strengthen their work with outdoor life. Below are the results related to these goals.

Statement in the stakeholder survey: The campaign has facilitated the work of promoting outdoor recreation to new and inexperienced groups (53 answers; proportion).



The graph shows that of the respondents, 78 percent 'agree' or 'strongly agree' that the campaign has facilitated the work of promoting outdoor recreation to new and inexperienced groups. 23 percent 'disagree'.

Statement in the actor survey: During the campaign, my organisation has strengthened the work with outdoor life (53 answers; share).

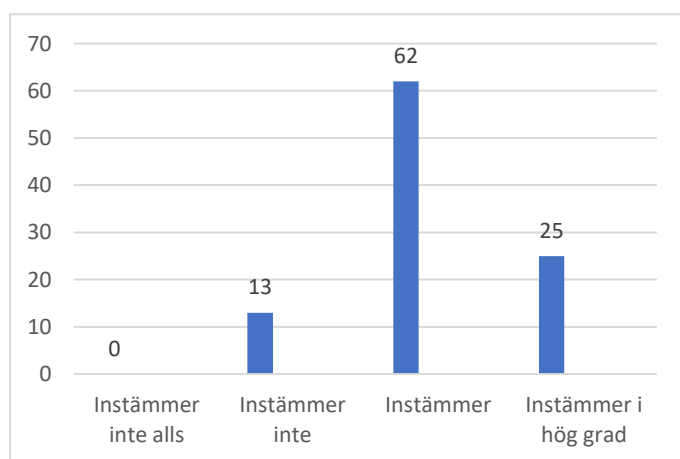


The graph shows that 81 percent of the respondents believe that their organisation has strengthened the work with outdoor life during the year. 28% and 53% indicated 'agree' and 'strongly agree', respectively. Examples of 'strengthened work' were:

'collaborated with new actors', 'focused on new areas' and 'expanded work/activities'.

The answer in the stakeholder survey is in line with what the municipalities state in the survey that forms the basis for the award "Sweden's outdoor municipality" (Swedish Environmental Protection Agency, 2021), i.e. that the municipalities' work with outdoor life seems to be strengthened and a higher proportion of the municipalities state that they have routines for outdoor work.

Claim in the stakeholder survey: The project has facilitated the dissemination of current research, experiences and knowledge (53 responses; %).



The graph shows that 87 percent of the respondents believe that the project has facilitated the dissemination of new research findings as well as current experiences and knowledge within the area. 62 and 25% 'agree' and 'strongly agree', respectively. Only 13 percent of respondents

'disagree'.

## Summary of goal achievements



The following tables give an overall assessment of the achievement of the goals set for the campaign. The table shows that the vast majority of goals have been met, such as the goals of collaboration, attention in traditional media, views/posts in digital media and strengthened role in the public debate. When it comes to the goal that all counties should have meeting



places for dialogue about outdoor life, the goal has been partially met. A majority of counties state that they have such meeting places, but not all.




As for the goal of reaching and involving decision-makers, the project team estimates that the goal has been achieved, even if the number of confirmed and documented decision-makers is less than 500. The number of unreported cases is likely to be high, not least in the grant projects.





Regarding the long-term goals, the project group assesses that the goal of increasing the societal debate about outdoor recreation has been achieved and probably the campaign has contributed to increased understanding of natural and cultural values, while the impact on the other two long-term goals cannot be assessed at the time of writing other than in overall and theoretical reasoning.

Below, the goal achievements are presented. The goals are divided according to long-term impact goals, measurable goals concerning the target group and measurable goals relevant for the collaboration with partners and stakeholders:

<b>Long-term impact goals:</b>	<b>Goal achievement:</b>
Outdoor life has a more prominent role in the public debate and on the political agenda	
Improve physical and mental health in the population	?
Improve awareness of natural and cultural values in society	
Increase employment in nature-based & outdoor-based tourism	?

<b>Measurable goals related to the target groups:</b>	<b>Goal achievement:</b>
Increase by 10 percent the share of the population visiting the outdoors in 2021 compared to 2020	
Increase by 10 percent the number of articles in traditional media using the term "friluftsliv" in 2021 compared to 2020	

Create 100 000 posts in social media channels	
Collaborate with at least 500 politicians/decision makers at local, regional or national level	
All counties have established forums for dialogue on issues related to outdoor life	

<b>Measurable goals related to stakeholders &amp; partners:</b>	<b>Goal achievement:</b>
The campaign has been conducted in collaboration with partners and stakeholders	
To collaborate with at least 150 different organisations during the year	
All organisations have completed at least one action/activity and communicated it/them	
All counties have coordinated the campaign on the regional level during 2021	

## Information on finances

Svenskt Friluftsliv received a grant of SEK 29,100,000 from the Swedish Environmental Protection Agency to carry out Friluftslivets år 2021. The funds made available to Svenskt Friluftsliv have been divided into two budgets, one for the central initiatives carried out by an office at Svenskt Friluftsliv (SEK 11.1 million) and a budget for external actors that has been granted funding by the Svenskt Friluftsliv Distribution Committee (SEK 18 million) hereinafter referred to as the Grant Projects.

The contributions to the external actors have previously been reported to the Swedish Environmental Protection Agency in an interim report from February 2022. In the interim report there were two errors that are corrected in the table below. The Västervik museum foundation's granted amount is SEK 143,400 (previously stated SEK 143,000) and the Scouts' granted amount is SEK 2,266,000 (previously stated amount SEK 2,226,000). This has meant that Svenskt Friluftsliv has refunded SEK 40,400 too much to the Swedish Environmental Protection Agency. Since the reports from the grant recipients were received, Svenskt Friluftsliv has initiated the process of recovering the sums that were not consumed in 2021. This process is not completed at this reporting, but Svenskt Friluftsliv estimates that the recoveries will amount to approximately SEK 1,500,000. When the process is completed, the financial accounting will be supplemented with the amounts recovered. In connection with that report, the SEK 40,400 will be regulated.

### The grant projects

List of organisations, projects and granted funds for the Friluftslivets år 2021. The projects are presented in alphabetical order below. FF: Friluftslivfrämjandet. NSF: Swedish Society for Nature Conservation.

<b>Actor</b>	<b>Activity/theme</b>	<b>Sum</b>
Alingsås kommun	Friluftsliv och mat i Alingsås	60 000 kr
Bergs kommun	Luften är fri i Berg	205 000 kr
Bird Life Sverige	Naturuppdraget	533 000 kr
Blekinge Arkipelag	Upptäck ARK56 under Friluftslivets år	388 034 kr
Bohusläns museum	Friluftsliv kulturmiljöer = sant	253 000 kr
Dals-Eds kommun	Friluftslivets år i Dals-Ed	300 000 kr
Emmaboda kommun	Invigning Friluftslivets år	76 000 kr
Emmaboda kommun	Hela Sveriges Friluftsdag	220 000 kr
FF Munkedal	Kanot- och vandringsupplevelse	35 000 kr
FF Söderköping	Friluftsliv åt alla	125 000 kr
FF Tyresö	Pink	307 000 kr
FF Örnsköldsvik	Ny i naturen	22 465 kr
FF Öxnagården Jönköping	Friluftsliv i närmiljön	63 000 kr
Fritidsbanken Hagfors	Friluftsliv med Fritidsbanken	33 800 kr
Funktionsrätt Sörmland	Tillgängligt friluftsliv	543 000 kr
Förbundet Skog och Ungdom	En lärande dag i skogen	65 000 kr
Förbundet Skog och Ungdom	Jag har aldrig gjort detta i skogen	50 000 kr



Föreningen Argaladei	Kulturnära friluftsliv på naturens...	11 000 kr
Föreningsalliansen Ockelbo	Häng med på friluftsåret	56 278 kr
Habo kommun	Svampkurs för nybörjare	10 000 kr
Helsingborgs kommun	Naturnära äventyr	69 000 kr
Hestra IF	Linnémarsch special	16 300 kr
Höörs kommun	Friluftslivets år	110 000 kr
Kisa scoutkår	Öppen paddling	192 000 kr
Korpen Norrköping	Med naturen och hälsan i fokus	200 000 kr
Kristianstad kommun	Aktivera mera – Friluftsliv	250 000 kr
Kronobergs läns 4 H	Framtiden växer i naturen	100 000 kr
LAB Landskrona	Hav, skog, stad	15 400 kr
Laponiatjuottjudus	Laponia för alla!	17 000 kr
Levenebygdens Ridklubb	Sommaraktiviteter på hästryggen	20 000 kr
Livräddarna Tylösand	Jag har aldrig testat...	183 000 kr
Ludvika scoutkår	Upplev ute liv	55 000 kr
Malå ridklubb	Friluftsliv med häst	30 000 kr
Miljöverkstan Flaten	Mitt friluftsliv	250 000 kr
Munkfors kommun	Ännu mera friluftsliv	260 000 kr
Naturkraft Gästrikland	Samverkan för friluftsliv	43 800 kr
Naturskoleföreningen	Friluftsliv på svenska	688 025 kr
NSF Dalarna	Hitta ut i Dalarna!	260 160 kr
NSF Nora	Friluftsliv i Nora	600 000 kr
NSF Linnébygden	Friluftsvägar i Linnébygden	358 000 kr
Ovanåkers kommun	Upptäck Ovanåker!	254 822 kr
RF/SISU Gotland	Naturkompisar	200 000 kr
Rädda Barnen	Ain't no mountain too high!	929 000 kr
Scouterna	Hos Scouterna är luften fri!	2 266 000 kr
Skogstur	Vinterglädje	60 000 kr
Skogstur	Den långa vandringen	200 000 kr
Skövde kommun	Geokids på Billingen	260 000 kr
Sliperiet Gylsboda	Friluftsliv med Sliperiet Gylsboda	313 000 kr
Sportfiskarna	Fiske för alla!	1 815 000 kr
Stiftelsen Tyrestaskogen	Barnklubb i Tyresta	70 000 kr
Stift. Västerviks museum	Luften är fri Västervik	143 400 kr
Studieförbundet Norrbotten	Fri luft året runt – Norrbotten 2021	348 000 kr
- Örebro Värmland	Samlad kraft för friluftslivet	1 152 040 kr
- Östergötland	Tillsammans i naturen	156 296 kr
- Östergötland	Svenska i naturen	37 500 kr
Svenska turistföreningen	Vandringens dag	127 000 kr
Sävar IK Korpen	Friluftsåret i Sävar IK Korpen	219 000 kr
Söderhamns kust- & skärgårdsförening	Lär känna din kommun	15 000 kr
Umeå kommun/Naturskolan	Temadagar om friluftsliv	153 550 kr
	Friluftsliv i skolan	96 130 kr
Uppsala kommun	- Parallellt Summercamp	91 000 kr
	- Friluftsbussar	100 000 kr
	- Biotopia Naturpedagogik på fritidsklubbarna	75 000 kr
	- Biotopia Upptäck Uppland	204 700 kr
Vadstena kommun	Skogstokig	58 400 kr
Varbergs kommun	Friluftslivets år i Varberg	658 400 kr
Vasaskolan, Kalmar kommun	Kalmarsundsleden i skolan	26 800 kr
Värmdö kommun	Samverkan föreningslivet för friluftsliv	45 000 kr
Växjö kommun	Naturrundan i Växjö	44 800 kr
Örnsköldsviks OK	Trivsel i Öviksskogen	25 900 kr
Östersunds bandysällskap	Friluftskompisar vid bandyplanen!	10 000 kr

Östersunds kommun	Samordning för Friluftslivets år 2021	650 000 kr
Östhammars kommun	Ut & njut!	120 000 kr
<b>Totalt</b>		<b>18 000 000 kr</b>
Budget		18 000 000 kr

### Centrala satsningar

De centrala satsningarna har genomförts av kansliet för Friluftslivets år, dels via anställda vid Svenskt Friluftsliv dels via inköpt expertis. Den centrala satsningen vid Svenskt Friluftsliv har tidigare redovisats till Naturvårdsverket i Svenskt Friluftslivs delrapport från februari 2022. Nedan visas samma rapport.

<b>Administration</b>	<b>Budget</b>	<b>Outcome</b>
Projektledare	450 000 kr	468 113 kr
Kommunikatör 1	840 000 kr	773 663 kr
Kommunikatör 2		
Specialist	115 000 kr	62 416 kr
Samordnare 1	800 000 kr	643 544 kr
Samordnare 2	300 000 kr	484 277 kr
Semesterlön och arbetsgivaravgifter		55 567 kr
Kommunikatör, konsult	500 000 kr	560 243 kr
Resor	100 000 kr	44 979 kr
Dator, telefon, hemsida, hyra, m.m.	425 000 kr	348 156 kr
<b>SUMMA</b>	<b>3 530 000 kr</b>	<b>3 440 958 kr</b>

### Genomförande

Invigning Friluftslivet år	100 000 kr	14 250 kr
Ambassadör friluftsliv	50 000 kr	225 000 kr
Friluftskompis		
Hela Sveriges friluftsdag	500 000 kr	0 kr
Nationalparkernas dag		
Äta ute Gilla friluftslivet		
Jag har aldrig....		
Sova ute		
Lära ute	100 000 kr	154 050 kr
Må bra ute	1 300 000 kr	545 279 kr
Dialog friluftsliv	200 000 kr	12 500 kr
Forskningskonferens	50 000 kr	272 320 kr
<b>SUMMA</b>	<b>2 300 000 kr</b>	<b>1 223 399 kr</b>

### Kommunikation PR och mobilisering

Kommunikation och PR	4 200 000 kr	2 756 628 kr
Möten arbetsgrupper		738 kr
Webbsida, förstudie, logga	100 000 kr	6 500 kr
Utrymme media, övrigt (sociala medier, youtube) 800 000 kr	256 752 kr	
Profilmaterial (flaggor, kläder, stickers mm)	100 000 kr	25 093 kr
Övrigt	70 000 kr	0 kr
<b>SUMMA</b>	<b>5 270 000 kr</b>	<b>3 045 711 kr</b>

### TOTAL SUMMA

**11 100 000 kr**

### Ej förbrukade medel:

**3 389 932 kr**

Ej utbetalade medel för aktiviteter

40 400 kr

– vilket justerats i redovisningen av projekt (ovan).

Ej förbrukade medel

3 389 932 kr

Att återbetala till Naturvårdsverket

3 430 332 kr

# Discussion/reflection

## Introduction

The main findings of this report are that Friluftslivets år 2021 achieved the set measurable goals and carried out the vast majority of planned activities despite the short time frame and pandemic restrictions. The key to achieving the goals and implementing the project was digital media, broad stakeholder collaboration and that there were funds for external projects. The report further shows that the actors involved were satisfied with the project and that collaboration between organisations and actors was strengthened during the year. The campaign has, given the resources and time frame, reached out to the project's target groups and contributed to outdoor life and the work to promote outdoor life in society in general having advanced the positions and contributed to the achievement of the ten national outdoor policy goals.

Some of the most prominent results of the project are that the number of media articles about outdoor recreation increased sharply (25% at the end of the year; in November the increase was 36%), that the project collaborated with over 360 actors during the year; the views/posts on social media exceeded 100,000 posts and that over 500 decision-makers are estimated to have participated in the campaign's various elements. Of the 73 grant projects that could be funded through the project, 71 projects have been implemented. These state that they had almost 122,000 participants during the year. However, due to pandemic restrictions, almost half of the grant projects have had to partially cancel certain activities. As a result, about half of the projects have not been able to exhaust all the allocated funds. It is also likely that a number of the 296 unfunded applications have been implemented during the year, but the number of projects and the number of participants is unknown to the project group at the time of writing.

Another important result is that the actors who have included activities in the activity calendar have reported a large number of participants, of which a relatively large proportion are inexperienced practitioners. The actors have reported almost 3,500 activities around Sweden and the number of participants is estimated to be a total of 350,000. The largest reported activity was "Kusträddarna" from Håll Sverige Rent with as many as 55,000 participants.

Friluftslivets år 2021 has clearly shown the need and importance of increased collaboration between organisations and actors within and outside outdoor life to reach new groups and strengthen outdoor life, including increased collaboration between the member organisations at Svenskt Friluftsliv. A large number of organisations that have not traditionally been active in outdoor life contributed to carrying out activities and campaigns throughout the country, such as Save the Children, Hej Främling!, Miljöverkstan Flaten, Studieförbundet, RFSL. This shows that many organisations that have not previously been involved in outdoor recreation see outdoor recreation as a promising area and means to achieve their set goals.

The fact that the project was also able to assist authorities in disseminating socially beneficial information and supporting with communication efforts, such as The Air is Free did together with MSB and the Swedish Environmental Protection Agency, shows a collaboration that benefits not only the participating actors, but society at large.

### **The broad approach was the strength**

The campaign focused to a large extent on digital communication and social media to reach out to the organisations and to the target groups. The use of digital communication was a pre-planned key aspect of the project, but also became an emergency solution due to the fact that the pandemic restrictions made physical meetings impossible for most of 2021.

An important insight during the evaluation is that the project could not have been implemented and achieve what it achieved without digital communication and social media. These contributed greatly to effective meetings, a great breadth in the collaboration work and in reaching the target groups. Another important piece of the puzzle to the success is that the project has included everything from efforts in policy work and "national focus", via the packaging of research messages and materials to concrete tips on local and regional efforts and activities to promote outdoor life to individuals and groups. This contributed to the breadth, diversity and local roots of the project despite being a national campaign. The project was also designed with a relatively airy framework via the project plan, which made it easier for actors to design their own activities and character during the year.

Future campaigns need to find a good balance between such pieces of the puzzle in order to succeed – nationally, regionally, locally, digital and physical communication, tonality and approach, focusing on different arenas to promote outdoor recreation and so on. Many of the project's successes and impacts are similar to those previously achieved through the national campaigns in Norway (NINA, 2015).

### **Success factors**

This review argues that the most important success factors with the project are the broad collaboration work, funds for external projects that could drive the issues locally and regionally, the use of digital communication and the project's tonality and structure with monthly deliveries and free material for the actors to use. The breadth of the project was its greatest success where the actors felt that the entire outdoor life was visible and touched.

### **Collaborations**

As pointed out earlier, the project has had a clear focus on collaboration and it may seem tedious to mention the phenomenon again, but the importance of collaboration for the project cannot be overemphasized and should not be underestimated. Increased collaboration means that you can take part in each other's skills, knowledge and networks, which ultimately makes it easier for outdoor life to reach new groups - groups that have often been difficult to

reach or involve via "the traditional" outdoor organisations or in the usual outdoor work. During the year, collaborations have "emerged" between traditional outdoor organisations and "new" organisations that use outdoor life as a means, for example to reach groups with a foreign background, refugees and people with a sexual orientation other than heterosexual.

The grant projects, the member organisations and the work of the county administrative boards have all contributed with local and regional anchoring, collaboration and helped to develop and disseminate good examples. Many of the good examples that the projects contributed will be able to live on in the continued outdoor work. Several actors report that many initiatives during the year will live on and some have even been able to hire staff, which guarantees continued and strengthened work. It also gives indications that employment in outdoor recreation has increased, which was one of the project goals. The county Governor's outdoor relay is highlighted as extremely important for the project to get off to a good start and to get the issue of outdoor recreation on both the political agenda and to generate attention in general.

### **Digital communication**

Investing in digital communication to spread the message about and create anchoring for the project was a successful venture, but no coincidence. Firstly, the compilation of target group analyses (Gullers 2020) gave the project team good knowledge of the target groups' outdoor and media habits and these were decisive factors in the project's communication strategy. Secondly, as mentioned earlier, the pandemic meant that the project had to rely largely on digital communication. Digitalisation enabled us to participate in more networks, hold and participate in more digital meetings and webinars with significantly more participants than would have been possible through physical meetings. Thirdly, with insights from the target group analysis and the pandemic, together with the short time for preparation and implementation, extensive target groups and the amount of actors, the project team realized that digital communication was the only way forward.

The communication work had two main directions. The first created commitment and anchoring among outdoor actors so that more people could participate in the framework of the project. Commitment was strengthened by allowing the actors to see that the project highlighted their work, materials and brand. The project team is convinced that the strategy of creating a brand for the project (The air is free) reinforced the feeling that the project belonged to everyone. A neutral flag to gather around and that facilitated the work at home, which was something that was also confirmed by the survey aimed at the actors in the project.

The second focus was the work with purchased traffic on social media and paid collaborations with influencers. It gave enormous spread and a great recognition for the project among the target groups, but also aimed to show a new way of communicating outdoor life. Through these collaborations, the

project managed to have a very large impact in a short time. The choice of influencers had a big impact on the result because they were made based on the target audience and on which platforms they had the greatest visibility. Although paid collaborations for an outsider may seem costly, one still has to put it in relation to what a fantastic spread the project received and in such a short time. Getting a spread of almost six million accounts, to targeted audiences, would have been impossible by other means. That important target groups were reached during the year, the project group itself experienced at an external conference in Östersund. The project group handed out campaign stickers to the children after the lecture. Their lightning-fast reaction was "You're the one working with 'I just want to be cool!!' The films during the year were central to the success. The films produced in the project not only contributed to a wider dissemination, but also provided material for actors to use for a long time to come.

A success factor was also the project team's composition of people and skills. There was a good dynamic in the group and everyone's cutting-edge skills came into use. The joy of work that the project team had was reflected in the project's playful image. Such factors should not be underestimated when evaluating the project or in the planning of future campaigns.

## **Less good aspects**

According to this evaluation and based on the project group's own experiences, the project also has some less good aspects.

### **The late decision on financing**

Above all, the criticism concerns the uncertainty that arose due to the belated decision on financing from the political side in the autumn of 2020. As a result, the planning was suffering and incomplete, both for the project centrally and for many outdoor actors around the country. Of course, this cannot be blamed on the project and the project team that tried to act as best it could in a difficult and time-pressed situation. In general, the actors who contributed information to the reporting, the steering group and the project group believe that the project was carried out in a good way despite the initial uncertainty.

### **Ambiguities about the project team's function**

The project team had two tasks. One was to run the project according to plan and make sure to follow up and meet the goals. The second was to promote the project and carry out communication efforts. A large part of the planning work was needed to identify this and find forms for what role the project team should have. At first, the project team got the impression of being the ones who would communicate directly with the public and arrange activities. That

task was not realistic given the means and resources available. After a dialogue with the people who ran Friluftslivets år in Norway, the assignment crystallized better and we finally found the forms on which the project came to be carried out. With the benefit of hindsight, it landed well, but much of the project group's communication was directed to the actors – including the external communication, for example via social media. At the next implementation of the campaign, it would be good to more clearly define the role of the project group initially.

### **The role of the working groups was unclear**

There is also potential for improvement in terms of information and guidance to the working groups. Initially, there was some uncertainty from the people in the working groups about the role, task and implementation of the working groups, which meant that some groups got started later than expected and did not deliver completely according to plan. The project team developed a job description and template for the areas/themes that each working group was responsible for in order to facilitate and guide. Overall, the stakeholders and the project team believe that the working groups delivered according to plan and contributed to the implementation of the project.

### **Pilot project on the theme Feel good could not be carried out**

One of the few sub-projects that could not be carried out according to plan was the so-called Feel-Good project. The planned project with five participating municipalities or actors could not be carried out partly because the restrictions meant that several actors had to cancel their planned activities and partly because planning started late when the announcement of the financing was delayed. However, several planned elements could be carried out elsewhere during the year, for example at the conference in Åre.

### **Too many monthly themes and late deliveries**

Many actors have stated that the focus on monthly themes was positive and useful, but some actors believe that it was too short of time to carry out activities every month. Although it was clear from the project group's side that you could choose which themes you wanted to follow, the actors still wanted to implement as many as possible. During the national campaigns in Norway, four themes were used: Winter, Spring, Summer and Autumn. It may be preferable with a similar approach for the future. Several actors felt that the detailed planning around each theme – messages, good examples and other material – was published and communicated too close to the start of the theme month. The uncertainty during the planning phase of the project, around funding and the task of the working groups and later also the work of developing communication plans for each theme, affected this delay



to some extent. Some shortcomings in the project team's planning also contributed.

### **Gender imbalance in statistics**

What emerged from visitor statistics on [luftnarfri.nu](http://luftnarfri.nu) as well as the social channels Instagram and Facebook was that there were significantly more female visitors and followers than male ones. Of the visitors to the website, 62 per cent were women and 38 per cent men. On Instagram and Facebook, the distribution was roughly 75 percent women and 25 percent men. This is despite the fact that statistics from the report Swedes and the Internet (Internetstiftelsen, 2021) show that the use of Facebook and Instagram is evenly divided between the sexes. The report Friluftsliv 2018 National survey of the Swedish people's outdoor habits (Swedish Environmental Protection Agency, 2018) shows that women practice outdoor activities to a slightly higher extent than men (eight percent higher according to the activity index).

The project team discussed this imbalance during the year but could not find cause and effect around it. Possibly more women than men are involved in the work of promoting outdoor recreation. Of course, it would have been desirable that the distribution between the sexes in population statistics and in the use of digital media had also been reflected in the project.

### **Too little focus on vulnerable groups**

The project plan did not identify important target groups such as people with disabilities or LGBTQI people, despite the fact that during the course of the year it was clear that people in these groups come out less in the outdoors than other groups. Deficiencies in physical and information-based accessibility and social treatment were some of the perceived thresholds.

It was also clear from the trip that accessible nature and outdoor life often means something more than just proximity / short distances to the outdoor area or access to well-signposted places. For people with disabilities, it can be anything from lack of transportation service, via the fact that many are not members of outdoor organisations to the treatment and lack of adaptation of activities. For other groups such as groups with LGBTQI people, it can be about treatment such as being called "he" or "she" when you do not identify yourself that way. Many such important aspects of accessibility or lack of accessibility can make one choose to refrain from organised outdoor life or to refrain from taking part in outdoor life and nature.

When the project group became aware of these misses, the group tried to bring more material and focus on accessibility and inclusion / treatment of certain groups into the project. Some of the webinars raised the issue of accessibility, RFSL was invited to the conference in Åre to increase awareness of treatment towards LGBTQI people. A lecture at the conference addressed the lack of information and presentation of trails, trails and outdoor areas from an accessibility perspective and four of the grant projects were specifically aimed at people with disabilities. One of the actors also received

a debate article in DN regarding lack of accessibility and inadequate systems for transportation services. Although the project included these efforts, there were some ad hoc solutions and people /actors around the project (some actors) reacted to the fact that it was not given even more space. The project had gained a lot from getting these groups involved right from the start, not least because more resources and focus could have been put into reaching these and highlighting possible solutions.

## **The effects on the long-term goals?**

The long-term effects of the project fall to the Swedish Environmental Protection Agency to evaluate in 2023. However, Svenskt Friluftsliv has been asked in its final reporting to reason about these aspects of the effects of the campaign.

In what way the project has promoted the long-term goals is difficult to assess or statistically substantiate for various reasons, not least since the pandemic and national recommendations from the Public Health Agency of Sweden to be more outdoors on their own most likely meant a substantial increase in outdoor life and increased interest in the issues at all levels of society during the project period. The public has greatly increased their visits to nature according to Statistics Sweden's national survey, ULF (SCB, 2022). The overall increase in population in 2021 amounts to 30 percent, even more in the youngest and oldest age group. The long-term goals are also generally formulated and no single effort or measure can on its own create goal fulfillment.

## **Long-term impact goal - Outdoor life has a more prominent role in the public debate and on the political agenda**

The present report assesses that the project and the activities of its collaborating actors has contributed to the goal of raising outdoor life in the public debate. There are many facts for this in the collected materials: Politicians and other decision-makers seem to have paid attention to the County Governor's outdoor relay and several other key elements of the project during the year including the impact of grant projects at local and regional level and articles in traditional and digital media. The interview participants' experiences of higher priority for outdoor work as well as through traffic and posts in our digital channels are other examples. Several grant projects also state that they have been able to hire staff to pursue outdoor issues during the year and most describe a situation where the projects that were started up in 2021 have been well received and will be able to live on in 2022 and later. Outdoor recreation has also been discussed in Parliament, for example on 12 May 2022, where motions on research on outdoor recreation and the outdoor recreation goals were discussed.

Follow-ups of the municipal (Swedish Environmental Protection Agency, 2021) and regional (IVL Swedish Environmental Research Institute, 2022) outdoor work also indicate that the promotion of outdoor recreation has been given higher priority on the agenda in 2021 compared to before. When it comes to municipal work, more municipalities state that they have officials who actively work with outdoor recreation and secured areas for outdoor recreation. A higher proportion of municipalities produce information and materials on outdoor activities and the right of public access for residents and tourists. The proportion of municipalities with sections on outdoor recreation in the master plan is also increasing, as is the proportion of municipalities with a politically adopted outdoor recreation plan compared to previous years. When it comes to the follow-up of the county administrative boards' work, it emerges that the campaign has been a very large and integral part of their work during the year. For example, all counties have disseminated information and communicated materials produced by Friluftslivets år and 62 percent state that issues of outdoor recreation have been given greater space in the regional public debate. No county reports that the issues have in any way been given less attention.

The experiences from the project group, the qualitative surveys and the reports from the municipalities and county administrative boards indicate that the project and the pandemic together have raised outdoor life in the public debate and issues of outdoor life have been put higher on the agenda.

### **Long-term impact goal - Better physical and mental health in the population**

Especially difficult to assess is the goal concerning the project's and outdoor life's possible impact on people's physical and mental health as no such baseline measurements have been made and outdoor recreation is a relatively vague, broad and multifaceted concept (that is, difficult to measure). Outdoor life has undeniably increased in 2021 – even among inexperienced groups including the project's target groups (SCB, 2022), which speaks for a positive impact.

As outdoor life and visits to nature have increased, even among unaccustomed groups, it should have contributed to better physical and mental health in the population, at least in theory. Groups that switched an active lifestyle before the campaign (for example, via indoor exercise and sports) for an equally active lifestyle with more outdoor life and more visits to nature during the campaign and the pandemic should at least have maintained their physical health and mental well-being.

At the same time, the pandemic meant that life expectancy in Sweden decreased for the first time in a very long time, both due to direct illness and death via covid infection but probably also through indirect factors such as increased unemployment and social isolation (Public Health Agency of Sweden, 2022). This makes any association between increased outdoor

recreation in 2021 and improved public health or individuals' health status difficult to assess or establish. Of course, the connection is also affected by the proportion of unaccustomed groups that have embraced and continued with outdoor life. It is not enough that already active groups have increased their visits to forests and land.

It is clear that the project has succeeded in reaching and engaging many inexperienced individuals and groups to try outdoor life. Whether this has had enough impact to be visible at the population level in Sweden is very difficult to assess at the time of writing, but involving many inexperienced groups contributes to achieving the goals of creating equal conditions for movement, public health and outdoor life.

### **Long-term impact target - Higher employment in nature tourism and outdoor life**

It is equally difficult to assess the possible impact of the project on the objective of increased employment. An increased outdoor life with more people out in the forest and land (ScB, 2022), increasing membership of the outdoor organisations (Svenskt Friluftsliv, 2022a) and more actors, including private ones, who want to conduct activities in the outdoor area (Kairos Future, 2021) should in the long run also lead to increased employment in nature tourism and outdoor life. Such correlations are, of course, also influenced by many other factors beyond the general increase in interest. Moreover, such trends may take longer to discern. At the same time, there are trends in the project material and in general that indicate increased employment or better conditions for future employment.

In the county administrative boards' report to the Swedish Environmental Protection Agency, about their outdoor work in 2021, it emerged that almost all counties implemented or planned initiatives for outdoor life to have a greater impact on development and growth work. In both the short and long term, this should be able to contribute to creating better conditions for employment in the field of nature and outdoor recreation. Current projections also highlight likely positive effects on employment. In 2021, Svenskt Friluftsliv commissioned Kairos Future to review outdoor life from a system perspective and describe future trends and challenges. One of the report's main messages was that an increased outdoor life will lead to more and new players establishing themselves in the industry in the future. According to them, it is both about non-profit organisations that want to use outdoor life to achieve their goals (the goals do not have to do with outdoor life) and private actors who see an opportunity to conduct business. In addition, many municipalities that have participated in the campaign state that an important motive for investing in outdoor recreation and outdoor recreation areas is that they believe that it leads to increased employment and is positive for the local economy.

## **Long-term impact goal - Greater understanding of natural and cultural values**

Actually, the project has contributed to this goal only through its implementation, but to what extent is unclear. During the year, many actors have had activities that focused on education about natural and cultural values and the right of public access. The same applies to many of the grant projects, which had a strong focus on the right of public access and natural values.

Research shows that people's understanding of and propensity to protect nature increases when outdoors and through visits to nature (Faskunger 2020). The survey that was linked to the activities in the activity calendar showed that just over half of the activities focused on dialogue or conversations about the right of public access. Apart from information in the activity calendar, the project did not carry out any efforts to evaluate the goal or gather facts to support this assumption. In what way the project has affected this long-term impact goal, the future will tell, but several factors in the material speak for a certain positive impact.

In outdoor organisations, there is always a transfer of knowledge to the participants or members mainly about nature and the right of public access, but to some extent also about culture depending on the activity. Since the number of members of Svenskt Friluftsliv's member organisations increased by four percent in 2021 (personal communication Ulf Silvander, Svenskt Friluftsliv, 2022), it can be assumed that these organisations' participants have gained a greater understanding of nature values. As stated above, outdoor life has increased during the pandemic, which also guarantees that those who have embarked on nature and cultural activities have increased their understanding. However, it is very difficult at present to determine how much impact the project had compared to the effects of the pandemic. In the activity calendar, there are a lot of elements of cultural activities such as guided walks in cultural environments. In this way, the campaign may also have contributed to an increased understanding of cultural values specifically.



## Ten tips for "Friluftslivets år 2.0"

The report concludes with a number of inputs and tips about a possible future Friluftslivets år/campaigns. The project group has proposed a number of development needs and tasks to strengthen outdoor recreation work for the future. These proposals are rooted in the needs and wishes that the project's actors highlight, but are also based on the experience and knowledge that the project team gained during the year. Appendix 5 (stakeholder survey) and 6 (in-depth interviews) also present tips for future outdoor campaigns. Perhaps the most important input for a possible Friluftslivets år 2.0 is, of course, to draw lessons from the campaign 2021 and the project group's experiences.

Below are ten other concrete inputs:

### **1. Set aside a lot of time for planning the project**

Setting aside proper time for planning the campaign is key to success, partly in terms of developing an overall project plan, partly for detailed planning and getting the pieces of the puzzle in place. This task also includes identifying and recruiting the right people and competencies for the project's different areas and what is to be achieved. During the campaign, planning suffered in part due to the uncertainty of whether the year would happen or not. It is important to clarify everyone's roles in different parts of the campaign, including in working groups.

### **2. Make contacts early!**

Another lesson is that it is extremely important to establish contacts with collaboration partners early on – often earlier than one might think. It can be about large non-profit organisations that through their work and efforts reach many people and groups, as well as with the county administrative boards and municipalities, which are engines for pursuing outdoor issues regionally and locally. One lesson learned during the 2021 campaign is that county administrative boards as well as regions and municipalities could have been involved even more, and earlier, to spread content, knowledge and material. To some extent, this is about a resource issue, that is, if the project group is larger, more relevant actors can be involved.

### **3. Run the project under a common flag**

The importance of creating the project name The Air is Free has been emphasized several times in this report and is worth emphasizing again. Running the campaign under a project name that is neutral and independent from existing organisations promotes the feeling that the project belongs to everyone, which creates participation and creativity. Everyone gets the same opportunity to be seen and space to do their thing, based on the given framework. It also means that the responsibility for how each part of the project is implemented and succeeds, is shared by all organisations involved.

However, it is absolutely necessary that there is a principal, like Svenskt Friluftsliv, who takes overall responsibility.

#### **4. Find the balance between the digital and the physical**

Part of the success of the campaign was that it became a mix of digital communication, materials and activities such as working group meetings, printed material and webinars with more physical elements such as the conference in Åre and lectures. The digitalisation of society will undeniably continue and future campaigns need to find a good mix between the digital and the physical.

#### **5. Highlight and make visible the entire actors in outdoor life**

A perceived positive aspect of the project was that the project group managed to make visible and market a large part of outdoor life in Sweden through, among other things, collaboration with many different actors / organisations. A future campaign also needs to highlight the breadth of outdoor life to reach out, and preferably reach even wider. One potential for improvement would be to establish stronger contacts with and involve outdoor companies in a future campaign. These participated to a small extent in the project in 2021 despite attempts by the project to establish such contacts. Another aspect of creating great breadth is reaching out and involving the public in a future campaign.

#### **6. Build the campaign around efforts that reach different parts of outdoor work**

Working broadly around initiatives is also something to take with you to Friluftslivets år 2.0. In the project group's evaluations, the actors considered that the project distributed its efforts evenly between "policy level", practical activities and collaboration efforts. The year's monthly themes gave the opportunity to highlight all aspects of outdoor life, where the efforts were adapted based on the theme and by extension were related to the outdoor policy goals for Sweden. Although fewer themes are recommended in the future, interventions should be evenly divided between "heavy" policy documents (e.g. advice, guidelines, guides), peppy messages, serious implementation and more playful ways of working.

#### **7. Build the campaign around themes, collaboration and packaged material**

Themes and packaged materials were perceived as effective tools in the campaign 2021. Actors state that such material made it easier for them to create their own efforts and activities, which in turn facilitated implementation at home. A future campaign needs in a similar way to have themes and materials that help actors shape their messages and efforts. Packaged material can be about making research findings, materials, tools and disseminating good examples available. At the same time, it is

important that a campaign 2.0 is not perceived as an exact repetition of 1.0, but contains new elements and based on current needs.

### **8. A lot of focus on accessibility, equity and inclusion**

A future campaign also needs to focus more on accessibility issues to facilitate participation in organised outdoor recreation and visits to nature. It can partly be about working with the physical accessibility to outdoor life and nature, for example through adaptations, information, signage and improving transportation service systems and the like, that is, to create better general conditions for engaging in outdoor activities. Partly to increase knowledge about how one reaches vulnerable and inexperienced groups and which initiatives are effective. The latter is about more targeted, direct action. The needs and perspectives of, for example, people with disabilities and LGBTQI people need to be integrated much more clearly in future projects.

### **9. Implement 2.0 as a Nordic co-operation?**

One way to use similar arrangements on the next campaign, but with a little new focus, would be to create a common Nordic Year of Outdoor Life. A collaboration with the other Nordic countries would be interesting as the combined experience and good results from Norway's and Sweden's respective campaigns could benefit both planning, implementation and outcomes in a Nordic perspective. This theme was highlighted by others involved, for example in the actor survey and in-depth interviews.

### **10. Increased multi-level capacity**

The project group also suggests that a future campaign needs greater resources and more people involved in the central work to manage and direct a project of such scope and magnitude "at all three levels", locally, regionally and nationally. More focus on planning and functions is needed that serves as a bridge between project planning and implementation. The project team also lacked a coordination function that could coordinate the work of the others in the team. During Friluftslivet in 2021, the implementation was less resource-intensive due to the fact that much of the collaboration work, such as webinars and network meetings, took place digitally. In the future, there will be expectations of physical meetings to a greater extent, which will require a larger project group. A larger project group also has greater opportunities to coordinate efforts and work, among other things, towards grant projects, outdoor recreation companies, municipalities, regions and county administrative boards. If communication is to be directed directly at the public, the project and the project group probably need to be significantly expanded.



## **This is our truth – tell us yours!**

We who have worked with Luften är fri/The Air is Free at Svenskt Friluftsliv 2020-22 would like to extend a big thank you to all the wonderful and enterprising people who have been involved in making the campaign a real success. Hopefully you've had as much fun as we have. For really really fun it has been! Sometimes we toiled like animals, sometimes we cried as children – but most of the time we laughed. Mostly for ourselves and all the crazy ideas that came up. For a while, we came up with the idea that the project would have a mascot. We even contacted an illustrator. There was nothing to it. We also envisioned a recipe collection for outdoor food for children at hamburger restaurants. There was nothing to it either.

But many of our ideas came true. Slamming off confetti at the end of the inaugural webinar was one of the better ones. There is still confetti here and there in the office, like a fond memory of what was. Or when we decided that The Air would be free this year and everyone would be allowed to participate. It was also really good. And so many there were who wanted it. And how very well we managed to accomplish together. Thanks for that!

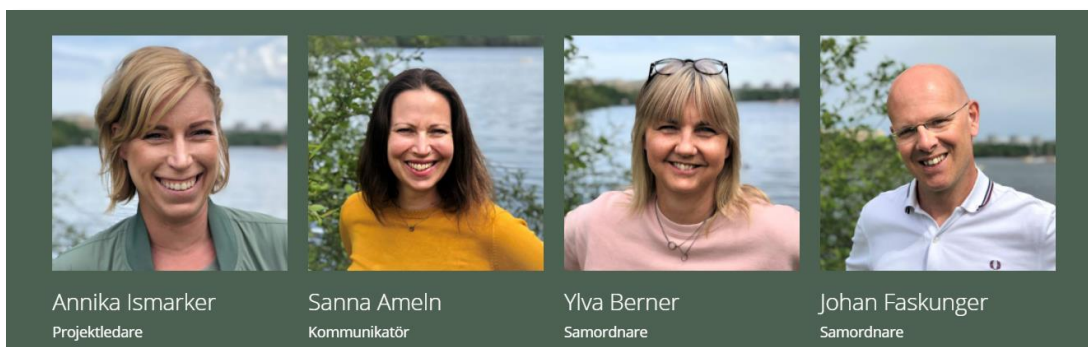
Hope you bring a lot of the outdoor spirit with you in your work to come. So what we did will live on for a long time. Remember that the air continues to be free!

But that leaves only one thing to say – go out and howl!

All the best!

### **The project team**

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## Referenser

De flesta referenser i listan går att hitta och ladda ned från Svenskt Friluftslivs hemsida eller sidan för Luften är fri. Listan presenterar även länkar till digitala källor och material.

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Svenskt Friluftsliv (2022 a) Verksamhetsberättelse. Årsredovisning 2021. Stockholm.

Svenskt Friluftsliv (2022 b) Friluftsbarometern 2022. Stockholm

### **Digitala källor:**

[Nya höjder för friluftsliv under friluftslivets år 2021 - YouTube](#)

## Bilagor

- Bilaga 1: Definitioner och termer
- Bilaga 2: Detaljerad tidslinje över aktiviteter och insatser 2020–2022
- Bilaga 3: Sammanställning av statistik och utfall (bifogas också som en layoutad PDF för presentationer)
- Bilaga 4: Citat från öppna frågor i aktörsenkäten
- Bilaga 5: Ska Friluftslivets år upprepas? Öppen fråga från aktörsenkäten
- Bilaga 6: Citat från djupintervjuer
- Bilaga 7: Redovisning av bidragsprojekten (bifogas separat)
- Bilaga 8: Sammanställning av statistik från aktivitetskalendern (bifogas separat)
- Bilaga 9: Frågor och svarsalternativ i aktörsenkäten
- Bilaga 10: Sammanställning medverkande aktörer (bifogas separat)

## Bilaga 1. Definitioner och termer

Styrgrupp:	En grupp av representanter från Svenskt Friluftsliv och Naturvårdsverket som ansvarade för övergripande beslut.
Projektgrupp:	En grupp med fyra projektanställda på Svenskt Friluftsliv som drev projektet och genomförandet av Friluftslivets år.
Arbetsgrupper:	Fem grupper som tillsattes i projektet med expertkunskaper som stöttade projektgruppen med kunskap, input till årets teman samt spridning av projektet.
Aktörer:	De företag, organisationer, stiftelser, kommuner och myndigheter som på olika sätt bidrog till Friluftslivets år.
Barn i åk 4–6:	En av de prioriterade målgrupperna i projektet som inkluderar alla barn i Sverige i detta åldersspann, främst de som är ovana av att idka friluftsliv.
Personer med utländsk bakgrund	En av projektets prioriterade målgrupper som inkluderar vuxna personer som är utlandsfödda eller som är inrikesfödda med två utrikesfödda föräldrar.
Beslutsfattare:	En av projektets prioriterade målgrupper som inkluderar personer i beslutsfattande positioner såsom politiker, politiska tjänstemän, rektorer, lärare och vårdnadshavare.
Ovana:	Ett samlingsbegrepp för personer i de prioriterade målgrupperna, främst barn i åk 4–6 och personer med utländsk bakgrund, som inte idkar friluftsliv i samma utsträckning som andra grupper i samhället.
Kommunikationsstrategi	Strategiskt dokument som projektgruppen tog fram utifrån projektplan, målgrupps- och kunskapssammanställning.
Kunskapssammanställning	En översikt över befintlig friluftsforskning och som legat till grund för många av de budskap, fakta och kunskap om friluftslivets fördelar som gav tyngd och trovärdighet till projektet.
Målgruppssammanställning	En sammanställning av olika målgruppsanalyser med fokus på projektets prioriterade målgrupper och deras medievänor.
Luften är fri:	Namnet på det nationella samverkansprojekt som tillsammans genomförde Friluftslivets år. Tillsammans med namnet kom en logotyp och en grafisk profil. I denna rapport används termerna ”Friluftslivets år”, ”projektet”, ”kampanjen” och ”året” som synonymer för Luften är fri.

## Bilaga 2: Detaljerad tidslinje över aktiviteter och insatser 2020–2022



## 2021

Webbinarium: Invigning	<b>Jan</b>	<b>#luftenärfri</b>
Workshop: Dialog friluftsliv	<b>Feb</b>	Medarrangör: Älgen i rummet <b>#inspiratörfriluftsliv</b>
Luften är fri-appen lanseras	<b>Mar</b>	<b>#friluftskompis</b>
Webbinarium: Friluftskompis		Press kring friluftsdagar i skolan
Film: Barnens bästa tips lanseras	<b>April</b>	<b>#sverigesfriluftsdag</b>
Film: Hitta ditt friluftsliv lanseras		Debattartikel kring friluftsdagar
Webbinarium: Friluftsdagar	<b>Maj</b>	<b>#friluftsliviskyddadnatur</b>
Föreläsning för Riksdagens friluftsnätverk		Samarbete med IJWTBC drar igång
Kusträddarna med Håll Sverige rent	<b>Juni</b>	<b>#ätaute</b>
Webbinarium: Avfall i skyddad natur		Samarbete med Båtpodden lanseras
Webbinarium: Trösklar och knep	<b>Juli</b>	Kampanj Dagens recept <b>#sovaute</b>
Föreläsning på Främjafys webinarium		
Film: Sova ute lanseras och visas	<b>Aug</b>	<b>#jagharaldrig</b>
Naturskyddsföreningen		Samarbete med TeamLost och Alexia
lanserar gillanaturen.se	<b>Sep</b>	<b>#gillafriluftslivet</b>
Webbinarium: lärmiljö=närmiljö		Kampanj #uteklassrummet körs
Naturvårdsverkets Tankesmedja	<b>Okt</b>	<b>#läraute</b>
Olofström blir årets friluftskommun		Kampanj #uteklassrummet fortsätter
Föreläsning på Healthy Cities-konferens	<b>Nov</b>	<b>#måbraute</b>
Medverkan Sustainable fashion week		Kampanj Livsstil friluftsliv körs
Webbinarium: Hälsoeffekter	<b>Dec</b>	<b>#dialogfriluftsliv</b>
Föreläsning GIH-konventet		Avslutningsfilm lanseras
Landshövdingestafetten går i mål		
Avslutningskonferens i Åre		
Rapporten från Kairos future		

## 2022

Webbinarium: Om rapporten från Kairos future	<b>Jan</b>	Sammanställning av statistik och utvärderingar för 2021
Summering av Friluftslivets år presenteras i olika nätverk	<b>Feb</b>	Svenskt Friluftslivs delrapport lämnas in till Naturvårdsverket
Svenskt Friluftsliv genomför djupintervjuer för slutrapporten	<b>Mar</b>	
Resultat från bidrags- projekten analyseras.	<b>Apr</b>	Bidragsprojektens slutrapporter lämnas in till Svenskt Friluftsliv
Arbetet med slutrapporten fortsätter	<b>Maj</b>	
	<b>Juni</b>	Svenskt Friluftslivs slutrapport lämnas in till Naturvårdsverket

### Bilaga 3. Sammanställning av statistik och utfall

Område:	Mål:	Utfall:
<b>Samverkan</b> Landshövdingestafetten	150 aktörer	367 aktörer 330 beslutsfattare, 210 organisationer och 1400 personer deltog.
<b>Kampanjer</b> sociala medier Influencersamarbeten Egna filmer m.m.	Öka kunskap Synliggöra projektet	30,8 miljoner exponeringar 4 miljoner videovisningar 235 000 länkklick
<b>Sociala medier</b> A: Instagram, B: Facebook, C: LinkedIn, D: Hashtags	100 000 inlägg	A: 387 inlägg, 1,9 milj i räckvidd B: +365 inlägg, 4 551 002 i räckvidd C: 120 inlägg, 29 319 visningar D: +86 976 taggade inlägg
<b>Webbsidan</b> luftenarfri.nu	Öka kunskap	152 293 unika besökare 440 471 sidvisningar Kvinnor/män 62/38 %
<b>Traditionella medier</b> "Friluftsliv" "friluftsliv" "friluftslivets år" "Luften är fri"	10 % ökning från 2020	25 % ökning dec 20 – dec 21. 36 % ökning nov 20 – nov 21. 3 992 publikationer 548 publikationer 235 publikationer
Webbinarier Nyhetsbrev	Samverkan	1 536 deltagare, 2 838 visningar 1 188 prenumeranter, 41 % öppningsgrad, 20 % klick
<b>Avslutningskonferens Åre</b> Beslutsfattare	Samverkan 500 st	338 deltagare, 521 digitala visningar 330 st i Landshövdingestafetten 20 st på konferensen i Åre 20 st i Svenskt Friluftslivs nätverk Okänt antal i bidragsprojekten
<b>Bidragsprojekt:</b> Antal ansökningar: Antal beviljade: Totalt sökt belopp: Andel ideella organisationer: Andel kommuner: Andel stiftelser: Antal deltagare:		369 st 72 st (19,5%) 67 Mkr (27%) 209 st (57 %) 128 st (35%) 22 st (6 %) 10 st (3 %) 121 854 (71 projekt genomfördes)
<b>Annons</b> i tre lärartidningar om utomhuspedagogik	Nå beslutsfattare	Räckvidd: 353 300 personer (tidningarnas upplevda läsekrets)
<b>Aktiviteter</b> i kalendern Antal arrangörer Antal visningar hemsidan Antal pushnotiser i app	Alla org. genomför aktiviteter	3 531 st 275 st 62 828 st 250 st
<u>App</u>	Öka friluftsliv	2 735 användare. 1 100 pushanvändare

## Bilaga 4. Citat från öppna frågor i aktörsenkäten

Samverkan	Material, upplägg, tonalitet	Övrigt	Negativa aspekter
"Samarbetet i arbetsgrupper har varit givande"	"Er snygga logo och fyndiga namn". "Användandet av hash-tags"	"Att vi fick ta del av medel från Svenskt Friluftsliv var till oerhört stor hjälp!"	"Aktivitetskalendern var svår att använda"
"Att flera organisationer har försökt samverka för ökad utvistelse både i ett skol- och ett icke skol-relaterat sammanhang"	"Månadsteman var så smart! Att fokusera på en sak i taget". "Det gemensamma temat har varit inspirerande och hjälpt oss att arrangera oväntade evenemang"	"Bredden"  "Enklare och tydligare att kunna hänvisa till LÄF än till nationella friluftsmål"	"Kontakten med politiker, chefer och förvaltningar ...jag upplever att vi inte riktigt lyckades nå de vi behövde nå...en av anledningarna var att det var så rörigt inför Friluftslivets år...vår planering blev lidande"
"Gemenskapen, peppen och inspirationen!". "Samarbetet på bred front!"	"Månadsteman var framgångsfaktorn. Man kunde haka på men ändå sätta sin egen touch"	"Att friluftslivet hamnat i fokus och att mindre gynnade grupper har nåtts"	"Hemsidan var svår-navigerad". "Borde synts mer i "vanliga media". "Dålig synlighet "på stan"
"Kontakt och samarbete med andra organisationer"	"Målgruppsrapporten var mycket bra!". "En forskningsbaserad grund och ett bra ledarskap från Svenskt Friluftsliv!"	"Att friluftslivet har kommit upp på den politiska agendan på många olika håll i samhället".  "Att få genomslag för dessa frågor på kommunal nivå"	"Spridningen till kommuner, skolor och allmänheten om satsningen blev lidande...många som inte känner till FÅ"
"Bra spridning och nya samarbeten".	"Den positiva attityden". "Energin hos de som arbetat med projektet"	"Projektet underlättade för oss att kick-starta från pandemin. Vi fick fantastiska möjligheter att genomföra aktiviteter för målgrupperna!"	"Tyvärr satte tidsaspekten käppar i hjulen tillsammans med coronan... hade behövts ett år till"
"Dörröppnare för samverkan"	"Hela Sveriges friluftsdag...den skulle jag vilja att den fick leva kvar". "Bra rapporter och bra seminarier"	"Underlättat kontakten med kommunpolitiker som inte varit insatta i friluftsförhållanden"	"Tycker tyvärr inte kampanjen nått ut i traditionella media alls". "Tidskrävande att lägga in event på hemsidan så det slutade vi med"
"Att ta del av intressanta webinarier och få inspiration av andra deltagare"	"Det kommunikativa uttrycket". "Tycker hemsidan med alla aktiviteter är bra och kunde utnyttjats ännu mer"	"Att ha något konkret att påtala för kollegor, skolor, föreningar...och som stöttade mig i mitt arbete att förmedla bredden av vad friluftsliv är"	"Planeringen för FÅ var ser och hade behövt vara tydligare". "Organisationen och finansieringen måste vara säkrad tidigare nästa gång"
"Fått igång några bra samarbeten internt och externt"	"Engagemang för dem med funktionsvariationer"		
"Ökad kännedom om det arbete som sker från olika aktörer"	"Är väldigt nöjd med att projektledarna var kommunikatörer. Det var verkligen ett kommunikationsprojekt"		"Med årets erfarenhet i bagaget hade jag jobbat annorlunda med FÅ, men det ska inte lastas projektet"
"Att alla ställde upp och att projektgruppen var så bra!"			"Planeringen i början var otydlig och arbetsgruppernas uppdrag inte genomtänkta...kanske en "slant" så att varje grupp hade kunnat få en projektledare på 10 % som hade haft tid att driva lite"
"Samverkan mellan friluftslivets aktörer"			



## Bilaga 5. Ska Friluftslivets år upprepas? Öppen fråga från aktörsenkäten

Ja	Kanske/beror på...	Nej
<i>"Ja! 2021 var bara en provomgång! Nu vet vi vad vi pratar om och kan faktiskt göra verklighet av visionerna"</i>	<i>"Kanske. En reflektion är att det blir en oerhörd konkurrens när alla ska nå målgruppen"</i>	<i>"Nej, för projekt har en tendens att dö ut när de avslutas"</i>
<i>"Ja, det behövs fokus ibland för att något ska hända"</i>	<i>"Måste utvärderas först vilken effekt det givit"</i>	<i>"Jag tycker inte att FÅ ska fortsätta som projekt. LÅF kan däremot fortsätta som ett koncept"</i>
<i>"Ja, ett år är för kort tid för att skapa resultat och effekt"</i>	<i>"I så fall med ett nytt tydligt och gemensamt budskap. Inte bara för att göra samma sak igen"</i>	<i>"Nej, i så fall med ett bättre uppstyrt samarbete inom kommunen"</i>
<i>"Ja absolut. Det behövs i samhället".</i>	<i>"Ja, men först om några år och då med ännu tydligare beställning på vad det ska leda till så att ännu fler konkreta aktiviteter tas fram inom projektet"</i>	<i>"Nej. Mycket bra tema, men allt bra behöver inte bli återkommande. Det är så många teman, dagar och annat som återkommer. Men kanske en dag per år?"</i>
<i>"Ja såå bra att kraftsamla tillsammans"</i>		
<i>"Ja! Kanske vart 5:e år? Ta vara på varumärket som har byggts upp och investerats mycket i"</i>	<i>"Vart fjärde år gärna. Absolut inte varje år"</i>	<i>"Nej, inte för vårt områdes skull"</i>
<i>"Vore bra. Vi har verkligen fått positiv respons o frågor från våra deltagare om projektet kan fortsätta"</i>	<i>"Initiativet är både behjärtans-värt och viktigt, men svårt att skapa innehåll som ska kunna spridas av alla."</i>	<i>"Ser inget behov i närtid. Målen nådda. Fler utövare. Höjda statsanslag"</i>
<i>"Det är viktigt att ta tillvara och förvalta det engagemang som har skapats under FÅ"</i>	<i>"Ser gärna ett framtida projekt, men ser gärna att det ska vara en ännu tydligare samverkan mellan SKR, Naturvårdsverket och länsstyrelserna. Dags att friluftsliv tar större plats, då tror jag SKR är en otroligt viktig part"</i>	
<i>"Ja, kanske vartannat eller var tredje år. Det är en stor kraftsamling och för att det ska ge effekt kan det var bra med vanliga år däremellan"</i>		
<i>"Intressant vore om vi kunde genomföra ett gemensamt Nordiskt Friluftslivets år"</i>		
<i>"Ja absolut! I Norge har det återkommit flera gånger och de har erfarenheter av att upprepningen i sig har varit effektfull och ökat framgångarna"</i>		
<i>"Ja, för att ena oss som jobbar med frågan. Politisk samverkan är det viktigaste. Behöver ej vara projekt"</i>		
<i>"Ja jag att vi har lärt oss mycket. Kanske kan vi ha ett friluftstema varje år i en enklare form så blir det mer samlat och mindre spretigt"</i>		

## Bilaga 6. Citat från djupintervjuer

### Del A: Information som rör motiv till varför ett Friluftslivets år behövdes.

Det fragmentiserade friluftslivet	Det exkluderande friluftslivet	Isolerade öar av tjänstemän
<b>Citat 1</b> ”Det blev påtagligt hur uppdelat friluftssverige är...man jobbar i sina isolerade öar... Naturvårdsverket jobbar med sina frågor... friluftorganisationerna med sina. Det finns väldigt många fina initiativ, bra engagemang och idéer, men att man inte pratar med varandra gör att det inte blir någon effekt. Som gammal marknadsförare så kryper det i hela kroppen när folk inte tar tillfället i akt att jobba tillsammans mot ett större mål. Det är så mycket fokus på sitt ”lilla egna uppdrag””	<i>”Friluftslivet kändes exkluderande i många fall...det var många som redan var invanda i friluftslivet och...i den världen liksom folk hade ”rätt” kläder och utrustning...det fanns en segregation mellan allmänheten och friluftsfolket. Och det tyckte jag...att friluftslivet skulle bli mer allmängiltigt...”</i>	<i>”Jag tror många har suttit ute i sina organisationer och känt sig lite ensamma i sitt arbete.”</i>
	<b>Viktigt, men inte prioriterat</b>	<b>Otillräcklig måluppfyllelse p.g.a. aktörer som arbetar en och en</b>
<b>Citat 2</b> ”Det kändes som att många aktörer gjorde liknande saker men utan att samarbeta. Ofta blev inte resultatet så bra. Varför ta fram åtta halvdåliga filmer om allemansrätten när man skulle kunna samarbeta och göra en eller två bra filmer liksom...”	<i>”Sen är det ju det här med att lyfta friluftslivet. Jag vet inte hur man ska uttrycka det...det känns ofta som att alla är så himla positiva till friluftsliv och liksom ”absolut...det är jätteviktigt” och så, men sedan är det något annat som prioriteras högre eller får mer pengar...och det där har ju friluftslivet lidit av tycker jag.”</i>	<i>”Grunden till att året behövdes tror jag var att vi inte uppnådde de uppsatta målen genom att arbeta en och en på varsin kammare... Jag tror året behövdes för att sätta friluftslivet i fokus och få draghjälp av varandra.”</i>

## Del B: Information som rör genomförandet av Friluftslivets år

Text inom parentes är förklaringar och förtydliganden.

Samverkan	Insatser	Planering/organisation
<b>Samverkan och helhetssyn</b> <i>"Luften är fri fyllde en viktig funktion...tog blicken ifrån det här (att arbetet med friluftsliv är fragmentiserat och segregerat) och fick hela friluftssverige att synas...inte bara de som är medlemmar i en viss organisation."</i>	<b>Nå nya grupper på innovativa sätt</b> <i>"Styrkorna tycker jag var att projektet nådde en mycket bredare målgrupp än vad man gjort tidigare. Jag tyckte också att projektet satte an en annan, mer lekfull ton...liksom bortifrån det här...lite prestigefyllda friluftslivet... Luften är fri fick in mer glädje och skoj i det."</i>	<b>Framgång genom planering och förberedelser</b> <i>"Jag tycker det kändes väldigt proffsigt och ambitiöst av Svenskt Friluftsliv. Man hade gjort sådana här målgruppsundersökningar innan. Man hade en projektplan."</i>
<b>Framgång tack vare samverkan och intresse</b> <i>"Att projektet lyckades göra allt detta på den korta tiden visade att det fanns både ett intresse, men också möjlighet att göra skillnad!"</i>	<b>Nationell kampanj skapade resurser och driv</b> <i>"För vår del blev landshövdingestafetten något som ändå drev frågan och plötsligt fanns både resurser och hjälp från andra att lyfta friluftsförhållanden... både från landshövdingen förstås men i och med att hen kom in så kom ju hela kommunikationsavdelningen till och man fick ett helt annat driv."</i>	<b>Implementering via underlag och vägledning</b> <i>"Luften är fri gjorde att vi hade något att hänga upp det på. Nu hade vi ett tema om uteundervisning...då kunde man kroka arm och få reda på vad andra gjorde inom det temat... Det var bra!"</i>
<b>Utmaningar med samverkan myndighet – ideell org</b> <i>"Det finns ju några saker som är utmanande...det här med att man jobbar en myndighet med ideella organisationer. Ofta blir det väldigt olika förutsättningar...det här med olika tidsperspektiv och så, men om jag har förstått saken rätt så har det gått ganska bra och man har hittat olika roller och så. Men man har säkert kämpat med de sakerna lite."</i>	<b>Nationell kampanj skapar unika förutsättningar</b> <i>"Så mycket det ändå gett för friluftslivet! Alla de grupper som diskuterar frågan och alla sammanhang man fått vara med och prata om det. Det hade man ju inte fått annars!"</i>	<b>För många teman</b> <i>"Det var jättebra med olika teman under året, men det kanske var för många teman. Det var svårt att hinna med nya teman varje månad."</i>
<b>Samverkan över gränserna</b> <i>"Det kändes som att "alla" var med och träffades. Ibland kan det vara så att olika organisationer inte möts...man står för långt ifrån varandra. Det kan vara ideologiskt...ja...skogsbruk jämfört med naturvård liksom. Det kändes som att alla organisationer var med. Det är inte så ofta det är så."</i>	<b>Uppmärksamhet hos politiker</b> <i>"Friluftslivets år gjorde att frågorna fick större uppmärksamhet i riksdagen och hos politiker generellt, delvis också på grund av pandemin naturligtvis. Frågorna är mer på agendan nu. I och med att Folkhälsomyndigheten gick ut och rekommenderade utevistelse så blev det mer fokus på frågorna."</i>	<b>En sann manifestation</b> <i>"Det är ju otroligt häftigt att se friluftslivet, för det händer så otroligt mycket hela tiden! Och folk är med och vill engagera sig. Hela det där är fantastiskt! Och det där tycker jag kommer fram så himla fint i Friluftslivets år... Det blev ju en manifestation av det som friluftslivet faktiskt är!"</i>
<b>Samverkan i arbetsgrupperna</b> <i>"Arbetsgrupperna har varit bra. Man har tvingats att göra saker. Det har varit givande att lära känna alla aktörerna där och det ledde ju till en del bra saker också."</i>		<b>Policy och påverkan</b> <i>"Framförallt att det syntes i hela Sverige! Det gav ju oss legitimitet och mandat att jobba med frågan...här kraftsamlar hela Sverige...det är inte bara i min kommun liksom... Så det blev ju lyskraft på friluftslivet det året...och det är ju bra rent politiskt...för att få upp frågan på bordet."</i>

## Del B fortsättning...

Samverkan	Insatser	Planering/organisation
<p><b>Nya kontakter utanför egna bubblan</b></p> <p><i>"Året gav mig många nya kontakter utanför vår egen bubbla vi normalt jobbar i. Det var kanske det bästa för min och vår del. Man blir lite uppdaterad. Vad görs för övrigt. Man har koll på vad som görs av andra."</i></p>	<p><b>Uppmärksamhet hos politiker:</b></p> <p><i>"Landshövdingestafetten fick stor uppmärksamhet hos politiker, mycket tack vare att många landshövdingar är före detta riksdagspolitiker och har kvar sina kontakter med ledamöter i riksdagen".</i></p>	<p><b>Nationell kampanj skapade kraft</b></p> <p><i>"Det var bra tajming för pandemin gjorde att vi behövde tänka till och sen kom Friluftslivets år och stärkte att vi ville ha ut folk. Sen i och med att ni gjorde det samlat med många olika aktörer så blev det en otrolig kraft i det...vi nådde väldigt långt och många hängde på."</i></p>
<p><b>Samverkan lokalt och regionalt</b></p> <p><i>"Vi hade ett lokalt initiativ här i länet (som byggde på principerna för Friluftslivets år). Många olika aktörer som körde en kampanj. Visst, det var inte så att det blixtrade, men den processen var väldigt viktig! Själva effekten av det var inte så imponerande, men att vi började samarbeta var en väldigt bra grund framåt. Jag gissar att sådana saker hände på många olika ställen."</i></p>	<p><b>Implementering via fakta och kunskap</b></p> <p><i>"Det hjälper mycket att ha forskningsbaserat material och underlag samlat...för vi hinner inte läsa forskningsrapporter och göra en egen analys och så... så paketering av kunskap och information var viktigt..."</i></p>	<p><b>Projektgruppen borde varit större</b></p> <p><i>"Projektgruppen skulle ha behövt bestå av fler samordnare, t ex till arbetsgrupperna, för att hålla igång alla processer."</i></p>
<p><b>Samverkan med nya aktörer</b></p> <p><i>"Jag har en väldigt positiv bild av året. Jag tycker det har varit en kraftsamling och en samling som har skapat mycket gemensamt för friluftslivet. Ett bro-bygge mellan olika aktörer. Man har också fått större förståelse för andra aktörers arbete. Jag tycker man lärde sig mycket av dessa nya aktörer som Hej Främling och Miljöverkstan Flaten..."så där kan man ju göra..."</i></p>	<p><b>Implementering via underlag och vägledning</b></p> <p><i>"Det var bra att man tog fram material kring varje tema och att man från er sida hade de här webinarier på varje tema. Sanna gjorde ett mycket bra jobb med webinarier. Ylva höll ihop arbetsgrupperna bra. Det gjorde ni väldigt bra! Med tanke på det snäva tidsperspektivet och de resurserna ni hade så var året långt över förväntan. 200 % positivt!"</i></p>	<p><b>Kampanj med lokala aktiviteter och förankring</b></p> <p><i>"Det som var bra var ju att det var konkret! Ibland kanske det bara blir policydokument och så...här var det ju verkligen att det blev aktiviteter."</i></p>
<p><b>Kontaktytor och samverkan</b></p> <p><i>"Året gav nya kontaktytor i frågor där personer och aktörer behöver ha kontakt med varandra."</i></p>		<p><b>Behov av att involvera centrala aktörer</b></p> <p><i>"Det som blev lite knöligt är när man är på Länsstyrelsen där man var lite "mittemellan" (dvs både var en aktör med förväntat ansvar att driva frågorna regionalt och samtidigt en aktör som alla andra). Det var många som vände sig till oss "hur ska vi jobba med nästa månads tema i Friluftslivets år?" och det fanns ingen tid till förberedelse. Vi fick ju materialet samtidigt som de andra. Det var lite frustrerande ibland att man var steget efter hela tiden."</i></p>

## Del C Information som rör framtidens arbete med att främja friluftsliv och "Friluftslivets år 2.0"

Text inom parentes är förklaringar och förtydliganden.

Involvering	Upplägg	Kapacitet
<b>Det nordiska perspektivet</b> <i>"Det är viktigt att få till ett nytt Friluftslivets år där även alla nordiska länder ingår. Det nordiska perspektivet och samarbetet är viktigt."</i>	<b>Liknande upplägg</b> <i>"Det skulle helt klart bli liknande upplägg om man skulle göra om året. Basen är byggd...vi vet vad som skulle ge effekt ganska snabbt, och då är det mycket enklare att koppla på det igen...och liksom ta det ännu längre. Vi vet ju vilka organisationer och nätverk som finns och vilka knappar man ska trycka på...hur man får effekt på saker...Även om tider förändras så tycker jag ändå att projektet har visat på saker som kan funka om 3-4 år också."</i>	<b>Nå ut till allmänheten</b> <i>"Då tror jag man ska kolla på Norge. Norge var ju förebild för året. Norge har ju en helt annan samlad kraft i dessa frågor... personer engagerade på en högre nivå. Nu (FÅ 2021) var det mycket organisationerna som drog i det hela. Men för att få ett genomslag hos människor så måste man "lämna" de här stora organisationerna och också tänka in hur man når de olika subgrupperna...alla tribes. Om man hade haft ett sätt att få flera att driva den här frågan så hade man förstås kunnat nå ännu längre."</i>
<b>Involvera centrala aktörer tidigare</b> <i>"Skulle man göra om året skulle ni behöva en mycket längre förberedelsefas...och få med sig föreningarna och länsstyrelserna tidigare... vi hann liksom inte med!"</i>	<b>Planering</b> <i>"Skulle man ha en projektgrupp som jobbar med det här helikopterperspektivet hela tiden. Och sen koppla på en större grupp under kampanj-året. Då skulle man komma hur långt som helst med ett sådant år. Under nästa kampanj riktar man alla de här krafterna utåt, mot allmänheten. Då tror jag effekten kan bli hur stor som helst. Så att jobba mer organiserat och strategiskt skulle jag säga...att inte tappa för mycket kunskap och kontakter...att hålla en form av basnivå och baskunskap för att sedan växla upp."</i>	<b>Behov av strategi och förankring</b> <i>"Svenskt Friluftsliv och kommunerna behöver kroka arm lite bättre... Jag tänker att RF, idrotten och kommunerna är duktiga på att kroka arm...och där är kanske inte vi lika duktiga (friluftslivet i stort; friluftslivsorganisationerna). Det vore bra att sträva åt det hållet."</i>
<b>Få med markägarna nästa gång</b> <i>"En sak jag tänkte på var markägarperspektivet. För det var inte så många stora markägare med väl? Det tror jag man skulle kunna jobba mer med inom friluftslivet... För de här stora markägarorganisationerna, de sitter på stora resurser för att kunna vara ute...och är ju också mycket positiva till friluftsliv, men de är just en sådan här bransch som jag nämnde i början att "ja, det är bra och viktigt med friluftsliv, men just nu måste vi nog jobba lite mera med skogsbruk"... Jag tänker att man borde jobba med dom, men det kanske är Naturvårdsverkets roll att göra...Men det är en bransch som skulle behöva komma in ordentligt i frågorna."</i>	<b>Policy och påverkan/ framtida kommunikation</b> <i>"Friluftslivsorganisationer gör ju otroligt mycket bra saker som kommer allmänheten till gagn. Det går ju inte att jämföra med idrotten där det mest är medlemmarna som gynnas och där det är aktivitetstimmar som räknas och så för bidragen... Där måste vi tänka lite annorlunda och föra fram våra budskap för att flytta fram positionerna..."</i>	<b>Behov av att bygga kapacitet</b> <i>"Hur kan vi få fler friluftslivsorganisationer att bli regionala så att man kan göra större saker ihop. Idag är det inte så många som har den organisationsformen. Hur kan vi få friluftslivet att steppa upp liksom...och matcha lite det som idrotten gör."</i>
<b>Involvera målgrupperna</b> <i>"Till nästa gång är det viktigt att få med sig målgrupperna... representanter för de vi vill nå och påverka. Det var inte många barn och unga med i arbetet exempelvis och inte aktörer som representerar dem heller."</i>		

## Del C fortsättning...

Involvering	Upplägg	Kapacitet
<p><b>Involvera aktörer för regional implementering</b></p> <p><i>"Om man får möjlighet att starta processen tidigare så är Länsstyrelserna en ganska bra aktör att ha med i planeringen och i genomförandet."</i></p> <p><i>"Det statliga anslaget har ju fördubblats och Friluftslivets år kan ju ha varit en bidragande orsak till det! Så en ny kampanj och det vanliga arbetet gifter sig med varandra. Det behöver inte vara antingen eller."</i></p>	<p><b>Goda exempel</b></p> <p><i>"I det fortsatta friluftsarbetet är det viktigt att lyfta fram och sprida goda exempel från bl a Friluftslivets år. Goda exempel underlättar ett utökat arbete med att främja friluftslivet – inte minst i kommunerna och i länen."</i></p>	<p><b>Processledare behövs</b></p> <p><i>"Sen tycker jag att det finns många med bra kompetens i processarbete. Där känner jag att det skulle behövas någon riktigt kompetent som arbetar med processen...en processledare!"</i></p>

## Bilaga 9. Frågor och svarsalternativ i aktörsenkäten

**Svarsalternativ:** Instämmer i hög grad/Instämmer/Instämmer inte/Instämmer inte alls.

Fråga/påstående:

1. Luften är fri har främjat samverkan.
2. Genom Luften är fri har vi kunnat samlas under gemensamma budskap och strävat mot samma/liknande mål.
3. Luften är fri har haft ett tilltalande och lättillgängligt grafiskt material (logga, profilmaterial)
4. Luften är fri har skapat ett samlat och nytt grepp kring arbetet med friluftsliv.
5. Under Friluftslivets år 2021 har min organisation stärkt arbetet med friluftsliv.
6. Luften är fri har underlättat arbetet med att främja friluftsliv till nya grupper och ovana grupper.
7. Luften är fri har underlättat spridningen av aktuell forskning, erfarenheter och kunskap.

**Svarsalternativ:** Mycket stor. Ganska stor. Ganska liten. Inte alls. Vet inte.

I vilken utsträckning har du/ni använt och varit behjälpta av:  
Hemsida. Månadsteman. Webbinarier. Nyhetsbrev. Material & kampanjer.  
Kunskapssammanställningen. Kommunikationsplanen.  
Målgruppsrapporten. Annat, nämligen...

### Öppna frågor:

- Vad är du mest nöjd med under Luften är fri?
- Vilka insatser och moment kunde ha gjorts bättre?
- Anser du att Friluftslivets år ska återkomma som projekt? Motivera!

### Bakgrundsfrågor:

I vilken roll är du verksam inom eller intresserad av friluftsliv?  
Kommun. Länsstyrelse. Nationell myndighet. Ideell organisation.  
Företagare/näringsliv. Forskare. Student. Politiker/beslutsfattare.  
Privatperson. Annan.

Hur kom du först i kontakt med Luften är fri?  
Sociala medier. Hemsidan. Nyhetsbrev. Webbinarier. Annat sätt – vilket?