

# European Confederation of Outdoor Employers (EC-OE)

Presentation by Dr. Herman Smulders

President of EC-OE

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# EC-OE was created in 2008

## Full Members:

Belgium (BFNO)	<a href="http://www.bfno.be">www.bfno.be</a>
France (SNELM)	<a href="http://www.snelm.org">www.snelm.org</a>
Ireland (ILAM)	<a href="http://www.ilam.ie">www.ilam.ie</a>
Portugal (Apecate)	<a href="http://www.apecate.pt">www.apecate.pt</a>
Spain (ANETA)	<a href="http://www.estiloactivo.es">www.estiloactivo.es</a>
Switzerland (SOA)	<a href="http://www.swissoutdoorassociation.ch">www.swissoutdoorassociation.ch</a>
The Netherlands (VeBON)	<a href="http://www.vebon.nl">www.vebon.nl</a>

## Associated Members:

Denmark (BFTL)	<a href="http://www.bftl.dk">www.bftl.dk</a>
Estonia (EATKU)	nihil
Greece	nihil

## Negotiating with:

Bulgaria	
Finland	
Letvia	
Lithuania	
UK (BAHA)	<a href="http://www.baha.org.uk">www.baha.org.uk</a>

**Potential** : max. 31 members (27 EU + 4 )



# EC-OE represents

- $\pm$  35.000 **S**mall & **M**edium **S**ize **E**nterprises
- $\pm$  300.000 full time workers + numerous free-lance employees

- EOSE (2004), Vocasport, p.17



- The outdoor sector offers a combination of outdoor activities to its clientele such as canoeing, mountain biking, skiing, canyoning, rafting, dog sledding, hot air ballooning, etc....
- We do relate to 'sporting activities' in such a way that we implement or translate them, into a leisurely / educational / tourism... context
  - ➔ no competition
  - ➔ no training, etc. ...



# What do they do ?



# Core Business = the 'Outdoors'

- EC-OE is not involved in organising SPORT / COMPETITION / RECORDS / RANKINGS / REGULAR TRAINING / PERFORMANCES.
- So the EC-OE (and obviously its members) can't be considered as part of the traditional sports scene.
- Active Leisure – through EC-OE – really claims **its unique identity**; which is an identity of 'Outdoor Employers' **organising** and **selling** 'outdoor leisure activities'.

# Issues EC-OE 'has' to deal with

- European Qualifications ([www.eqfoa.eu](http://www.eqfoa.eu) ; [www.clo2.eu](http://www.clo2.eu))
- Environment issues
- Security (European directive 1994)
- Insurance (liability)
- Tourism
- VAT (reduced VAT rates)
- Unfair competition
- Mobility versus protectionism
- Etc. Etc..... &
- Social Dialogue

# Representativeness

- In the last couple of years the 'Sport' scene gradually evolved into the so-called 'Sport **and Active Leisure**' scene.
- The Outdoors & the Fitness sector are considered as the main components of 'Active Leisure'
- Within the broader EU context, EC-OE sensed that (to) many organisations are claiming representativeness for the 'Sport & Active Leisure sector'.
- **In Social Dialogue:**
  - A Sector Skills Council "Quango" (UK)
  - the French Olympic Committee (Fr)
  - The Dutch 'Sport' employers organisation: WOS (NL)
  - The 'sports department' of a Swedish employers organisation (SE)
  - A Spanish employers organisation of 'sport facility' managers : FNEID (ES)
  - Etc., etc....
- Non of these organisations has any mandate to negotiate social dialogue on behalf of 'The Outdoors'
- The same organisations also claim representativeness for the Fitness sector !

**Quid 'Sport for All'**



# Defining the 'Outdoors'

- EC-OE really felt the need to identify / define their core business
- EC-OE has instigated EHFA to do the same kind of brainstorming
- EC-OE is pleased to share the applied methodology with the 'Sport for All' movement

# Defining the 'Outdoors'

## Approach

### 1° Step

The starting point was to put 'active leisure' in opposition to the other identified segments of the 'sports & active leisure sector'.

SPORT		ACTIVE LEISURE		
PROFESSIONAL	VOLUNTARY	RECREATIONAL ACTIVITIES	INDUSTRIAL LEISURE	
50.000	250.000	WORKERS	400.000 ?	???

\* EOSE, Vocasport (2004)

\* H. Smulders, Defining the 'Outdoors' (2010) [www.bfno.be](http://www.bfno.be)

# Defining the 'Outdoors'

## 2° Step

The next step was to identify the '**denominators**' that can help to describe 'active leisure' in opposition to the other sub-sectors :

Input was collect by means of **brainstorming** by the delegates of 8 European Outdoor Employers Federations. Afterwards the same brainstorming exercise was repeated several times at national employers meetings.

Beforehand it was agreed that:

- we would approach this exercise from the point of view of an **outdoor company manager**,
- we would focus on the characteristics of the 'outdoors' **without** expressing appreciations on the other segments,
- we realized that using this technique the '**wordings**' used to clarify some denominators will never be 100% exclusive, inclusive or exact. The aim was to describe as exact as possible and to avoid controversy as much as possible.

Basically we wanted to 'define' active leisure / outdoors without even trying to define the other segments.

# Defining the 'Outdoors'

SPORT			ACTIVE LEISURE	
PROFESSIONAL	VOLUNTARY		RECREATIONAL ACTIVITIES	INDUSTRIAL LEISURE
50.000	250.000	WORKERS	400.000	?
DENOMINATOR				
NACE 93.1	NACE 93.1	ECONOMIC SECTOR	NACE 93.2	NACE 93.2
OLYMPIC COM. & MIN. OF SPORT		GOUVERNANCE	MIN OF WORK / MIN. OF ECONOMY / TOURISM	
LEAGUES & FEDERATIONS		COUNTERPARTS	EMPLOYEES UNIONS	

# Defining the 'Outdoors'

COMPANIES NON-FOR-PROFIT CLUB'S		CHARACTERISTICS	SME's	COMPANIES
- COMPETITION / TRAINING / RULES  - WELL-PAYED UN-PAID VOLUNTEERS EMPLOYEES  - TRAINERS & COACHES  - SINGLE EVENT ONE-SIDED ACTIVITY			- FUN / PLEASURE / PERSONAL DEVELOPMENT / TOURISM  - PAID EMPLOYEES  - ANIMATORS  - PACKAGE / MULTY ACTIVITY	
TRAINING / WORKOUT / PRACTICE		JOB DISCRIPTION	VOCATIONAL TRAINING / ON THE JOB TRAINING	
SPECTATORS	MEMBERS	TARGET GROUP	CLIENTS	CLIENTS
ENTRY / TV / SPONSORING	MEMBERS FEES SUBSIDIES	REVENUE	SERVICE PURCHASE	
ACCOUNTANCY / VAT / TAX	MINIMAL	FISCAL	ACCOUNTANCY / VAT / TAX	
COMPANY & PERSONAL LIABILITY	PERSONAL LIABILITY	INSURANCE	COMPANY & PERSONAL LIABILITY	

# Defining the 'Outdoors'

SECURITY (HOLIGANISM, POLICING SPECTATORS)	SAFETY	CONSUMER SAFETY
ARBITRATION (DOPING, TRANSFERS) & CIVIL COURTS (VIOLENCE)	JUSTICE	CIVIL COURTS (LIABILITY, CONSUMER RELATIONS)
FIXED (STADIUMS, TRACKS) LIABLE TO DELOCALISATION	SETTING	NATURE (ON THE SPOT) / OPEN SPACE

# Defining the 'Outdoors'

## 3° Step: Coming to conclusions

- The starting point was to put '**active leisure**' in opposition to the other identified segments of the 'sports & active leisure sector'.
- Active leisure was subdivided into **recreational activities** and **industrial leisure**
- The **outdoors & fitness** were considered the main components of 'recreational activities'

However it turns out that :

Though both the Outdoors & Fitness are very similar in their way of doing business they do differ on some denominators:

- NACE codes are different: Fitness = 93.1      Outdoors = 93.2
- Fitness is not really a 'multi product' / package
- Fitness is mostly situated in an urban 'indoor' setting

# Defining the 'Outdoors'

## 1° Conclusion

- reframing the segments of the 'Sport & Active Leisure' sector

SPORT			ACTIVE LEISURE		
PROFESSIONAL	VOLUNTARY		OUTDOORS	FITNESS	IND. LEISURE
50.000	250.000	WORKERS	300.000	100.000	?



# Defining the 'Outdoors'

## 2° Conclusion

- Defining 'The Outdoors' proper

English: Defining the Outdoors : [www.bfno.be/files/definingthesector12022010.pdf.pdf](http://www.bfno.be/files/definingthesector12022010.pdf.pdf)

German: "Outdoor" definieren : [www.swissoutdoorassociation.ch/fileadmin/user\\_upload/EC-OE\\_Europaeischer\\_Verband/Defining\\_the\\_Outdoors\\_dt.pdf](http://www.swissoutdoorassociation.ch/fileadmin/user_upload/EC-OE_Europaeischer_Verband/Defining_the_Outdoors_dt.pdf)

French: Définition du Plein Air : [www.bfno.be/files/D%C3%A9finition%20du%20plein-air.pdf](http://www.bfno.be/files/D%C3%A9finition%20du%20plein-air.pdf)

# Defining 'The Outdoors' proper

Economic sector	NACE 93.2
Gouvernance	Min. of Work / Economics / Tourism
Counterpart	Employees Unions
Characteristics	Small & Medium size Enterprises Fun / Pleasure Paid employees Animators Packages / Multi Activity Offers
Job Discription	Vocational education / On the job training
Target Group	Clients
Revenue	Service Purchase
Fiscal	Accountancy / VAT / Tax
Insurance	Company & Personal Liability
Safety	Consumer Safety
Justice	Civil Courts (Liability, Consumer relations)
Setting	Nature (on the spot) not eligible to delocalisation

# Conclusions

1. After first identifying and then defining the 'Outdoors', the tools became available to position the outdoors within the broader European 'Sport & Active Leisure' context.
1. EC-OE is making the clear statement that 'The Outdoors' are to be considered as an autonomous segment within the European 'Sport & Active Leisure' scene.
1. EC-OE is committed to be the “voice of the European Outdoors”

# Conclusions

4. At this very moment the Fitness sector (EHFA) is also re-thinking it's position. They too don't accept to be represented by:
  - a UK 'Quango'
  - the French Olympic committee
  - a Spanish organisation of sport facility managers
  - etc.
5. It is imperative that the 'Outdoors', 'Fitness' and why not the '**Sport for All**' movement loud and clearly explain to the European 'Sport and Active Leisure' policy makers (e.g. the EU Sport Unit) that they want to be considered as equal and unique partners within the 'European Sport and Active Leisure' scene.
6. EC-OE is prepared to share its experience with the '**Sport for All**' movement in developing a proper strategy.

# Act local but think Global (= European)

- If the ‘Sport for All’ movement does not act you must realise that ‘others’ will claim representativeness for your sector.
- But: it’s up to you to decide

# Contact

European Confederation of Outdoor Employers (EC-OE)

p/a Wolfshaegen 180  
B-3040 Huldenberg  
Belgium



+32 (0)495 534 534

email: [herman.smulders@ec-oe.eu](mailto:herman.smulders@ec-oe.eu)

www.ec-

oe.eu (under construction)