

Press Release

Viana do Castelo, 25th September 2019

Outdoor sport plays a leading role in the European strategy for economic, environmental and social development.

#BeActive, Be Healthy, Be Outdoors and Blue Growth were the central themes of today's conferences at Outdoor Sports Euro'Meet in Viana do Castelo, where outdoor sports were once again assigned a strategic role.

For Ronaldo Gabriel, keynote speaker on the theme #BeActive, Be Healthy, Be Outdoors and a professor at the University of Trás-os-Montes and Alto Douro, "outdoor sports play the most important role in health services ecosystem, because, as mediators, they contribute to increasing the people's well-being and health and at the same time reduces their carbon footprint".

He also explained that "it is essential for our health to enjoy the natural environment, whether it is in urban or rural areas", because "there are diseases that arise because we are not in the natural environment." The recipe pointed out by scientific studies is: "biodiversity and diversity", since "everything that is a routine is not good".

Within this theme, four other presentations were also given, which were practical examples of the approach presented by Ronaldo Gabriel: "Nat'Mouv improves the health benefits of nature sports", by Fabien Dubocage of Nat'Connect; "Build cities and areas for the outdoor sports lifestyle" in which the Danish Municipality of Silkeborg was presented as Denmark's outdoor capital; "Laying the foundation for the professionalization of mountain biking in Germany and Europe," by Tilman Sobek of the Mountain Bike Tourism Forum; "Development of nature sport", by Ricardo Melo, from the Polytechnic Institute of Coimbra, which points to a more organized, sustainable and broader future of outdoor sports in terms of beneficiaries.

Eric Banel, general director of the French Maritime Administration for the South of the Atlantic Ocean and keynote speaker on the Blue Growth theme, based on the case of New Aquitaine, in France, explained the potential of blue growth, in which outdoor sports play a major role regarding direct and indirect jobs, value and sustainability.

He also defended that the sea "should be seen by all as an ecosystem and as a place of maritime activity" and that "there must be a strategic vision for the maritime space".

Incluídas no tema Blue Growth, também aconteceram quatro apresentações exemplificativas da relevância da economia azul e também dos desportos outdoor: "Blueways", por Cormac MacDonnell, da Sport Ireland; "LEME - barómetro PwC da economia do mar", por Miguel Marques, da PricewaterhouseCoopers; "Profissionalização do setor de mergulho na Martinica",

a cargo de Veronique Flamand, do Governo da Martinica; “Watersports Enhanced Together (Get WET), por Eduard Ingles, do Instituto Nacional de Educação Física da Catalunha; e “Náutica nas Escolas”, por Vítor Lemos, vice-presidente da Câmara Municipal de Viana do Castelo (CMVC).

Included in the Blue Growth theme, four illustrative presentations were displayed regarding the relevance of the blue economy as well as outdoor sports: “Blueways” by Cormac MacDonnell of Sport Ireland; “LEME - PwC Sea Economy Barometer” by Miguel Marques of PricewaterhouseCoopers; “Professionalization of the diving sector in Martinique” by Veronique Flamand of the Government of Martinique; “Watersports Enhanced Together (Get WET), by Eduard Ingles of the National Institute of Physical Education of Catalonia; and “Nautical in Schools”, by Vítor Lemos, Vice-Mayor of Viana do Castelo (CMVC).

The 16 outdoor experiences, some inclusive, that were part of this event, which aimed to show the offer of resources, the outdoor sports, the region and also reinforce the networking among the participants, were a success, registering a massive adhesion and very positive feedbacks.

The 5th Outdoor Sports Euro´Meet is organized by CMVC, the European Network of Outdoor Sports, the Portuguese Institute of Sport and Youth, the Porto and Northern Portugal Tourism Entity, the Sport and Leisure Superior School and Surf Club. from Viana.

E-mail: press@euromeetviana2019.eu

Pictures: Juliana Calheiros