

# OUTDOOR SPORTS, NATURE & WELL-BEING



**WEBINAR**

**December, the 15th**



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*Missions : outdoor sport / Europe / private partnership*

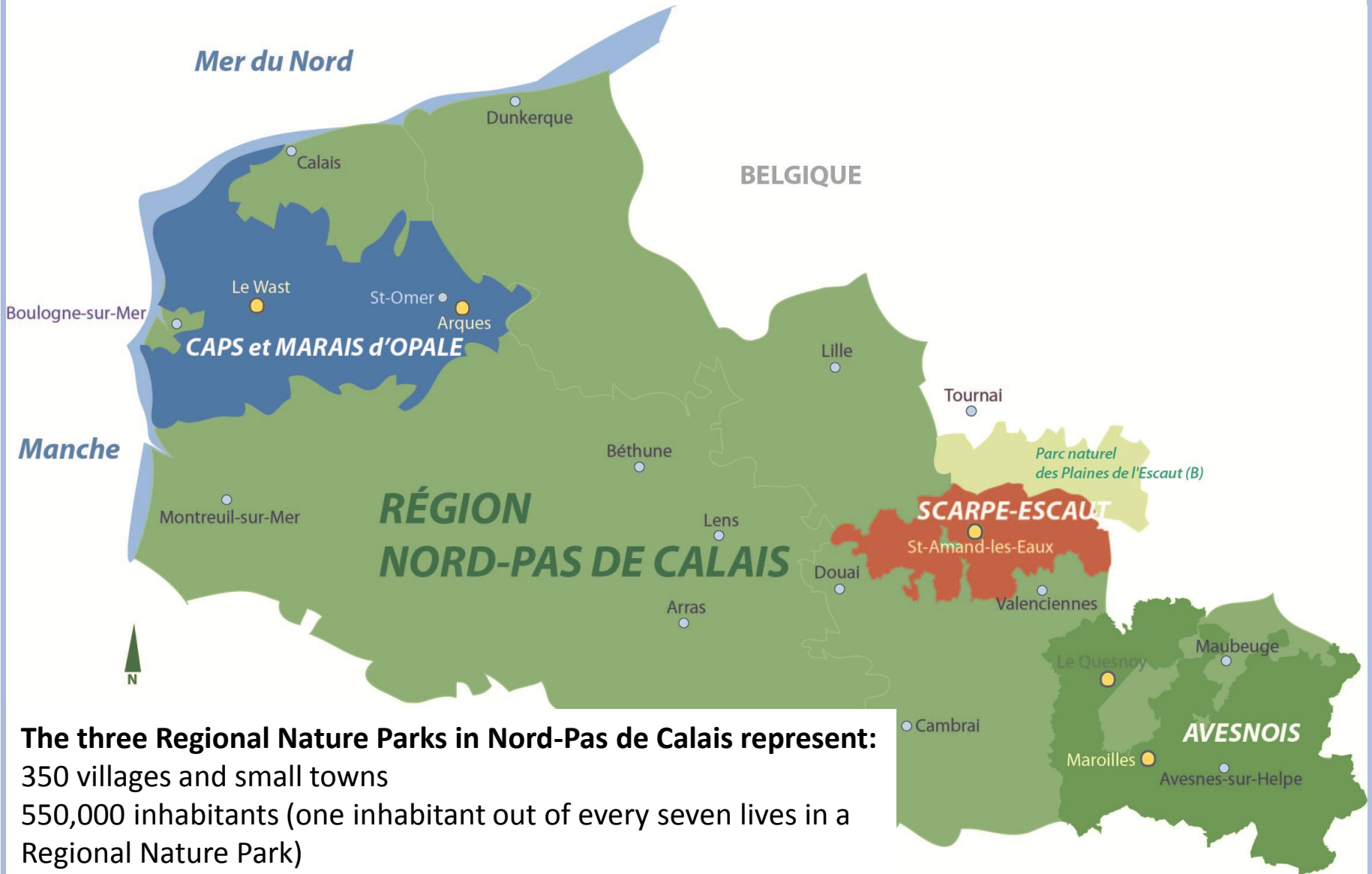
# ENRx : WHO ? WHAT ?



- The only organisation of its kind in France
- as the “Syndicat mixte des Parcs naturels régionaux du Nord-Pas de Calais” (Public organisation made up of Nord-Pas de Calais Regional Council and 3 Regional nature parks)
- technical engineering personnel to apply charters (biodiversity, landscapes, agriculture, urbanism, environmental education, water protection...).
- pools services, coordinates programmes inter-park and transfers their experiences and know-how to regional level.
- funded by the Nord-Pas de Calais Region to develop actions by mutual agreement.

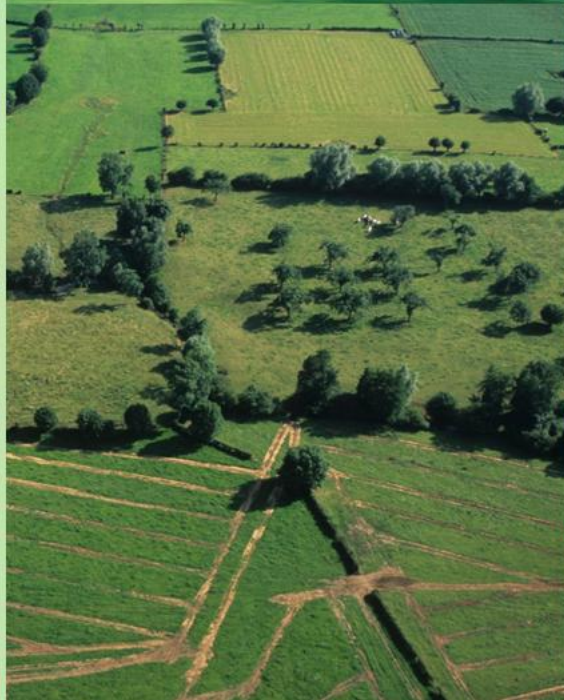


# 3 REGIONAL NATURE PARKS IN THE NORD-PAS DE CALAIS REGION



**The three Regional Nature Parks in Nord-Pas de Calais represent:**  
350 villages and small towns  
550,000 inhabitants (one inhabitant out of every seven lives in a  
Regional Nature Park)  
25% of Nord-Pas de Calais

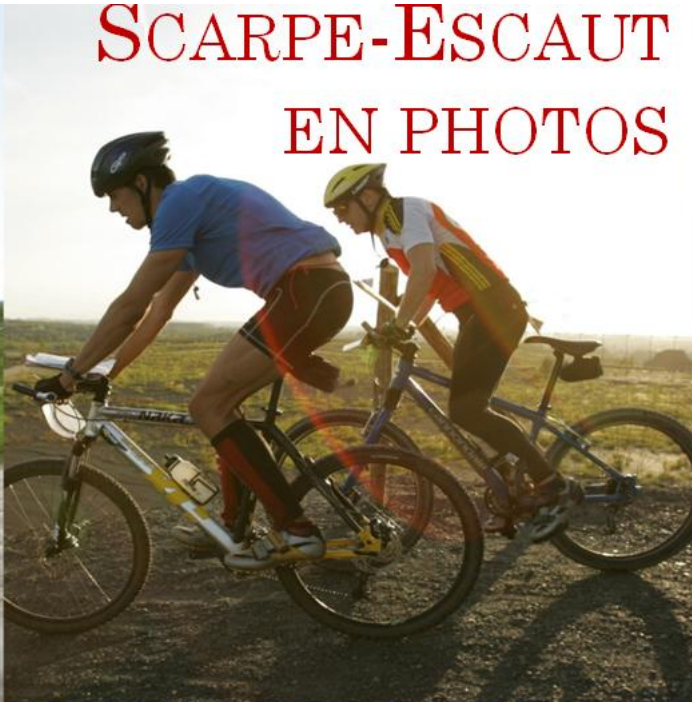
# L'AVESNOIS EN PHOTOS



# CAPS & MARAIS D'OPALE EN PHOTOS



# SCARPE-ESCAUT EN PHOTOS



## CONTEXT

- 3 Parks = 25%

Of the regional territory



- A territorial diagnosis on the « outdoor sports » by ENRx & the 3 Parks
- An approach by the Parks on a controlled development for the outdoor activities
- Priorities : **communication / eco-events / Natura 2000 / sustainable mobility / health & well-being**



# CONTEXT



## Regional study

- More than 60% have a sport activity with health and well-being reasons

## Who are they ?

- 2/3 Men + 1/3 Women
- Proximity
- All ages
- Footing, cycling, hike
- Respect of the nature : protection, recycling

Les cahiers de la DRJSCS

DRJSCS  
DDCS Nord  
DDCS Pas de Calais

Sports

Jeuunesse

Sports

Cohésion sociale

Formations

Mieux connaître les pratiquants de sports de nature en milieu naturel en Nord-Pas-de-Calais

Enquête menée par un collectif de partenaires, acteurs du réseau des sports de nature en Nord-Pas-de-Calais

REGION NORD PAS DE CALAIS

Les Dames de Flandre

PAYS PAS DE CALAIS

SIGAL

mission L'OSÉE ET L'OR

enrco

PAYS PAS DE CALAIS

PAYS PAS DE CALAIS

PAYS PAS DE CALAIS

PAYS PAS DE CALAIS



# OUTDOOR ACTIVITIES, NATURE, HEALTH WHAT IS/ARE THE DEFINITION(S) ?

## WHAT

= Sport...

- ...food ?
- ...recovery ?
- ...well-being ?
- ... fitness?



## WHO

- Athletes ?
- Leisure ?
- Organizers ?
- Families ?
- Heart problems ?
- Spa patients ?
- Overweight & obesity ?
- Urban people ?



# « LE SPORT, C'EST DANS MA NATURE » MAGAZINE

- 3 entrances :
  - Les pieds sur terre
  - Libre comme l'air
  - Au fil de l'eau



- Accessibility
- Sustainable approach / responsibility
- An activity which respect the Nature
- Original focus : longe côte, disc golf...
- Interviews of regional « champions »



# « SPORT-NATURE-HEALTH »

## - Aim :

- ⇒ A new network, sport people with their family
- ⇒ People who don't practice a sport activity

## - Objectives :

- ⇒ To raise awareness the owners
- ⇒ To exchange with the customers of Gites de France on the practices/leisures
- ⇒ ...



## 2 INFODAYS « SPORT-NATURE-HEALTH »

- Day1 : To know, join several networks
- Day2 : To exchange, build together a shared project



# DAY1 ST-AMAND LES EAUX, JUNE : EXPERT DISCUSS

- IRBMS
- Fédération de Cardiologie
- Fédération de Randonnée Pédestre
- Couleurs de vie
- Office de tourisme de la porte du Hainaut
- Cures thermales de Saint-Amand
- Sportive & organisatrice



CHAÎNE THERMALE DU SOLEIL



# DAY1 : ST-AMAND LES EAUX, JUNE WORKSHOP

- To practice, to discover
  - E-Bikes
  - rando-santé
  - Scandinavian/Nordic walking
  - relaxation therapy/sophrology,
  - Laughter Therapy



# DAY2 : BOULOGNE-SUR-MER, NOVEMBER

- To learn (ex :PNR de Chartreuse & innovative actions)
- To train, to raise awareness with experts (IRFO & IRBMS)
- To think together (workshop)
- To discover (dugout, canoe & le Longe côte/sea walking)



# NATURE-HEALTH CHALLENGE



- with the Regional Institute for Well-being, Medicine and Sport and the Mutualité Française (Health Insurance Fund)
- Objective : to counter the trend towards sedentary lifestyles and the negative impact for health





# NATURE-HEALTH CHALLENGE



Nord - Pas-de-Calais

- A daily objective of 10,000 steps or three lots of 10 minutes of moderately intense activity. This could include hiking or Nordic walking.
- Defining the location of the challenge. Existing circular hiking trails of 1km, 2km, 3km and 6km are being adapted to highlight the well-being theme;
- A preventive approach of recreational sport while discovering nature. The use of pedometers and stopping points with interesting information on health, culture or gastronomy is also foreseen;
- Support from an internet site to accompany participants, who will have their own individual log book. Guides, employed by the parks, will also be on hand to help too;



# THE LABEL FOR *GÎTES DE FRANCE* : “FITNESS, NATURE & WELL-BEING”



- *Bringing nature and sport together to counter sedentary lifestyles, supported by online logbooks*
- Objective : to discover the nature and the biodiversity by a physical activity.
- An another approach.
- The owners of Gîtes de France like ambassadors to promote it.



# TO RAISE AWARENESS

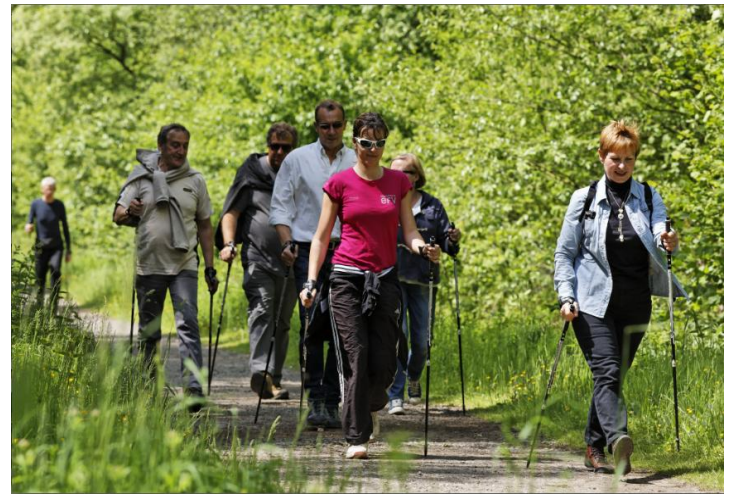
To propose :

- For a current activity.
- Objective : to do 10 000 steps/day.



To learn

- To become an **ambassadors**



To discover

- Scandinavian walking, sophrology, etc.





## E BIKES

- With some owners of Gîtes de France / Gîtes Panda.
- Video :



[http://www.dailymotion.com/video/x1b8ppf\\_w-ec-a-n-wp3-cycling-for-nature\\_news](http://www.dailymotion.com/video/x1b8ppf_w-ec-a-n-wp3-cycling-for-nature_news)

