

THE **#THEOUTDOORMANIFESTO** CLEAN OUTDOOR MANIFESTO |

WE BELIEVE IN

The centrality of the natural environment within human experience and in a biocentric world view.

Man as an effective part of natural reality.

The usefulness of outdoor practices as a way to reconnect with the natural environment.

The function of outdoor culture as a way for raising awareness on environmental issues.

The limitation of a vision of outdoor practices such as sports aimed exclusively at overcoming limits.

The need to influence the outdoor market and territorial development through a peaceful and active pressure from the critical mass.

The importance of any active participation, from the smallest to the largest one.

The importance of education and example.

A possible coexistence between the aspects of territorial development linked to the outdoors and respect for the environment.

The need to pursue a transnational and intercontinental outdoor culture.

WE OPPOSE TO

An anthropocentric vision of the world that reduces nature to a mere economic resource.

The exploitation of nature.

Outdoor as a consumerist fashion for its own sake.

Sterile green marketing that is not supported by concrete actions and campaigns aimed at raising awareness on environmental issues.

Putting sports or tourist purposes before environmental protection ones.

The exploitation of sensitive areas in the name of an alleged economic progress that does not take into account environmental and cultural sustainability and the multiple benefits provided by ecosystems to the human race.

We are snowboarders, we are skiers, we are runners, we are climbers, we are cyclists, we are hikers. We are all that is **OUTDOOR**.

We are practitioners, we are professionals, we are beginners and we are - all - guided by the same passions.

We are those who tried to look for themselves within the **NATURAL ENVIRONMENTS** and that know that this process is fundamental for the growth of **HUMAN CULTURE**.

We promote the overcoming of subjective limits in the outdoor field but we recognize this objective as absolutely secondary to the **EXPERIENCE IN NATURE** and with nature.

We fight to spread a **CLEAN** and **CONSCIOUS** key to outdoor practices that primarily respects the natural environment and conceives the idea of man himself as an **INTEGRAL PART** of that nature within which - as well as living - we practice these passions that allow us to learn, have fun, share and survive.

Nowadays, outdoor practices are the object of a growing business and increasingly often exploited by marketing logics that push towards mere spectacle, we reiterate the importance of the **PURE ESSENCE** of **OUTDOOR** as a way to reconnect with the deepest and truest part of ourselves.

That's why we will **FIGHT** to create and spread an **OUTDOOR CULTURE** that puts itself first in order to **RECONNECT MAN TO HIS OWN REAL ORIGINS** and to defend the environment without which all these practices would not have reason to exist: the natural environment.

We therefore want to lay the foundations and express our intentions to create an **OUTDOOR CULTURAL CHANGE** that is not imposed nor even supposed, but sought, sweated and shouted freely by anyone who shares these principles.

We want to create a **CUTTING-EDGE CRITICAL MASS** that can **INFLUENCE THE OUTDOOR MARKET** and the operators of the sector in order for them to be more and more responsible towards their consumer communities and more and more attentive to **SUSTAINABLE** production and organizational processes. In the same way we will strive to influence the political/economic choices towards the **CONSERVATION OF NATURAL ENVIRONMENTS** and towards a sustainable development of territories and outdoor culture.

We operate and work from the bottom because we believe in **ACTIVE PARTICIPATION** and because it is at the bottom that there is the earth on which we move and that, more than anything else, we wish to defend.