

# STAY RELEVANT

## CASE COMPETITION

### COMPANY:

#### *NAME AND ADDRESS OF COMPANY*

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#### *CONTACT(S)*

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#### *DESCRIPTION OF COMPANY*

Outdoor Institute is a non-profit organisation that was established in connection with Silkeborg being made the Outdoor Capital of Denmark.

We view ourselves as a development and knowledge-sharing centre which supports the values of the outdoor life within a range of health and welfare-related areas, and which creates an optimal framework for knowledge sharing and anchoring, so that the outdoor life can have a lasting effect on society as a whole.

We are therefore involved in various types of initiatives framed by the outdoors and aimed at improving health, quality of life, welfare or growth.

Read more here: [www.outdoorinstitute.dk](http://www.outdoorinstitute.dk)

## THE CHALLENGE

### Gear bank

A gear bank is a depot that stores a range of outdoor equipment, such as kayaks, swim vests, tents and fishing rods. The main idea behind these gear banks is that institutions such as kindergartens, after-school programmes and clubs can access lots of different equipment relatively cheaply. In practice, this works by the individual institution being able to access a website where they can order the desired equipment, which they subsequently collect. The gear bank is therefore a good initiative, among other reasons because it helps children and young people increase their knowledge of nature and because it resonates with the current focus on developing a sharing economy and reducing resource wastage.

In Silkeborg, we do not have a gear bank, but, considering our growing focus on the outdoors, we think it is an idea worth exploring.

We have the following two questions.

- 1) Usually, the municipality – for example, a school – is responsible for the running of a gear bank. But if the municipality is not willing to take on this task (at least, not on its own), what could a possible solution/business model look like?
- 2) When you develop new initiatives to promote health or prevent illness, it can be difficult to reach the groups for whom they are most relevant. For example, establishing a new gear bank would mean that Valdemar – who already runs marathons – can now also kayak, because he can access a gear bank. This is great, but it does not significantly improve public health.

What type of initiatives could be launched (concerning the type of equipment, the organisation of the gear bank and communication, etc.) with a view to ensuring that the gear bank (also/partiucly) caters for users who are not the classic 'outdoors type'?

The report 'Gear banks in Denmark' ['Grejbanker i Danmark'] contains a great deal of background information and possible perspectives for gear banks.

<https://friluftsradet.dk/sites/friluftsradet.dk/files/media/document/Rapport%20om%20Grejbanker%20i%20Danmark%202017.pdf>

