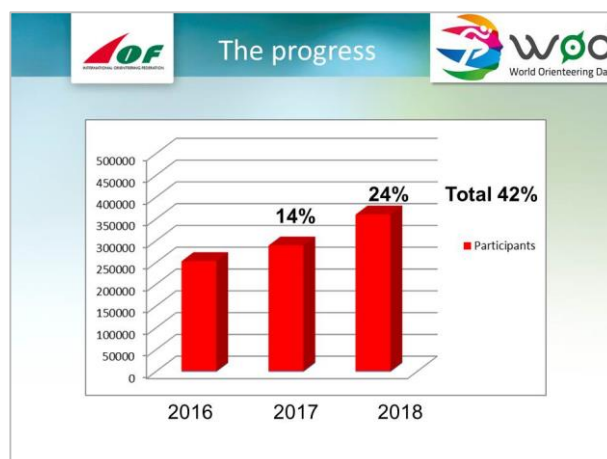


World Orienteering Day 2018

World Orienteering Day – a record setting event

On Wednesday May 23rd 2018 and a week beyond, the third World Orienteering Day took place all over the world. It has proved an even greater success than last year, with more than 358 000 participants all around the world taking part in an orienteering event.

This year's WOD figures have been collected, and the final number of participants landed at 358 734, participating in one of 2213 events organised in 81 different countries and territories. This is an increase of approximately 70 000 participants compared with last year's WOD.

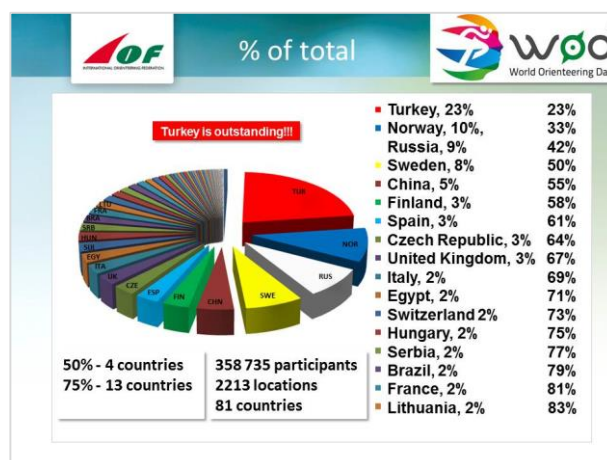


This year was the first time the reporting period for World Orienteering Day was extended to a week long period. The purpose of this was to allow for more flexibility regarding international orienteering practices and various national holidays and exams. Therefore this year's WOD can be seen as a record setting event, rather than record breaking, being the first of its kind in this format. However we look forward to breaking this new record many times to come!

Contacts have been established in countries and territories which are not yet members of the IOF, allowing the IOF to reach out to these places and offer support in development. This proves that WOD is indeed an important part of the IOF's global development work.

Pleasures and disappointments

In this report we try to focus on "pleasures and disappointments" from some countries to show what have been done and why some countries were successful and some not to implement WOD. Turkey is still outstanding and showing a fantastic result. Even though Turkey decreased the number of participants with 7% compared to last year, the final result is 80 591 WOD participants, 23% of the total participation. Many countries have increased the number of participation and especially Norway, Russia, Egypt, and Lithuania, to mention some countries that stand out, have done a great work with a lot of helps from the National Federations.



Factors of success

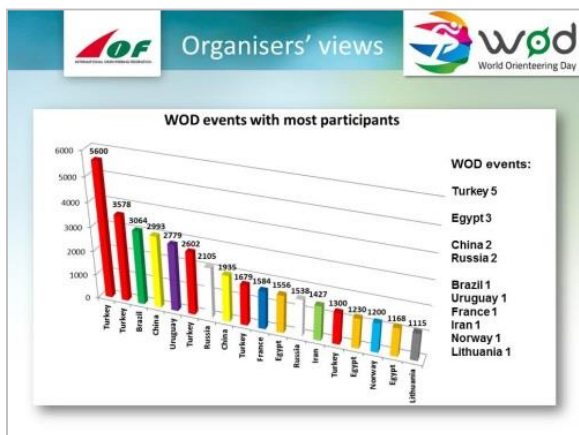
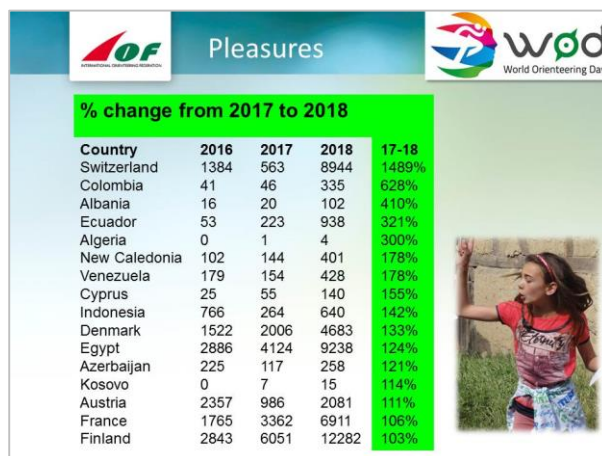
A crucial success factor has been the approach of the National Federations. Analysis found that where the National Federation made a focused effort to work with WOD, for example by having a national WOD strategy, collaborating with schools and clubs, or promotion and communication of WOD through their own channels, participation numbers reflected their efforts in a positive way. Some important bull points e.g. part time employed staff, production of maps, translation of vital information and that WOD is a strong brand to promote orienteering and the slogan "be part of something bigger" is useful to commit people.

Many countries increased the participation

There are many great examples from a lot of countries with increasing participants compared to last year. Amongst them all (52 countries) Russia increased most. It's also great to note that Norway, Switzerland, Sweden and Finland are on track. It's really important that these big orienteering countries take responsibility and contribute with a lot of participants at many locations.

The biggest positive surprise is the young IOF member Egypt, who did fantastic work with WOD this year and increased their number of participants by 123% (320% compare to the first year, 2016). This is a remarkable improvement! Maybe WOD have greatest importance in countries like Turkey and Egypt. They are young and don't have the "family tradition" as the established orienteering countries as the Nordic countries and Switzerland have. Turkey and Egypt have also many participants in the age group 10-16 compare to e.g. Finland who has more adult people than youngsters.

73% of all participants came from the group "up to 16 years" and the division between male and female is 50/50. Many countries have used WOD as a tool to promote orienteering among school kids and have opened up a door for many people outside the "orienteering box".



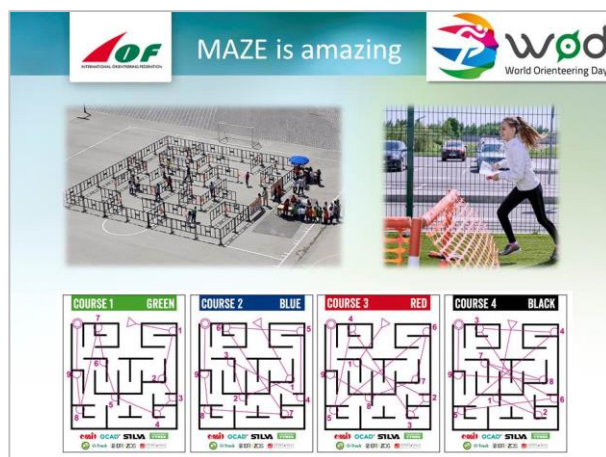
Many large events

The two largest WOD events were implemented in the city of Mersin at the south coast of Turkey with 5600 participants and 3500 respectively. In the city of Feira de Santana in Brazil more than 3000 youngsters took part in WOD and at Hunan University almost 3000 participated and the big surprise in the "Parque Rivera", in the capital of Uruguay, Montevideo 2800 youngsters tested orienteering during WOD. It is impressive to note that so many major WOD events were organized by many "smaller" O countries.

Maze is amazing

5% (more than 100) of all WOD events were organized as a maze orienteering. We noticed already last year that all kinds of "Maze-O" were organized all over the world and we promoted it a little bit more this year.

Maze Orienteering is a great opportunity to understand and learn orienteering in a simple and safe way. Small areas, can be arranged anywhere in the world, very simple map, easy to build, flexible and accessible to all and, above all, an intensive and fun activity for young people. Only the imagination is the limiting factor. Therefore we forward a master map of Maze-O as an example who to organise a simple event and it was very



successful. More than 40 WOD organisers used it.

Let's GO Orienteering

The aim of the leaflet is to guide you through the basic knowledge of orienteering in a simple manner and to make orienteering understandable and fun to carry out. The leaflet can be used both by teachers and individuals that want to improve their personal orienteering skills.

The leaflet is so far translated into Spanish, Portuguese, Norwegian, Lithuanian, Greek and Swedish.



Conclusion

From the evaluation and from communication with WOD organisers and from some National Federation we have put some common comments together as a conclusion to consider for the future work with WOD:

- WOD is important according to IOF's vision
- WOD has a great progress since the start 2016 and the target of 500 000 is possible in two years time
- WOD is more important to small and new countries, but we need the established countries as well to get WOD much more effective
- Some countries are outstanding due of different reasons and we need to show good examples to other National Federations
- The approach from each National Federation is important to promote WOD, an active contact person is needed (part time employed by NF)
- All NF members should have a strategy how to use WOD in the work to promote orienteering and to get more "new people" interested of orienteering
- The passion from individual organiser is crucial. How can we support them?
- IOF may help National Federations with more directed information, education and materials in more different language
- IOF may create a strategy how to improve and develop orienteering in different part of the world depending of the culture, the climate and other kind of circumstances
- WOD is part of our common mission. We are all a role model for all WOD organisers. All "IOF people" and all "NF people" should be involved in somehow during WOD 2019
- Almost 75% of all participants are kids or youngsters up to 16 years and they are coming from outside of the orienteering family and the division between male and female is 50/50
- We may need create new orienteering activities to this big group of potential orienteering customers
- Maze orienteering is increasing and many WOD organisers have seen the benefits of this activity, at schools, at shopping malls and as part of a normal orienteering activity

However, we believe that the establish countries can do more to promote WOD and use it regarding IOF's vision with WOD. To attract new people to orienteering WOD is an important tool and probably there many different reasons behind why the establish countries prioritize WOD more. It should be part of National Federation's business plan due WOD is decided by IOF's General Assembly.

Hopefully we can get all National Federations on-board due they are important for World Orienteering Day as a promotion project for the entire world. If all National Federation put WOD on their agenda the number of participants will increase significantly and the target of 500 000 participants will be reached. If all IOF officials and all NF officials also have a plan for WOD 2019 and 2020 in the calendar WOD will be very successful!

Until today we have been in contact with 106 countries/territories and that shows the possibility to achieve the target of 100 countries in two years. But to achieve the level of 500 000 participants we need to get the established countries on-board and therefore, we wish a greater commitment from all established National Federation.