

Designing Outdoor Inclusion

Improving diversity and inclusivity in outdoor sports through co-creation

Problem

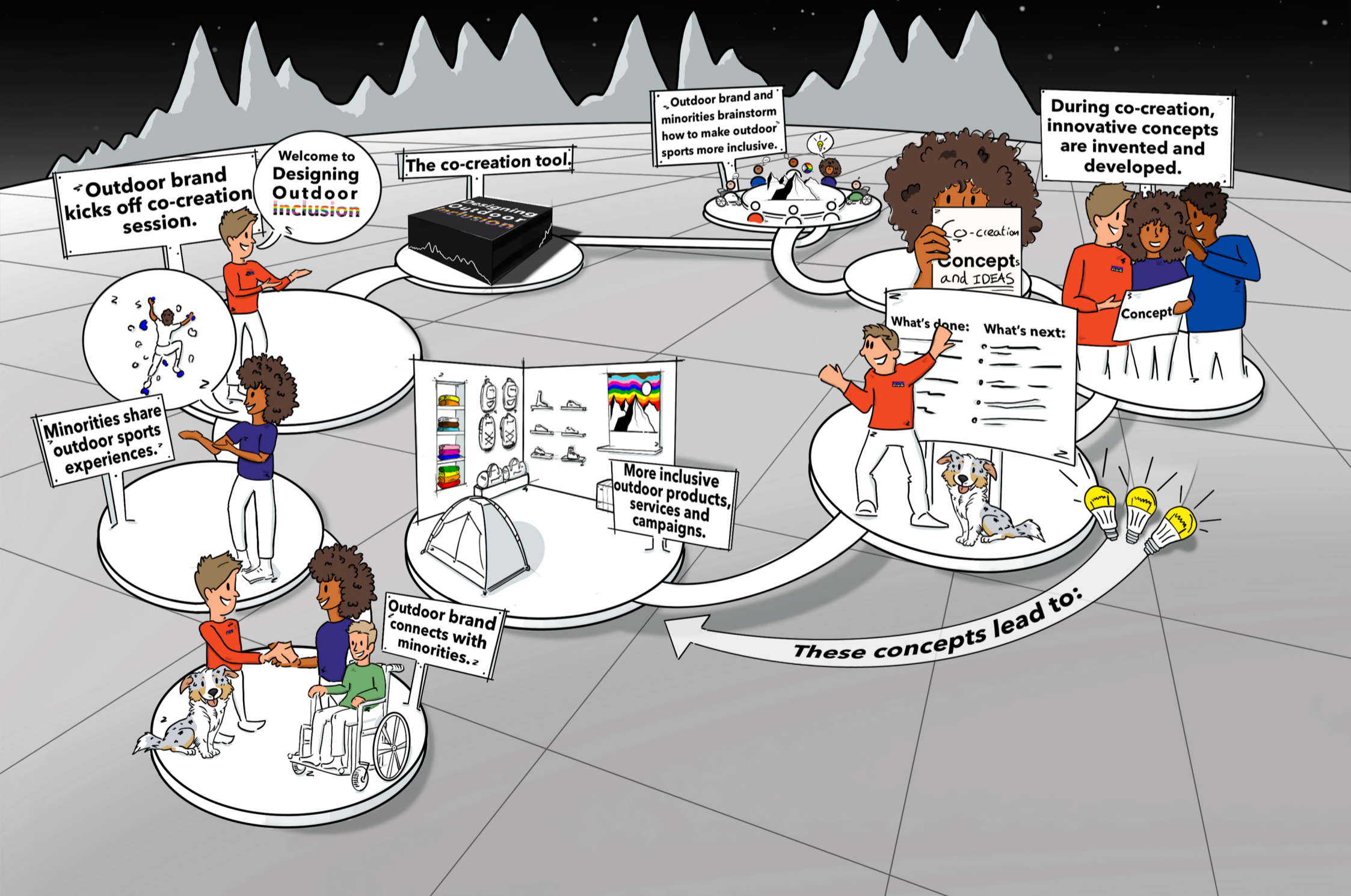
Historically the outdoors has been a homogeneous space, or at least that is how traditional narratives have portrayed it. Outdoor brands and traditional outdoor communities have often reflected this through the image of the outdoors they portray. This historical image has led to outdoor sport being associated with wild and inaccessible spaces, sports that are often perceived to preserve privileged sections of society, and an environment for predominantly white, straight, and non-disabled men. Exclusiveness within the outdoors, its communities, and these brands have caused minorities to feel excluded and experience barriers to participating in outdoor sports.

Context

Fortunately, outdoor brands are committed to contributing to diversity and inclusivity. Yet, many brands lack internal diversity and understanding of minorities and their outdoor concerns and interests. In the endeavor of inclusion and diversity, outdoor brands seek to understand these people better to support them to engage in outdoor sports. To make this happen, outdoor brands must hold a way to connect with marginalized communities.

Solution

Designing Outdoor Inclusion is a co-creation tool developed to connect minorities with outdoor brands and provides a way to create innovative solutions that tackle exclusivity issues within outdoor sport. It allows outdoor brands to collaboratively develop initiatives beyond their ongoing financial and representative support, for instance, by co-creating more inclusive products, services, and campaigns that support marginalized people to participate in outdoor sports. Furthermore, the co-creation tool allows outdoor industry employees to comprehend minorities better, understand what barriers they experience and why, and explore what these people value about outdoor sports.



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