



Conspiring with the Zeitgeist for an outdoor culture revolution

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Outdoor Council of Canada | Conseil canadien de plein air



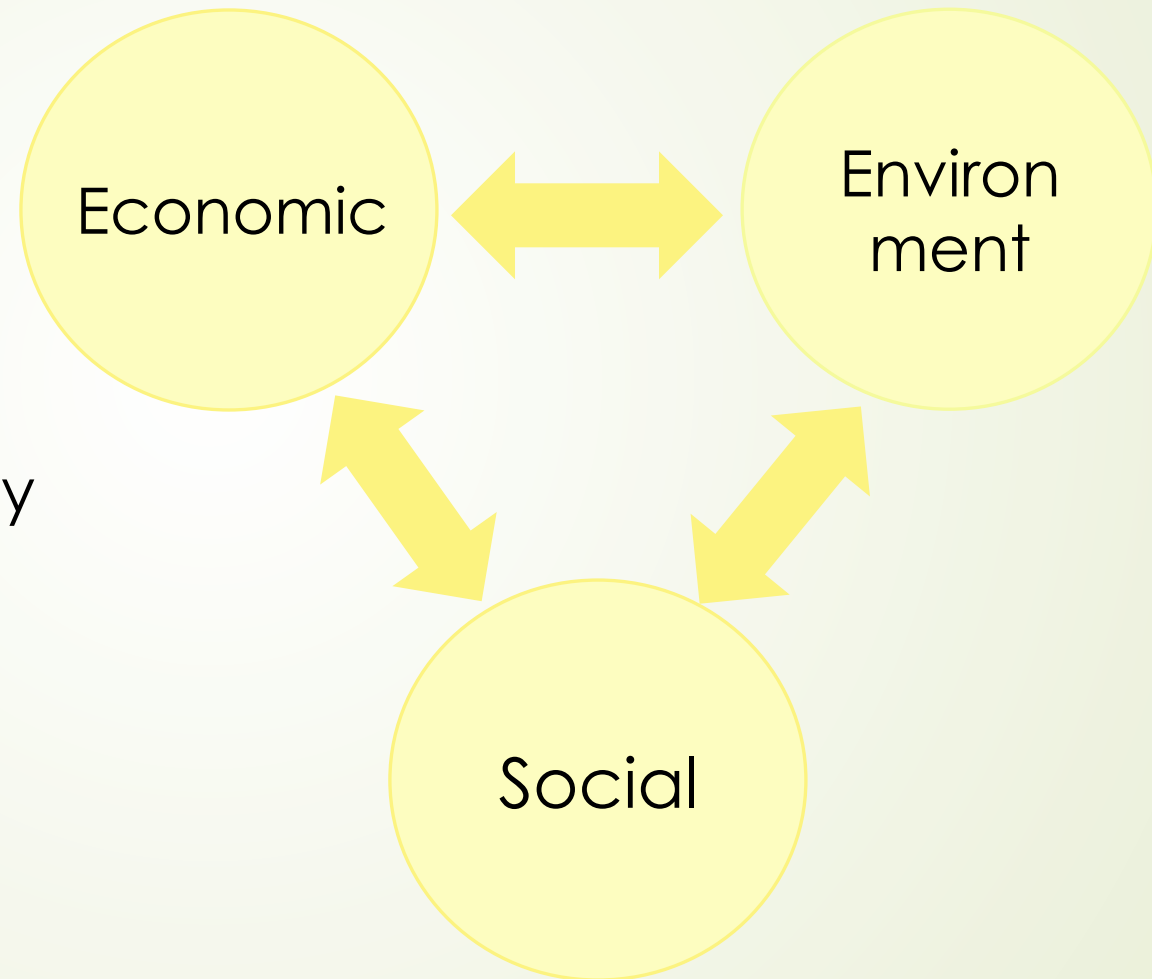
Subversion and Cultural Revolution

- Careful with your facts, it's mostly about attitude
- To subvert attitudes, understand the intellectual currents that are changing our world for better, or worse!
- Devise a strategy to harness those currents to spark the cultural revolution we wish to see.



C1: Sustainability: A Unifying Goal

Social Sustainability
is neglected





C2: Physical Literacy

- Judeo/Christian 'dualist' philosophy
 - the rational mind arises from the immortal soul
 - the natural world is put here for us to use
 - the corrupt body belongs to the natural world
- Charles Darwin & materialism
 - How we think, learn and act is the product of natural selection, and so adapted and shaped by our environment.
 - Monism: the mind arises from the biology of the body there is no mind/body or me/my environment division.



C2: Physical Literacy

A powerful statement about developing healthy people

Exposure to environment develops:

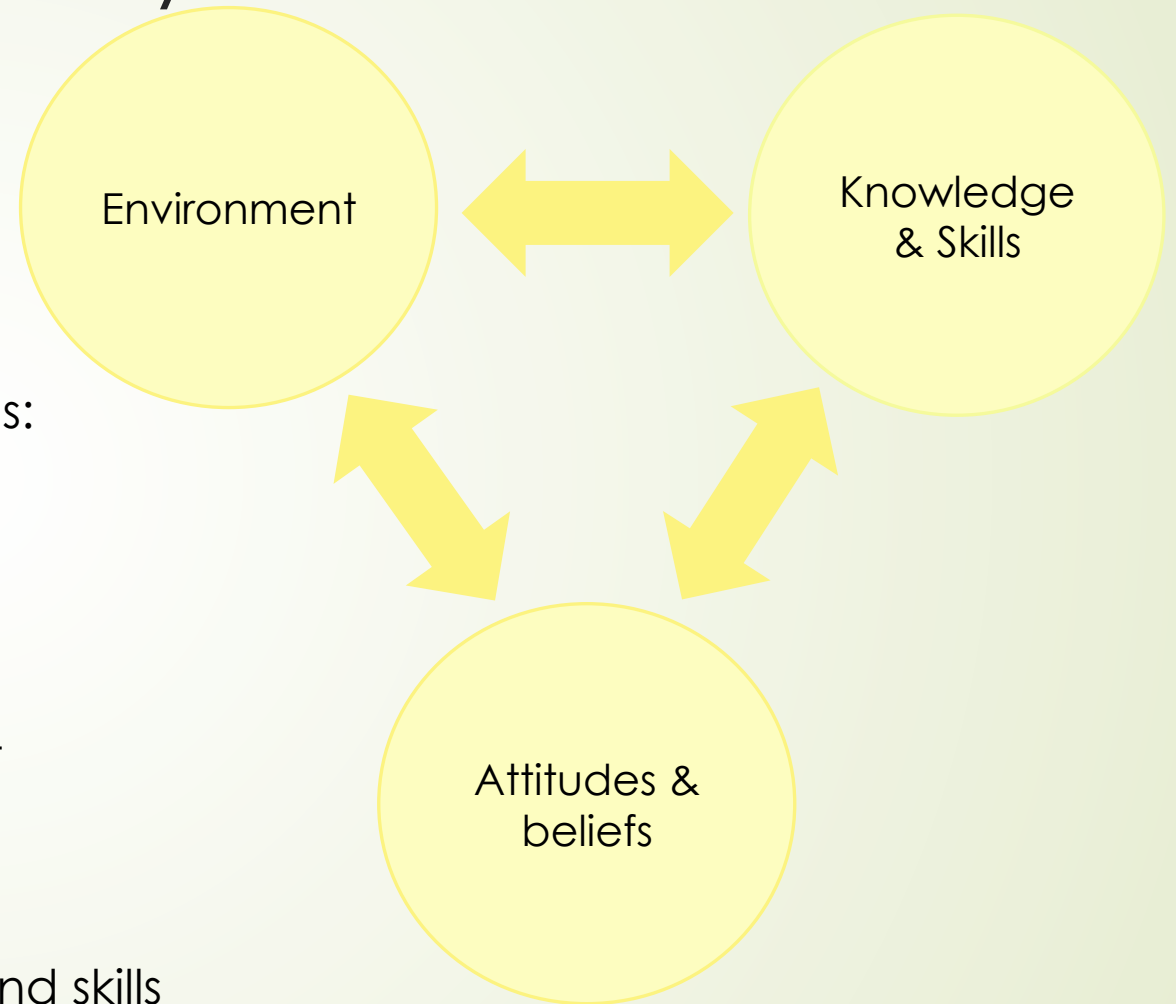
- Knowledge & skills
- Attitudes and beliefs

Knowledge & skills develop

- Positive attitudes
- Ability to manage environment

Positive attitudes & beliefs

- Attachment to environment
- Desire to acquire knowledge and skills





C2: Physical Literacy

Sport is changing & key assumptions are being questioned
(Especially by the Grass Roots)

- Physical Activity
- Character Development
- Focus on Specialization





C3: Leveraging the Changes in Sport

- Physical activity levels are of growing concern
- Sport is open to collaboration
- Non-competitive outdoor activity has natural advantages:
 - Inclusive
 - Collaborative
 - Diverse movement
 - Self-directed
 - Safe
 - Enjoyable





Other Currents

- Changes in Education
 - Wellness
 - Developing team players and problem solvers
- Physical Activity
 - Sport and Gym not enough
 - People are voting with their feet
- Children in Nature / pushback against bubble wrapping





Stealth Insurgencies: General Strategies

- A creative process
- Look for collaborations
- Think grass-roots





Stealth Insurgencies: Specific Ideas

Field Leader Program

- Training and certification program
- Manages risk organically
- Empowers leaders (new and experienced)
- Creates learning community
- Grass-roots start to push up as they gain confidence





Stealth Insurgencies: Specific Ideas

Calgary Outdoor Literacy Network

- Collaboration between Outdoor-Active Organizations and Sport
- Through a 'Sport Hub'
 - A collaborative organizational framework
 - Multi-sport and multi-outdoor
- Building a sustainable volunteer organization on the Sport
- But with non-competitive, inclusive, playful, outdoor-active values





Stealth Insurgencies: Specific Ideas

Not so stealthy: Collaborative Advocacy

Objective: win hearts, the minds will follow

- Focus on 'social sustainability' as part sustainability model
- Non-combative and community building
- Establishing a place at the table





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