



IVV-EUROPA • IVV-EUROPE
Europäischer Volkssport Verband a.s.b.l.
Fédération Européenne de Sports Populaires a.s.b.l.
European Federation of Popular Sports (EFP)



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The 7th IVV Europe Delegates Meeting was held in Luxembourg on 6 October 2023. Present were 7 of the voting members, 1 member was excused, 5 others were unfortunately absent.

IVV President Giuseppe Colantonio and Luxembourg's Minister of Sport Georges Engel, were among the opening speakers.

Under the leadership of IVV Europe Secretary Georges Kintziger and President Romain Buschmann, the meeting took place in a very harmonious, even friendly and productive atmosphere.



The conference report will be prepared and sent at the following time. Thanks to the approval of the delegates, the rules of procedure will be adapted to the needs. The many interesting projects presented all aim at a better positioning of the IVV. They will be prioritised and presented to the national associations for cooperation.

IVV-Europe is very pleased that BELGIUM has been confirmed as the organiser of the next Europiade in 2026 and SWITZERLAND as the organiser of the next Delegates Meeting in 2025.

A highlight is certainly the new membership of Finland and Cape Verde in IVV-Europe! In the next NEWSFlash we will introduce the two new members!

As participants, you all created an extremely pleasant and productive working atmosphere, for which we, as IVV-EUROPE, would like to express our sincere thanks!



ERA-EWV-FERP

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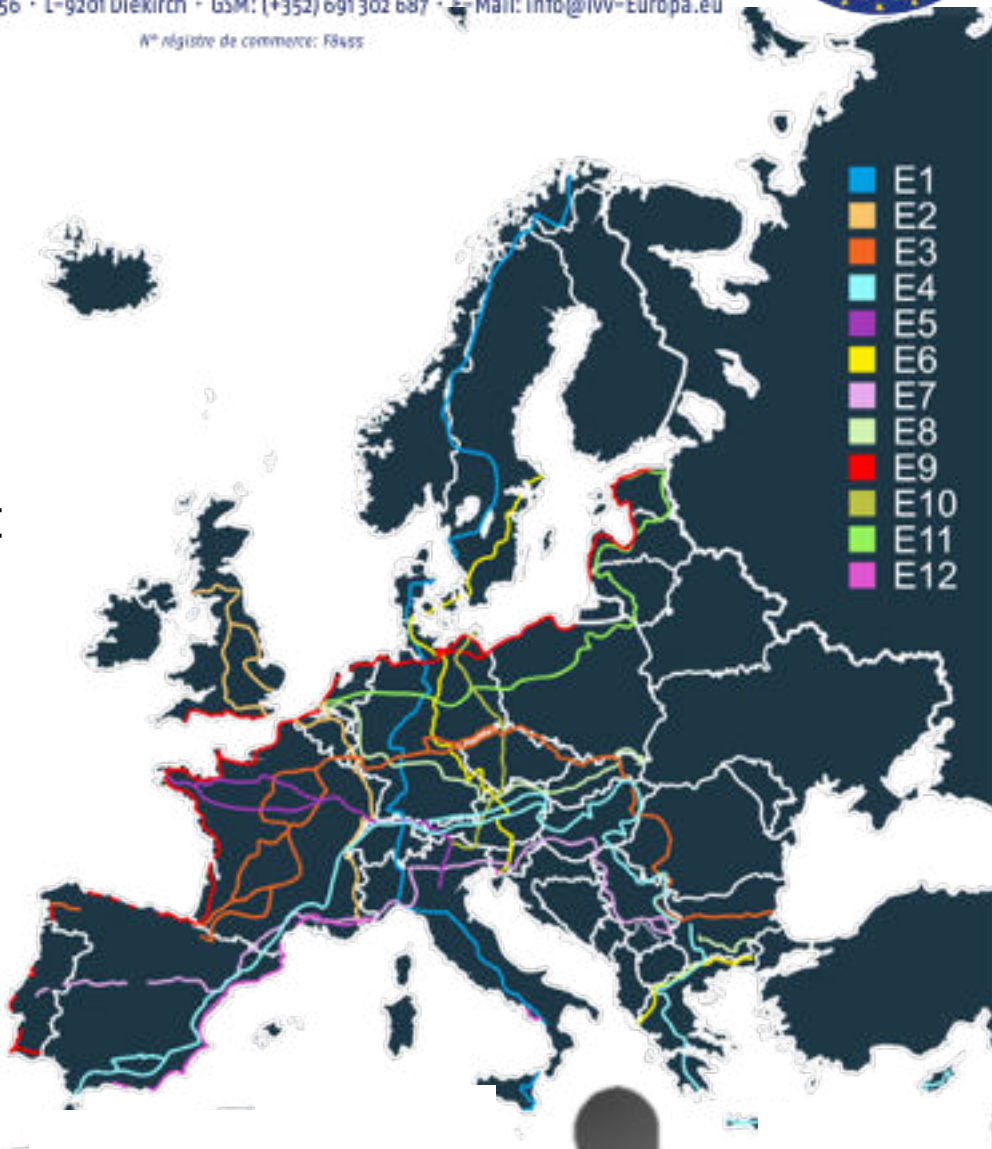


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12 TRAILS 1 EUROPE

A Common Project





As a partner of the European Ramblers' Association, we want to promote the 12 European long-distance hiking trails from 2024 and include them in our IVV programme.

The E3 will be the first, and in the years thereafter every single E long-distance hiking trail will be promoted.



All member countries, federations and clubs that are crossed by the E3 are invited to participate in an event.



The E3 is +- 7,754 km and leads through :

- Spain
- France
- Belgium
- Luxembourg
- Luxembourg Germany
- Czech Republic
- Poland
- Hungary
- Romania
- Bulgaria

We are looking for national associations, clubs or other providers who, from 2024 :

- offer a traditional marathon walk of at least 42.195 km on a section of the E3 in their country through which the E3 runs
 - validate a digital record of a walker of at least 42.195 km on a section of the E3.
- In the absence of offering national associations or clubs or in the event of an unsuitable date, the walker can have the digital record validated by IVV-Europa.

IVV-Europa will provide a certificate, an IVV "E3" medal and, if necessary, an IVV stamp sticker for a contribution towards the costs.

Of course, each organiser can offer their own certificates, medals etc.

The participation fee is to be paid to the respective organiser - or to IVV-Europe, if there is no organiser in one of the countries.

From 5 completed marathon walks in 5 different countries that the E3 crosses, the walker can acquire an additional digital certificate free of charge from IVV-Europa.

The time of the event or the individual walk is freely selectable. However, the preferred time for the offer is the European Week of Sport #BEACTIVE, end of September 2024.



Provisional calendar of events

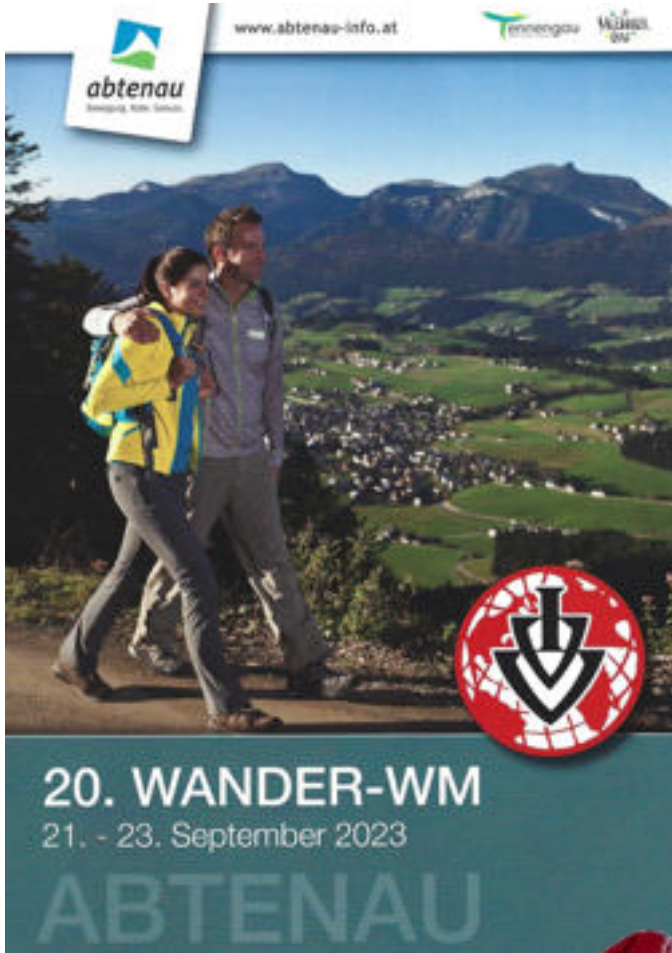


Take part in this first Europe-wide IVV event !
Let's promote a better awareness of the IVV - let's promote the European identity !
Let's strengthen the goals and values of the IVV together !

Country	Adresse	Offer - Date
Spain	https://www.era-ewv-ferp.org/de/e-paths/e3/e3-in-spain/	An individual club from Spain is a member of IVV- but not yet of IVV-EUROPE. It will be invited to participate
France	https://www.era-ewv-ferp.org/de/e-paths/e3/e3-in-france/	
Belgium	https://www.era-ewv-ferp.org/de/walking/walking-in-europe/belgium/	
Luxembourg	https://www.era-ewv-ferp.org/de/e-paths/e3/e3-in-luxembourg/	28/06/2024 : Marathon wine tour (hike with wine tasting) on the E3 from Wasserbillig to Schengen
Germany	https://www.era-ewv-ferp.org/de/e-paths/e3/e3-in-germany/	Germany is a member of IVV- but no longer of IVV-EUROPE. It will be invited to participate.
Czech Republic	https://www.era-ewv-ferp.org/de/e-paths/e3/e3-in-czech-republic/	
Poland	https://www.era-ewv-ferp.org/de/e-paths/e3/e3-in-poland/	
Hungary	https://www.era-ewv-ferp.org/de/e-paths/e3/e3-in-hungary/	
Romania	https://www.era-ewv-ferp.org/de/e-paths/e3/e3-in-romania/	Romania is a member of IVV- but not yet of IVV-EUROPE. It will be invited to participate.
Bulgaria	https://www.era-ewv-ferp.org/de/e-paths/e3/e3-in-bulgaria/	

Get in touch with us at Info@IVV-Europa.eu, let us know your plan, your idea for the "E3" project. The calendar of events will be updated and published at any time!

The E3 schedule provides for a presentation of the participating national associations and clubs at the IVV Congress of Delegates in Canberra at the end of March 2024.



Review World Walking Championships Abtenau 2023 (Text ÖVV)

The 20th World Walking Championships in Abtenau in the Lammertal/Salzbürgerland are history. 1300 participants from 18 nations travelled to Abtenau and walked 55,000 km in 3 days.

170 marathon runners took up the challenge of 42 km and 1150 m and were rewarded with the highlight of the Lammerklamm.

The schools and Lebenshilfe Abtenau also took an active part in the World Walking Championships. The youth of today are the hikers of tomorrow, so a special thank you goes to the school management and teachers as well as the Lebenshilfe for their participation.

The walkers got to know a very varied hiking area of the Abtenau Basin on their routes and were well catered for with Abtenau specialities at the refreshment stops, and some of them will certainly come back for another hike.

At the closing ceremony, 11 walkers were honoured for "20 years of loyalty" by taking part in all 20 World Championships.

The Group World Champion and the top 10 groups were invited to the stage and honoured for their achievements.

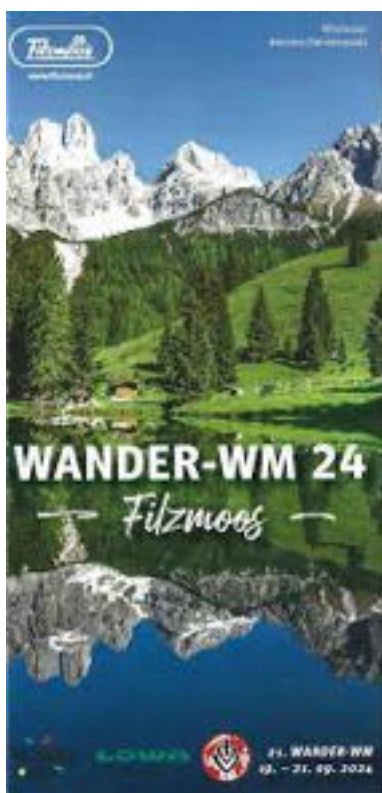
Finally, the World Cup flag was handed over to Filzmoos, also in Salzburg, and the participants said goodbye to Abtenau on Sunday.





Group Results :

1. Place	Snaga Domovine (BHI)	9.002 km
2. Place	Wanderfreunde Traunstein-Salzkammergut (AUT)	7.804 km
3. Place	Les Cigognes d'Alsace (FRA)	4.412 km
4. Place	Wandelclub Beerke Beerse vzw 1019 (BEL)	2.977 km
5. Place	ARBÖ Wanderfreunde Blindenmarkt (AUT)	2.335 km
6. Place	Wanderverein St.Georgen/G. (AUT)	2.235 km
7. Place	Miteinander Wandern (AUT)	2.016 km
8. Place	Wandergruppe Kufstein (AUT)	1.998 km
9. Place	FLMP (LUX)	1.800 km
10. Place	Wanderverein Gr. Weichselbach (AUT)	1.490 km
11. Place	Europajugend Gleisdorf (AUT)	942 km
12. Place	Marche Club Cernay (FRA)	811 km
13. Place	Wanderverein Ferschnitz (AUT)	717 km
14. Place	Tartu (EST)	631 km
15. Place	Wanderfrösche aus der Dingdener Heide (DE)	569 km



IVV-Europe congratulates all participants of the World Walking Championships! Perseverance, team spirit and a passion for walking have paid off!

IVV-Europe also congratulates the Austrian Volkssport Federation and thanks them for the perfect organisation.



Continued success on all trails and let's enjoy our beautiful walking sport together!

See you in FILZMOOS 2024!



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The Belgian Federation for Popular Sports (BVV) and IVV-Europe invite you to the

8. EUROPIADE

in WORRIKEN in the municipality of BÜTGENBACH (Belgium)

The BVV unites the walking clubs of the French-speaking region, the Fédération Francophone Belge de Marche Populaire (FFBMP) and of the German-speaking region, the Wandersport Verband Ostbelgien (WSVO)

The location is the hub of a typical Eifel landscape, surrounded by unspoiled nature, large forests, vast green stretches of land, beautiful hedgerow landscapes and nature reserves worth preserving. In the middle of it all, the Worriken sports center with its multi-activity recreational offer, as well as the Warche dam with its 120 hectares (Bütgenbacher lake).

The 8th Europiade will take place from 10 - 13 June 2026.

IVV-Europe is pleased to announce that all 3 popular sports (walking, cycling, swimming) will be offered.



Belgisch Volkssport Verbond
Fédération Belge des Sports Populaires
Belgischer Volkssportverband



Luxembourg, october 2023



Bütgenbach is a German-speaking municipality in the province of Liège and one of the nine municipalities of the German-speaking Community in Belgium with a population of 5607. Bütgenbach is located in the Belgian Eifel, south of the Hautes Fagnes.

A tributary of the Amel flows through the Bütgenbach dam, built in 1932, a 1.25 km² lake that is now the tourist centre of the region.

Worriken offers a wide range of sports, leisure and holiday activities in a beautiful natural setting in an exclusive location on the shores of Lake Bütgenbach. Further investment is being made in the Worriken destination in order to offer an even wider range of sports and leisure activities, accommodation to suit all tastes and an attractive range of restaurants.





IVV-Europe is particularly pleased that, following a campaign to promote membership of IVV-Europe, the applications of both FINLAND and CAP VERDE (as the first member on the African continent and in the absence of an African continental Federation) were approved at the Delegates' Meeting.

Both new members will be informed by IVV-Europe about this admission and will be able to introduce themselves to our broad membership on the occasion of the next NEWSflash.

Why is it important for IVV-Europe to have new members?

- New members often bring fresh perspectives, ideas and innovations to the association. They can help to improve existing processes and develop new approaches to solving problems.
- With new members, the association's network expands. This can provide opportunities to make new contacts, collaborate with other organisations and extend the reach of the association.
- This promotes intercultural exchange and can lead to greater acceptance and understanding of different perspectives.
- Integrating new members into the association community can strengthen a sense of cohesion and solidarity. This can help to promote the aims and mission of the association.

Overall, working with new members is a win-win situation. The new members benefit from the association's resources and opportunities, while the association benefits from fresh ideas, commitment and new resources.

It is therefore important to foster a warm and inclusive culture, to welcome and integrate new members.





Promotion of IVV-Permanent Trails

As part of a campaign to promote the IVV Permanent Trails, IVV-EUROPE wished to create a Europe-wide map of all the European Permanent Trails, together with useful information for the interested walker.

The IVV has already created a page for this purpose at :

<https://www.ivv-online.org/wanderwege.html>

This page currently contains information on permanent hiking trails from the following countries :

Germany	321	Czech Republic	11	Poland	12
Luxembourg	35	Portugal	6	Slovenia	1
Belgium	6	France	62	Switzerland	1
Denmark	13	Italy	4	Romania	3
Finland	6	Norway	67	Hungary	4
Austria	18				

IVV-EUROPE will accordingly create a link to its site and thus support an active promotion of the Permanent IVV-Trails

Operators are invited to update the information on the Permanent Trail-Routes.

We would like to complete the information with :

- the current signs and markings used by the respective national associations/clubs to increase visibility ;
- the indication of which permanent trails can be hiked "digitally", also with an indication of how to obtain IVV stamps in this case ;
- the reference to existing national cups containing permanent trails.

Furthermore, your opinion on the introduction of a European PW Cup is important to us !

Should this cup be introduced?

How do the current cups work in your national federations ?





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Creation of additional National IVV logos

The desire to use a national IVV logo in addition to the association's own logo is important to us, as IVV-Europe, for several reasons:

Uniform brand image: A uniform, yet individual logo ensures that IVV has a consistent brand identity in all countries and cultures. This promotes recognition and trust among our members and guests throughout Europe, and indeed the world.

Professionalism: A common logo gives the impression that IVV is well organised and operates internationally. This strengthens the confidence of members and guests.

Efficient communication: A common logo simplifies communication and information exchange within the IVV. It creates a clear visual identity that can be used consistently in all countries and on different platforms.

Avoiding confusion: If the IVV is active in different countries but only uses different association logos, this can cause confusion among members and guests. The additional use of the individual yet common logo helps to avoid misunderstandings.

Flexibility: Although the logo is uniform, elements such as language, with or without the flag, should be adapted to local circumstances in order to respect culture and regional preferences.

Overall, the common IVV logo helps to strengthen the brand identity, support the global presence of IVV and improve the efficiency of communication and marketing. All this should lead to better business success and a stronger global brand image in the long term.

IVV-Europa invites, and creates for you, your own IVV logo free of charge in the desired PDF and JPEG formats.

It is important for us to use the logo on your homepage and to link it to the IVV-Europe homepage.

Please let us know as soon as possible:

- the name that should appear on the logo, whether it should be in the national language, **but in preference in English**
- If you want the logo with the national flag or not.

IVV-Europe will take care that the font and size will be the same for all European IVV-Europe member countries.

Examples of existing logos and suggestions. The IVV letters should not be used in the country text.
In this way we strengthen each other and invest in our own future!



Please give us feedback at info@ivv-europa.eu

Together for success

Plea for the 5km IVV Walking Route

by Romain Buschmann, President IVV-Europe



The shortest IVV walk of 5 km is often considered the easiest because it usually follows several principles that make walking more accessible and less strenuous for most people. For example, it makes them easier to walk for people with little walking experience, for beginners or those with health problems, for the elderly and for children.

Short walks should also be versatile, as they are preferred by many different people, depending on their needs, interests and abilities. They should offer nature and outdoor experiences in a shorter time.

The 5 km IVV walking route is a very important part of the IVV offer and should be offered with the utmost care and within the range of all possibilities.

- It should therefore be child-friendly and allow families to walk together without overburdening the children.
- As people with health or mobility problems also prefer shorter walks, it should also meet their individual needs and abilities.
- People also look for short walks to relax and enjoy nature without overexerting themselves. They use short walks to get away from the stress of everyday life, another group that should be catered for by walks of more than 5 km.

However, offering a short walk to suit everyone poses a problem for organisers. Every walker wants to walk in the countryside, on meadows and in the woods. The very fact that most of the starting points are not in the immediate vicinity of the forest makes it difficult to choose a short itinerary that meets everyone's needs.

There are some principles to be respected that cannot always be offered. Therefore, the possibility of an additional, alternative 5 km walk, should be considered from the outset.

Why and how should walking routes be made attractive to specific groups?



Family-friendly
IVV walking route



Senior-friendly
IVV walking route



Wheel-chair-friendly
IVV walking route



Buggy-friendly
IVV walking route



Playground on the IVV walking route



One principle should apply: If it says 5 km, it should be 5 km. Of course, there must be tolerances, but they should not exceed 10%. The psychological effects of exceeding the stated walking distance, combined with the possibility of the extra distance not being taken into account in the stamp book, will be the subject of a later plea!

1. Seniors

1.1 Why are IVV walks attractive for seniors ?

Walking is a gentle activity that is easy on the joints and promotes physical health. It is an excellent way for seniors to maintain fitness, increase endurance and improve mobility. IVV walking clubs provide a social platform where seniors can meet other like-minded people. Walks are often organised in groups, providing an opportunity for sharing and making new friends.

Walking allows people to spend time in nature, enjoy the fresh air and admire the beauty of the landscape. This can contribute to an improved sense of well-being and a reduction in stress.

IVV walking clubs promote a sense of community and belonging. Seniors can feel part of a group and support each other. IVV walking clubs offer a variety of route lengths and difficulty levels so that seniors can choose walks that suit their individual abilities and needs.

IVV walking clubs use their own stamp system where walkers can collect stamps in a walking book. This can motivate seniors and give them a sense of achievement when they reach certain goals.

IVV walking clubs offer seniors a meaningful and active leisure activity. Walking allows them to explore new places and diversify their leisure time.

IVV walking clubs are usually inexpensive, which makes them attractive to seniors with a limited budget.

IVV walking clubs contribute to the preservation of the walking tradition, which can be of cultural importance for many seniors.

Overall, IVV walking clubs provide an ideal opportunity for seniors to stay active, maintain social contacts and enjoy nature. They promote physical and mental health and contribute to a fulfilled and active lifestyle.



1.2 Why should IVV walks cater for their special needs ?

Catering for older people within the sporting community by providing walking routes adapted to their abilities is important and demonstrates a respectful and inclusive community spirit. Attention to seniors is an expression of mutual respect in the community and creates a harmonious environment where all participants benefit from positive relationships and cooperation. Considering the needs of seniors in terms of accessibility and health care can therefore be beneficial to all members.

1.3 How should walking routes be designed for seniors?

A well planned, accessible and safe walking route with a low gradient can enable older people to enjoy the IVV offer. It is important to consider the abilities of the target group in order to create an optimal experience.

The path should be as flat as possible with no steep gradients.

It should be wide enough to allow walkers to overtake or provide space for wheelchairs and walking frames.

It should be accessible, with wide and well-maintained paths, ramps on inclines and easily accessible areas.

Give preference to areas with shady trees or structures.

Public parks, where available, should be included in route planning.

Benches along the route are beneficial to allow older people to rest and recover.

Linking the start and finish points to public transport is an element that should not be neglected. More and more seniors do not have (or no longer have) a driving licence, but they can still participate in IVV events.

Close to nature, natural paths that are typical of the landscape and yet easy to walk on should be preferred to paved paths, e.g. asphalt, concrete, paving stones.

Paths next to or along busy roads should be avoided as far as possible, as traffic noise is a stress factor for both older people and children, in addition to safety issues.

Offering a common starting time when seniors can be accompanied would promote social interaction and increase safety.

2. For families with children



2.1 Why are IVV Walks attractive for families with children ?

IVV walking clubs organise walks where families can spend time together in nature. This shared experience can be enriching for children and parents alike. Walking is a healthy leisure activity for people of all ages. It promotes physical fitness and allows children to exercise and breathe fresh air in nature.

IVV walks often take place in scenic areas, giving children the opportunity to explore nature, learn about animals and plants and develop a deeper understanding of the environment.

IVV walks encourage social interaction and provide an opportunity to meet other families. Children can make friends and parents have the opportunity to exchange ideas with like-minded people.

IVV walks are varied and offer a range of distances and levels of difficulty so that families can choose walks that suit their abilities and interests.

IVV Walking Clubs offer their own reward system, worldwide, where participants can collect stamps in a walking book. This can motivate children and give them a sense of achievement when they reach certain goals.

IVV walks are usually inexpensive, making them attractive to families on a limited budget.

IVV walking clubs contribute to the preservation of the walking tradition and enable parents to introduce their children to this healthy leisure activity.

Overall, IVV walking clubs offer a diverse range of activities that can appeal to families with children. They promote health, a sense of community and an experience of nature, and are often a cost-effective leisure option. IVV walks are definitely attractive for families with children!

2.2 Why should IVV walks address family-specific needs ?

An effective family offer (i.e. the availability of family-friendly walks) in the IVV is important to secure the next generation. This is crucial for the continuity and success of the IVV in the future. Young families often bring fresh ideas and innovative approaches. A well-designed programme promotes diversity and helps to adapt to new challenges and changes.

A short, family-friendly walking route is therefore very important. Shorter walking routes are usually easier for children and parents to manage and require less time and energy, which is especially important for young children who may not have the stamina for longer walks. Children often have limited patience and motivation. Shorter distances are more manageable and help to keep children motivated.

Children are also curious and want to explore and experience things. Here they can discover interesting natural features, animals or sights without having to go far. They give parents the opportunity to teach their children about nature, the environment and the ecosystem. This learning experience can take place in a child-friendly and accessible environment. Shorter distances also give families more flexibility if the children get tired or the weather turns unexpectedly bad.

Creating positive outdoor experiences is crucial to instilling a love of nature and walking in children. Hiking creates a sense of achievement and encourages children to spend more time outdoors, and provides opportunities for families to spend time together, socialise and enjoy activities together.

Short walks are often an introduction to walking for young families. If parents and children have a positive experience on short walks, they may later choose longer and more challenging routes.

Overall, short walks are important for attracting young families with children because they take into account children's needs and abilities and provide an attractive, family-friendly nature experience. This helps to instil a love of nature and walking at an early age.

By incorporating these elements into your IVV trail, you can ensure that it is attractive and enjoyable for families with children. This will not only make the walk a positive experience for the children, but will also promote an appreciation of nature and family cohesion.

IVV walks will be given a positive image...

2.3 How should walking routes be designed for families with children ?



A 5 km IVV walking route can be made attractive to families with children by making it child-friendly and varied. Here are some ideas:

Choose a route that allows children to experience nature at first hand. This includes natural elements such as forests, meadows, rivers or lakes.

Provide interactive stations along the route where children can learn about nature through play.

These could be nature puzzles, animal observations or creative activities. GEOcaching, a scavenger hunt, perhaps even via an app, also enriches the recreational activities for parents and children.

Incorporate exciting features such as tree trunks, bridges, small climbing structures or simply play areas into the trail design to enhance the experience for children. Linking to an existing nature trail would be an enrichment.

Offer games and activities for children to play during the walk, such as nature bingo, geocaching or treasure hunts, stories and riddles: Leave clues along the trail that lead to little stories or puzzles for the children to solve.

Set up picnic areas at checkpoints where families can rest and refresh.

Offer a themed walk that will capture the imagination of children, such as a treasure hunt or nature adventure walk.

Connecting the start/finish locations with public transport is an element that should not be neglected. More and more families do not have a driving licence, but are able to take part in IVV events.

Avoid walking near or along busy roads as much as possible, as traffic noise is a stress factor for both seniors and children, in addition to safety.

Offering a common starting time where families can walk together would promote social interaction and increase safety.

Provide child-friendly refreshments along the way, such as healthy snacks and drinks.

To make the start and finish of a walk (which should not be on a main road) attractive to children and inviting to families, include some child-friendly elements and activities (children's workshop, childcare, clowns, bouncy castle, etc.).

Finally, consider offering small rewards such as stickers or small prizes to children who complete the walk successfully.

3. How to offer all this ?

If you feel overwhelmed as an organiser and are unable to offer something attractive to both 'groups', do not hesitate to ask local youth clubs for help.

There are many different types of clubs in which mainly young people are active, such as: all kinds of sports clubs, music clubs, youth fire brigades, technical relief organisations, school clubs, scouts, technology and computer clubs, all kinds of voluntary and charitable organisations and many more. An internet search or a visit to your local youth organisation or youth centre can help you find suitable opportunities in any region.

Remember that parents, parent-teacher associations and teachers are likely to want to get involved.

4. Reference to the special offer.

The simplest way to communicate is to use signs, pictograms and symbols to visually represent the features of the trails already on the invitation flyers. For example, symbols for child-friendly trails (suitable for prams, playgrounds) and senior-friendly trails (barrier-free, level terrain) can be used, as suggested by IVV-Europe on the standard invitation flyers for IVV events.

This information could also be supplemented by entries on the respective websites of the organisers.

Additional information could include: difficulty levels, information about the terrain, altitude differences, special features and possible highlights. Particularly child- and senior-friendly aspects such as playgrounds, rest areas, barrier-free paths or easy walks should be highlighted.

"Silent walking": Why so many young people go for a walk without a mobile phone - **An idea for a proposal**

Young people on TikTok are enthusiastic about walking - without a mobile phone. It brings them closer to themselves, enthruse many who try it out.

When leaving the house, for many people the routine reach into the handbag or trouser pocket is an integral part: keys, wallet and mobile phone - everything with them? Without their mobile phone, young people in particular sometimes feel almost naked.

But this also means that they rarely get a moment's peace. They are constantly looking at the screen, checking social networks, reading and sending messages. But on TikTok, an opposite trend is currently spreading: silent walking. Users go outside without their mobile phones - not because they have forgotten them, but quite consciously. They want to take time to concentrate on themselves and not be constantly distracted.

Silent Walking on TikTok: Walking without a mobile phone

Podcaster Mady Maio is one of those who started the trend on the video app - "unintentionally", as she says. On the recommendation of her nutritionist, she had started taking 30-minute walks instead of endurance training. Her boyfriend then suggested that she "go for a walk without distractions - no Airpods, no podcast, no music, just myself". For the first few minutes, there was "chaos" in her head, Maio describes her experience, but that soon changed: "Suddenly you can hear yourself."

Silent walking can "change lives", Maio is sure: "After 30 minutes of silent walking, I finally had the clarity I was always looking for. The fog in my brain disappeared. Suddenly so many ideas come to me because I give them space." On TikTok, more and more users, especially representatives of Generation Z, are joining this trend. "Silent walking is like meditating," enthuses one user.

Going for a walk promotes health

In fact, it is more than a social media trend: the constant background noise of the digital world is overwhelming many people. "Recent studies have shown that the incidence of anxiety and depression has increased dramatically since the pandemic began, and I think people are looking for natural, integrative approaches to improve their mental health," medical doctor Suzanne Hackenmiller told the US portal "Today". New York psychologist Juanita Guerra speaks of an "excellent way to connect with our inner selves".

Moreover, the benefits of walking for physical and mental health have long been known. But the silent walkers are also being ridiculed on the web: ten years ago, no one would have thought of celebrating simple walking, they say. Those who are too attached to their mobile phones should simply put the phone aside - which sometimes sounds easier than it is.



Editor Eugen Epp, Stern.de

A phenomenon that perhaps encourages the younger generation to show increased interest in hiking and to see it as an attractive leisure activity. Thus, it could be described as a "youth hiking trend" or "youth hiking boom". This trend could take different forms, such as the popularisation of hiking clubs, social media promoting the sharing of hiking experiences, or the promotion of hiking in nature as a way to relax and unwind from the hectic modern world.

Let's seize the opportunity, let's make something of it





IVV-EUROPA · IVV-EUROPE

NEWSFLASH 7/2023



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IVV-Europe strives to make the "brand" IVV - International Volkssportverband - known internationally. However, cross-national branding is a complex and challenging task.

A transnational event can be better suited to market the IVV product than local events for a number of reasons. It appeals to a much larger target group as it reaches potential customers from different regions and cultures. This increases visibility and opportunities to reach new markets. It can be more cost-efficient to organise, as more people can be reached with fewer events.

It is designed to help establish the IVV on a global scale. By using digital platforms, cross-national events can be scaled more easily. We can reach more people without having to overcome physical barriers, which increases the reach of our marketing. Transnational events offer the opportunity to make contacts in different countries. By working with people from different countries and cultures, we get innovative ideas and perspectives that can help improve and develop IVV.

Naturally, transnational events have a greater media presence and receive more attention in the press. This should raise the profile of the IVV and thus correspond to the lens of the transnational event.

Thus, in addition to hiking the European Long Distance Trails, starting with the E3, IVV-Europe proposes another transnational event, starting in 2024:

RAINBOW WALK
7.7.2024

7 km common walk
At the finish: Live entertainment, sustainable and local gastronomy
Departure: 7.00 pm
Start price: € 7.00 with IVV rainbow medal

Simultaneous Pan-European IVV walk in towns in : Belgium - Denmark - France - Great Britain - Luxembourg - Netherlands - Norway - Netherlands - Norway - Austria - Poland - Sweden - Switzerland - Czech Republic - Hungary - Finland - Cape Verde



The organisation of a rainbow walk has above all symbolic and social significance and is intended to :

- present the IVV as a supporter of a society that promotes diversity and equality;
- strengthen the image of the IVV and present it as a contemporary association that faces the challenges of society;
- strengthen community building by connecting with the younger generation and engaging new stakeholders;
- bring positive press and public recognition;
- Support values such as equality, tolerance and social justice, values that strengthen the moral integrity of the IVV.

It provides an opportunity to promote positive change and create a more inclusive and supportive environment.



- As a member association, encourage your affiliated clubs to offer at least ONE Rainbow Walk within your country in 2024.
- The date of the Rainbow Walk is not binding - Sunday 7.7.2024 is recommended.
 - A "Rainbow Walk" may or may not be a walk co-organised by LGBTQ+ communities or supporters to promote diversity and acceptance.
 - It can also be, in a creative context, a symbolic journey represented in an artistic project or performance using the rainbow as a symbol of diversity, hope or transformation.
 - It can also, in an informal context, simply be a walk in nature where participants enjoy the beauty of the landscape and possibly rainbows.
- Let your imagination run wild - inform us at info@ivv-europa.eu and let's exchange ideas.
- IVV-Europe promotes global coverage

SYMBOLIC : The rainbow contains the peace of the rainbow colours: it reminds us that each colour, each nation, is equal to the others and should form a whole together with the others, each individual being important. The rainbow unites opposites - sun and rain - and connects them, expresses the mood of peace, departure and change. It is also a sign of tolerance and acceptance of the diversity of life forms, of hope and longing. Its colours can also be found in the **FELIX CUP**.





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VISIT OUR WEBSITE



Closing words Do you have any ideas ?

- how we can improve the Newsflash
- what other information we can disseminate via the Newsflash ?
 - how we can make WALKING i.e. the VOLKSSPORT in our community even more attractive ?
 - how we can promote the COMMUNITY'S WORK ?



Contact us at

info@IVV-Europa.eu

or

Phone 00352 621 157 008 Romain Bushman

We listen and we are at your disposal !!!
The IVV Europe Presidium

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