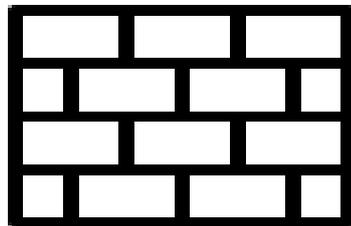**2**

OpenStreetMap
Outdooractive
Google Maps
Komoot
Visorando
....

1

Actual situation

1 - Protected areas are public organisations.
    They have a lot of content, documents, books, websites and signages about nature, biodiversity, areas, rules, environmental stakes.
    But these ones are mainly touching their small communities

2 - Outdoor activities enthusiasts use mainly private and collaborative plateforms where they can find and share their tracks, photos with poor content, mainly based on sport and challenge

>>> There is no connection between these communities and their data

Discover
Understand
Protect
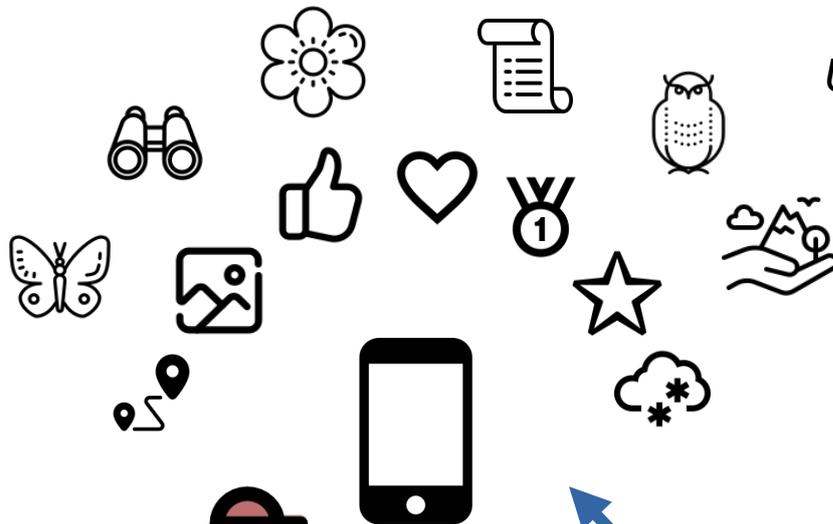
4

Objectives

3 - Protected areas need to digitize their rich content about activites, offers, nature, environmental stakes, areas and rules.
    Then structure, standardize and open these data, to make them easy and simple to use by other platforms

4 - It would allow private and collaborative digital plateforms to include and spread these data in their own tools and provide nature and biodiversity stakes and rules to their huge audiences.
    In order to let them discover, understand and become actors of the protection
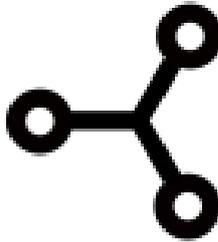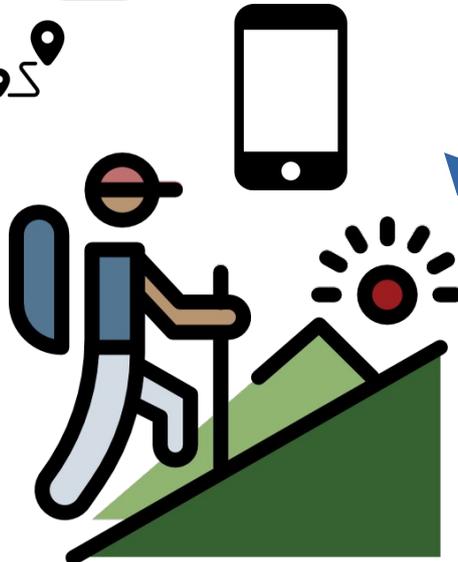
OpenStreetMap
Outdooractive
Google Maps
Komoot
Visorando
....

3

Open source
Open data
Standard
Easy
Simple

5

Outdoor offers
- Treks (pedestrian, bike, equestrian)
- Trails
- Climbing ...
Description, photos, nature, sensitive areas

Quality content
Standard
Tools improvement
Spread data

Protected areas
- Areas
- Rules

Structure data
Standard data
Centralize and spread data

API

Digital plateforms

Partnership
Spread data (offers, areas, rules)
Webinar
Workshop
Toolkit
Bridges

Actions

5 - To achieve that, we need to :
   - Collect and structure quality data about Outdoor offers
   - Standardize these data
   - Improve tools to collect and spread these data
   - Build API to spread these data
   - Do the same with protected aread data (areas and their rules)
   - Build partnerships with digital plateforms so that they can get and spread these data in their tools