

# 2011 ANNUAL REPORT

DNT annual report 2011

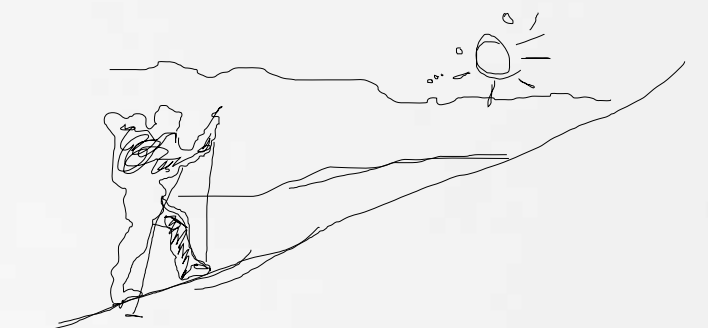
## THIS IS DNT

For 143 years, the Norwegian Trekking Association has shown the way to the outdoors. The red T-marked trail network is an invitation to outdoor experiences that make an impression, not in the terrain, but on the soul.

<b>241 620</b>	Members in all
<b>23 447</b>	Children's Trekking Club members
<b>29 502</b>	DNT Youth members
<b>56 315</b>	DNT Senior members
<b>31</b>	DNT Mountaineering groups
<b>480</b>	Cabins
<b>356 805</b>	Overnightings
<b>22 000</b>	Km marked trails
<b>7 669</b>	Activities, group tours and courses
<b>308 521</b>	Participants on our activities
<b>464 808</b>	Volunteer hours
<b>10 000 000</b>	UT.no website pageviews

*Thanks for the great experiences of the past year. Fantastic snow conditions, cozy cabins and fun tours. Regards, Silje*

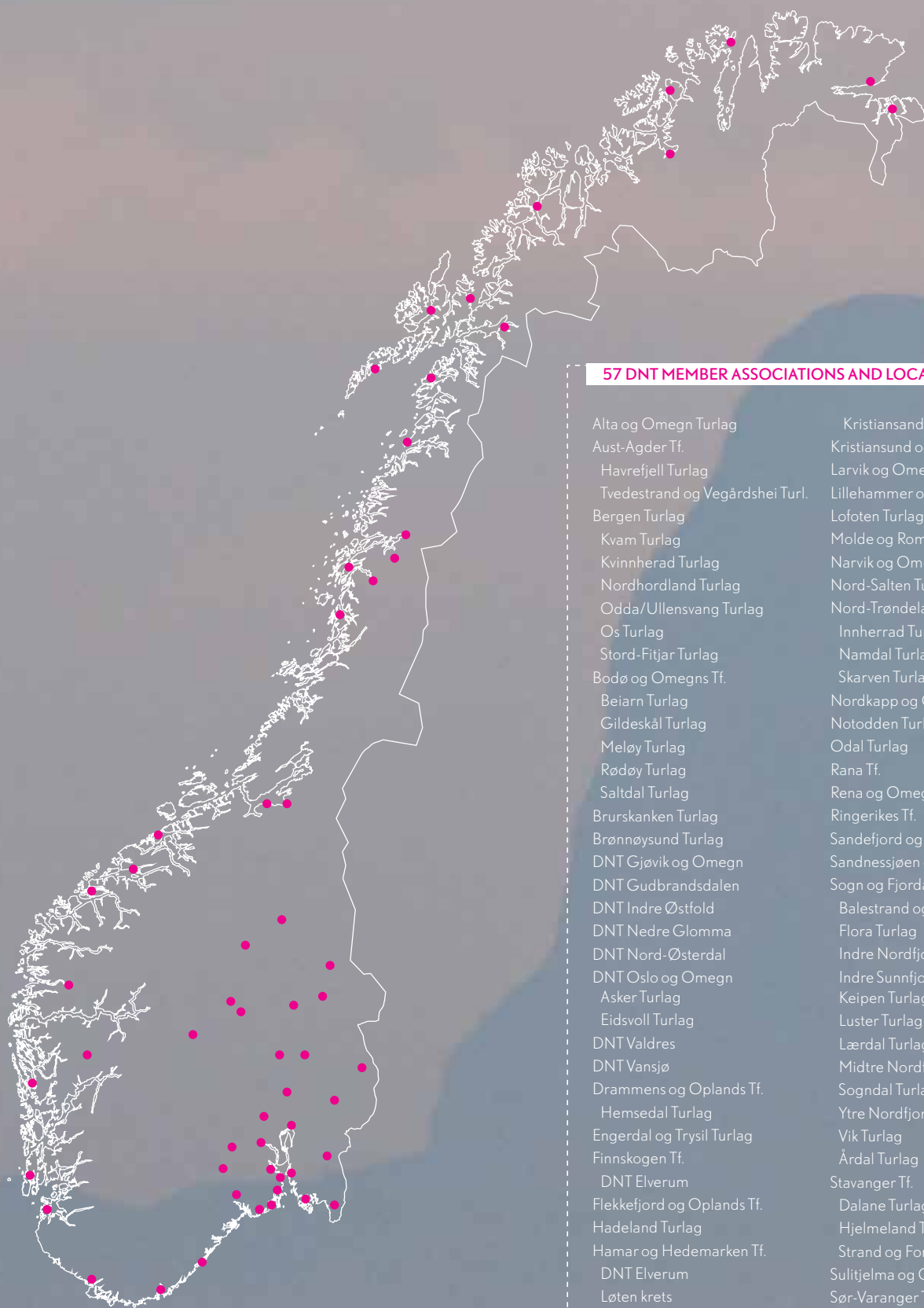
*DNT Youth member*



Den Norske Turistforening • Youngstorgget 1, 0181 Oslo, Norway • info@turistforeningen.no • www.turistforeningen.no

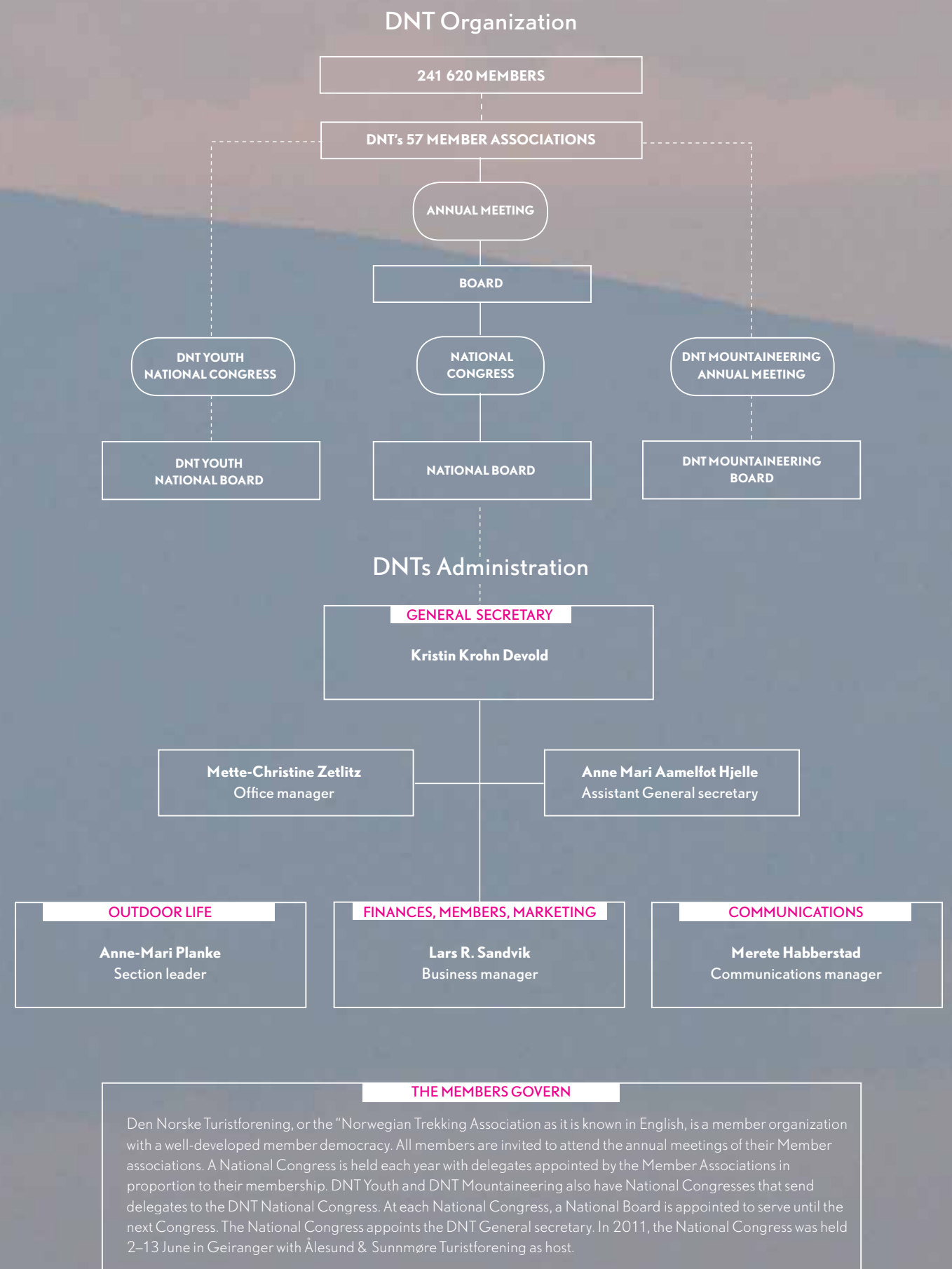
Norwegian Trekking Association





**57 DNT MEMBER ASSOCIATIONS AND LOCAL SECTIONS**

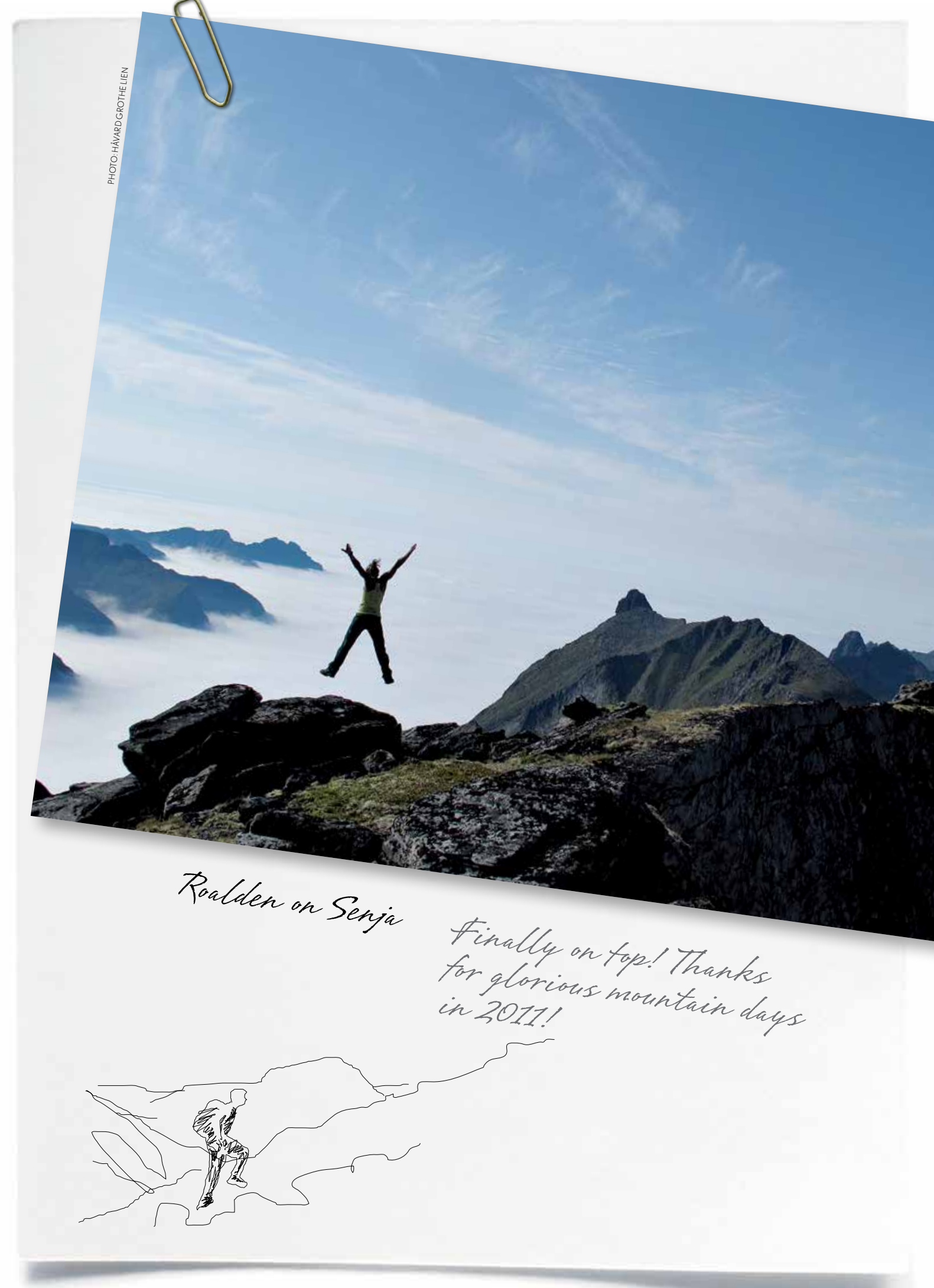
- |                                |                              |
|--------------------------------|------------------------------|
| Alta og Omegn Turlag           | Kristiansand og Opplands Tf. |
| Aust-Agder Tf.                 | Kristiansund og Nordmøre Tf. |
| Havrefjell Turlag              | Larvik og Omegns Tf.         |
| Tvedestrand og Vegårshei Turl. | Lillehammer og Omland Tf.    |
| Bergen Turlag                  | Lofoten Turlag               |
| Kvam Turlag                    | Molde og Romsdals Tf.        |
| Kvinnherad Turlag              | Narvik og Omegn Tf.          |
| Nordhordland Turlag            | Nord-Salten Turlag           |
| Odda/Ullensvang Turlag         | Nord-Trøndelag Tf.           |
| Os Turlag                      | Innherrad Turlag             |
| Stord-Fitjar Turlag            | Namdal Turlag                |
| Bødø og Omegns Tf.             | Skarven Turlag               |
| Beiarn Turlag                  | Nordkapp og Omegn Turlag     |
| Gildeskål Turlag               | Notodden Turlag              |
| Meløy Turlag                   | Odal Turlag                  |
| Rødøy Turlag                   | Rana Tf.                     |
| Saltdal Turlag                 | Rena og Omegn Tf.            |
| Brurskanen Turlag              | Ringerikes Tf.               |
| Brønnøysund Turlag             | Sandefjord og Oplands Tf.    |
| DNT Gjøvik og Omegn            | Sandnessjøen og Omegn Tf.    |
| DNT Gudbrandsdalen             | Sogn og Fjordane Turlag      |
| DNT Indre Østfold              | Balestrand og Høyanger Tf.   |
| DNT Nedre Glomma               | Flora Turlag                 |
| DNT Nord-Østerdal              | Indre Nordfjord Turlag       |
| DNT Oslo og Omegn              | Indre Sunnfjord Turlag       |
| Asker Turlag                   | Keipen Turlag                |
| Eidsvoll Turlag                | Luster Turlag                |
| DNT Valdres                    | Lærdal Turlag                |
| DNT Vansjø                     | Midtre Nordfjord Turlag      |
| Drammens og Oplands Tf.        | Sogndal Turlag               |
| Hemsedal Turlag                | Ytre Nordfjord Turlag        |
| Engerdal og Trysil Turlag      | Vik Turlag                   |
| Finnskogen Tf.                 | Årdal Turlag                 |
| DNT Elverum                    | Stavanger Tf.                |
| Flekkefjord og Oplands Tf.     | Dalane Turlag                |
| Hadeland Turlag                | Hjelmeland Turlag            |
| Hamar og Hedemarken Tf.        | Strand og Forsand Turlag     |
| DNT Elverum                    | Sulitjelma og Omegn Tf.      |
| Løten krets                    | Sør-Varanger Turlag          |
| Ringsaker krets                | Telemark Tf.                 |
| Stange krets                   | Gautefall Turlag             |
| Hammerfest og Omegn Turlag     | Tistedalen Friluftslag       |
| Harstad Turlag                 | Troms Turlag                 |
| Haugesund Tf.                  | Senja Turlag                 |
| Etne Turlag                    | Trondhjems Tf.               |
| Sauda Turlag                   | Tønsberg og Omegn Tf.        |
| Hemnes Tf.                     | Varangerhalvøya Turlag       |
| Holmestrand og Omegn Tf.       | Vesterålen Turlag            |
| Horten og Omegn Tf.            | Voss Utferdslag              |
| Kongsberg og Omegns Tf.        | Ålesund-Sunnmøre Tf.         |



**THE MEMBERS GOVERN**

Den Norske Turistforening, or the "Norwegian Trekking Association as it is known in English, is a member organization with a well-developed member democracy. All members are invited to attend the annual meetings of their Member associations. A National Congress is held each year with delegates appointed by the Member Associations in proportion to their membership. DNT Youth and DNT Mountaineering also have National Congresses that send delegates to the DNT National Congress. At each National Congress, a National Board is appointed to serve until the next Congress. The National Congress appoints the DNT General secretary. In 2011, the National Congress was held 2-13 June in Geiranger with Ålesund & Sunnmøre Turistforening as host.

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*Roalden on Senja*  
*Finally on top! Thanks for glorious mountain days in 2011!*



# CONTENTS

*DNT was founded in 1868 and is now Norway's largest outdoor life organization.*

*DNT's main activity is the arranging of outdoor experiences. Activities are tailored to the ages and interests of individuals.*

*DNT as a social actor.*

*DNT is financially healthy and derives most of its income from membership dues.*



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*Lifetime outdoor experience*

# THE FOUR SEASONS 2011 IN REVIEW



## SPRING

**Giant pylons in Hardanger.** Statnett started erecting the controversial pylons in Hardanger. Even though the building of the high-tension line was a setback for DNT, we are proud to have helped trigger widespread concern with energy issues.

**Voluntary work record** Again the year's work was appreciable, in operating 480 cabins and marking 22 000 km of trails. The marking of the E1 long-distance trail in Finnmark was a major volunteer project.

**Fewer Easter week cabin guests.** Easter in 2011 was late, with little snow. That affected the DNT cabins, which had fewer overnightings than in years past. The lesson learned is that DNT should have alternative offerings, so Easter can remain a high season regardless of snow conditions.

## SUMMER

**Public health resolution** At the National Congress, the Member Associations adopted a "Outdoor Life for Public Health" resolution. DNT already offers "go out" activities as incentives to the public and works with authorities to reach those most in need of outdoor exercise.

**DNT Valdres** We closed the last blank space on the DNT map when DNT Valdres became a new Member Association. We believe that it will help build outdoor life in Valdres.

**Tungstølen Base Camp.** In July, Tungstølen became a permanent summer Base Camp. Here children and youth can enjoy developing skills in the ridges around and tongues of the Jostedal Glacier. Some 250 children and youth were Base Campers during the summer.

## AUTUMN

**New tour leader record.** In 2011, 360 new tour leaders were certified, a result of the changes in tour leader training. Now DNT Member Associations can more easily train their own tour leaders.

**Contribute to millions in turnover.** A survey in south and southwest Norway showed that in Setersdalen and Ryfylkeheiene alone, DNT cabins and activities bring in some NOK 32 million to local businesses and workers.

**Tine's Cheese Prize** DNT was awarded the Tine (Norway's leading dairy) Prize for its efforts to further Norwegian cuisine. Tine stated that the Prize signified DNT's contribution to preserving the Norwegian food packet tradition.

## WINTER

**Avalanche conference** DNT was one of the organizers of the Nordic Avalanche Conference held in Tromsø and attended by 250. Researchers, authorities and ski enthusiasts met to discuss the avalanche challenge in outdoor life.

**The 2011 Yearbook** is entitled Dine hytter ("Your Cabins") and is a compendium of all DNT cabins from Jotunheimen to Finnmark. Each chapter has an area map, pictures, details of cabins and hints from locals, all useful in initially planning a tour as well as making it easy to find cabins in unfamiliar terrain.

**DNT as a Christmas present** Subsea 7 gave DNT memberships as a Christmas present to its staff of 900. Work can sometimes be tough in an oil sector service company, so management elected to give employees the breathing space of outdoor life.

# DNT ONWARD

As Norway's largest outdoor life organization, DNT faces the challenges brought about by increasingly sedentary lifestyles. At the same time, the challenges of climate and the environment have put modern outdoor life and the value of nature on the agenda.

**More outdoor life activities close to home.** A DNT target in the years to come is to contribute to improvements in public health. There remain significant differences in the levels of outdoor activity in the population, and we see the perils of extremely low levels of activity among children and youth. So one DNT goal is to increase the number of outdoor activity offerings in neighbourhoods for all age groups.

**Active recruiting to the outdoors** Involving a greater part of the population in outdoor life is a long-range goal. Membership changed little in 2011, so recruiting members now has top priority. The initiatives to ensure membership growth include making member discounts better known, offering more price differentiation and increasing recruiting.

**Increased presence in cyberspace** After the number of users of the UT.no portal and DNT's social media doubled in 2011, DNT will continue its commitment to communications in cyberspace. The new media will be used both in recruiting and in making it easier for new groups to find out about outdoor life experiences.

**Safeguarding valuable coasts and fjords** DNT believes that the extensive plans for building energy facilities along the coast can be ruinous. The landscape of the coast is invaluable for outdoor life and experience. So DNT faces the essential challenge of enhancing public awareness of the heritage of landscapes and the perils of their loss. The overall plans for building new wind farms and hydroelectric plants must be carefully assessed before development continues. DNT aims to play a central role in making this known.

**Further development of DNT's main activity** DNT's initiatives to build a national infrastructure of trails and ski tracks continues. Linking DNT's offerings to larger groups of cabins and public transport is increasingly important. DNT also aims to develop and popularize new outdoor life concepts that use its cabins and trail networks. Group tours are one of DNT's main activities. More and more people seek organized offerings to enjoy active lifestyles. The group tour concept will be developed further and simplified to ensure its continued availability and to make its public health benefits available to new sectors of the population.

*I can think of no higher expression of civilization than people voluntarily going to places where there's nothing to do. And then returning.*

*Knut Nørum, author and comedian*





PHOTO: SINDRE THORESEN LONNES/DNT

The General secretary believes that everyone can experience achievement and joy in outdoor life.

*Youngstorget, Oslo*

*In an ever faster paced world, there's a human need for the stable and unchanging, for defining the roots of identity. Outdoor life and the experience of nature adventure.*

*Kristin*

## OUTDOOR LIFE FOR ALL

Identity is about who you feel you are related to, who you are, and where you come from. It reflects your home town, your parents and grandparents and your outdoor experiences. The longer we are away from our childhood homes, the prouder we become of the roots that define us and give us a unique identity, a sense of belonging to something vital. Each time I return to them, the Sunnmøre Alps seem more magnificent. The Hemsedal Mountains seem more and more splendid each time we take the children to our cabin there. And I have lived so long in Oslo that the bank of the Fjord is my coast for strolls, swimming and paddling, as is Borgund Fjord at Ålesund.

Outdoor culture is vital for Norwegians, as we've grown up with it. Since early childhood, we've shared it with loved ones. And throughout life, we continue sharing the joy of the outdoors with friends and fellow hikers, well into our autumn years. It's an indelible part of our national character.

When we're out hiking, we smile to and greet everyone we meet. We don't do that in town. Some immigrants have said that they wished they had met native Norwegians first in the mountains, before meeting them in cities. For hiking Norwegians are contented, inclusive, curious and talkative, the converse of our more closed daily behaviour. So we wish to share the outdoor life that is so vital for us.

In an ever faster paced world, with the ever greater uncertainty of global crises and financial instabilities that affect everyone, there's a human need for the stable and unchanging, for defining the roots

of our identity, in outdoor life and the outdoor experience. Sometimes we fail to cope with everyday life, in school or on the job. But everyone can experience achievement and joy in outdoor life.

DNT hopes that outdoor life will be available to all. In the past year, we sought to bring more into contact with outdoor life. We look back upon a year with a new membership record and are proud that the genuine outdoor experience has been made available to more people. In 2011 the result has been more arrangements and more extensive marking for people less experienced in the outdoors. So we have offered more tours close to home, more courses and group tours with skilled leaders, more cabins for schoolchildren close to where they live, more coastal trails and lighthouses. A hike may be to a mail box at home or at a holiday cabin. There are national trekking days, hiking festivals, school hikes and Base Camps. There are attractions for all, from beginners to experts.

When everyone can take part in outdoor culture, roots and positive identity and the feeling of achievement is for all. Join us in the outdoors!

Kristin Krohn Devold  
General Secretary

# VISION, VALUES AND STRATEGIC OPTIONS

DNT is Norway's largest outdoor life organization and consists of 57 Member Associations and 41 Local Sections, all with the main aim of getting more people to go outdoors.

DNT's purpose remains unchanged from its founding in 1868: make the outdoors readily and easily accessible to all. DNT's mission statement is: DNT works to promote simple, active, versatile and environmentally-friendly outdoor life and to ensure its natural and cultural bases.

The DNT member associations operate cabins, mark trails and arrange tours. Their activities are described in their annual reports. DNT headquarters (administration and National Board) is collectively owned by the associations and principally enables them to go about their tasks.



**DNT – GOALS AND RESULTS**  
GOALS ARE FOR 2009–2012.  
RESULTS ARE FOR 2011

## STRATEGY AND GOALS

The 2008 DNT National Congress approved a corporate strategy for 2009–2012 in which four main goals were identified. The focus is principally on works to mark routes and expand the cabin network in the mountains, in forests and along the coast. In response to the public health challenge of an increasingly inactive population, a principal goal is to develop local, low-entry level activities for all target groups. In particular, there is a greater focus on making outdoor

recreational offerings more known to new users, such as immigrants from non-western countries. Another principal goal in the period is to ensure that outdoor life is increasingly environmentally-friendly.

The principal targets are listed for each of the four main goals. The goals are for the entire 2009–2012 term, while results are for 2011.

### VISION

DNT's vision of a **LIFETIME OUTDOOR EXPERIENCE** guides all its activities.

### VALUES

DNT's values shall be reflected in its offerings, which should be:

- Exciting** › DNT shall offer challenging, exciting experiences for all.
- Credible** › Assurance and quality shall be in focus throughout the organization.
- Inclusive** › DNT shall have offerings in which everyone feels welcome, including people new to DNT experiences.
- Simple** › We will contribute to enabling people to enjoy the simplicities of outdoor life.
- Nature-friendly** › DNT activities, cabins and routes shall be nature-friendly.

### GOAL 1

DNT shall motivate as many people as possible to get outdoors and shall have offerings for members and others. The offerings should lead to increased membership. DNT shall promote better contact with members and shall publicize offerings.

**TARGET:** 243 935 members  
**RESULT IN 2011:** 241 620 members

**TARGET:** 459 cabins  
**RESULT IN 2011:** 480 cabins

### GOAL 2

DNT shall serve the public in ways that actively contribute to preserving the natural and cultural bases of outdoor life and to enhancing general knowledge and views of nature and outdoor life.

**TARGET:** Further develop expertise in nature conservation  
**RESULT IN 2011:** Adopted a common strategic climate platform for nature conservation in DNT.

**TARGET:** Further develop relationships with schools; establish 35 nature partnerships  
**RESULT IN 2011:** 19 nature partnerships established between Member Associations and schools.

**TARGET:** 8425 media mentions  
**RESULT IN 2011:** 9130 media mentions

**TARGET:** one million users of UT.no  
**RESULT IN 2011:** 796 000 users of UT.no

### GOAL 3

DNT activities shall be nature-friendly.

**TARGET:** 50% of the cabins shall be environmentally certified  
**RESULT IN 2011:** 25% of the cabins are environmentally certified

**TARGET:** All Member Associations shall have cabin, trail and ski track plans that facilitate environmentally-friendly use in changing weather conditions.  
**RESULT IN 2011:** Most cabins have trail plans, but only four Member Associations have incorporated considerations of the environment and climate.

### GOAL 4

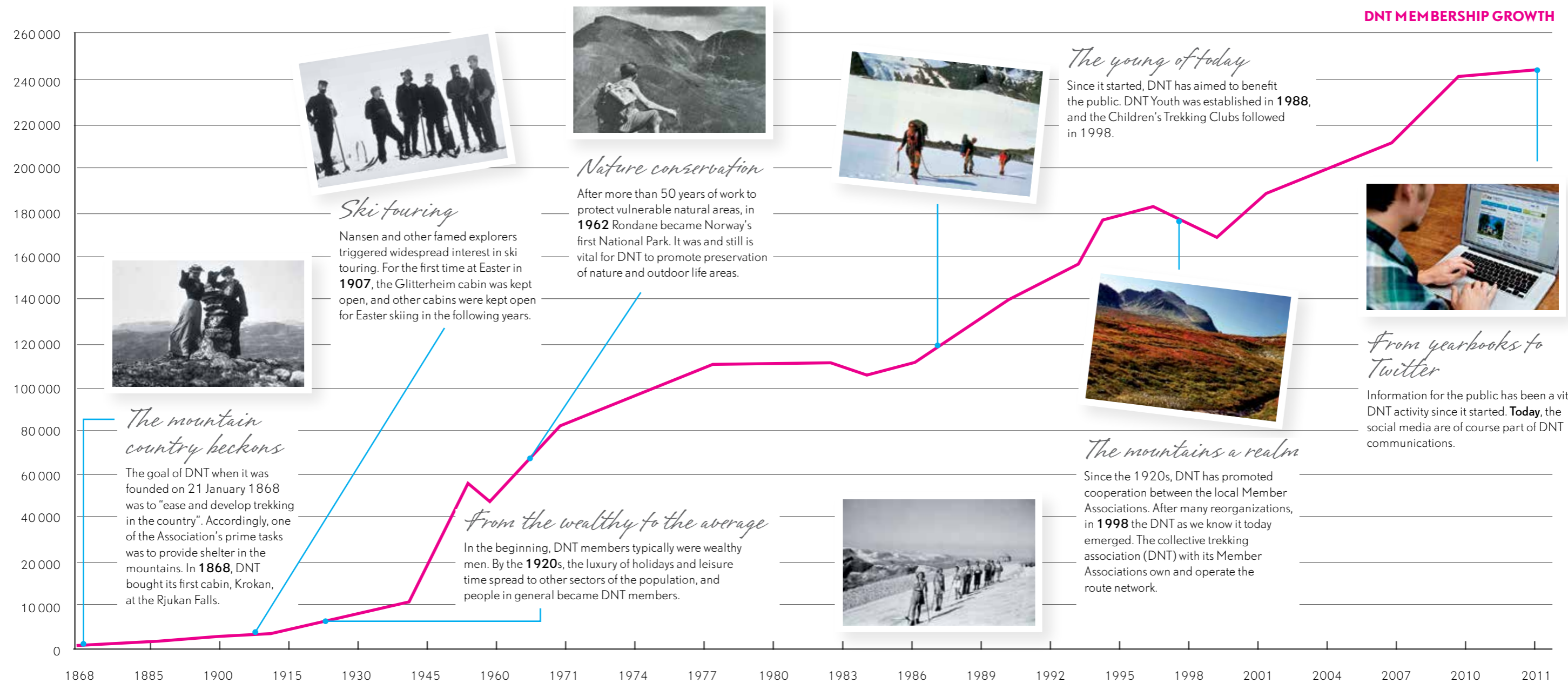
DNT shall work with organizational improvements and skills upgrading and shall quality assure the entire organization.

**TARGET:** 200 new DNT representatives  
**RESULT IN 2011:** 300 new DNT representatives

**TARGET:** More volunteer work  
**RESULT IN 2011:** 462 000 hours, 2000 more than in 2010.

**TARGET:** More groups in the Children's Trekking Clubs (100), DNT Youth (35), DNT Mountaineering (maintain 26)  
**RESULT IN 2011:** Children's Trekking Clubs: 120 local Children's Trekking Club groups, DNT Youth: 45 local DNT Youth groups; DNT Mountaineering: 31 local Mountaineering groups.

# FROM AN EXCLUSIVE CLUB TO A POPULAR MOVEMENT



*The mountain country beckons*  
The goal of DNT when it was founded on 21 January 1868 was to "ease and develop trekking in the country". Accordingly, one of the Association's prime tasks was to provide shelter in the mountains. In **1868**, DNT bought its first cabin, Krokan, at the Rjukan Falls.



*Ski touring*  
Nansen and other famed explorers triggered widespread interest in ski touring. For the first time at Easter in **1907**, the Glitterheim cabin was kept open, and other cabins were kept open for Easter skiing in the following years.



*Nature conservation*  
After more than 50 years of work to protect vulnerable natural areas, in **1962** Rondane became Norway's first National Park. It was and still is vital for DNT to promote preservation of nature and outdoor life areas.



*The young of today*  
Since it started, DNT has aimed to benefit the public. DNT Youth was established in **1988**, and the Children's Trekking Clubs followed in 1998.



*The mountains a realm*  
Since the 1920s, DNT has promoted cooperation between the local Member Associations. After many reorganizations, in **1998** the DNT as we know it today emerged. The collective trekking association (DNT) with its Member Associations own and operate the route network.



*From yearbooks to Twitter*  
Information for the public has been a vital DNT activity since it started. **Today**, the social media are of course part of DNT communications.



*From the wealthy to the average*  
In the beginning, DNT members typically were wealthy men. By the **1920s**, the luxury of holidays and leisure time spread to other sectors of the population, and people in general became DNT members.

"Let it be easy and low-cost, so that many can come and see what's great and beautiful in our country," remarked Thomas Heftye upon the founding of the Norwegian Trekking Association in 1868. His remark rings true today for the public movement that has 241 620 members.

After 143 years, the organization that started in 1868 as an exclusive club of 223 members has grown to a popular movement of more than 240 000 members. Nonetheless, the evolution of DNT has not changed the ideals that were its starting point in 1868. Now, as then, the prime goal is to make the outdoors readily available for as many as possible, fight to protect special natural areas and spread information on hiking and other activity offerings.

Growth of membership was steady for many decades but flattened out in 2011. This implies that in the future we must be more resourceful in recruiting to our activities. The curve shown here is based on available statistics. It indicates the approximate growth of membership but can reflect some inaccuracies.

# KEY FIGURES

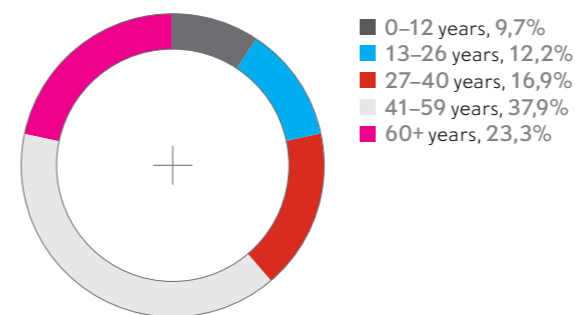
## MEMBERSHIP DEVELOPMENT

Membership growth continued in 2011, as DNT steadily recruited more children and young people. At the same time, the age wave has resulted in many hardy retired persons becoming new members.

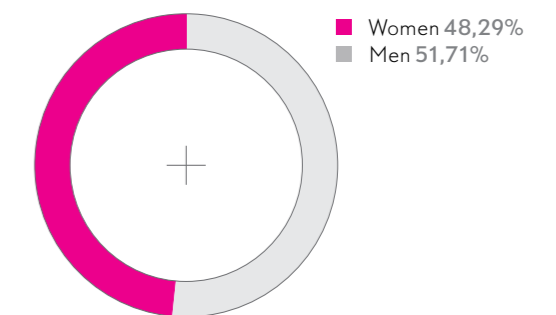


Membership growth continues in the children's and youth sectors.

### AGE DISTRIBUTION



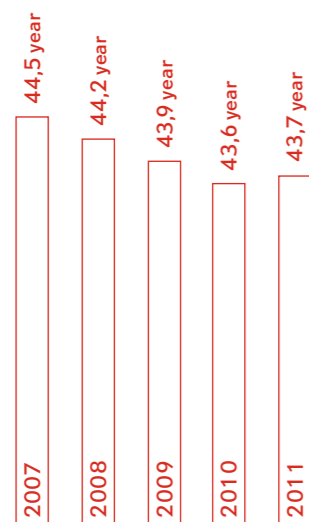
### GENDER DISTRIBUTION



More than half (56%) of all DNT members are in the 27-60 age group. As a group, children and young people (up to age 26) account for an increasingly greater share of the membership. Membership in the 60+ group has gone up dramatically, by 6% in 2011, the greatest increase of any age sector.

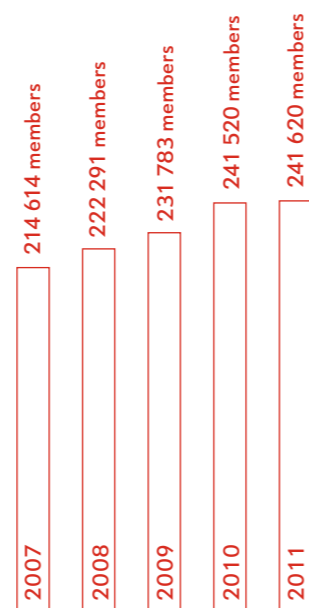
### AVERAGE AGE

Increasingly more children and youth members have lowered the average age of DNT members. From 2007 to 2011, the average age went down by 0.8 years, and now is about 43 years.



### MEMBERSHIP DEVELOPMENT

Growth of membership was steady for decades but flattened out in 2011, with just 100 new members. There were more younger members and senior members, but there were fewer main members in the 27 to 60 years age group.



### PERCENTAGE DNT MEMBERS IN THE POPULATION

There are DNT members in all Counties and in almost all Municipalities. In the population of the country as a whole, 4.7% are DNT members. In the County of Oslo, 6.2% are DNT members, the highest figure in the country. In Finnmark County, the figure is 1%, the lowest in the country.





# KEY FIGURES

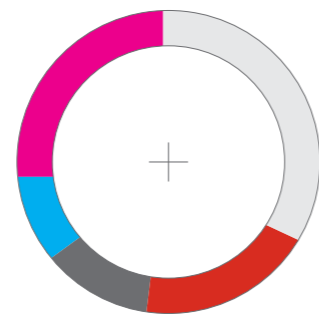
## EXPENDITURES AND INCOME

### EXPENDITURE DISTRIBUTION

The organization's expenses are classified in four sectors: development in its activity areas (children, youth, mountaineering, DNT nature management work and public health initiatives), information and publicity, acquisition costs such as for member services and marketing, and administration. In 2011, DNT headquarters costs amounted to NOK 71.1 million.

Figures in NOK million

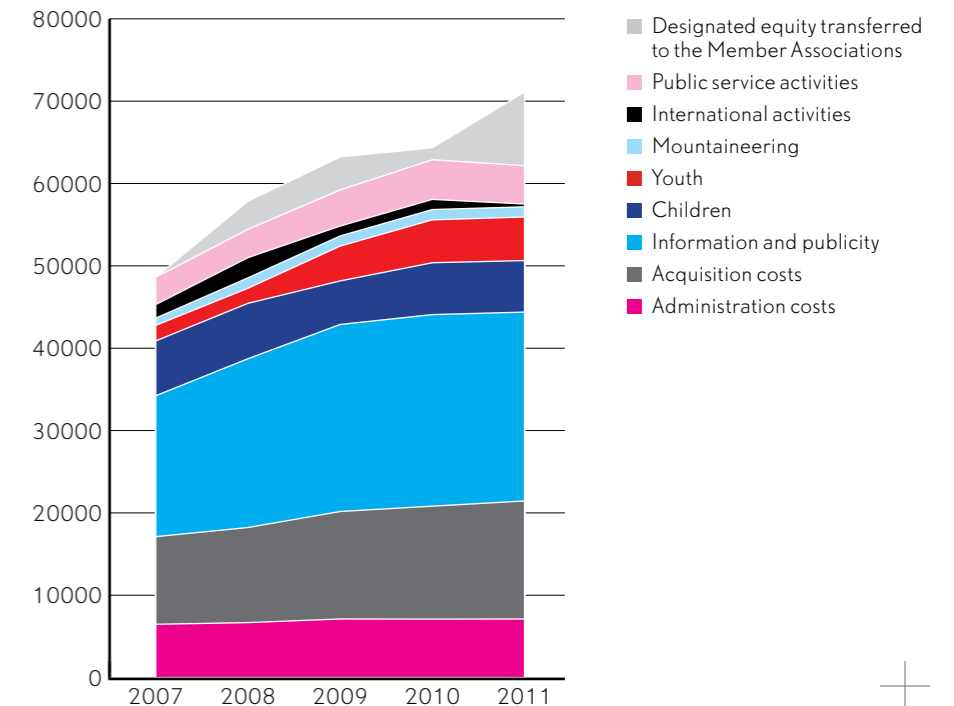
EXPENDITURE DISTRIBUTION 2011	
Vocational development	17,8
Information and publicity	22,9
Acquisition costs	14,3
Member Association activities	8,9
Administration costs	7,1
<b>Total expenditures</b>	<b>71,1</b>



- Information and publicity 32%
- Acquisition costs 20%
- Member Association activities 13%
- Administration costs 10%
- Vocational development 25%

### EXPENDITURE DEVELOPMENT

Over the past five years, expenditures have risen by NOK 22.5 million. Transfers to the Member Associations account for 40% of the increase while the costs of information and publicity accounts for 26% of it. Activity area costs account for 15% of the increase. The activity areas include DNT's public service initiatives, children, youth, mountaineering and international activities.

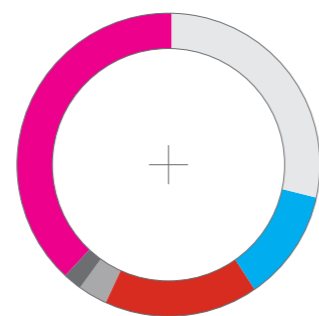


### INCOME DISTRIBUTION

In 2011, the DNT headquarters income was NOK 67.3 million, of which NOK 25.7 million came from membership dues. The organizations other income sources are public subsidies, collections and gifts, cooperative agreements, advertising and sales of goods.

Figures in NOK million

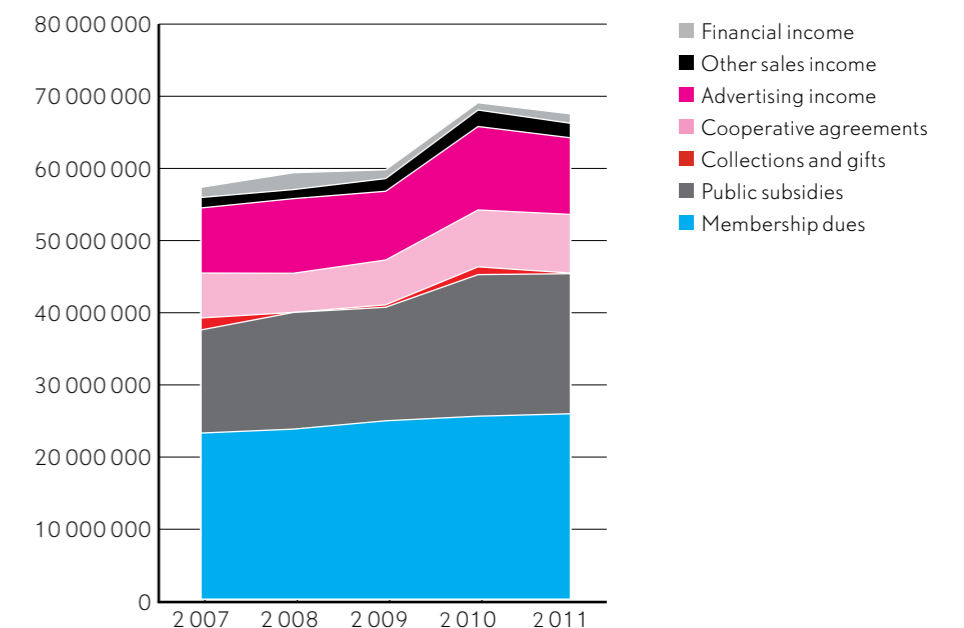
INCOME DISTRIBUTION 2011	
Gifts	0,7
Membership dues	25,7
Public subsidies	19,4
Cooperative agreements	8,1
Advertising	10,6
Other sales income	2,0
Finance income	1,3
<b>Total income</b>	<b>67,3</b>



- Membership dues 38%
- Public subsidies 29%
- Cooperative agreements 12%
- Advertising 16%
- Other sales income 3%
- Financial income 2%
- Gifts 0%

### INCOME SOURCES

Over the past five years, income has risen by NOK 10.2 million. Public subsidies account for 50% of the increase, membership dues 26% and cooperative agreements 19%.



# OUTDOOR LIFE

DNT aims to organize outdoor experiences for all. T-marked trails lead to cabins in mountains, in forests and along coasts. Each year, a spectrum of activities motivates thousands to go outdoors.

Two hikers on their way from Clittertind.



# CABINS, ROUTES AND ACTIVITIES REINFORCE OFFERINGS



The Vetledalsseter no-service cabin and the Infimus cabin are two newly registered DNT cabins near the Jostedal Glacier.

The cabin and route network underpins DNT, while the organized tours are its main offering. Eleven new cabins were opened in 2011. More than 450 000 people joined the tours.

## CABINS

Across the country, DNT has 480 cabins. Of them, 11 were new in 2011. But not all of the 11 were completely new. Some had long histories before they became DNT cabins. The Lyngør Lighthouse at the southern tip of the country became a no-service cabin with 22 bunks. Bøvelstad in Østmarka was an old cotter's farm that became a cabin with 17 bunks. Otherwise, there were new cabins in Finnmark, Romsdalen and Breheimen. Camp Killingen was opened on the coast of the Drammen Fjord.

DNT cabins are in forests and mountains and along the coast. They vary from large staffed lodges with nearly 200 bunks to small huts with just a couple of bunks. All cabins are owned and operated by the Member Associations.

In all, there are 44 staffed lodges, 396 self-service and no-service cabins and 40 day cabins and rest stops. Moreover, DNT members get discounts at more than 80 private cabins and mountain hostels, the Historical Hotels and the mountain cabins of the other Nordic countries' trekking associations. In all, the cabins have 9600 bunks.

The goal is for the cabins to be accessible for more people. Some cabins have been

arranged for wheelchair users and prams. DNT aims to offer cozy, friendly, inclusive lodgings in distinctive, quality cabins, with friendly hosts. The staffed lodges are significant for first-time hikers and skiers, while self-service and no-service cabins extend the season.

The 2011 Yearbook, Dine hytter ("Your cabins"), presents DNT cabins from the Jotunheimen northward. Hopefully it will create a greater feeling of shared ownership and motivate more to visit our cabins.

## ROUTES

The DNT Member Associations lay out, mark and maintain about 22 000 km of routes, of which 5000 km are staked Easter ski routes. Some Member Associations have track setters to set ski trails. DNT's route network is free for everyone and is an essential part of Norway's nature-based tourism.

In 2011, the Member Associations and trekking clubs started classifying routes according to their degrees of difficulty. The classes follow international norms – black, red, blue and green. The new classifications will enable more people to more easily use DNT routes.

### DNT CABINS – GOALS AND RESULTS

GOALS ARE FOR 2009–2012. RESULTS ARE FOR 2011

**GOALS:** There shall be at least as many cabins. Results in 2011: 480 cabins, up from 459 in 2009.  
**GOALS:** Offer local food at most cabins. Result in 2011: All staffed lodges offer some local foods.

### DNT ROUTES – GOALS AND RESULTS

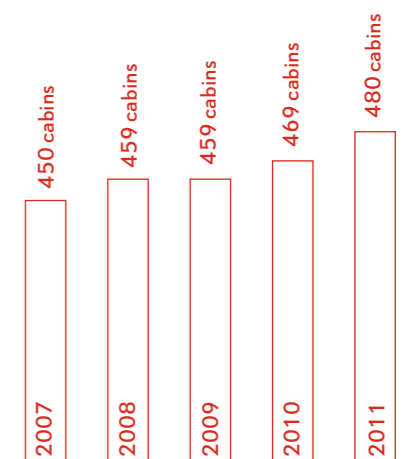
GOALS ARE FOR 2009–2012. RESULTS ARE FOR 2011

**GOAL:** The total length of staked routes and marked trails shall at least be the same.  
**RESULT IN 2011:** The total length of marked trails went up by about 2000 km, mostly due to new routes in neighbourhoods.

**480 CABINS**  
**356 805 OVERNIGHTINGS**  
**22 000 KM MARKED ROUTES**

### NUMBER OF CABINS

There are more and more DNT cabins. There were 11 new cabins in 2011.



*We understand nature to be something untouched by humans, which is neither changed nor drawn into our cultural sphere. We go out in nature, from our human sphere to an assumed non-human sphere. But the non-human sphere cannot be found, because it disappears as soon as humans are present to observe it.*

*Lars Fredrik H. Svendsen, Professor of philosophy*



Photo: Simen Kvelin



Foto: Julie Maske/DNT

**ACTIVITIES**

Each year, the DNT Member Associations arrange thousands of group tours and courses. In 2011, 450 000 people joined in them.

The DNT Member Associations and their local sections organize DNT activities. There's a broad spectrum of outdoor activities, from neighbourhood tours to mountain expeditions. In the past, DNT offered mostly mountain activities and tours. But with time, we've offered more activities and tours in neighbourhoods and along the coast.

In 2011, we promoted activities in neighbourhoods. We aim to arrange offerings that encourage everyday enjoyment of outdoor activities. We believe it's important to structure offerings for new sectors of the population, so we must continually develop and

adapt. Many local outdoor activity groups have been set up to offer more activities in neighbourhoods. In them, members can encourage one another to go out and be active.

DNT offerings are primarily for members, but non-members also may join in DNT activities. In recent years, we've arranged national trekking days to introduce outdoor life to new sectors of the population. For example, low entry-level activities are open to all. In 2011, the national trekking days drew 50 000 participants. DNT's primary goal is to encourage as many as possible to go out. In 2011, our tours and activities drew 60 000 more people than when the trekking days were first held in 2005.



**DNT ACTIVITIES – GOALS AND RESULTS**  
GOALS ARE FOR 2009–2012. RESULTS ARE FOR 2011

**GOAL:** Increase the number of tours, courses, and events.

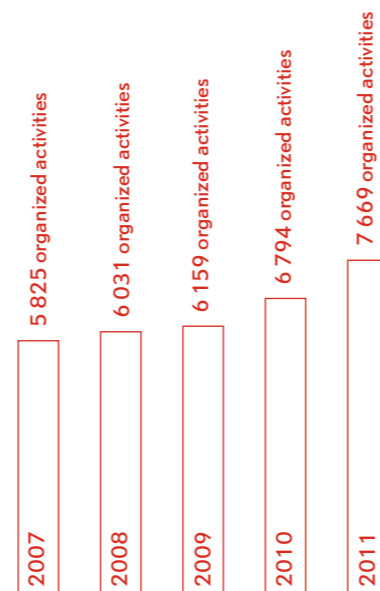
**RESULT IN 2011:** 875 more activities, for a total of 7669 tours, courses and events (compared to 6794 in 2010 and 6159 in 2009)

**50 000**

**NATIONAL TREKKING DAY PARTICIPANTS**

**ACTIVITIES**

Total organized activities (tours, courses and events) increased significantly in 2011.



# COMMUNICATIONS

DNT aims to put key outdoor life issues on the agenda and position itself as a public servant contributing to improved public health. New media are increasingly used to communicate principal offerings to members.

The website UT.no is the most rapidly growing DNT communications channel. The website is a joint venture with Norwegian Broadcasting (NRK). The goal is for it to be Norway's best service for trippanning for hikers. In 2011, the emphasis was on increasing the content of outdoor life attractions in neighbourhoods of large cities. More than 1000 hiking suggestions were published. A record growth in the number of users was noticed early in the year. The initial goal was 100 000 users a week, but by the second week of January, there were 132 000 users a week. DNT's own website, turistforeningen.no, had 715 314 visits during the year, slightly fewer than in 2010. That was expected, as the traffic for both UT.no and Facebook went up.

In 2011, the social media are vital channels for dialogue with our users. The number of Facebook users grew from 69 000 to about 90 000. DNT joined Twitter and initiated microblogging emphasizing DNT's outdoor life policy.

The Fjell og Vidde member magazine published six issues and remains the largest and most-read outdoor magazine in Nor-

way. The average print run was 152 000, and the number of readers went up by 18 000 to 391 000. The UT youth magazine published twice in 2011, no. 1 in a print run of 30 000 and no. 2 in a print run of 50 000 (20 000 were distributed to 8<sup>th</sup> class pupils). So UT is the country's leading magazine for young outdoor people.

In 2011 we strove for greater media coverage of DNT's main offerings, positions in nature conservation issues, and public health initiatives. According to media monitoring, DNT was mentioned or featured 9130 times. That's a 12% increase over 2010 (excluding "what's on" notices). Further analyses found that the mentions mostly were positive. Of the articles, 64% were positive or slightly positive about DNT, 32% were neutral, and only 4% were negative or slightly negative. DNT has managed to put both its public health initiatives and its nature conservation involvement on the agenda (respectively in 240 and 730 items). DNT aims to upgrade its media expertise. In 2011, two media courses were held for employees and spokespeople.

**COMMUNICATIONS – GOALS AND RESULTS**  
RESULTS ARE FOR 2009–2012, RESULTS ARE FOR 2011

**GOAL:** DNT shall publicize its offerings and clarify its role as a public servant.

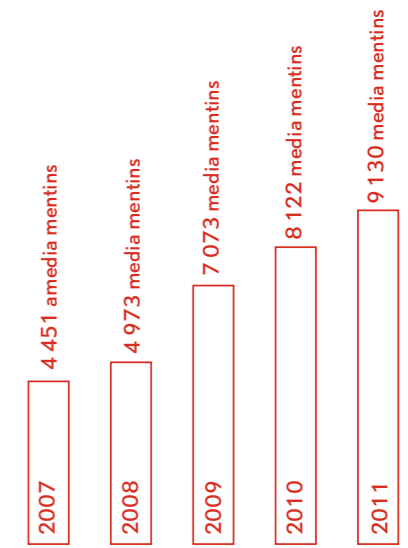
**TARGET:** 100 000 UT.no users a week  
**RESULT IN 2011:** 132 000 users in the best week of 2011 (up from 78 000 in 2010) average of 54 000 users a week in 2011 (up from 36 000 in 2010)

**TARGET:** 6000 media mentions  
**RESULT IN 2011:** 9130 articles (up from 8122 in 2010)

**90 000** FACEBOOK USERS  
**391 000** READERS PER ISSUE OF FJELL OG VIDDE  
**132 000** UT.NO USERS IN THE BEST WEEK OF 2011

**MEDIA MENTIONS**

DNT is visible in the media. In 2011, the number of items mentioning DNT went up by a thousand.



# TOUR LEADERS MAKE GROUP TOURS POSSIBLE



Jenny Fosse selects a route from Bjørnholla.

In 2011 DNT trained a record number of tour leaders. Today, the capability and experience of more than 1 500 tour leaders supports safe, enjoyable group tours.

Each week the DNT Member Associations offer many activities, from simple events for children in neighbourhoods to mountain country expeditions. This creates a need for leader training to ensure the quality and safety of offerings. In 2011, DNT trained 366 new tour leaders, the most ever and 300 more than in 2005, a result of which we are proud.

Tour leaders are responsible for the safety of tours and for ensuring that groups get along well and enjoyably. Many participants on tours have said that competent tour leaders are the main reason for their joining DNT group tours. Moreover, we hope that the various tour leaders can enrich tours by describing local culture and nature.

Leaders on DNT tours are either DNT certified tour leaders or climbing and glacier instructors certified to the Norwegian Mountain Forum standard. Joint training

of these tour leaders is an essential quality assurance.

In 2011, avalanche training was implemented, with stages from beginner to avalanche instructor training. The training promotes safer trekking. In this way, DNT hopes to make mountain touring in winter more readily available and to prevent accidents among those moving about in avalanche-prone areas.

Avalanche training is divided into day courses, basic courses, workshops and instructor courses. Most people who go trekking in winter are well equipped, but often lack the basic knowledge of avalanche dangers. DNT seeks to remedy the situation and now is the only organization offering avalanche course instructor training. With more instructors, we can hold more courses, which in turn increase the capabilities of those who go trekking in winter.

**TOUR LEADERS/INSTRUCTORS – GOALS AND RESULTS**  
GOALS ARE FOR 2009–2012.  
RESULTS ARE FOR 2011

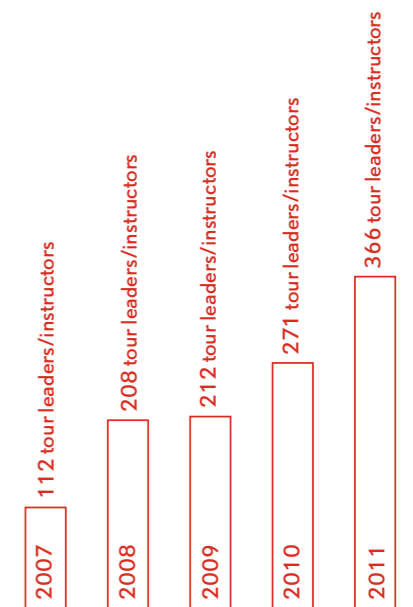
**GOAL:** DNT shall motivate as many people as possible to get outdoors and shall have offerings for members and others. At the same time, we will heighten awareness of and further develop DNT capabilities.

**TARGET:** More participants in the organization's training courses.

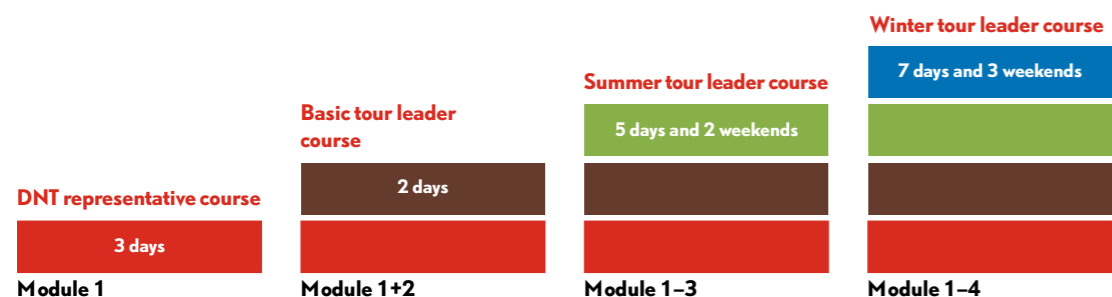
**RESULT IN 2011:** Trained 95 more tour leaders/instructors than in 2010.

## CERTIFIED TOUR LEADERS AND INSTRUCTORS

In 2011 DNT trained more tour leaders and instructors than ever before.



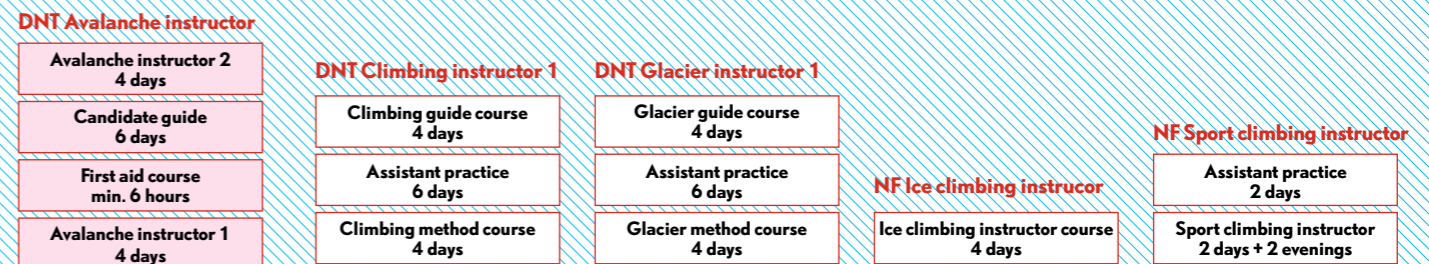
## INSTRUCTOR TRAINING



In 2011, DNT trained 366 tour leaders of all ages. They shared a wish to learn more about outdoor life so they could spend their spare time taking others outdoors.

## INSTRUCTOR TRAINING

Instructors certified at level 1 can continue training to instructor 2 in glacier hiking and climbing and finally be certified as mountain course leaders.



Experience or courses are prerequisites for admission to all tour leader and instructor training courses. DNT trains climbing and ice climbing instructors according to the Norwegian Mountain Forum training standard (NF).

# CHILDREN'S TREKKING CLUBS EARLY STARTERS



Andreas hiking in the Jotunheimen.

In 2011, 22 new Children's Trekking Clubs were started. The numbers of activities and participants are greater than ever. Nonetheless, membership growth has been modest.

Children's Trekking Clubs are an offering to the youngest in families and are tailored for all children and their families, in all sectors of society, regardless of background, financial level or outdoor experience. They contribute to children having memorable experiences in nature from early on, which helps ensure an active lifestyle throughout life. Most activities are in neighbourhoods and require little previous experience in outdoor life.

The figures for 2011 indicate that the Children's Trekking Clubs are more popular than ever. With the 22 new local groups, there now are 125 groups for children and their families. Together the groups arranged 1383 tours and activities, an increase of 215 from 2010. And the activities attracted more participants. During the year, participation in Children's Trekking Club activities went up by 8000.

Despite the activity level, overall membership grew by only 469. This perhaps is

because the focus on membership growth could have been stronger at DNT headquarters and in the local clubs. In the future we should take greater advantage of tours and activities as entry portals to membership. There are many advantages. Perhaps many parents don't know that Children's Trekking Club members can stay free overnight at most self-service and no-service cabins.

During the summer holidays, we arranged 14 Newton Camps for older children. The combination of outdoor life, physical activities and a playful approach to the natural sciences has proven popular, so there are waiting lists at many venues.

The activities arranged are open and inclusive. Most are day tours in neighbourhoods, but we also have camps in mountain areas during school holidays. Typical Children's Trekking Club activities include Sunday tours, treasure hunts, mountain camps and pram tours.

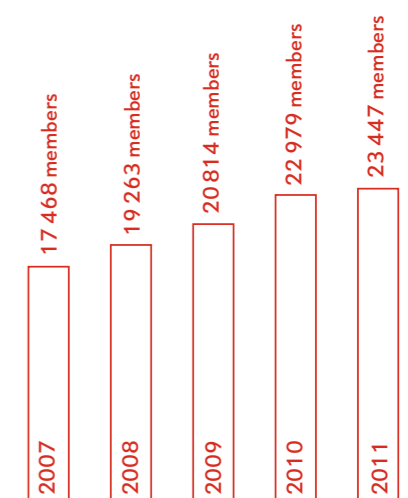
**CHILDREN'S TREKKING CLUBS – GOAL AND RESULTS**  
RESULTS ARE FOR 2009–2012,  
RESULTS ARE FOR 2011

**GOAL:** Further develop offerings for children and young people.

**TARGET:** Set up more local groups for children.  
**RESULT IN 2011:** 22 new Children's Trekking Clubs, three more than in 2010.

**1 383** EVENTS AND TOURS  
**125** LOCAL CHILDREN'S TREKKING CLUBS  
**22** NEW TREKKING CLUBS IN 2011

**CHILDREN'S TREKKING CLUBS**  
Membership growth was modest in 2011, but activities, participation and new groups increased significantly.



*The outdoor experience and outdoor pictures have a pivotal place in Norwegian tradition and still are strong in contemporary culture. It's a heritage with which people identify. It affects Norwegian modes of communication, the national ethos, literary genre, rituals, leisure time, working ways and international behaviour.*

*Nina Witoszek, sociology researcher*



photo: UJO

# DNT YOUTH ON YOUNG PEOPLE'S TERMS



Cato airborne.

The offerings of DNT Youth reflect the inclination of young people to try new things. Last summer's opening of the Tungestølen permanent Base Camp permits adding more activities for young people in the years to come.

**D**NT Youth is our offering to young people, 13 to 26 years old. Its aim is to attract the young to more active lifestyles. In DNT Youth, young people may experience various outdoor life activities on their own terms. In 2011, activities included Base Camp, "Ascent" (tour day for 8<sup>th</sup> year classes across the country), traditional skiing and hiking, kite courses and kayak courses.

DNT Youth membership grew for the ninth year in a row. Seven new DNT Youth groups were formed during the year. There now are 45 groups, geographically spread from DNT Youth South to DNT Youth Troms. This development is encouraging and indicates that several Member Associations prioritize youth.

One key goal has been to have as many local DNT Youth groups as possible

across the country. The DNT Youth Uplift project was initiated to help start and operate local groups. It helps Member Associations build up DNT Youth groups and recruit new members. DNT Youth Uplift offers information, courses and organizational advice.

The opening of the Tungestølen permanent Base Camp on 6 July was a highpoint of the year. The Tungestølen Base Camp is a bit downhill from the Tungestølen Cabin at the Jostedal Glacier and is surrounded by steep mountain walls and glacier arms. DNT Youth Oslo has worked together with several partners to arrange the camp for young people and children. During the summer, more than 470 young people went to Base Camps, 157 of them to the new Tungestølen Base Camp.

**DNT YOUTH – GOAL AND RESULTS**  
GOALS ARE FOR 2009–2012.  
RESULTS ARE FOR 2011

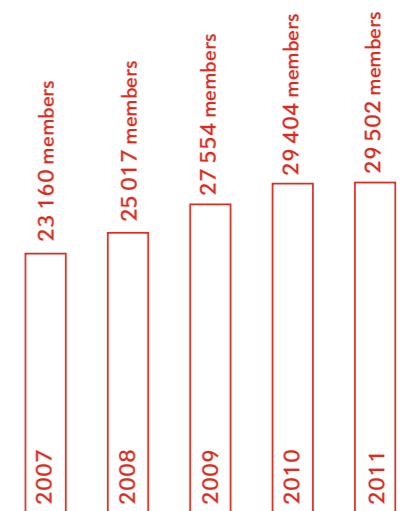
**GOAL:** Further develop offerings for children and young people.

**TARGET:** Set up 35 new DNT Youth groups.  
**RESULT IN 2011:** 45 new DNT Youth groups

**TARGET:** Develop courses that may be held for new groups or for leaders who need refreshers.  
**RESULT IN 2011:** Courses may now be offered.

**29 502 MEMBERS**  
**424 EVENTS**  
**11 853 PARTICIPANTS**

**DNT YOUTH**  
For the ninth year in a row, DNT Youth membership has grown, though it has flattened in the past few years.



# MOUNTAINEERING ON TOP

There are 31 DNT Mountaineering groups across the country, from Troms in the north to Kristiansand in the South. In 2011 considerably more courses and tours were held. We have emphasized strengthening our own training, skills and safety work.

Through its 31 Mountaineering Groups, DNT aims to create Norway's largest and most skilled mountain sports community. DNT Mountaineering already is an exciting mountaineering community, with a range of attractions, including tours, being a social meeting place, and offering training in mountaineering. These three aspects of activities, socializing and skills improvement strengthen in synergy.

In 2011, DNT Mountaineering focused on improving its own training, skills and safety work. Two new vocational committees have been set up to support the board, one for avalanches and one for instructor training courses. Each committee has four expert members. One aim is to further de-

velop tour leader skills in Mountaineering groups. In 2011, DNT arranged a certification course for uncertified but experienced tour leaders in DNT Mountaineering groups. The incentives to improve the mountaineering tour leader training will continue in the years to come.

In 2011, the Mountaineering Groups arranged 474 tours and courses, 44 more than in 2010. Together they attracted 3817 participants who spent 12 277 participant-days on the tours and in the courses. Additionally, DNT Mountaineering headquarters held educational courses.

DNT is a member of the Norwegian Mountain Forum (NF) and an NF organizer at level 2.

**DNT MOUNTAINEERING – GOAL AND RESULTS**  
GOALS ARE FOR 2009–2012.  
RESULTS ARE FOR 2011

**GOAL:** DNT Mountaineering aims to be Norway's largest and most skilled mountaineering community, both centrally and in the local groups.

**TARGET:** Strengthen DNT Mountaineering through training.

**RESULT:** Two new vocational committees established and a new avalanche course standard approved.

**TARGET:** Number of Mountaineering groups (26) retained.

**RESULT:** Two new Mountaineering groups established. DNT Mountaineering now has 31 groups.

**474 COURSES/TOURS**

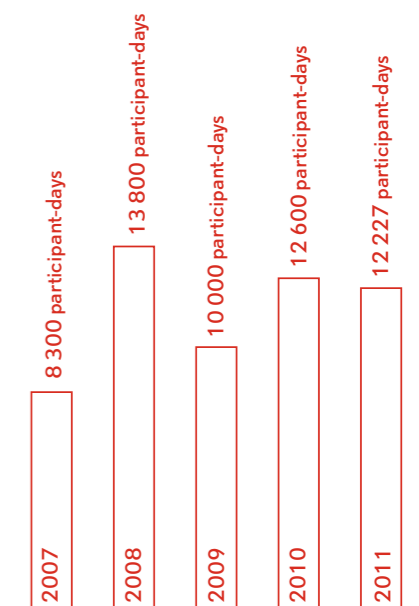
**31 MOUNTAINEERING GROUPS**

**3817 PARTICIPANTS**

**12 227 PARTICIPANT-DAYS**

**MOUNTAINEERING PARTICIPANT-DAYS**

In 2011, there were 44 more though shorter courses and tours than in 2010. Hence there were fewer participant-days than in 2010.



Urkedalstind (1534 m.s.l.), Sunnmørsalpene.



# DNT SENIOR OUTDOOR LIFE FOR THE OLDER

The age wave has come to DNT. There are more new elderly members than any other age group. Smooth cooperation with municipalities and several low-entry level offerings have triggered a doubling of the number of senior groups.

**DNT SENIORS – GOAL AND RESULTS**  
RESULTS ARE FOR 2009–2012,  
RESULTS ARE FOR 2011

**GOAL:** DNT aims to encourage as many as possible to go outdoors. Activity offerings shall be differentiated by target group.

**TARGET:** 40 Senior Groups in Member Associations.

**RESULT IN 2011:** 46 Senior groups



A Senior Tour may have many outcomes. Inga Lunde and Eckstrøm found each other in the mountain wilds.

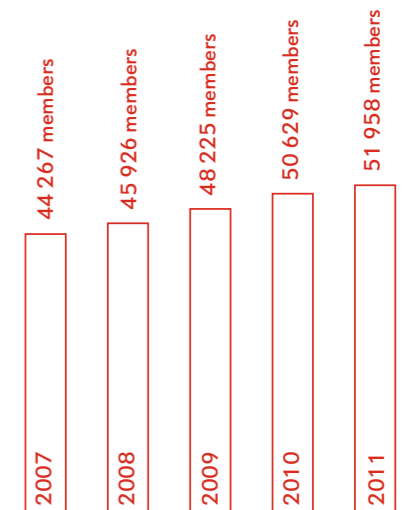
**D**NT Senior is our offering for persons age 60 or more. The Senior Groups arrange activities from simple tours in neighbourhoods to overnight mountain trips. DNT Senior contributes to improving public health through physical activity, outdoor experiences and socializing for older persons. In 2011, DNT Senior gained its own profile, which resulted from the work of DNT headquarters to make offerings for seniors better known.

Encouraging Member Associations to establish Senior Groups has been a principal incentive. The DNT Aktiv i 100 (“Active at 100”) project has supported 14 new Senior groups in 2011, an increase of 50% from 2010. A good example is the Molde og Romsdal Member Association’s cooperation with the municipal public health coordinator to start groups in five townships. This sort of cooperation results in senior groups reaching new users who seek more active lifestyles.

Other neighbourhood groups, such as “Go out with”, “Wednesday group” and “Tour bus” are popular with early retirees and adults with free time in the day. For example, Drammen og Opplands Member Association’s “Go out with” group drew 3354 participants during the year.

The DNT senior offerings are intended for a wide range of skills, from experienced trekkers to those new to trekking. So DNT Oslo og Omegn and the Bergen Trekking Club have set up low-entry offerings in neighbourhoods for seniors in cities. The concept is to minimize the distance from the door sill, preferably by having a DNT member motivate people to go outdoors in their neighbourhoods. We hope that this trend continues, so that every town and city has its own outdoor activity group for seniors.

**DNT SENIOR**  
Increasingly more older people have joined DNT Senior, which in 2011 set a new membership record with a comfortable margin.



*As the pressures of the breathless urban and commercial life increase, we cling ever more strongly to symbols. We buy books on firewood, knit our own Christmas tree ornaments, and revitalize the role of nature in leisure pastimes. Untarnished outdoor experience is to a great degree the luxury of the future. We increasingly value the sort of experiences that are too few. Nature's tranquillity.*

*Kristin Undheim, trend analyst and sociologist*



photo: Privat

# VOLUNTEER WORK FANTASTIC CONTRIBUTION

Volunteer work undergirds DNT. In the last few years, the volume of volunteer activities in Member Associations has increased dramatically. Last year, the volunteer work amounted to more than 260 full-time equivalents, a value of NOK 1 60 million.

**VOLUNTEER WORK – GOAL AND RESULTS**  
RESULTS ARE FOR 2009–2012,  
RESULTS ARE FOR 2011

**GOAL:** Encourage and organize more volunteer work.

**TARGET:** More volunteer hours in the Member Associations.

**RESULT IN 2011:** Volunteer hours increased from 406 533 in 2009 to 459 724 in 2010 to 464 808 in 2011.

PHOTO: HELE ANDRESEN



Without the fantastic contribution of volunteer work, the Member Associations could not have supported their ranges of activities. And volunteer work continues to attract workers. The most popular volunteer jobs are marking and building cairns along trails, maintaining cabins and leading group tours. But there also are many dedicated workers in boards, committees and working groups.

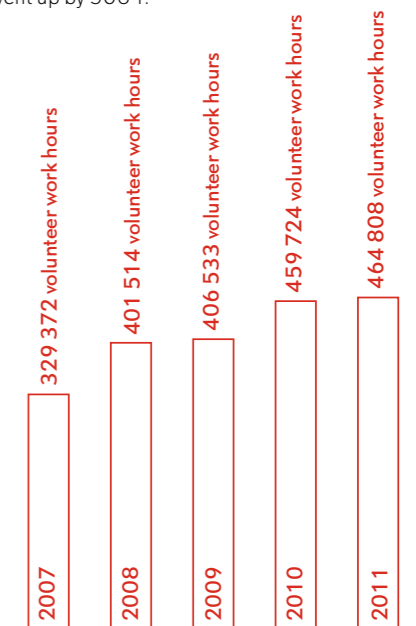
Many people are willing to be volunteer workers. However, increasing specialization may curtail volunteer activities. In the future volunteer work alone may be inadequate for traditional tasks. Cabin operations and tours and courses increasingly require professional expertise. The expectations of tour participants and the requirements of organizations, insurance companies and the authorities have gone up. The requirements on organizer quality assurance, documentation and certification are ever more demanding. And there's cause to believe that the requirements of the authorities may be increasingly strict. Consequently operating a trekking association or group will be more demanding and most likely will require specialized expertise.

CARRIED OUT BY VOLUNTEERS IN 2011:

- 25 000** CANS OF FOOD
- 16 000** CANS OF DESSERTS
- 10 000** PACKAGES OF CRISP BREAD
- 30 000** CANDLES

**VOLUNTEER HOURS**

In 2011 DNT member volunteer work hours went up by 5084.



Kjell Magnussen in a volunteer gang marking a new route through Finnmark. It's the last stretch of the thousands of kilometres-long E1 trail that starts in Sicily and ends at the North Cape.



PHOTO: BJORN EIVENSEN

# SOCIAL RESPONSIBILITIES

DNT aims for as many as possible enjoying the outdoors, now and in the future. This is our common goal for our involvement in public health, climate, and nature conservation.

# HEALTH PROMOTION IN EVERYTHING WE DO

PHOTO: KRISTINO VINJE



The national youth hiking day "ASCENT 2011" attracted 28 000 teenagers. These boys are on Ulriken in Bergen.

## NATIONAL TREKKING DAYS

The DNT Member Associations organized "Get Outdoors Day", the national trekking day in 19 Counties with 218 events and more than 37 000 participants. The participants were motivated by various activities, such as dog sledding, outdoor concerts, mushroom and berry picking, ice fishing, ski games and luge, horse and sledge and summit trips.

## HIKE PRESCRIPTIONS

In 2009–2011, 12 Member Associations organized more than 2500 tours with 27 000 participants. The focus was on neighbourhoods and on people in need of outdoor experience. Cooperation with municipalities and with county authorities generally was organized centrally. The University College of Buskerud assessed the project as being successful. The "Hike Prescription" project ended in 2011 and has been an essential trigger of DNT's health promotion initiatives.

There's no doubt that outdoor experience benefits both body and mind. DNT's contribution in the Norwegian HP work entails including people from all levels of society, and to work more locally.

Much of HP work is concerned with creating quality of life, fellowship and healthy lifestyles. Each week, thousands of people across the country enjoy the outdoor experiences offered by DNT. In 2011, DNT's HP work was further strengthened by the appointment of a full-time director of HP. In 2011, the DNT Member Associations have had a goal-oriented commitment to HP. We think HP in all we do. There now are simpler, free entry-level outdoor life offerings where people live. Moreover, collaboration with local, regional and central authorities has been dedicated to recruiting and including people in need of outdoor experiences. The Partners vary from schools, kindergartens, healthy life centres, child welfare and the Norwegian Church city mission to the Council for Senior Citizens and companies. The incentive has motivated people in many social strata to improved lifestyles and outdoor life experiences across the country.

In 2011 in Drammen the initiative involved the Drammens og Oplands Trek-

king Association (DOT), the Norwegian Church city mission, the Buskerud sports district and the Municipality. Together they aim to offer children from various social strata an opportunity to enjoy outdoor experiences together with children normally active outdoors.

Another example is the DNT national "Get Outdoors Day" offered in Oslo in areas with poor living conditions. Two young Muslim women had so enjoyed last year's DNT get outdoors day that they became DNT Youth tour leaders. Wearing hijabs and clad in DNT Tour Leader jackets, they motivated others of their community to go outdoors and take up more active lifestyles. Neighbourhood incentives such as this one have helped promote more healthy lifestyles in areas with poor living conditions.

Many other activities described in this Annual Report reflect DNT's HP work.

## HP – GOAL AND RESULTS GOALS ARE FOR 2009–2012. RESULTS ARE FOR 2011

**GOAL:** DNT shall be a recognized public servant that contributes to public awareness of nature and outdoor activities.

**TARGET:** Further develop interaction with the authorities at the national, county and local levels.

**RESULT IN 2011:** 28 Member Associations cooperate with local or regional authorities. Nine partnership agreements have been entered. DNT headquarters interacts with all national HP actors.

**TARGET:** Increase media mentions that put DNT on the agenda.

**RESULT IN 2011:** The monetary value of public health assessed at NOK 10 million.



*Nature whispers  
and shouts: Come.  
Play here. Discover  
your smallness and my  
greatness. Come.*

*Per Fugelli, professor  
of community medicine*

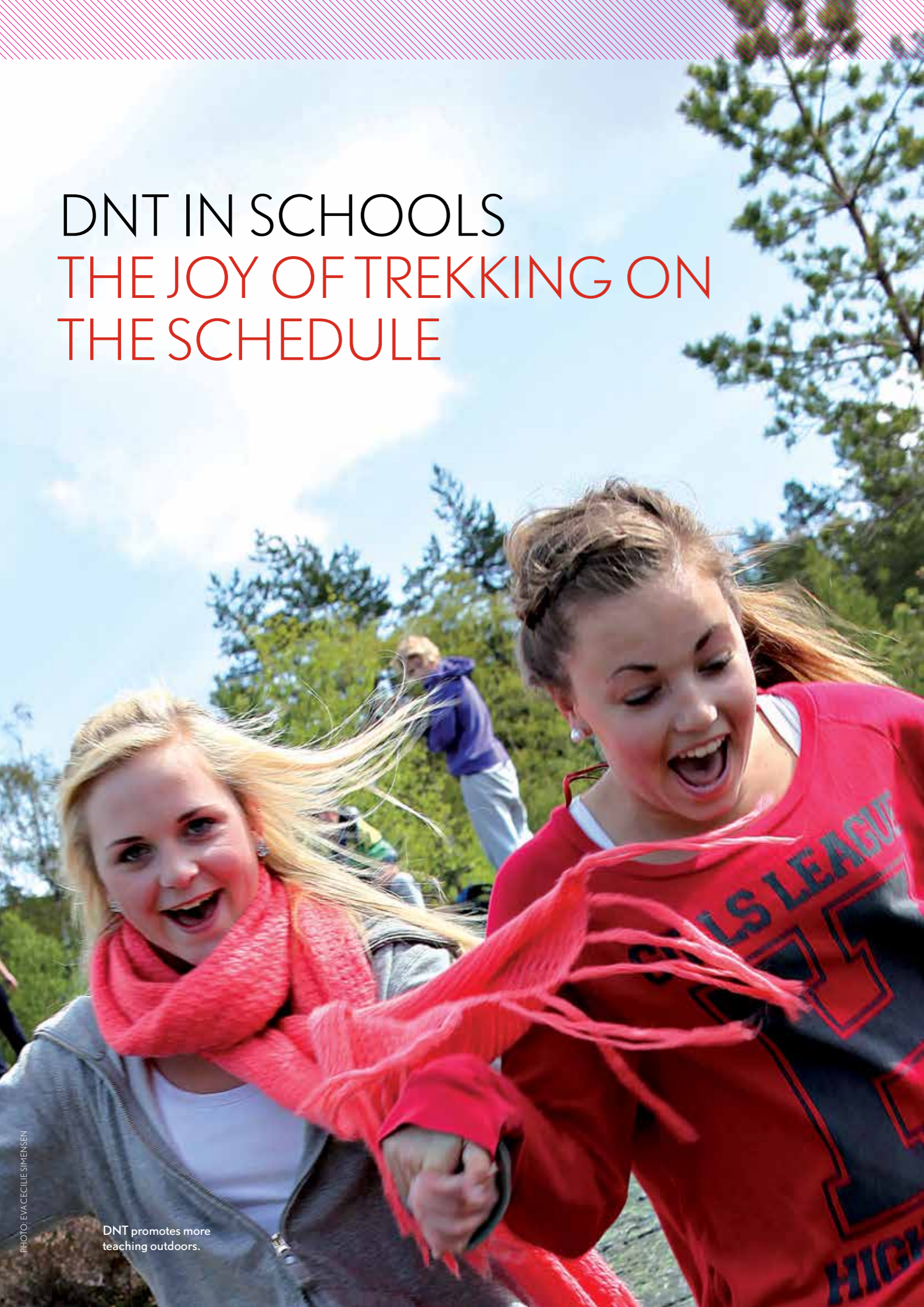
## ASCENT

The 2011 ASCENT event drew nearly 50% of the country's 8<sup>th</sup> year pupils (about 28 000) in 200 classes in 60 places in all 19 counties. Young people from all social and ethnic strata got a taste of the joys of outdoor life, during school hours. The result was 1 500 new Facebook users.

## DNT CONCERN

DNT Concern offers companies, institutions and public agencies collective staff memberships to benefit from activity offerings. DNT Concern has been well received and has great potential. It is offered by the DNT Member Associations. In all in 2011, DNT Concern had 1 756 members on the staffs of 27 concerns.

# DNT IN SCHOOLS THE JOY OF TREKKING ON THE SCHEDULE



Not all children have enjoyed the outdoors with their parents from early on. That's why schools are a vital arena for DNT. We seek to encourage schoolchildren to go outdoors, regardless of physical condition, background or family financial position.

We interact principally with schools, school day care facilities (SFO) and kindergartens to encourage more children to be active outdoors. In 2011, we held 30 outdoor life courses for teachers and adult personnel. The courses focus on imparting the basics of outdoor life. We also provide advice on taking children outdoors. The topics include equipment, clothing, and the public right of access. The courses also suggest activities that have teaching value. DNT makes relevant information available in an electronic newsletter. In 2011, more than 800 teachers subscribed to the DNT newsletter that covered DNT courses, conferences, new literature and research in school and outdoor life.

DNT aims for school classes to make greater use of its unique cabin and trail network. The local Member Associations

reported more visits by school classes to cabins in 2011. In visiting cabins, teachers may make use of DNT's ready-made teaching materials that make it easier for them to teach about nature in a lively way.

The DNT School Camp offering at the Preikestolen BaseCamp has been in full operation since it started in 2010. In 2011, 313 seventh to tenth year pupils participated in the popular initiative. The focus is on varied outdoor activities from the perspective of the natural sciences. In 2012, a similar initiative will be started at Svanstul in Telemark County.

For the seventh time, the local Member Associations invited eighth-year pupils to ASCENT, the national outdoors day held in the spring for pupils and their teachers. In 2011, a record 28 000 pupils joined in ASCENT.

**DNT SCHOOL – GOAL AND RESULTS**  
GOALS ARE FOR 2009–2012.  
RESULTS ARE FOR 2011

**GOAL:** Encourage more and better outdoor teaching and activities in schools and kindergartens.

**TARGET:** Hold at least 50 courses for schoolteachers and preschool teachers.  
**RESULT IN 2011:** 30 courses held

**TARGET:** 30 000 pupils in ASCENT  
**RESULT IN 2011:** 28 000 pupils

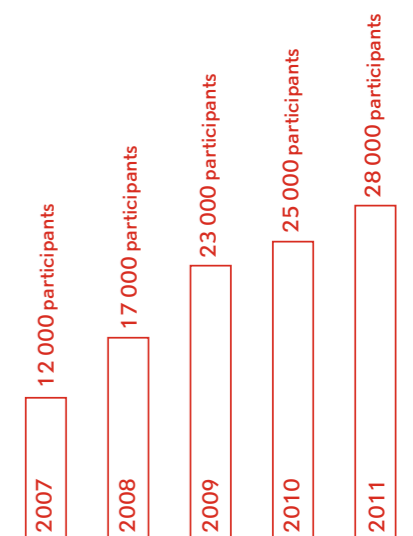
**47 COURSES FOR TEACHERS**

**28 000 EIGHTH-YEAR PUPILS ON "ASCENT"**

**800 TEACHERS SUBSCRIBE TO THE DNT NEWSLETTER**

#### ASCENT

DNT's national outdoor day for all the country's eighth-year pupils is increasingly popular. In 2011, the number of participants went up by 3000.



DNT promotes more teaching outdoors.

# NATURE MANAGEMENT AWAKENING THE COASTAL LANDSCAPE?

Returning home from the Runde Lighthouse in Sunnmøre.



PHOTO: ODDVIN LUND

Some 70% of the population live along the coast with nearby coastal and fjord landscape outdoor recreation areas. In 2011, we spotlighted developments that will mar the coastal landscape.

**D**NT's steadily growing coastal offerings include hiking coastal trails, canoeing and kayaking. But managing the unique coastal and fjord landscape is an ongoing issue. DNT aims to heighten awareness of the landscape values, both for the general public and for administration. We are particularly concerned with energy policy, as energy developments are changing the landscape, sometimes dramatically.

The announced planned building of wind farms along the west coast prompted five Member Associations, with in all 65 000 members, to form the DNT West Alliance. The Alliance aims to help prevent vital parts of the western coast being spoiled by industrialization. The principal goal is to make DNT's position better known, particularly among politicians and the authorities. Additionally, the Alliance works to make the problems better known internally in DNT.

DNT is of the opinion that the national position on wind farms is insufficiently safeguarded. We should accept some wind farms, but many of them can be overwhelming. The Norwegian Water Resources and Energy Directorate (NVE) processes and decides upon applications for permits to build wind farms. DNT disagrees with the NVE conclusions in some cases and believes that there should be greater emphasis on environmental effects than is current practice.

The creativity of and activity in the trekking clubs and Member Associations along the coast comprises the principal contribution to heightening awareness of the value of the landscape. More than 100 applications for permits for major wind farms are now in the final processing stage. Shall the coast be dominated by major industrial installations, or shall we preserve its natural and scenic value?



photo: Microsoft Norge AS

*The pursuit of solitude and self-realization signal that we are nearing the peak of Maslow's hierarchy of needs. In our hectic, technological everyday lives, we miss inaccessibility and are willing to go far in search of it.*

*Shahzad Rana, Microsoft National Technology Officer*



## NATURE MANAGEMENT - GOAL AND RESULTS

GOALS ARE FOR 2009-2012.  
RESULTS ARE FOR 2011

**GOAL:** Reduce the impact of the production and transmission of energy on nature and the environment.

**TARGET:** Hinder hydropower development, power lines and wind farms in intact, vulnerable natural areas and outdoor recreation areas or limit the damages of developments.

**RESULT IN 2011:** Influenced the debate and contributed to imminent changes in the framework conditions. Have advised DNT Member Associations that give inquiry statements on wind farm plans. Contributed to the joint statement by the Forum for Nature and Outdoor Life (FNF) in the Counties. Input to the Energy Working Group requesting a future energy policy. Established DNT West, an association in western Norway dedicated to preservation of the coastal and fjord landscapes.



## WIND FARMS IN NORWAY

Plans call for the building of several thousand wind turbines along the coast and inland. The dots show the locations of wind farms that are operational or planned, surrounded by a ten kilometre buffer zone.

Source: Directorate for nature management.

- On land: Being planned
- On land: With permit or in operation
- Offshore



# SUSTAINABLE OUTDOOR LIFE AN OFFER FOR THE FUTURE

Climate change threatens our shared nature and cultural heritage. DNT is of the opinion that high activity and low resource use may be combined. At the 2011 National Congress, DNT adopted a climate platform emphasizing renewable outdoor life.

**T**he globe is warming. As Norway's largest outdoor life organization, DNT believes that it's both important and necessary to promote environmentally-friendly outdoor life. So at the 2011 National Congress, we adopted the "Renewable Outdoor Life" climate platform. For the first time, all of DNT took a stand on climate. The resolution means that we will act to develop outdoor life in ways that reduce use of energy and natural resources and rely on renewable sources. The climate platform is the starting point for internal change in DNT. We must adapt and find new solutions to old challenges.

DNT's most important contribution entails measures in its own operations. DNT cabins themselves comprise a sustainable concept, as they use little energy and are for joint use. Upgrading the standard of cabins often may bring about increased resource use. DNT preferably should have offerings of high quality, local foods, knowledgeable hosts and comfortable

ambience. The greater part of DNT's work is to provide hiking trails, ski tracks, cycling paths and outdoor life activities. From here on we wish to focus on how people are transported to outdoors and home again. We aim to change the pervasive habit of travel by car by establishing easily accessible alternatives not dependent on car travel.

Moreover, DNT intends to be involved in questions of how climate effluents may be reduced. We shall have positions on energy questions and be a forward-looking outdoor life organization, first and foremost by making possibilities better known.

In building new cabins, it's exciting to combine design and energy conservation. An example is the Rabothytta cabin in Nordland, to be completed in 2014. It embodies DNT's new construction concepts. It will be built of spruce harvested nearby and use power from solar panels and a wind turbine.



## ENVIRONMENTAL WORK – GOAL AND RESULTS

GOALS ARE FOR 2009–2012.  
RESULTS ARE FOR 2011

**GOAL:** Arrange for outdoor life with reduced greenhouse gas emissions and that preserves our common natural and cultural heritage.

**TARGET:** Be influential in relevant social questions.

**RESULT IN 2011:** Made climate-friendly outdoor life known through several articles in Fjell og Vidde.

**TARGET:** Implement climate initiatives in own organization.

**RESULT IN 2011:** Several Associations have started integrating climate considerations in all parts of their organizations.

*There's something different about Norway. On Sundays in Paris, commuter trains are full of people going in to the city. In Oslo they go the other way. They brush off the dust of the city, breathe fresh air, and move about in more rugged terrain, in order to finally achieve better contact with themselves. Despite 30 years of cappuccino and an increasingly richer cultural life, that urge hasn't weakened. Rather the contrary.*

*Thomas Hylland Eriksen,  
social anthropologist*



photo: Ram Gupta/UiO

DNT encourages people to travel to the mountains by public transport, such as by the Bergen Railway Line in the Skarvheimen Range.

A stack of approximately ten smooth, grey and brown rocks is balanced precariously on a dark, textured rock ledge. The stack is positioned on the left side of the frame. In the background, a vast, hazy mountain valley stretches out, with snow-dusted peaks and a soft, blue-grey sky. The overall mood is serene and balanced.

# REPORTS AND ACCOUNTS

DNT aims for financial health. The largest items in the accounts are concerned with creating and developing offerings to members.



## ANNUAL ACCOUNTS 2011

## BALANCE SHEET

NOK 1000 (€1 = NOK 7.7926)		31.12.11	31.12.10	31.12.09
<b>ASSETS</b>				
<b>Capital assets</b>				
<b>Fixed assets</b>				
Operational chattels, inventory, office machines, etc.	Notes 1, 12	551	295	473
<b>Financial assets</b>				
Pension funds	Notes 1,9			568
<b>Total capital assets</b>		<b>551</b>	<b>295</b>	<b>1 041</b>
<b>Current assets</b>				
<b>Inventory</b>	<b>Notes 1,13</b>	<b>1 302</b>	<b>1 029</b>	<b>1 120</b>
<b>Receivables</b>				
Prepaid costs, accruing income, etc.		15	226	273
Prepaid dues to member associations	Note 3	40 062	38 788	36 188
Accounts receivable	Note 10	6 625	6 080	4 078
VAT refund due us		414	160	611
<b>Total receivables</b>		<b>47 115</b>	<b>45 254</b>	<b>41 150</b>
Cash and cash equivalents		46 518	50 797	50 165
<b>Total current assets</b>		<b>94 935</b>	<b>97 081</b>	<b>92 434</b>
<b>TOTAL ASSETS</b>		<b>95 486</b>	<b>97 376</b>	<b>93 476</b>
<b>DESIGNATED EQUITY AND LIABILITIES</b>				
<b>Designated equity</b>				
Accrued designated equity	Note 15	17 098	20 960	17 519
<b>Total accrued designated equity</b>		<b>17 098</b>	<b>20 960</b>	<b>17 519</b>
<b>Total designated equity</b>		<b>17 098</b>	<b>20 960</b>	<b>17 519</b>
<b>Liabilities</b>				
<b>Long-term liabilities</b>				
<b>Allocations for obligations</b>				
Pension obligations	Notes 1,9	986	678	742
<b>Total allocations for obligations</b>		<b>986</b>	<b>678</b>	<b>742</b>
<b>Short-term liabilities</b>				
Prepaid membership dues	Note 3	65 602	65 016	61 555
Accounts payable suppliers		1 751	3 453	3 306
Public dues payable and holiday allowances		3 025	2 916	2 785
Other short-term liabilities		7 023	4 352	7 569
<b>Total short-term liabilities</b>		<b>77 402</b>	<b>75 737</b>	<b>75 215</b>
<b>TOTAL LIABILITIES</b>		<b>78 388</b>	<b>76 415</b>	<b>75 957</b>
<b>TOTAL DESIGNATED EQUITY AND LIABILITIES</b>		<b>95 486</b>	<b>97 376</b>	<b>93 476</b>

## ACTIVITY ACCOUNTS 2011

NOK 1000 (€1 = NOK 7.7926)		2011	2010	2009
<b>1) INCOME</b>				
Membership dues	Note 3	25 688	25 354	24 716
Public subsidies	Note 5	19 414	19 621	15 737
Collections and gifts		91	1 078	336
<b>Income from activities that fulfill the organization's goals</b>				
Cooperative agreements	Note 6	8 125	7 882	6 208
Advertising income	Note 7	10 620	11 564	9 528
Other sales income		2 014	2 286	1 756
Financial income		1 301	1 011	1 229
<b>Total income</b>		<b>67 252</b>	<b>68 796</b>	<b>59 511</b>
<b>2) EXPENDITURES</b>				
Acquisition costs	Note 8	14 334	13 714	13 054
Costs of objectives	Notes 1, 2			
– information and publicity		22 936	23 262	22 714
– children		6 257	6 300	5 288
– youth		5 295	5 206	4 230
– mountaineering		1 235	1 253	1 228
– international activities		338	1 236	1 206
– public service activities		4 665	4 813	4 386
– transfer designated equity to member associations	Note 21	8 939	1 450	4 000
Administration costs	Notes 2, 11	7 115	7 104	7 116
<b>Total expenditures</b>		<b>71 114</b>	<b>64 339</b>	<b>63 222</b>
<b>3) ACTIVITY RESULT FOR THE YEAR</b>		<b>-3 862</b>	<b>4 457</b>	<b>-3 711</b>
<b>4) ALLOCATION OF RESULT</b>				
Designated equity with external restrictions	Note 15			-465
Other designated equity		-3 862	4 457	-3 246

## STATEMENT OF CASH FLOW

NOK 1000 (€1 = NOK 7.7926)	2011	2010	2009
<b>CASH FLOW FROM OPERATIONS</b>			
Net income	-3 862	4 457	-3 711
Depreciation	237	273	362
Changes in inventory	-272	91	-277
Change in charged pension and pension plan receipts/payments	308	-511	665
Change in accounts receivable	-534	-2 013	1 383
Change in trade creditors	-1 702	147	-1 178
Change in prepaid dues	586	3 461	3 772
Change in prepaid dues transferred to member associations	-1 274	-2 600	-2 040
Change in other accruals	2 727	-2 578	-155
<b>Net cash flow from operations</b>	<b>-3 786</b>	<b>727</b>	<b>-1 179</b>
Receipts from sales of fixed assets			0
Payments for purchase of fixed assets	-493	-95	-415
<b>Net cash flow from investments</b>	<b>-493</b>	<b>-95</b>	<b>-415</b>
Net cash flow from finance activities	0	0	0
<b>Net cash flow from finance activities</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Net change in cash and cash equivalents</b>	<b>-4 279</b>	<b>633</b>	<b>-1 594</b>
Holding of cash and cash equivalents 1.1.12	50 797	50 165	51 759
<b>Holding of cash and cash equivalents 31.12</b>	<b>46 518</b>	<b>50 797</b>	<b>50 165</b>

## NOTE 1 Accounting principles

The Annual Accounts comprise a Profit and Loss Account, a Balance Sheet, a Statement of Cash Flow and Notes and are submitted in accordance with the Accounting Act and good accounting ethics for non-profit organizations. All figures in the Notes are in whole thousands of Norwegian Kroner (NOK) unless otherwise stated (€1 = NOK 7.7926 average in 2011).

The accounts are activity-based.

Fixed assets are entered in the Balance Sheet at original cost minus accumulated depreciation and write-down. An asset is considered fixed if it has an economic lifetime of at least three years as well as a cost price of more than NOK 15 000.

Ordinary depreciation is calculated linearly over the economic lifetime of an asset starting from its historical cost price.

Stocks are evaluated at original cost adjusted for dead stock.

Pension costs and pension commitments are calculated according to linear contribution based on anticipated final salary. The calculation is based on several assumptions including the discount interest rate based on risk-free interest with an interest risk element mark-up, future salary adjustments, pensions and social insurance benefits, future earnings of pension funds as well as actuarial assumptions on mortality and voluntary resignation. Pension funds are assessed at actual value minus net pension commitments in the Balance Sheet. Changes in commitments due to changes in pension plans are distributed over the assumed remaining contribution time. Changes in commitments and pension funds due to changes in deviations in the calculation assumptions (estimate changes) are distributed over the assumed average remaining contribution time if the deviation at the start of the year exceeds 10% of the gross pension commitment or the pension fund, whichever is greater.

## NOTES

## NOTE 2 Cost distribution, public service activities and administration

Costs are divided into acquisition costs, the costs of objectives and the costs of administration. All costs associated with an activity, including salaries and wages, are assigned to it. Joint costs, such as those of IT, premises, postage, telephone, electricity and insurance, are divided among the activities in proportion to the sizes of their staffs.

The costs of public service activities comprise public health, nature management and following up activities in member associations.

Administration costs include the costs of the National Congress, the National Board, working groups and committees, and premises, as well as the salaries of the General secretary, office staff and financial functions.

Expenditures supported by the Free Fund managed by the Norwegian Children and Youth Council (LNU) are divided between the activities for children and for youth according to numbers of members.

## NOTE 3 Membership dues

At the end of 2011, DNT had 241,620 members. The DNT headquarters receives no dues from the members of the Children's Trekking Clubs or lifetime members enrolled before 1992. The Children's Trekking Club dues are paid in full to the local member associations. In 2011, association dues to DNT amounted to NOK 25.7 million. The increase over 2010 is due to a dues increase.

In November and December, membership dues notices for the following year are sent out together with the Yearbook. The due date for dues payment was 15 December, and many paid by that date. As at 31.12.11 aggregate dues payments were NOK 65.6 million, of which NOK 40.1 million was transferred to the member associations as prepayment of dues settlements for 2012.

## NOTE 4 Specification of operational expenses by type

	2011	2010
Cost of goods sold	1 388	1 519
Salaries and wages	19 965	17 995
Depreciation	237	273
Other operational expenses	49 524	44 551
<b>Total</b>	<b>71 114</b>	<b>64 338</b>

## NOTE 5 Public subsidies

NOK 1000 (€1 = NOK 7.7926)	2011	2010
Basic support, Ministry of Children, Equality and Social Inclusion	1 734	1 729
Basic support, Ministry of the Environment	4 855	4 744
Free Fund, Ministry of Children, Equality and Social Inclusion	6 431	6 106
Tour prescription, Directorate for Nature Management	409	
Local food, Innovation Norway	214	108
Kyrgyzstan, Ministry of Foreign Affairs	276	1 235
Get outdoors, Ministry of Culture	1 225	1 100
Activities in skills upgrading, Ministry of Culture		130
The natural school knapsack, Natural Sciences Centre	100	
The natural school knapsack, Directorate for Nature Management		151
Local school project, Directorate for Nature Management	1 321	1 150
Health and Rehabilitation	296	763
DNT Youth Uplift, Ministry of Culture	128	
Food and tourism, Innovation Norway		500
Study association Nature and Environment	5	
Active at 100, Ministry of Health	400	
E-1 gaming profits, Ministry of Culture	156	
Outdoor experiences for all, Directorate for Nature Management	10	
Children's Trekking Club Phase II, Ministry of Culture	450	450
Norwegian Directorate for Nature Management		400
DNT Youth advisers, Ministry of Culture		90
VAT refund, Lottery and Foundation Inspectorate	1 404	939
<b>Total</b>	<b>19 414</b>	<b>19 595</b>

## NOTES

## NOTE 6 Cooperative agreements

Aggregate income from cooperative agreements amounted to NOK 8.4 million. The agreements are with One Call, Danica, Bergans, Kraft Foods, GDF Suez, Devold and Norwegian Pools.

## NOTE 7 Publishing

NOK 1000 (€1 = NOK 7.7926)	2011	2010
Advertising income Yearbook	985	822
Gross cost of Yearbook	2 556	2 362
Net cost of Yearbook	1 571	1 540
Advertising income Fjell og Vidde	8 847	9 758
Sales and subscriptions Fjell og Vidde	149	165
Gross cost Fjell og Vidde	10 355	11 458
Net cost Fjell og Vidde	1 359	1 535
Advertising income UT	268	375
Gross cost UT	592	603
Net cost UT	324	228

In addition, online Internet advertising income amounted to NOK 520 thousand

## NOTE 8 Acquisition costs

	2011	2010
Marketing and recruiting	5 418	5 037
Member services	7 528	7 341
Goods	1 388	1 336
<b>Total</b>	<b>14 334</b>	<b>13 714</b>



## NOTES

## NOTE 9 Pension costs, funds and commitments

In compliance with the Act on Mandatory Occupational Pensions, DNT has an occupational pension scheme comprising:

An earnings-related pension arrangement for employees more than 57 years old who were hired before 2003. In this scheme there are four active and three retired employees. Actuarial calculations have been made and commitments entered in the accounts.

All other employees have a contribution-based pension scheme. Premiums paid in 2011 for this scheme are entered in the accounts for a total of NOK 699 020.

DNT takes part in an LO/NHO scheme in which employees may elect early retirement at age 62. In February 2010, that scheme was phased out and it then was possible to take early retirement under the old scheme only up to 31.12.2010. The gain from phasing out the scheme is entered as income in 2010 and presented as a reduction in wage costs. Upon phasing out the old contractual pension scheme (AFP) an appreciable shortfall became evident. Member companies must offset the shortfall through continued payment of premiums for the forthcoming five years. DNT's NOK 197 200 share of the shortfall has been allocated in the accounts.

The old contractual pension scheme (AFP) has been replaced by a new one. In contrast to the old AFP scheme, the new one doesn't permit early

retirement. It is a scheme with a lifelong supplement to the ordinary pension. Employees may choose to activate the new AFP pension scheme at age 62 and yet continue working. The scheme offers greater benefits for those who work until age 67. The new AFP scheme is an earnings-related multi-organization pension scheme and is financed by premiums at a set percentage of an employees salary. The account value of the scheme is treated as a contribution-based pension scheme in which premiums are entered as costs without allocations in the accounts. In 2011, the premium for AFP was 1.4% of salary/wage between 1 and 7.1 times the BasicAmount (G) used in the calculations of National Insurance.

Change of plan in earnings-related pension arrangement and errors in previous Annual Accounts

In 2005, the DNT National Board approved a change to contribution-based pensions for DNT employees. At the time of the change, four employees were 52 or older and consequently were kept in a new earnings-related pension arrangement with a basic pension of 66%. In 2005–2010, the Accounts have erroneously shown 60% for them. The error has been corrected resulting in an increase of commitment of NOK 1 015 968 as at 31.12.2010 compared to previous accounts. The Accounts for 2005 – 2010 have therefor indicated lower than actual pension costs and commitments. The increased pension commitments of the accounts for previous years are entered under designated equity as at 31.12.2010.

## COLLECTIVE PENSION SCHEME

Pension costs	2011	2010
Pension costs	175	109
+ interest costs	147	125
- earnings on pension funds	105	119
+ administration costs	20	37
Booked estimate deviation and transition	176	94
<b>Net pension costs</b>	<b>413</b>	<b>246</b>

Pension commitments	31.12.11	31.12.10
Projected Benefit Obligation (PBO)	3 705	3 767
- value of pension funds	2 726	2 308
TOTAL actual commitment	-979	-1 459
Estimate deviation (loss)/gain not booked	190	978
<b>Under financed pension commitment</b>	<b>789</b>	<b>481</b>

FINANCIAL ASSUMPTIONS	31.12.2011	31.12.2010
Discounting interest	3,80%	3,80%
Earnings in pension funds	4,10%	4,60%
Annual wage increase	3,50%	4,00%
Basic amount (G) increase	3,25%	3,75%
Annual adjustment of disbursed pensions	0,10%	0,50%
Target percentage of point corridor	10,00%	10,00%
Average employer's Social Insurance contribution factor	14,10%	14,10%

**Premiums for AFP and LO/NHO schemes.** NOK 147 997 was paid in premiums for the old AFP scheme, NOK 11 775 for the severance scheme and NOK 16 737 for the information and development fund. All payments are entered as costs in the accounts.

# THE NORWEGIAN TREKKING ASSOCIATION REPORT OF THE BOARD 2011

## Activities

Den Norske Turistforening (DNT), or "the Norwegian Trekking Association" in English, is a federation of 57 Member Associations in Norway. The headquarters is in Oslo at Youngstorget 1.

The headquarters provides management for all member associations, in nature management, training, arranging activities for children, youth and mountain sports, and publishing a membership magazine and a Yearbook. Additionally, it supports an Internet website, maintains a central membership register, provides services directly to the members of the 57 Member Associations, and compiles the annual accounts and annual report in compliance with the Accounting Act. In 2011 the total paid membership was 241 620, an increase of 100 over 2010.

The National Board has 12 members, of which one is an elected representative of the headquarters staff and one is appointed by the DNT Youth Board. The other Board members are elected at the annual National Congress and serve for three years. The Chairperson is chosen at the National Congress and serves for three years.

## Objectives

DNT's remit is to work for a simple, active, versatile and nature-friendly outdoor life and to preserve its natural and cultural bases.

## ACTIVITY IN 2011

### Outdoor life for better public health

In 2011, DNT focused strongly on its public health work, in part because an increasingly sedentary population has become a public health problem. So during the year, DNT had goal-oriented initiatives to reach new groups and provide expanded offerings in neighbourhoods. Several of the offerings are tailored particularly for immigrants as well as children, youth and seniors. The three-year Hike Prescription project that finished in 2011 is an example of a low-entry level offering. It combined nature experiences and physical activity for people seeking more active lifestyles. Twelve DNT Member Associations in as many Counties were involved in the project. The more than 2 500 hikes arranged drew some 27 000 participants.

### Safety in focus

There has been greater focus on developing safety in all DNT activities. Outdoor experiences should be as safe as possible. The initiatives completed include further development of tour leader training and routines for minimizing risk in cabins and in conducting tours and arranging events.

### New media, new possibilities

The Internet and social media are increasingly important in motivating people to go outdoors. Further development of the UT.no website to be a user-friendly, effective and motivating outdoor life planning service has been a pivotal initiative. More than 1000 suggested tours were posted on the site that in 2011 had 900 000 users, up from 700 000 in 2010. Facebook has become a prime communications channel used by DNT in dialogue with users, of which 90 000 "like" DNT.

## Climate-friendly outdoor life

In the course of the year, DNT adopted a strategic platform for more climate-friendly outdoor life. A dedicated initiative plan includes several measures to be pursued. One principal challenge is that as many drive cars as travel by public transport. A cycling project aims to encourage increased cycling in connection with outdoor life. The "DNT Cabin of the Future" project aims to develop no-emission cabins and ensure that cabins are built and operated as sustainably as possible.

## ACCOUNTS FOR 2011

### Income

The total membership dues brought in NOK 25.7 million to DNT Headquarters, some NOK 300 000 than in 2010. The gain is due to an increased cost of membership. A new Member Association, DNT Valdres, started with a membership of 500 people who previously had been direct members of the central DNT organization. The result was lowered dues income for DNT headquarters.

In 2011, the Fjell og Vidde member magazine published six issues, one less than in 2010. As a consequence, advertising income went down by NOK 900 000. Income from cooperative agreements went up by NOK 200 000. The upswing was due to agreements valid only part of 2010 being valid for the entire 2011 calendar year.

Public subsidies from the Ministry of the Environment's subsidy for general environmental activities and from the Children, Youth and Family Directorate for work with children and young people together were NOK 6.6 million. None of these funds were used to subsidize group tours, cabins or route maintenance, which are DNT's primary activities. Other private support and public subsidies are support of projects that principally are distributed to the Member Associations' work for children and youth. In 2011, the total public project subsidy was NOK 12.8 million, down slightly from NOK 13.1 million in 2010. Most of DNT's value creation comes from membership dues and membership voluntary work.

Collections and gifts declined by NOK 1 million, as due to bequests being lower in 2011 than in 2010.

Other sales income declined by NOK 200 000, due to lower course and conference income.

Income from financial activities went up by NOK 300 000, due to higher interest on bank deposits.

### NOK 8.9 million from DNT headquarters to the Member Associations

A large number of members, several years of efficient operations and increased income from sponsors and others have resulted in a profit for DNT headquarters. In turn, this led to the distribution of NOK 4.6 million to Member Associations in December 2011 and further NOK 4.3 million upon the close of Accounts for 2011. Distribution of the final NOK 4.3 million will take place upon authorization by the National Congress in June 2012. The equivalent distribution in 2010 was NOK 1.5 million.



"Food with a view".  
In September DNT was awarded the Tine Cheese Prize for its efforts to further the Norwegian food packet tradition.

The NOK 7.4 million increase in the distribution to the Member Associations resulted in total costs going up by NOK 6.8 million from 2010. Acquisition costs went up by NOK 600 000, due to the costs of marketing and activating of the sponsor agreements. In 2011, the costs of information and publicity were NOK 22.9 million, down by NOK 300,000 from 2010, due to lower costs of the member magazine having one fewer issue in 2011.

### Children and youth

In 2011, children and youth activities were at the same level as in 2010.

### Public service

DNT involvement as a public servant is to a great degree in nature conservation, public health and nature-based tourism. These activities have been stepped up without affecting the accounts. The costs of public service activities went down by NOK 100 000 from 2010, due to lower costs in projects conducted.

### Year's result

The Board believes that the Annual Accounts give an accurate picture of DNT's position and results in 2011. The result for the year shows a deficit

of NO 3 862 000, due to the distribution of NOK 8.9 million of designated equity to the Member Associations. The National Board recommends that the deficit be offset by other designated equity.

### Working environment

The working environment is assured through internal control of health, environment and safety (HES). It is considered to be satisfactory. In 2011, a seminar was arranged for personnel. No DNT headquarters staff members were injured or involved in accidents.

In 2011, total sick leave amounted to 250 days, compared to 230 days in 2010. The total sick leave is equivalent to 3.3% of the total staff person-days during the year, compared to 3.2% in 2010.

### Equality

In 2011, the staff of 34 comprised 19 women and 15 men. Together they worked 32.6 person-years. The DNT board has five women and seven men. Gender equality is a natural part of recruiting staff and selecting members of boards and committees.

**DNT activities and the external environment**

The prerequisite for DNT activities is that they don't damage the environment. So one of DNT's key tasks is to work with nature management. Aside from office operation, the DNT headquarters has no activities that have direct impact on the external environment. That said, DNT believes that it's essential to contribute to developing guidelines for the overall operation for the Member Associations to ensure that the environment is not damaged. For example, guidelines have been compiled for cabin operations, an environmental follow-up programme and a vulnerability analysis for DNT operation in mountain areas. A programme has been initiated for environmental certification, according to Eco-lighthouse, of office operations, cabins and the National Congress. DNT bases its activities on social responsibility.

**Financial risk and liquidity**

DNT has no interest-bearing debt and its investments are in bank deposits. Danish and Swedish members pay dues in their national currencies, so DNT isn't exposed to exchange-rate risk for them.

DNT's customer credit may be divided in three categories: Receivables from representatives selling memberships, customer purchases on credit and receivables for advertisements in Fjell og Vidde, the youth magazine, the Yearbook and website pages. In 2011, loss on claims amounted to NOK 10 407.

**Risks and uncertainties**

The Board believes that there are no substantial risks that endanger DNT operations. The largest income items in the Accounts are now and are expected to remain stable. So the work of the Association may go on as planned and still will be a major effort to ensure favourable framework conditions for making outdoor life attractive to all.

**Prospects for 2012**

Information on activities and tours is vital for our members and other outdoor enthusiasts. DNT's Internet initiatives will make information even more interesting and accessible in 2012. The general public interest in outdoor life is on the upswing.

After continuous growth for a decade, membership flattened out in 2011. Years with rainy summers and low-snow winters have a negative impact on membership. Weak economies in many European countries and a strong Norwegian krone have led to fewer foreigners enjoying DNT offerings. These trends may make retaining membership difficult in 2012.

DNT's principal activities in 2012 will be in public health in work with new social media and in safety.

The Board confirms that the Annual Accounts are submitted assuming continued operations and the grounds for that assumption are tangible.

Oslo, 20 April 2012



Tom-Ivar Bern  
Chairperson



Svein Arne Bryggfeldt  
Board member



Are Løset  
Board member



Hans Kjetil Aas  
Deputy chairperson



Torild Hage  
Board member



Anne-Birgitte Sveri  
Board member



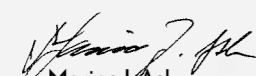
Rune Frank Andersen  
Board member



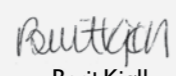
Ragnvald Jevne  
Board member



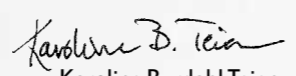
Tone Repstad  
Board member  
Employee representative



Marino J. Ask  
Board member



Berit Kjøl  
Board member



Karoline Burdahl Teien  
Board member  
DNT Youth representative



Kristin Krohn Devold  
General Secretary

# BOARDS AND COMMITTEES IN 2011

## DNT National Board

Tom-Ivar Bern, chairperson, Trondhjems Turistforening  
 Hans Kjetil Aas, deputy chairperson, Stavanger Turistforening  
 Bitten Sveri, DNT Oslo og Omegn  
 Torild Hage, Bergen Turlag  
 Are Løset, Trondhjems Turistforening  
 Svein Arne Brygfeldt, Hemnes Turistforening  
 Rune Frank Andersen, Tønsberg og Omegn Turistforening  
 Berit Kjøll, DNT Oslo og Omegn  
 Ragnvald Jevne, Lillehammer og Omland Turistforening  
 Marino Ask, Sogn og Fjordane Turlag  
 Tone Repstad, employee representative  
 Karoline Burdahl Teien, DNT Youth representative

## DNT Mountaineering Board

Kari Hallan, chairperson, Trondhjems Turistforening  
 Sindre Haslene-Hox, Bergen Turlag  
 Arild Andersen, DNT fjellsport Oslo

Camilla Ianke, Bergen Turlag  
 Jan Inge Rødahl, Rana Turistforening

## DNT Youth Board

Karoline Burdahl Teien, chairperson, DNT Oslo og Omegn  
 Juel Victor Løkstad, deputy chairperson, DNT Oslo og Omegn  
 Martin Hauge-Nilsen, Ålesund-Sunnmøre Turistforening  
 Hans Kristian Flaatten, Trondhjems Turistforening  
 Håvard Ausen, Trondhjems Turistforening

## Judgment committee

Christian Reusch, DNT Oslo og Omegn  
 Ingeborg Helvik, Bergen Turlag  
 Randi Wiggen, Trondhjems Turistforening  
 Helge Bjørnstad, Stavanger Turistforening

## PERMANENT COMMITTEES APPOINTED BY THE NATIONAL BOARD

### Legal committee

Rune Frank Andersen, chairperson, National Board  
 Christian Reusch, DNT Oslo og Omegn  
 Henning Wikborg, Drammens og Oplands Turistforening

### Finance committee

Rune Frank Andersen, chairperson, National Board  
 Per Ekeland, Bergen Turlag  
 Sven Bjørne-Larsen, DNT Oslo og Omegn  
 Kjetil Andersen, revisor (observer)

### Nature conservation committee

Torhild Hage, chairperson, National Board  
 Erik Stabell, Trondhjems Turistforening  
 Alvar Melvær, Sogn og Fjordane Turlag  
 Karoline Burdahl Teien, DNT ung  
 Håvard Steinsholt, external  
 Tore Rolf Lund, external  
 Katrine Broch Hauge, external

Carrying water at the Lossi cabin in the Narvik Range.

# SPONSORS FROM VISION TO REALITY

Sponsors help us as many lifetime outdoor experiences as possible. Their contributions have enabled us to conduct key projects, events and activities throughout the year. We're thankful for their support.

DNT chooses sponsors sharing the same base values, visions, communications views and sponsor strategies. DNT has seven sponsors at three levels: Main sponsor, Outdoor recreation sponsor and Collaborating partner.

One Call is DNT's Main sponsor. One Call and DNT have jointly worked for safety which has resulted in an overview of mobile phone coverage of cabins on the UT.no website and in the 2011 Yearbook, as well as the advisory "10 rules for mobile use". One Call supports the semi-annual Get Outdoors Days as well as other activities leading to the recruiting of new members.

Norwegian Pools is an Outdoor recreation partner that enabled DNT to conduct the "My dream idea" project helped DNT realize its vision of finer cabins and outdoor areas. The visions realized included a new kitchen at Katnosdammen and a bridal suite at Kobbberhaugshytta. Norwegian Pools also contribute Get Outdoors Days competitions and activities. In addition to the support of DNT headquarters, Norwegian Pools has an agreement with Hamar og Hedmark Turistforening.

Bergans is an Outdoor recreation sponsor that aims to encourage as many as possible to go outdoors. Bergans has help DNT arrange ASCENT, the activity day promoting outdoor life for 8<sup>th</sup> class pupils. In an ASCENT event, school pupils hike 10 kilometres, preferably to a nearby summit. From 2011 on, Bergans shifted its focus to steep outdoor recreation by supporting DNT Mountaineering. Bergans offers products to employees, board and committee members, tour leaders and volunteer workers and has a DNT Mountaineering collection.

Danica Pension is an Outdoor recreation partner that contributes fine prizes for the DNT photo contest. In 2011 the contest provided a large selection of photos that can be used in our communications activities. Danica Pensions activates its employees, customers and collaborating partners by taking them along on tours in the Norwegian mountains.

GDF SUEZ is an Outdoor recreation partner that has enabled DNT to mark E1 through Finnmark. The E1 is a continuous long-distance trail from Sicily to the North Cape that will officially be opened in 2013. Moreover, through DNT Headquarters, GDF SUEZ has local agreements with Stavanger Turistforening, Flora Turlag and Hammerfest og Omegn Turlag.

Kvikk Lunsj is a Collaborating partner that wants future generations to enjoy hiking traditions and outdoor experiences. Kvikk Lunsj chose to focus on valuable voluntary work and on the "Summer Opening" cabin project, and also is involved in DNT's new initiative in cycling.

Devold wool underwear is a Collaborating partner dedicated to ensuring that people can be properly attired to enjoy the outdoors. In particular, Devold supports DNT tour leaders with sensible garments. At the same time, Devold contributes expertise on wool garments to Member Associations across the country.

## PUBLIC SUBSIDIES

Each year, DNT receives subsidies from public agencies. In 2011, the largest contributors were the Ministry of Children, Equality and Social Inclusion (BLD) and the Ministry of the Environment that supported operation. Moreover, BLD provided Free Fund support for work with children and young people. The Directorate for Nature Management funded local school projects and low-entry offerings. The Ministry of Culture funding included support of the Get Outdoors Days and development of the Children's Trekking Clubs. DNT works together with the Health directorate in the Active at 100 project for helping the elderly be more physically active. The Extra Health and Rehabilitation Foundation supported several Member Association's applications for health-promoting initiatives. The Member Associations also were supported by Norwegian Pools. See their Annual Reports for further information.