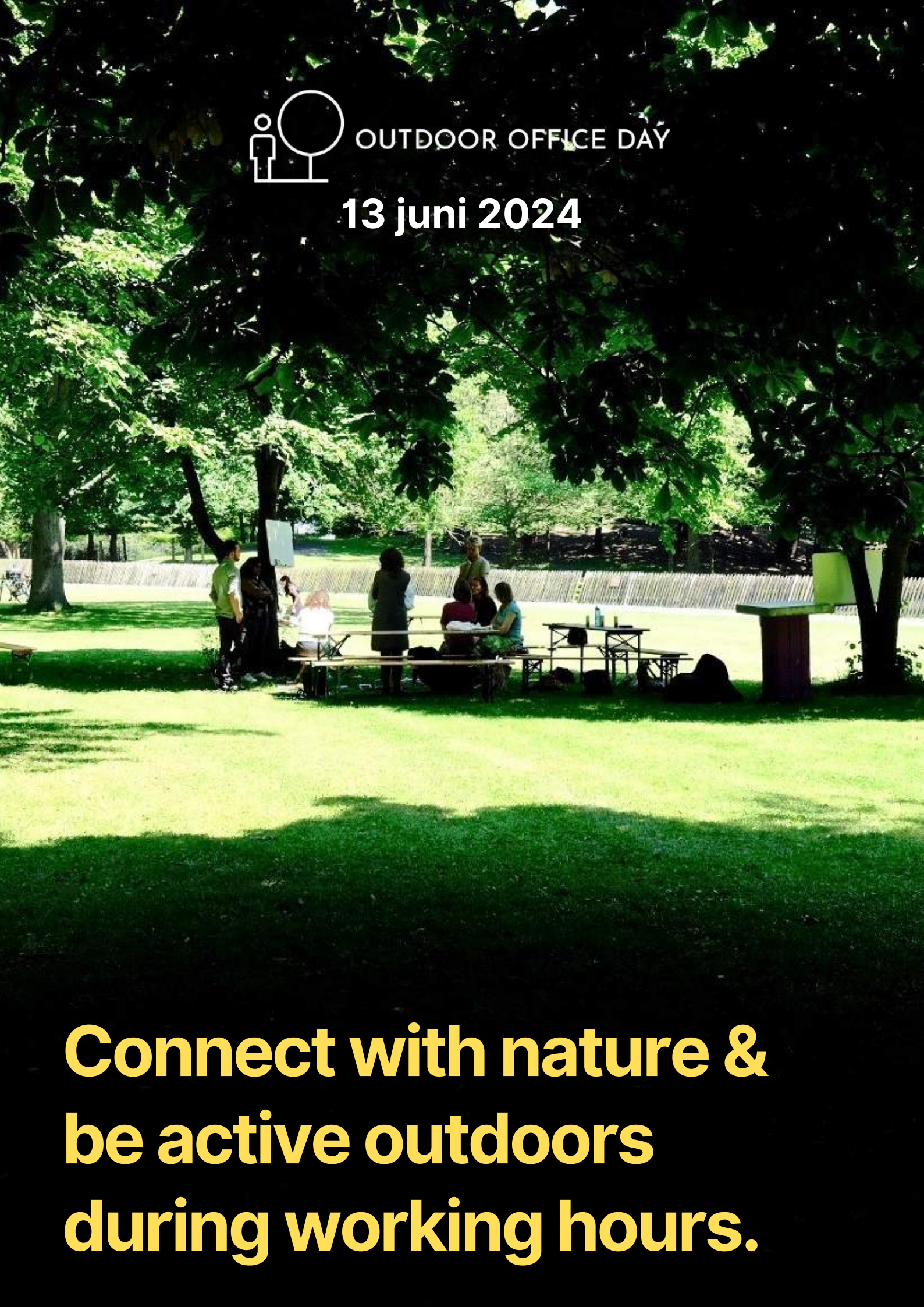




OUTDOOR OFFICE DAY

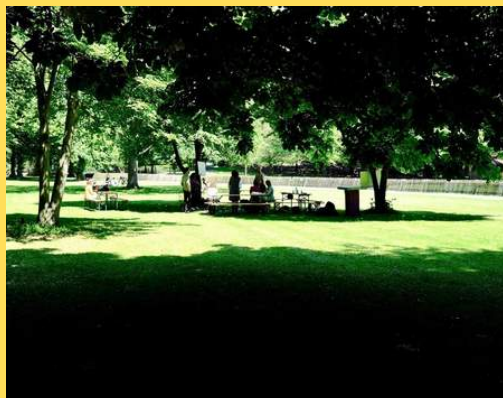
13 juni 2024



**Connect with nature &  
be active outdoors  
during working hours.**

**On June 13th 2024 we will celebrate the 6th edition of the international Outdoor Office Day. It's an open invitation to take your work outside. Please make use of the urban nature around your office. Use your working day to be active outdoors and increase vitality.**

**This year's theme is 'Connecting with each other'. This means you can connect with your direct colleagues, colleagues from other departments, neighbours, or external relations. Please make the effort on Thursday 13th June to go outside in the vicinity of your workplace or office. Work in the urban nature and notice the difference.**



# ANYONE CAN PARTICIPATE

Please join the growing network of individuals and companies that take their work outside more and more often. Get inspired whilst you spend time surrounded by urban nature. This enhances new and meaningful relationships, stimulates the flow of good ideas and supports the forging of valuable collaborations.

## Organisations

You can participate as a company, institution or a university or college campus! #OutdoorOfficeDay symbolises an open culture. Being outside on your own or with your colleagues can also be marked as 'work'. It really helps your organisation to be more creative and enforces a healthy working environment.

## Cities

Wellbeing at work in a healthy green city is a must. Seize the opportunity that #OutdoorOfficeDay gives you to put healthy behaviour at work a priority. You can also organise a placemaking event for your location. Or focus on (re)greening your city and create more space for the pedestrians.

## Places

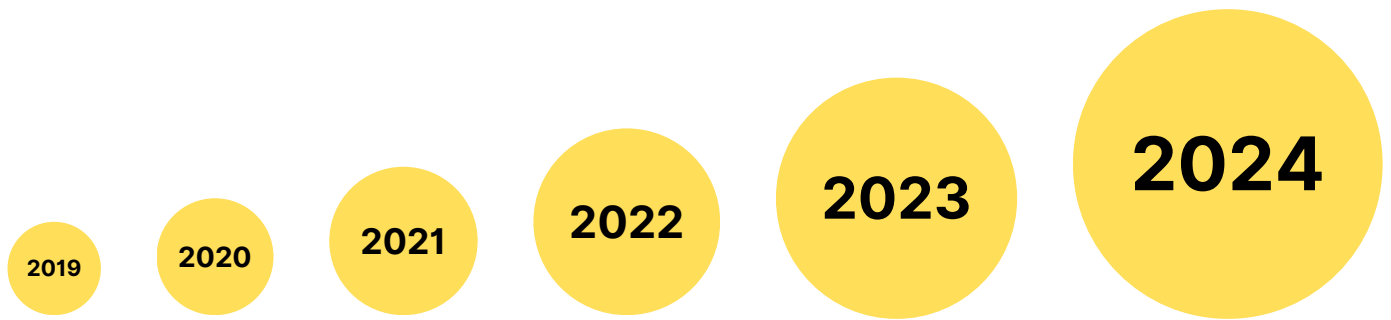
For co-working spaces and venues with a garden or surrounded by nature, #OutdoorOfficeDay is the perfect way to celebrate using nature as a workspace. Do you happen to have a location that is not surrounded by green? Use #OutdoorOfficeDay to demand urban nature as a condition!

**BEING ACTIVE  
PLACEMAKING  
URBAN NATURE  
MAKING CONNECTIONS  
WELLBEING**

**MAKE EACH WORKING DAY  
#OUTDOOROFFICEDAY**



# IMPACT



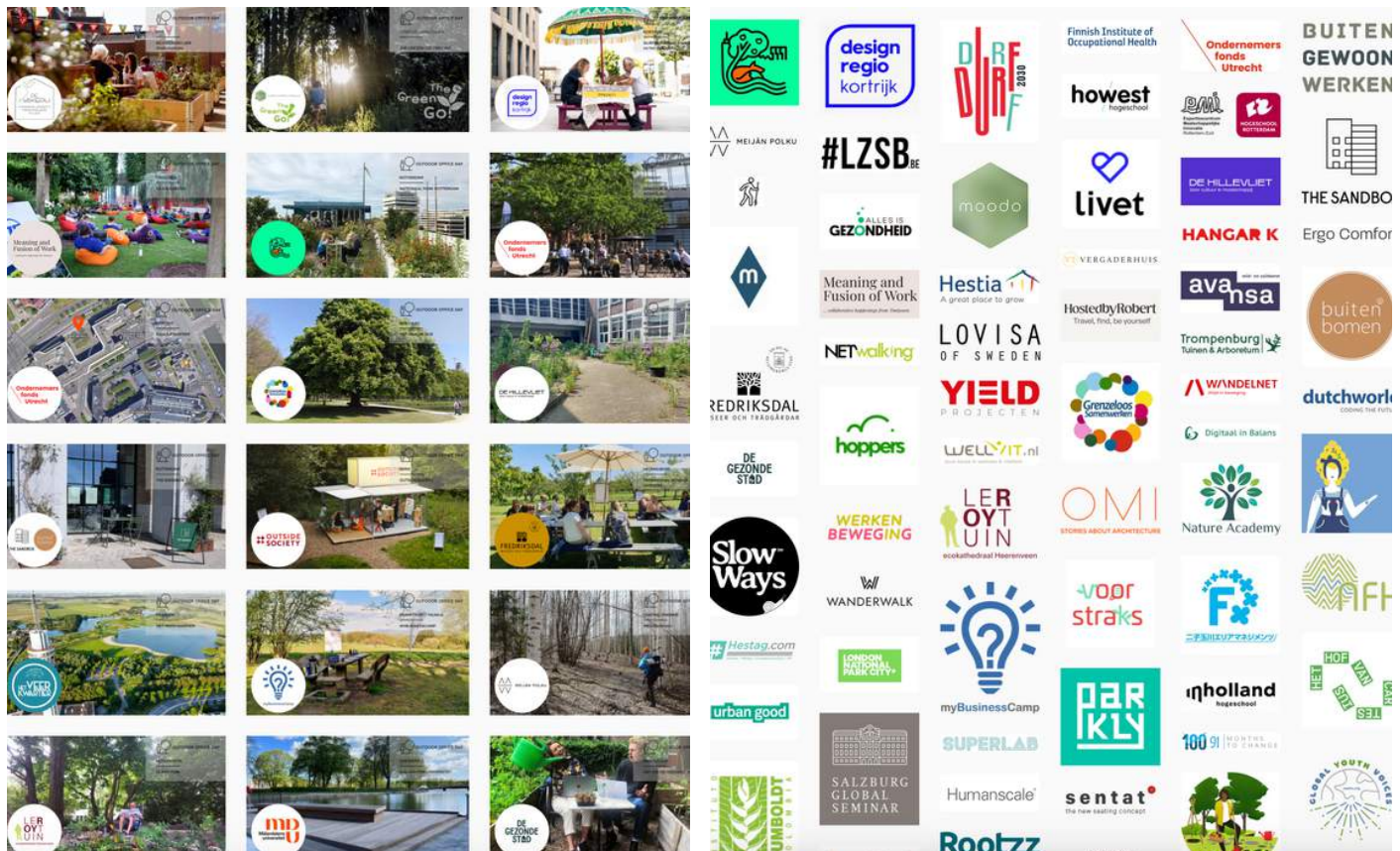
We grew from one location in 2019 - with 100 participants - in the city of Utrecht, quickly to an international event. Being celebrated every year in The Netherlands and other countries on a multitude of registered locations with thousands of participants. Would you like to see more proof? Check i.e. the list with the participants from 2023. Or please read the stories of the front runners, the pioneers of working outside in the urban nature. Outdoor Office Day is here to stay.

Followers on the social media: 6.000+

Instagram-reach: 10.000 in the past three months

LinkedIn impressions: 90.000+ in the past year

Website visitors: 8.000+ on yearly basis/ page visits 12.000+



# WHAT DO PARTICIPANTS SAY?

“I love to work outside, embraced by nature’s beauty. Taking a moment to watch a cloud float by or listen to a bird chirp is incredibly relaxing. It reduces my stress and enriches my perspective”


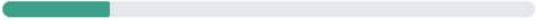
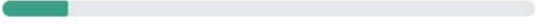
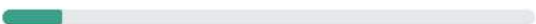
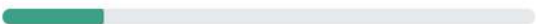
“I get a chance to enjoy the daylight.”

“Space and freedom to be and to think. Getting new ideas and inspiration.”

“My key ingredient for creating a sustainable life, the outdoors adds movement, energy and calmness to my life.”

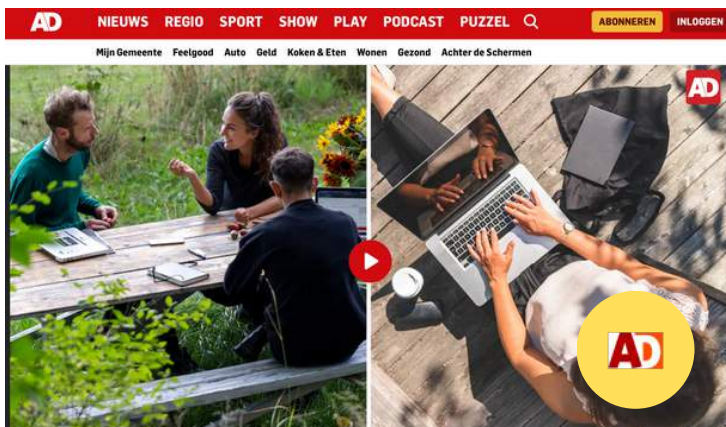
“It makes me happy to be outside frequently. And it’s really easy when I can combine this with a walking meeting (live or by phone)”.

## What would help you to take work outdoors even more often? *(multiple answers possible)*

Respondenten		Procent
a work culture/ management/ colleagues that are open to take work outdoors		58.4%
routes for walking meetings (#weetings) near my office		20.2%
tables and chairs placed in a quiet outdoor space by my office (think of green roofs, patios or terraces)		55.1%
table and chairs I could borrow and take outdoors myself (for example chairs stored at the entrance of my office building)		12.4%
more knowledge about the immediate surroundings (walking possibilities, quiet areas, nature etc).		11.2%
more practical knowledge about various possibilities to work/ meet outdoors		19.1%
more nature near the office		36.0%

**Think along**  
**with us**

# WHAT THE MEDIA SAY ABOUT US



## Outdoor Office Day: ga buiten aan het werk

Nieuws • 14-06-2022 • leestijd 1 minuten • 223 keer bekeken • bewaren



# HOW CAN YOU PARTICIPATE?

Every organisation and any person is welcome to organise on 13th June an activity that fits with their own mission or philosophy. You can use #OutdoorOfficeDay to give prominence to the pressing issue of wellbeing, creativity and health. Or you can organise a placemaking event to highlight the potential of a specific location, inspiring local city officials or the potential tenants. And you can use #OutdoorOfficeDay to celebrate together with colleagues or business associates urban nature by going outside.

There are organisations for whom connecting with colleagues or stakeholders is the main reason to be outside. Others draw inspiration from spontaneous conversations with strangers on the street or in a park. Anything goes as long as you can make urban nature and outdoors exercise a regular part of your working day.



**Participants**



**2023**




# DO SUPPORT US! PLEASE CHOOSE ONE OF THE FOLLOWING THREE PACKAGES.



	★	★★	★★★
Exposure	✓	✓	✓
Your logo will be shown on the participants list which can be seen on the website.			
Your event/initiative will get a special mention in the list of activities being organised on the day itself. They will be shared on our communication channels (Instagram, LinkedIn).			✓
Content	✓	✓	✓
You will receive the Outdoor Office Day logo & a standard invitation text which you can use in your communication			
A digital #OutdoorOfficeDay poster with your own image and logo.		✓	✓
A dedicated page on our website <a href="http://www.outdoorofficeday.nl">www.outdoorofficeday.nl</a> (possibly with a registration form) or a short interview/blog ( <a href="https://www.outdoorofficeday.nl/blog">https://www.outdoorofficeday.nl/blog</a> ) after the event on 13th June.			✓
With your generous support we are able to give start-ups, small enterprises, selfemployed, initiatives by residents and volunteer organisations a free listing.	✓	✓	✓
<b>Price</b>	<b>free</b>	<b>€ 1.000</b> (excluding taxes)	<b>€ 2.500</b> (excluding taxes)
	Participation is free for start-ups and small businesses with fewer than 25 employees, independent entrepreneurs, resident initiatives and voluntary organisations.		



# #OUTDOOROFFICEDAY 2024

No matter whether you choose one of these 3 packages    or participate independently, the aim of Outdoor Office Day is to work together and inspire many more people, companies and organisations to make it a daily habit to get closer connected with nature during all working days. Enhancing a healthy working climate.

## What we ask you to do:

- save the date of June 13th 2024 in your diary
- ask a colleague to come and join you outside in (urban) nature
- please share an image and tag us with **#OutdoorOfficeDay**
- think along with us (questionnaire)



# PARTNERS

The first partners in 2024:



Ondernemers  
fonds  
Utrecht



**Please partner with us and make sure that urban nature and being active outside become a regular part of your working day. Support this growing movement!**

## JOIN US ON JUNE 13TH 2024!



OUTDOOR OFFICE DAY

### Take your work outdoors

wellbeing • future of work • walkability • urban nature • placemaking

-  Walk your meeting #weeting
-  Discover the greenest routes to your office
-  Place tables and chairs and work outside
-  Change a parking place into an outside terrace
-  Go walk outside during lunchtime
-  Create your own nature desk in a park/garden or on a terrace/balcony
-  Replace a coffee break with a short walk
-  Invite your colleagues for a short walking break
-  Discover the 'urban nature' in the vicinity of your (home) office
-  Do some of your phone calls during a walk outside


For more information, please visit:  
[www.outdoorofficeday.info](http://www.outdoorofficeday.info)  
[#OutdoorOfficeDay](https://twitter.com/OutdoorOfficeDay)

Outdoor Office Day 2024 is an initiative of Nature Desks, a platform that brings (urban) nature, work, vitality and wellbeing together.

The organisation of Outdoor Office Day on 13th June 2024 and the non-profit platform behind the initiative wouldn't be possible without the fantastic support of our partners and participants.

Please don't hesitate to get in touch:  
[outdoorofficeday@naturesdesks.com](mailto:outdoorofficeday@naturesdesks.com)  
[www.outdoorofficeday.info](http://www.outdoorofficeday.info)



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OUTDOOR OFFICE DAY

**NATURE  
DESKS**