

"Challenge fascinates because it heightens self-awareness"

Name: Audun Hetland

Age: 32

Home: Tromsø

Member of: Troms Turlag

Favourite DNT cabin: Stakken in Ryfylkeheiene

Favourite activity: Grouse hunting



Lifetime outdoor experience

Den Norske Turistforening



Our vision: Lifetime outdoor experience

241 520 members

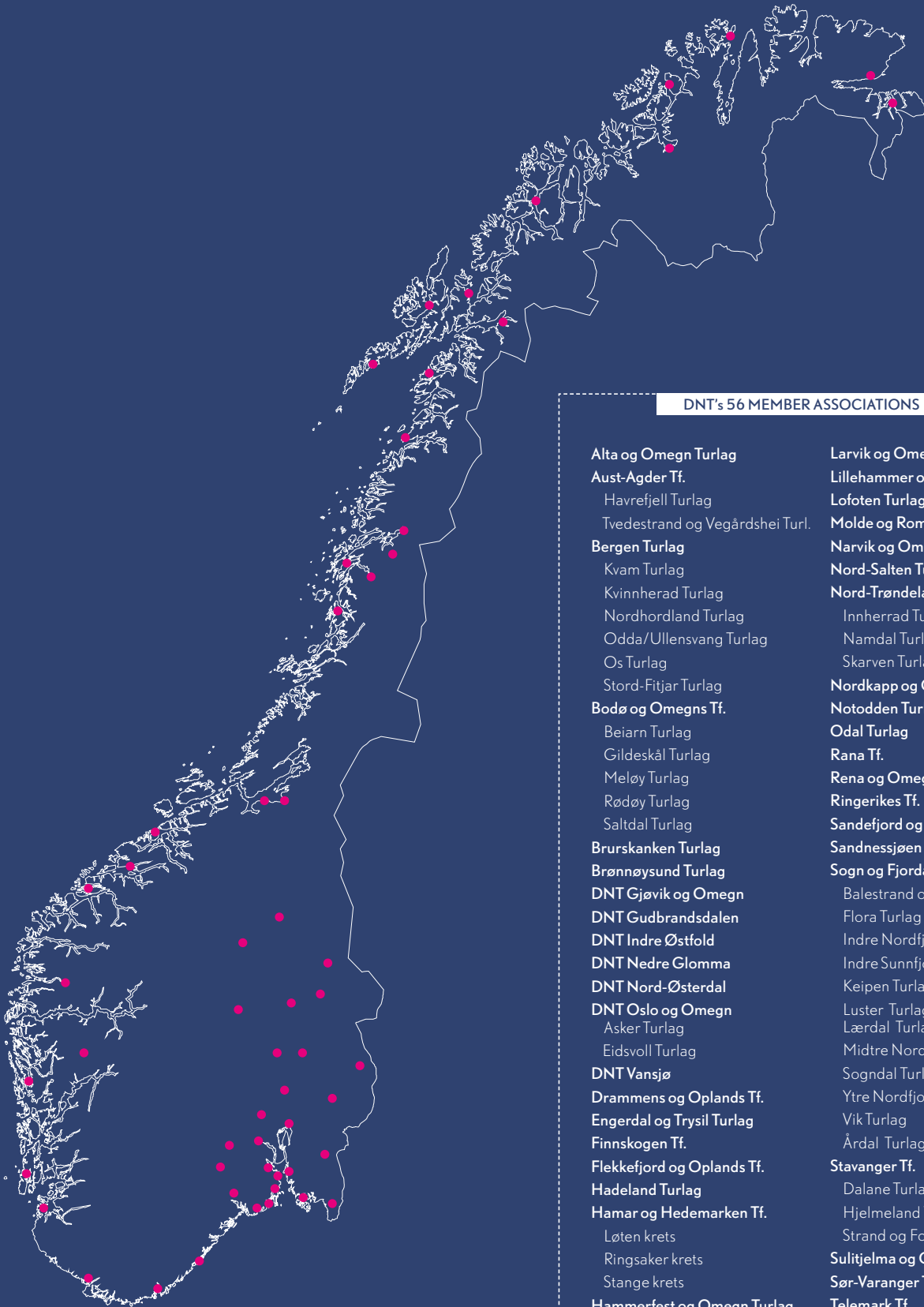
who put in **459 724** volunteer hours

and took part in **43 987** events.

Our **469** cabins accommodated **377 589** overnight guests.

Hikers and skiers enjoyed **22 000** kilometres of marked trails

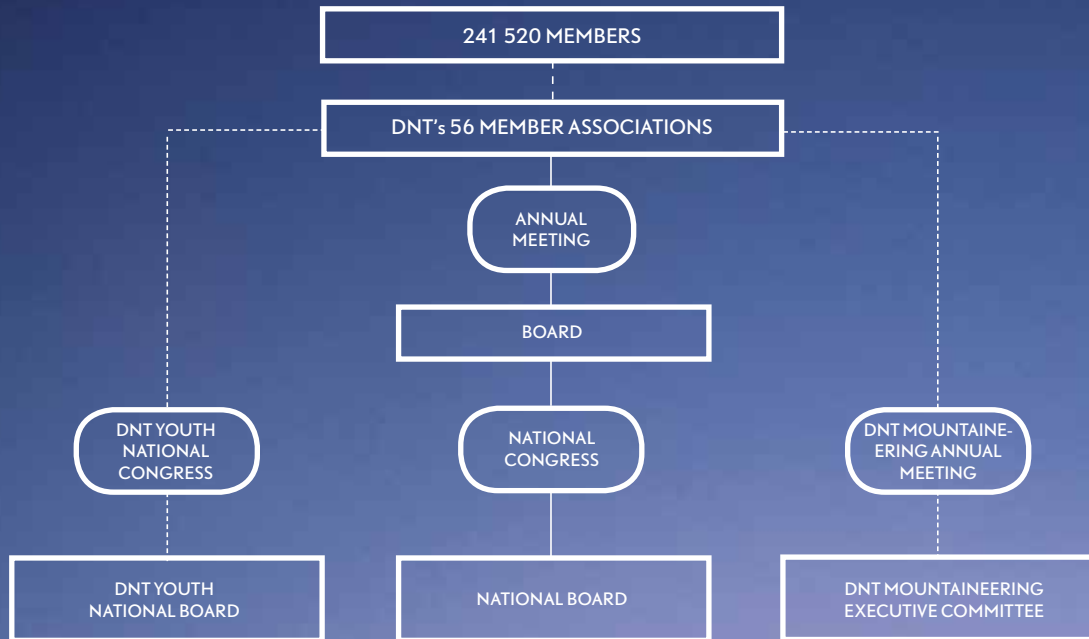
and tracks, and **796 000** online visitors found information at UT.no.



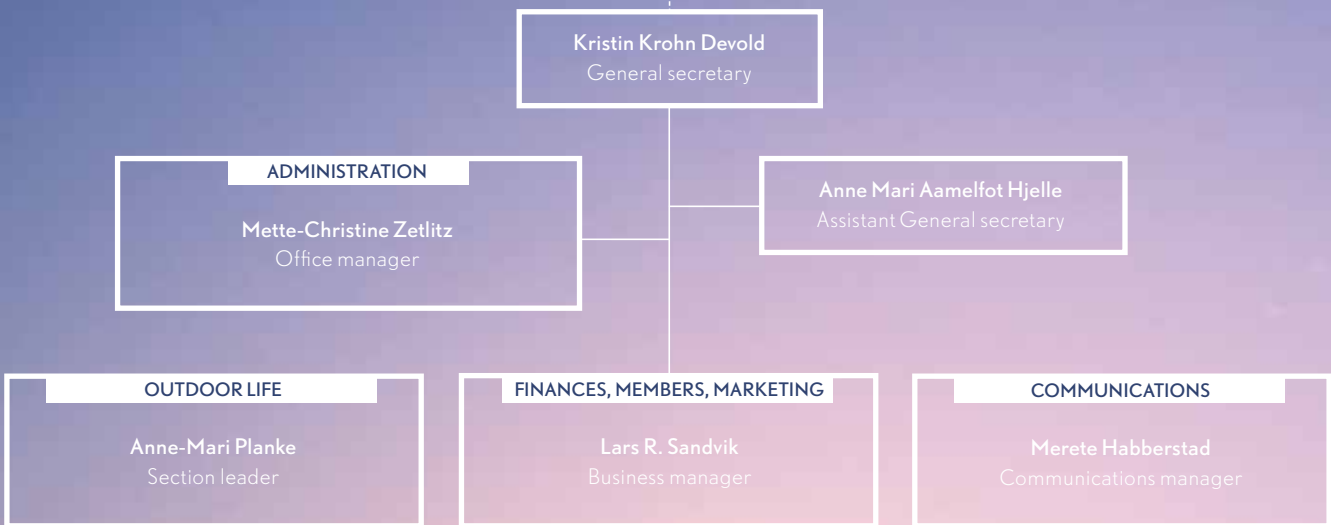
DNT's 56 MEMBER ASSOCIATIONS

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

DNT Organization



DNT administration



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 take part in the annual meetings of their respective 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 Board appoints the DNT General secretary. In 2010, the National Congress was held 10–13 June at Stjørdal with Nord Trøndelag Turiistforening as host.



CONTENTS

The Norwegian Trekking Association (DNT) was founded in 1868 and now is Norway's largest outdoor life organization. In 2010 membership went up by 4.2%.

DNT emphasizes exciting, inclusive offerings for all. Activities are tailored to the ages and interests of individuals.

DNT aims to be known for its service to the public.

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

THE ASSOCIATION

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THE YEAR IN REVIEW

HIGHLIGHTS OF 2010



JANUARY

> DNT takes part in the Grüne Woche ("Green Week") agricultural fair in Munich, with the aim of attracting Germans to trekking in Europe's last wilderness.

> Protest against giant pylons in Hardanger continues. Three independent studies commissioned by DNT show no need for new power lines in Hardanger. The Minister of Petroleum and Energy is asked to reconsider the case.

FEBRUARY

> Get Outdoors Days, DNT's national trekking days, held by 40 member associations attract 18 000 people. The event aims to let as many people as possible get a taste of outdoor life.

> DNT launches a Facebook page that by 31 December has 69 000 visitors.

MARCH

> Staked touring ski tracks are finished. Each year, DNT member associations stake out 5000 km of tracks between cabins. Of the 400 staked routes, 20 were not staked out due to lack of snow or unsafe conditions on glaciers.

> DNT General secretary Kristin Krohn Devold takes part in 71 Degrees North reality TV programme series. During the series she also showed activities offered by DNT.

APRIL

> Despite varying snow cover and foul weather, 14 000 people visit DNT staffed lodges during Easter holidays, one percent more than in 2009.

> DNT enters a three-year sponsor agreement with Norwegian Pools. The new agreement will help boost DNT's national trekking days and Get Outdoors Days.

MAY

> For the fifth year in a row, DNT's ASCENT event for eighth-year school pupils attracts 25 000 to activities held by 43 member associations.

> One Call, a mobile telephone company signs a three-year sponsorship agreement.

> DNT Mountaineering holds the first national mountaineering gathering in Hardanger, Attended by 80 mountaineers.

JUNE

> At its National Congress in Nord-Trøndelag, DNT adopts a new cabin and route strategy that includes environmentally-friendly operations. The National Congress adopts a resolution taking exception to the development of protected watercourses Verma in Romsdalen and Raundalsvassdraget at Voss.

JULY

> The first Saturday in July is the start of the trekking season, marked by celebrations at many staffed lodges, with local foods, dancing and entertainment.

> The Government goes in for building power lines in Hardanger, which DNT laments in a letter to the Minister of Petroleum and Energy.

AUGUST

> DNT is one of the organizers of the Fjord and Mountain at 200 event held at Rjukan to mark the 200th anniversary of mountain trekking. The event features historical plays, concerts and hikes to Gaustatoppen.

> DNT and Tekna jointly hold the first school camp at Preikestolen Base Camp. Outdoor life emphasizing the natural sciences as its theme.

SEPTEMBER

> The September Get Outdoors Day marks the start of an active autumn. Across the country, 32 000 people take part in events held by 34 member associations. This year, immigrant groups are specially invited.

> The Norwegian Media Index shows that Fjell og Vidde has 373 000 readers which makes it the 13th most read Norwegian magazine.

DNT FROM NOW ON



PHOTO: ODA YTTERHAUG GISKE

OCTOBER

> DNT and outdoor magazine UTE jointly hold the first mountain literature festival at Finse. The festival features readings, writing courses, lectures and get-togethers.

> DNT criticizes the 2011 National Budget that doesn't increase support of outdoor activities. General secretary Kristin Krohn Devold issues a press release lamenting the status quo on support in view of governmental aims for upgraded activity and healthier lifestyles.

NOVEMBER

> Innovation Norway and DNT enter a cooperative agreement to improve the profitability of outdoor tourism in Norway. The initiatives planned include a countrywide arrangement for marking and grading hiking trails and ski tracks.

DECEMBER

> DNT receives its greatest Christmas present ever when Petter Erling Bjørstad bequeaths NOK 25 million earmarked for mountaineering. The intent of the bequest is to expand mountaineering activities in all DNT member associations. A foundation has been set up to manage the bequest.

> DNT sets a new membership record with 241 500 members.

A progressively sedentary population is a public health problem. DNT aims for ever more people to take up outdoor life. The new media are increasingly important in encouraging people to go out.

OUTDOOR LIFE FOR BETTER PUBLIC HEALTH

> DNT augments its public health effort with a purposeful appeal to new groups. Participation in outdoor recreation varies considerably in the population. More outdoor life activities will be made available close to home so more people can enjoy the outdoor experience and be physically more active in their everyday lives.

FOCUS ON SAFETY

> DNT aims to make the outdoor experience as safe as possible through measures including further development of tour leader training and of risk reduction at cabins and in the conduct of tours and events.

PASS OUTDOOR TRADITIONS ON TO CHILDREN AND YOUTH

> DNT aims to impart children and young people with lasting, positive views of nature and outdoor life. Accordingly, offerings for the young will be developed further. Development and promotion of sustainable experience concepts aimed at new users will be a new commitment.

CLIMATE-FRIENDLY OUTDOOR LIFE

> As the level of activity increases, the impact of outdoor life on climate should be minimized. One of the principal challenges is the penchant for travel by car. DNT aims to make outdoor life more sustainable. In its new climate strategy, DNT points to several measures to be worked out, including more climate-friendly transport solutions and zero emissions from DNT cabins.

UT.no GETS MORE PEOPLE OUTDOORS

> Development of the UT.no user-friendly, efficient and informative online outdoor portal will continue. Priority will be given to information on the availability of outdoor life close to home and on public transport with low environmental impact.

On the roof of the Oslo Opera.

"Scenery, the chirping of birds, the joy of exercising and meeting people. That's outdoor life for me."

Name: Kristin Krohn Devold

Age: 49

Occupation: DNT General secretary since 2005

Main interest: Outdoor life

Favourite DNT cabin: Bjordalsbu, a fine hike from my cabin in Hemsedal

Member association: DNT Oslo og Omegn



DNT ASCENDING

The initiatives of the past few years to expand the offerings to children and young people have renewed all of DNT. In 2010 we finished the Expeditions for All Project that had been made possible by a NOK 10 million grant from the DNB NOR Savings Bank Foundation. The 2010 Yearbook *Fra stitråkk til fjellrock* ("From Rambling to Rocking") sums up the project and its new offerings that motivate young people and trigger an activity urge in people of all ages.

BaseCamp, an offering to young people across the country, spotlighted the scope of DNT activities and showed that modern outdoor life is "cool". Young people have tasted mountaineering, rafting, summit hiking, kayaking, canoeing, glacier hiking, fishing, cycling and other outdoor activities in the mountains and along the coasts. Stavanger Turistforening's year-round BaseCamp Preikestolen is in full operation and has become an example for outdoor enthusiasts elsewhere in Europe.

Through its profiling in the TV series "71 degrees North" (public figure version, spring 2010), DNT has become known for its versatile outdoor activities, not just its classic rambling. We've shown that you're never too old to try or learn something new. DNT courses are a key part of our activity offerings. Beginner courses, climbing courses, glacier courses, avalanche courses, kayak courses and tour leader courses are dedicated to conveying skills and building outdoor expertise. Personal capabilities are a prerequisite for being responsible for one's self outdoors, and DNT contributes by ensuring the public right of access. The greater the gap between average everyday activities - PCs, cars, TVs, and couches - and the basic skills necessary to go about the outdoors safely, the greater the need for DNT—as a source of information and a carrier of culture.

The year 2010 was the first for the UT.no Internet portal, a joint effort of DNT and Norwegian Broadcasting (NRK). Successfully conveying information depends upon meeting users where they are and ultimately on motivating them to go out. The entire traditional DNT offering of cabins and routes, maps and trip planners is on the UT.no website, backed by the results of the formidable task of acquiring data from 469 cabins and 22 000 km of trails, tracks and tour descriptions. Moreover, visitors to UT.no can enter their own tour descriptions and comments, not least of tours close to home. The success of the initiatives for youth have in turn triggered

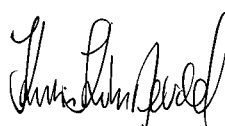
other DNT initiatives on the Internet and in new media. We've been inspired by their uses of video shorts, own photos and tour descriptions. In 2010, DNT went into Facebook, and had 69 000 visitors by the end of the year. Many trekking clubs use Facebook to distribute information on tours and on membership, rapidly and with no postage costs.

The year 2010 also marked the start of a more concerted initiative for a new generation of young, hardy seniors, the 60+ group. The hardy 60+'ers have more time and seek offerings and get-togethers just as do the young. Experience gained in DNT's group initiatives, including DNT Youth, DNT Mountaineering, the Childrens' Trekking Clubs and Seniors, has enabled us to tailor outdoor life better to modern society. The 60+'ers are younger than seniors and often as hardy as people in their 40s. They are well-travelled and aware, so they seek broad, versatile offerings.

In many counties, DNT cooperates with the health authorities for the Hike Prescription, and in so doing is a link in preventative and rehabilitative medicine, an effort that also has provided experience with new user groups. DNT Company is another innovation in which companies can give DNT memberships to all employees and thereby stimulate physical activity as well as build an active image in Health, Environment and Safety (HES) work.

DNT now has learned from its experience and can meet the needs of various age groups for outdoor life activities. Together with our new communications channel, such as UT.no, this affords a solid foundation for our role of serving the public. Let outdoor life and joy be spread to all! The vista is clear; we shall be a vital national public health actor for everyone, not just in the mountains, but also close to home, wherever people live.

Kristin Krohn Devold
General secretary



VISION, VALUES AND OPTIONS

DNT is Norway's largest outdoor life organization with 56 member associations and 40 local sections, all with the main aim of getting ever 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.

VISION

DNT's vision of a **Lifetime Outdoor Experience** guides all its activities.

VALUES

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

View towards Fannaråken and Skagastølsryggen in West Jotunheimen.

ALTERNATIVE OPTIONS AND GOALS

The 2008 DNT National Congress approved an Alternative Options Document for 2009–2012. We are well on the way toward achieving them. Some goals have been achieved by a comfortable margin, while others need the entire term to be fulfilled.

The Alternative Options Document set forth the following four main goals; the principal targets are listed for each. The goals are for the entire 2009–2012 term, while results are for 2010.

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: 222 291 members
2010 result: 241 520

Target: 459 cabins
2010 result: 469 cabins

Target: One million visitors to UT.no
2010 result: 796 000 visitors to UT.no

Goal 2

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

Target: DNT shall be among the top ten on the MMI annual ranking of the reputations of organizations and public agencies.
2010 result: Fifth place

Target: 8425 media mentions
2010 result: 9666 media mentions

Goal 3

DNT activities shall be nature-friendly.

Target: 50% of cabins shall be environmentally certified
2010 result: 23% are environmentally certified

Target: Each member association shall have a plan for cabins, trails and ski tracks that aims for environmentally-friendly use in changing climatic conditions
2010 result: Most associations have plans for cabins and trails, but only four associations have included 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
2010 results: 300 new DNT representatives

Target: More volunteer work
2010 result: 459 724 hours, 12% more than in 2009

Target: More groups in the Children's' Trekking Club (100), DNT Youth (35) and DNT Mountaineering (maintain 26)
2010 result: Children's Trekking Clubs 120, DNT Youth DNT Mountaineering 26



KEY FIGURES

EXPENDITURES AND INCOME

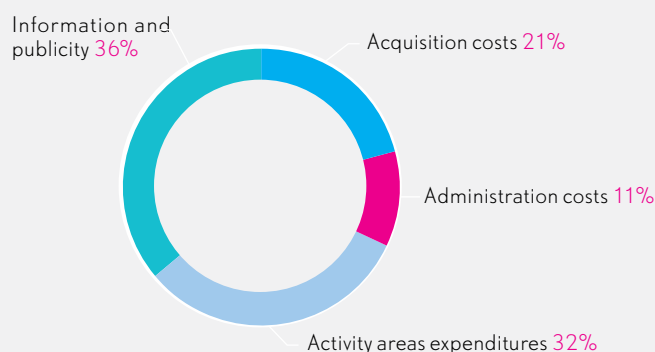
DNT aims to be financially sound, and its resources are used to create and develop various member offerings. Each of the 56 independent member associations has its own accounts and annual report. In 2010, NOK 1 450 000 was distributed to member associations. The transfers are used to support activities and to maintain cabins and trails.

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 2010, total costs amounted to NOK 64.3 million.

Figures in NOK million

EXPENDITURE DISTRIBUTION 2010	
Activity areas expenditures	20.2
Information and publicity	23.3
Acquisition costs	13.7
Administration costs	7.1
Total expenses	64.3

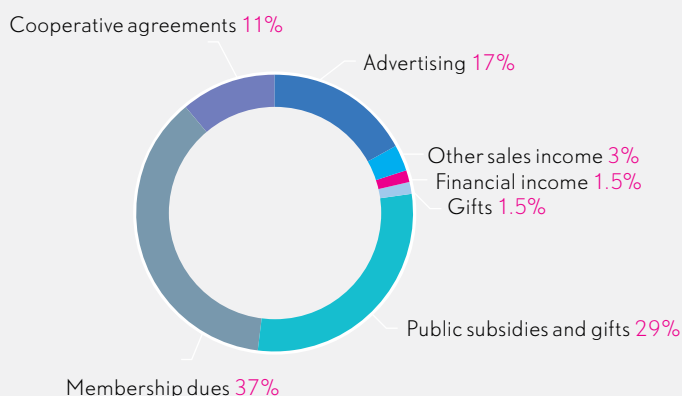


INCOME DISTRIBUTION

In 2010, total income was NOK 68.8 million, of which NOK 25.4 million was from membership dues. The organization's other income sources are public subsidies, collections and gifts, cooperative agreements, advertising and sales of goods.

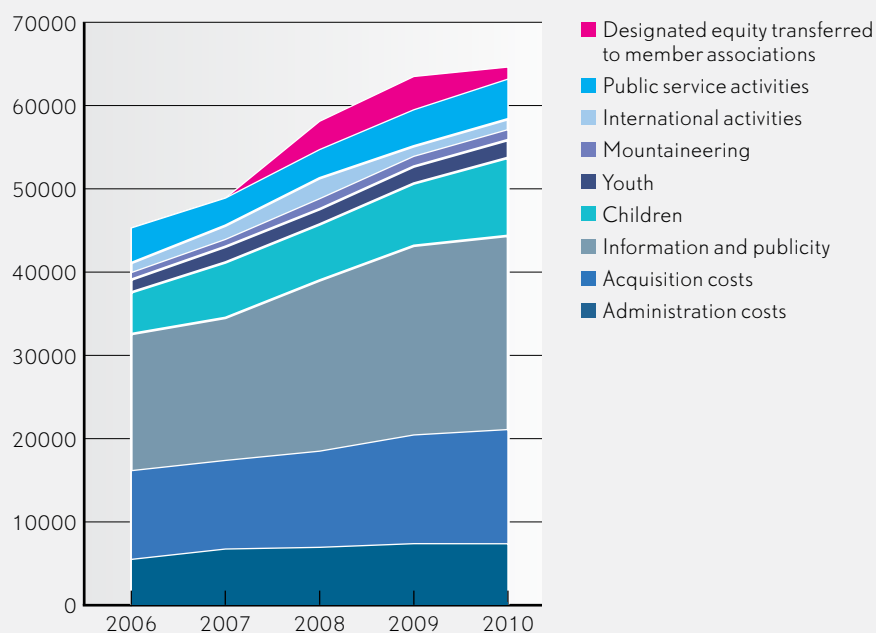
Figures in NOK million

INCOME DISTRIBUTION 2010	
Public subsidies and gifts	19.6
Membership dues	25.4
Cooperative agreements	7.9
Advertising	11.5
Other sales income	2.3
Gifts	1.1
Financial income	1.0
Total income	68.8



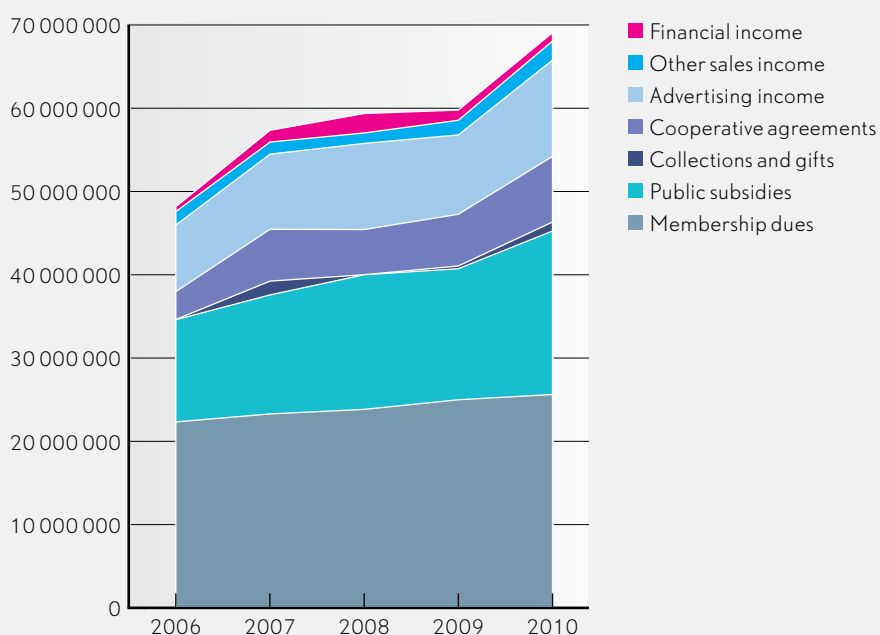
EXPENDITURE DEVELOPMENT

Over the past five years, annual expenses have risen by NOK 19.3 million. Information and publicity costs accounted for 36% of the increase, while activity area costs accounted for 39% of the increase. The activity areas expenditures include designated equity transfers to member associations, public services, international activities, mountaineering, children and youth.



INCOME SOURCES

Over the past five years, annual income has risen by NOK 13.8 million. Cooperative agreements and advertising income account for 39% of the increase, while membership dues account for 16% and public subsidies for 35% of it.

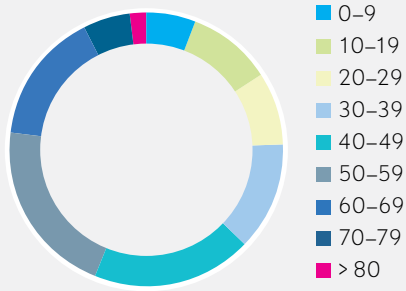


KEY FIGURES

MEMBERSHIP SPREAD

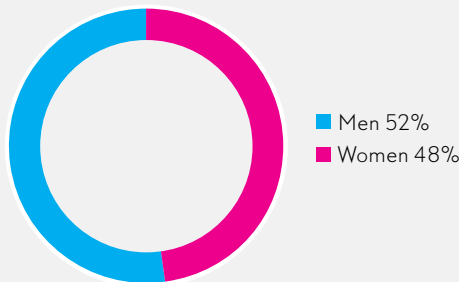
Ever more people now seek simple outdoor experiences of the sort DNT offers. Cabins and routes, tours and activities, socializing and fellowship. DNT has something for everyone, regardless of age or capability.

241 520 MEMBERS AGE DISTRIBUTION



The greatest number of members are in the age decade 50-59, followed by 40-49 and then 60-69.

GENDER DISTRIBUTION

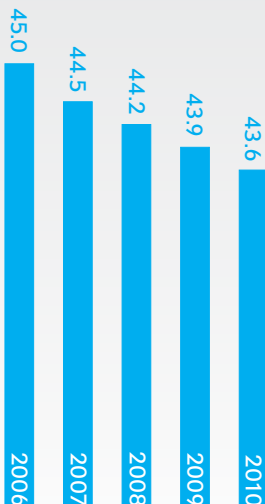


Store Smørskredtind in the Sunnmøre Alps.



PHOTO: FRED INGAR SOMBY

AVERAGE AGE



THE AVERAGE DNT MEMBER IS:

**A MAN
43 YEARS OLD
LIVING IN EASTERN NORWAY**

The average age of DNT members is declining, due to recruiting of ever more younger members. Membership in The Children's Trekking Clubs, for children up to age 12, increased the most in 2010. Along with an influx in DNT Youth, the trend has rejuvenated the organization. DNT has members up to 101 years old. The greatest concentrations of members are in urban areas, but the trend now is toward a more level distribution.

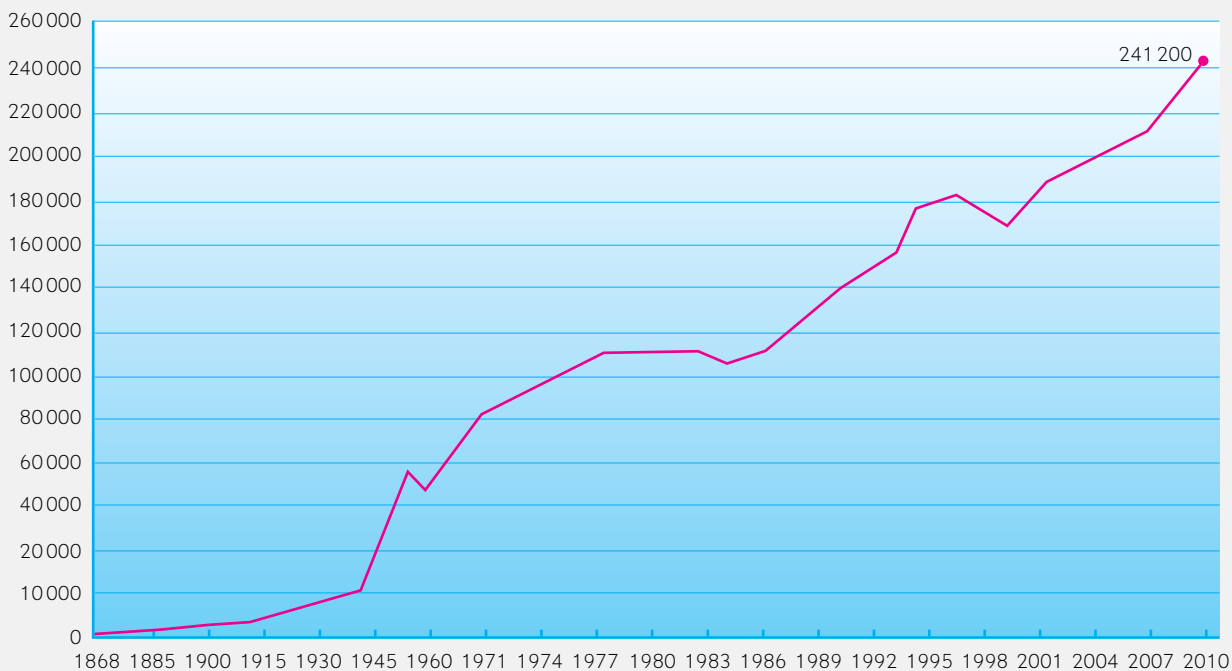
TOP FIVE ASSOCIATIONS

DNT Oslo og Omegn	73 659 members
Bergen Turlag	24 389 members
Stavanger Turistforening	22 894 members
Trondhjems Turistforening	18 019 members
Drammens og Oplands Turistforening	8 434 members

HEALTHY 142 YEAR-OLD

The country's largest outdoor life organization shows few signs of its age. It started in 1868 as an exclusive club with just 223 members. Now 142 years old, it has grown to a popular movement with more than 240 000 members.

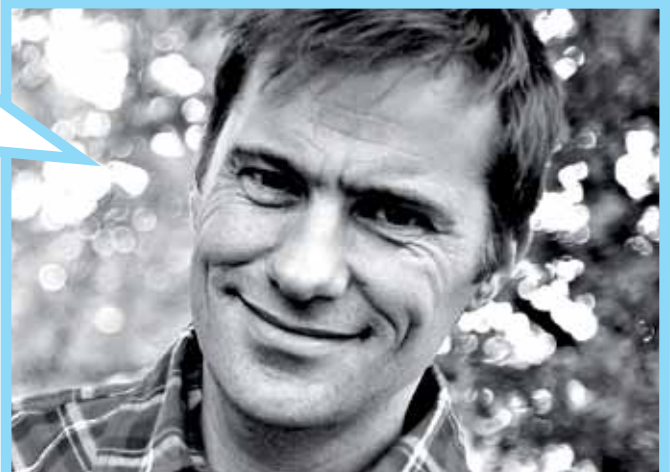
The curve below shows the approximate growth of membership through the years. It is a plot of available data that may contain inaccuracies.



A TYPICAL AVERAGE MEMBER

"Me, average? Hardly. Though born and bred in the Sunnmøre Alps, I fear heights. But I like summit hikes."

Name: Trond Vinje
Age: 43
Occupation: Human resources manager
Home: Oslo
Member of: DNT Oslo og Omegn
Favourite DNT cabin: Patchellhytta
Favourite outdoor area: Breheimen







THE JOYS OF OUTDOOR LIFE

Fly high and free, ramble from cabin to cabin, paddle in fresh currents or hike near home? DNT emphasizes exciting and inclusive offerings for all throughout the year.



EXPEDITIONS FOR ALL BIG BOOST

Expeditions for All, DNT's major initiative for children and young people, has helped renew the organization. The DNB NOR Savings Bank Foundation grant of NOK 10 million gave it a flying start.

Expeditions for All is the name of DNT's three-year initiative for children and youth. In the autumn of 2007, a mass action among members successfully led to the Grant from the DNB NOR Savings Bank Foundation. It enabled the implementation of a goal-oriented plan of intensified work by member associations to offer exciting activities to motivate younger generations to go outdoors. And motivated they were, to Base Camps in mountains and along coasts, to various group tours and to cabins with exciting offerings.

All expeditions must have bases, and the development of Base Camps in all parts of the country has been the core of the project. A Base Camp is a tent and Sami tent camp where outdoor life is tailored for young people. Here campers can get a taste of outdoor

activities such as climbing, summit tours, canoeing and kayaking, all at proficiency levels from beginner to experienced. The events aren't competitive: experiencing achievement, joy and contact with others counts far more than being first, fastest or highest.

The basis for a lifestyle is imbued in childhood. The goal of Expeditions for All is to build a sound, attractive offering for children and young people, particularly those with little outdoor experience. In addition to the Base Camp initiatives, the Grant funds have financed offerings for young people at 50 DNT cabins and the launch of UT, an outdoor life magazine for young people. UT is biannual and has become a key channel for communicating DNT offerings to youth in the language of the young.

PHOTO: DNTUNG



BASE CAMP 1

> The Preikestolen Base Camp opened in 2009, funded in part by Expeditions for All. It offers a Water Camp, a Tree Camp and a Mountain Camp, all with unusual sleeping accommodations. VG (Oslo newspaper) called it one of the most exciting travel destinations of 2011. Owned by Stavanger Turistforening.

BASECAMP 2

> In Sogn og Fjordane the trekking club used Expedition for All funds to arrange an annual Base Camp for young people. In 2010 the Camp was held for the second time and drew twice as many campers as in 2009. It was enjoyed by some 50 campers with a range of outdoor experience.

TURBO CAMP

> Funded by Expeditions for All, Troms Trekking Club started Turbo Camp at Jæger Lake for the Children's Trekking Club. The Camp is set up for children, with kayaking, fishing gear, a bow-and arrow range, barbecue and swimming.

- > Three-year project (2008-2010) aimed to motivate children and young people to take up outdoor life.
- > Was awarded a the 2007 DNB NOR Savings Bank Foundation Grant of NOK 10 million by popular vote among the bank's online customers.
- > Has helped establish new Base Camps and to develop DNT member association offerings for children and young people.

An evaluation of the project, which concluded in 2010, showed that the Bank Foundation Grant and innumerable volunteer hours of work have had considerable spin-off effects. Thousands of children and youth have had the thrill of their own expeditions, small and large, of paddling across lake after lake, of sleeping in Sami tents, of ascending summits and playing in obstacle courses, activities that have imbued a taste for more. Membership grew markedly during the period, particularly in the youngest age groups.

DNT's most important service to the public is to ensure that future generations can pursue outdoor life and experience contact with nature. The boost that the Expeditions for All project has given DNT efforts for children and youth people will be cared for in the years to come. It comes down to arranging real-life experiences that can't be downloaded from the Internet.

"Base Camp is the best. Lots of new friends that I've kept contact with, and exciting activities like skin diving for oysters."

Name: Mari Vetti Frostad
Age: 14
Home: Bergen
Member of: Bergen Turlag
Favourite activity: Kayaking

PHOTO: EMILE ASHLEY



Preikestolen BaseCamp.



In 2010 there were **1223** children and young people at more than **35** Base Camps for children and families. In the three years of the project,

2 permanent year-round Base Camps were set up and **51** cabins were fitted out for activities for children and young people.

The UT youth magazine was launched with **2** issues a year.

DNT YOUTH

ACTIVE FROM SHORES TO SUMMITS

DNT Youth is a sector for members 13 to 26 years old, the one in which membership increased the most in 2010.

PHOTO: STINE WIK



At the Austerd Glacier.

13 838 young people took part in events and tours in 2010,

2725 more than in 2009.

Goal: Further develop offerings for children and young people

Target: More events

2010 result: 359 tours and events, same level as in 2009

Number of participants went up, from 11 113 in 2009 to 13 838 in 2010

Target: 35 DNT Young groups

2010 result: 2010 local DNT Young groups, of which seven were new in 2010

For the eighth year in a row, DNT Youth membership went up. The growth may be due to DNT’s long-term initiatives for children and young people. Another cause may be that offerings are continuously developed, with young people themselves deciding the types and extents of outdoor activities and tours offered. New trends in outdoor life, such as kiting and ice climbing, have become natural parts of it. At the same time, the traditional cabin-to-cabin hiking and ski touring, snow camping and summit tours still are essential activities.

The Base Camps are a key part of DNT’s youth offerings. The Base Camp concept was launched in 1998, and since then has grown steadily. The Expeditions for All programme of 2008-2010 benefited the Base Camps considerably. A Base Camp is a tent camp

where young people can try a range of activities, such as glacier hiking, climbing, summit hikes, sailing, canoeing and kayaking. The Base Camps are meeting places for the young, where they sample outdoor life and are motivated to continue going outdoors upon returning home. The Base Camp concept has been successful. Thousands of young people have thoroughly enjoyed their camp stays, many so much so that they now are involved in DNT Young. In 2010, 21 Base Camps were held, four more than in 2009.

There were just as many DNT events and tours as in 2009, but the number of participants went up. We are pleased that DNT Youth is a sector in which the goals for the entire alternative options term have been attained. The long-term goal is that all 56 member associations shall have offerings for young people.

“It’s great to be a member of DNT Youth. I’m impressed by the many enthusiasts who organize fine outings, who motivate and involve others.”

Name: Hennie Hagerup

Age: 22

Home: Just now, Copenhagen

Member of: DNT Youth Nord-Trøndelag

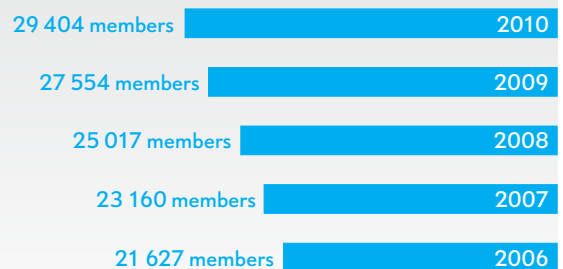
Favourite DNT cabin: Gjevilvasshytta

Favourite activity: Rambling and looking around



MORE OF THE YOUNGER AND THE OLDER

DNT Youth membership continues to grow, now by 6.7% over 2009. But member distribution in the 13–26 age range is uneven. Membership peaks among 13 and 14 year olds and then goes down to among 20 year olds, from where it goes up to members around 25 to 26, to the same level as among 13 and 14 year-olds.



CHILDREN'S TREKKING CLUBS

AN EARLY START ON A LASTING LIFESTYLE

The Children's Trekking Clubs comprise DNT's offering to children up to age 12 and their families. Since the first Clubs were started in 1999, they have spread to ever more member associations. The Children's Trekking Clubs are instrumental in imbuing an active outdoor lifestyle.

Near Geiterygghytta toward Aurlandsdalen.



PHOTO: JULIEMASKE

In 2010 some **1169** events and tours were held by **119** local Children's Trekking Clubs.

19 new Clubs were started in 2010.

Goal: Further develop offerings for children and young people

Target: More local groups for children

2010 result: 19 new Children's Trekking Clubs

Activities in and membership growth of the Children's Trekking Clubs remain outstanding. The year 2010 was the first in which membership growth in the Children's Trekking Clubs was greater than in any other DNT membership sector. Overall DNT membership went up by 4.2%, while Children's Trekking Club membership went up by 10%. The greater growth may be due to the Children's Trekking Clubs differing from other offerings for children in activating whole families. Another reason may be the total lack of competition and the pressure to succeed. The Children's Trekking Clubs focus on well-being and experience.

The Alternative Options Term included an initiative to encourage more member associations to start Children's Trekking Clubs. The member associations enthusiastically responded to that call, with the result that 19 new clubs were started in 2010.

Overall activities declined slightly from 2009 to 2010, in part because the Children's Trekking Club tenth anniversary celebrations of 2009 had led to more events being held. Compared to the 2008 level, activities went up in 2010.

In 2010, we initiated Children's Trekking Club Phase 2, a new project aimed to encourage the starting of Children's Trekking Clubs in the largest cities. In 2010 we promoted the initiative in Trondheim, Oslo, Kristiansand and Hamar, with the resultant starting of seven new Children's Trekking Clubs.

Leaders of Children's Trekking Club activities are offered activity leader courses, in order to ensure trip and event quality and safety.

"I once slept in a real bear's lair on the Hedemark Plateau. It was lots of fun!"

Name: Maja Narum Syversen

Age: 6

Home: Hamar

Member of: Hamar og Hedemarken Turistforening

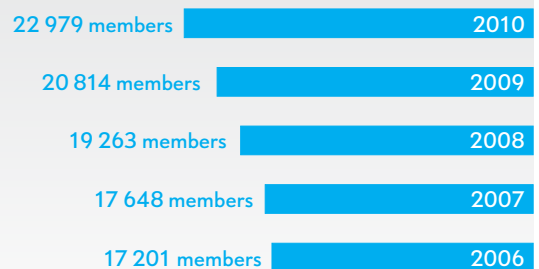
Favourite DNT cabin: Lageråkvista in Vangsåsen

Favourite activity: Go on hikes; throw stones in lakes; whittle sticks and fry pancakes



MOST 12 YEAR-OLDS

The Children's Trekking Clubs are for ages up to 12. Membership is lowest among the youngest but climbs steadily to a maximum among 12 year-olds. This trend is not reflected in the offerings. Most events are most attended by parents with younger children, so the older children don't take part. So DNT now aims to structure activities into age groups, with attractive offerings for 12 year-olds.



GET OUTDOORS DAYS

A TASTE OF OUTDOOR LIFE

Get Outdoors Days are DNT's national trekking days. They are arranged by the member associations twice a year, in February and in September. They feature low-threshold activities that give participants a taste of outdoor life.



PHOTO: MARIUS NERGÅRD PETTERSEN

In 2006, Get Outdoors Days were arranged in a few places, and in 2008 in **92** places.

In 2010 there were **178** events across the country.

Goal: Give people a taste of outdoor life so they may acquire a taste for more. We aim to encourage people to get outdoors near home, on their own initiative

Target: 50 000 participants in the semi-annual Get Outdoors Days

2010 result: 48 000 participants

Target: Arrange at least one Get Outdoors Day in each county

2010 result: Get Outdoors Days arranged in all counties

Get Outdoors Days were held for the fifth year in a row in 2010. They are part of DNT's efforts to familiarize more people with outdoor life. They are arranged on the same dates across the country, for better visibility and publicity. The events range from ice bathing to biathlon and ski waxing courses in winter to fishing, climbing and horseshoe throwing in the autumn. The two dates signal the start of key seasons for DNT: early February for the start of school holidays and skiing, and September to encourage people to go to the mountains to enjoy crisp, autumn air.

DNT structures the Get Outdoors Days so they easily may be arranged locally. Support materials are now available, including banners, beach flags, posters, joint advertisements, press releases and a dedicated website. From year to year, growth has been steady, both in number of participants and in number of venues.

In 2010, we particularly encouraged our member associations to invite new target groups. Many appealed well to immigrant communities, and many immigrants came to the events in Oslo and other venues.

"Get Outdoors Days are a wonderful initiative for going trekking and meeting others."

Name: Ørjan Olafsen

Age: 36

Occupation: Insurance adviser

Member of: Bodø og Omegns Turistforening

Favourite DNT cabin: Haven't been at so many, but Bjellåvasshytta is a fine cabin

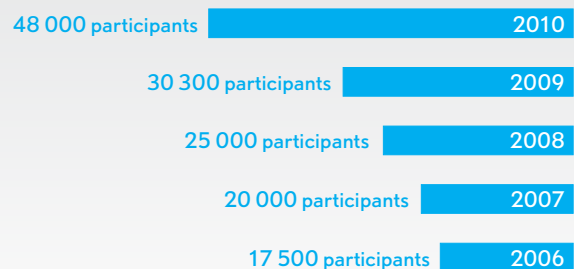
Favourite outdoor area: Beiarn

Favourite activity: Hunting



OUTDOOR LIFE UPSWING

In five years, the Get Outdoors Days have evolved from a cautious start in 2006 to success in 2010. The goal of the low-threshold offering is to include ever more segments of the population in outdoor life activities. Accordingly, 90% of the events are held near where people live. There are neighbourhood hikes, not high mountain hikes. Initially, the main target group was families with children, but now we aim to attract all age groups.



DNT MOUNTAINEERING

HIGH ATTRACTION

DNT Mountaineering is an amalgamation of the member association mountaineering groups. DNT Mountaineering offers all members mountaineering trips, courses and events and is a professional community for mountaineering instructors.

Bladet in Molladalen, Sunnmøre Alps.

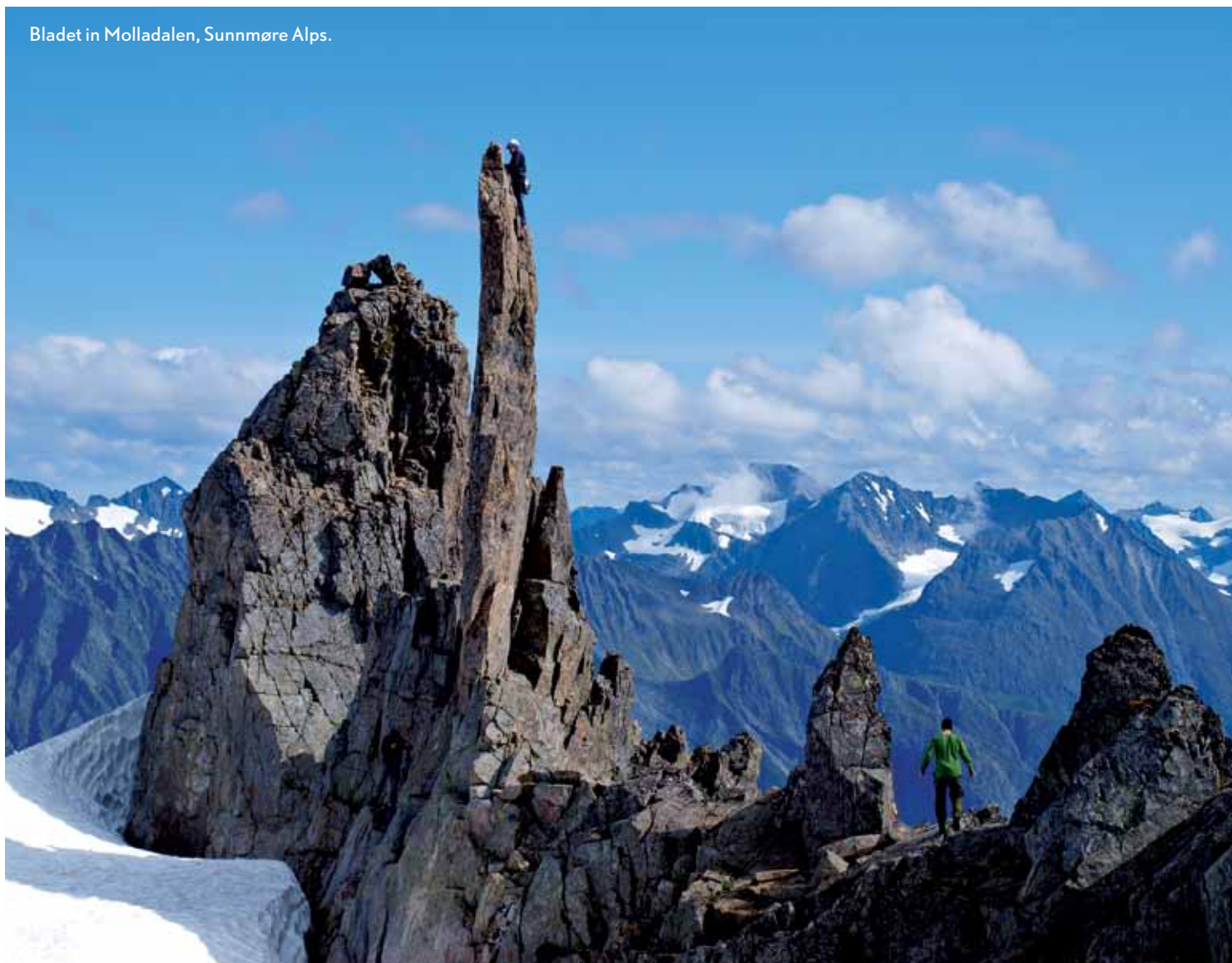


PHOTO: BØRRE TORSVIK

In 2010 there were **434** courses and activities, **93** more than in 2009.

DNT Mountaineering has some **500** climbing, glacier and avalanche instructors.

Goal: DNT Mountaineering shall be the country’s largest, most competent mountaineering community, with expertise in the member associations as well as at DNT headquarters

Target: Strengthen DNT Mountaineering through education and training

2010 result: New climbing instructor level and new level course in avalanche introduced

Target: Number of mountaineering groups (26) maintained throughout the alternative options term

2010 result: Target met

Through its 26 Mountaineering groups, DNT aims to be the country’s largest, most competent and exciting mountaineering community. The means of attaining that goal include trips and gatherings, fellowship beyond that of trips, and mountaineering courses and training offerings.

There are DNT Mountaineering groups across most of the country, from Troms to Kristiansand. In 2010, the mountaineering groups arranged 434 trips that together drew 3900 participants. Together they were equivalent to 12 600 participant-days, and increase of 2600 from 2009.

In 2010 DNT Mountaineering received a NOK 25 million bequest from Petter Erling Bjørstad, earmarked for mountaineering. The

donor’s intent was to promote mountaineering in all DNT member associations and thereby create a broad, non-commercial mountaineering offering for all. This is the guideline for the foundation that has been set up to manage the funds.

In 2010, Norwegian Mountain Forum, of which DNT Mountaineering is a member, introduced a new climbing instructor level for simpler courses and outdoor climbing. DNT Mountaineering and the local mountaineering groups held two such courses for Sport Climbing Instructors. Moreover, three other climbing and glacier courses were held under the auspices of DNT, which certified six glacier instructors and five climbing instructors. In the winter of 2010 avalanche instructor courses also were held: two Norwegian Mountain Forum method courses and the first official avalanche course held by DNT.

“For me, mountaineering is about searching out contrasts and mastering demanding surroundings.”

Name: Øystein Ormåsen

Age: 31

Occupation: Upper secondary schoolteacher

Member of: Bergen Turlag

Favourite DNT cabin: Fonnabu

Favourite outdoor area: Hurrungane

Favourite activity: Summit collecting in winter



CLIMBING ON TOP

DNT Mountaineering offers many exciting activities, including climbing, glacier hiking, summit trips, kiting, and sea and river kayaking. Avalanche courses are also offered. The 26 mountaineering groups arrange activities across the country. Climbing and summit trips are the most popular.



VOLUNTEERS GRASSROOTS POWERHOUSE

DNT activities depend on the work done by hundreds of volunteers. Both culturally and financially, it's essential that DNT further the volunteer tradition.

Building cairns in Skarvheimen.

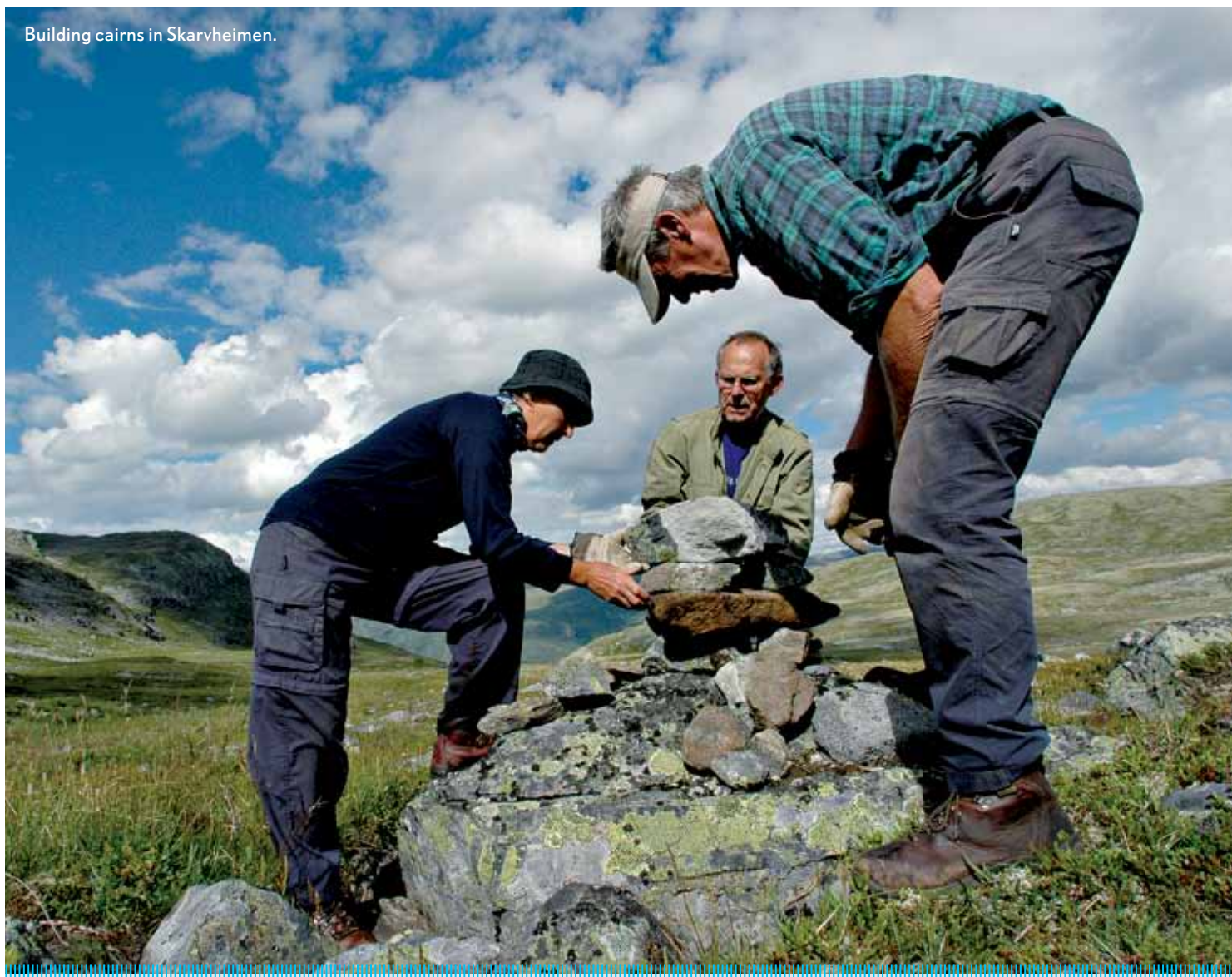


PHOTO: JULIE MASKE

UNIQUE NORWEGIAN WORD

A few years ago, *dugnad*, the Norwegian word for voluntary work, was acclaimed to be the country's national word, not least because it goes well beyond working without pay. *Dugnad* also entails social responsibility and interaction, as you simply can't do it alone. It's a deeply-rooted social phenomenon of long tradition, a collective form of self-reliance. Linguistic researchers claim that it's unique to Norway.

Volunteer work in DNT

amounted to **255** man-years in 2010.

Goal: Motivate and arrange for more volunteer work

Target: More volunteer hours in the member associations

2010 result: 459 724 hours, 12% more than in 2009

Volunteerwork gangs in the member associations clear ski tracks, mark routes, build and maintain cabins, cut wood, lead and assist the leaders of tours. The average volunteer worker is a seasoned adult, man or woman. Without the extensive, prolonged work of volunteers, the Norwegian mountains would have been far less amenable to activity. And without volunteer gangs, many never would have experienced the fellowship that arises over a paint bucket or a sink. DNT Youth is aware of the value of volunteer work and at its 2007 National Congress adopted a resolution that:

“DNT is in an enviable position concerning volunteer work. Each year, volunteers put in a total of 200 man-years of work. Many other organizations envy DNT, for which volunteers come back, year after year, to work free. That has made DNT a caretaker of the Norwegian volunteer spirit. That said, volunteer work is endangered.

When a job needs doing and there are no volunteers, paying workers often is the easiest way out. But that’s a short-term solution. DNT Youth believes that paying for work traditionally done by volunteers is irreversible, as it’s difficult to explain why some are paid and some are not for the same job. DNT Youth is proud of DNT’s volunteer tradition and encourages the rest of the organization to preserve this invaluable resource.”

Some fear that the volunteer spirit will fade in the future. Governmental sector plans have created new constraints on activities that people once attend to themselves, so it’s become increasingly difficult to be an amateur. It’s been said that people have less and less spare time and that idealism is on the wane. Many have predicted a terminal decline for volunteer work, but in DNT, the spirit of it seems to thrive. Some member associations have waiting lists for volunteer gangs.

“Volunteer work brings togetherness and friends. Drudgery is forgotten when we see the result, last at the Lyngør lighthouse.”

Name: Ellen Futtrup
Age: 55
Occupation: Craft shop kitchen furniture saleswoman
Member of: Tvedestrand og Vegårdshei Turlag
Favourite DNT cabin: Finsehytta
Favourite outdoor area: Jotunheimen
Favourite activity: Hiking and sailing



VOLUNTEER WORK THRIVES

Volunteer work is ever more popular in DNT. This is particularly the case for outdoor work, such as leading group tours and courses and field work such as building cairns, marking, painting, staining and furnishing. The statistics include hours spent in board and committee work.



COMMUNICATIONS

DNT VIA SEVERAL CHANNELS

DNT communications have expanded in step with media changes. The development of the UT.no website together with Norwegian Broadcasting was the most prominent new initiative of 2010. Moreover, in 2010 DNT joined Facebook.

UT.no is a tool tailor made for outdoor life aficionados. The website is a joint effort with Norwegian Broadcasting, and its goal is to be Norway's best outdoor life information service. Visitors to UT.no can find information on hiking areas, cabins and routes across the country. Here there are detailed trekking maps, recommended activities, hints and advice. UT.no is being continuously developed. In 2010, visitors to the website could share their outdoor experiences by entering destinations on maps and uploading photos and videos. In 2010 the website recorded 796 000 visits.

DNT's own website, turistforeningen.no, recorded 723 966 visits, slightly fewer than in 2009. The decline was expected, as details on cabins, routes and maps has been relocated on UT.no, and the

website now offers news, information on DNT and its new events and initiatives, as well as Fjelltreffen, a contact column. In 2010 DNT joined Facebook with a page. On it we recommend trips, initiate debate and competitions and answer questions from users. By the end of the year, the page had 69 000 visitors.

The Fjell og Vidde membership magazine published seven issues in 2010 and remains the largest and most read outdoor magazine in Norway. Its average press run is 151 000 and it has 373 000 readers, figures that rank it 13th among magazines in Norway. The theme of the 2010 Yearbook is Fra Stitråkk til Fjellrock ("From Rambling to Rocking" in the English-language edition) comprised an overview of the Expeditions for All project. The Yearbook had

"I was one of the first users of UT.no. It's a superb tool for planning trips, both for today and for tomorrow."

Name: Mona Holmø
Age: 40
Occupation: Educator
Home: Tromsø
Favourite outdoor area: Around Tromsø
Favourite activity: Summit hikes and ordinary hikes



In 2010 Fjell og Vidde had **373 000** readers,
UT.no **796 000** visitors.

DNT on Facebook had **69 000** visitors.

Goal: DNT shall publicize its offerings and underscore its role as a public servant.

Target: One million visitors to UT.no

Result: 796 000 (from April on)

Target: 8425 media mentions

Result: 9666 media mentions

an impression of 159 000 (plus 1000 for the English-language edition).

The UT youth magazine published two issues in 2010, with an average press run of 42 000. That makes it the leading magazine for young people active in outdoor pursuits. A reader survey conducted in 2010 showed the magazine to be well received and much read.

In 2010 DNT enjoyed record high visibility in the media. We have presented the scope of DNT activities, made our positions on selected nature conservation matters known, and shown how we work to benefit public health. Media monitoring has shown that DNT and its member associations were mentioned in 9666 media

reports. Of the mentions of DNT, 69% were positive, 29% neutral and only 1.6% negative. General secretary Kristin Krohn Devold is DNT's most prominent public figure.

More than half of the mentions focused on various DNT activities and offerings, such as cabins, routes and tours, Childrens Trekking Clubs, DNT Youth, DNT Mountaineering and senior initiatives. The Get Outdoors Days were by far the most often featured, with 250 media mentions.

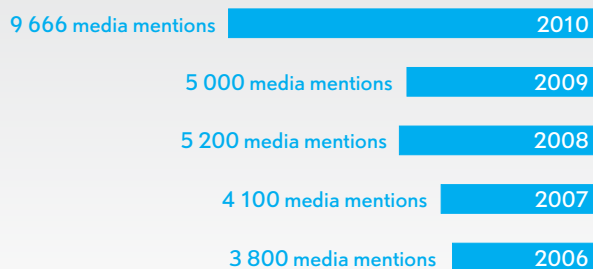
One DNT goal is to upgrade media skills in the organization. So two in-house media courses were held during the year.



turistforeningen.no



UT.no



SOCIAL RESPONSIBILITIES

The shared goal of all DNT social involvement initiatives is to ensure that future generations may enjoy outdoor life. Hence the organization aims to be a recognized public servant in the sectors of public health, schools and nature management.





PUBLIC HEALTH

THE OUTDOORS IS FOR EVERYONE

Outdoor life promotes health. Contributing to improving the quality of life and health of the citizenry is a cornerstone in the guiding DNT vision of a Lifetime Outdoor Experience. The initiatives in public health comprise offerings tailored to new target groups.

Toward Eggedal.



PHOTO: TRUDEBLÅSMO

HIKE PRESCRIPTIONS IN DRAMMEN

The Drammens og Oplands Turistforening (DOT) is involved in the Hike Prescription project and offers activities and nearby hikes in five municipalities. Participants are recruited via healthy life centres, volunteer centres, the Norwegian Labour and Welfare Organization, Fretex (Salvation Army), the Church City Mission, Immigrant Council, psychiatric outpatient clinics and the Centre for Dependency Prevention. DOT also has offerings for handicapped people. In 2010, some 2840 people took part in the activities.

OUTDOOR LIFE FOR EVERYONE

Throughout the year, the Haugesund Turistforening offers weekly activities for handicapped people through the Outdoor Life for All project. Every other week tours are held jointly with the psychiatric health service. The project is supported by the Extra Foundation, the county authorities and the municipalities, and in 2010 had 1 200 participants.

Goal: DNT shall have inclusive offerings in which everyone feels welcome. So it's essential to reach out to groups not previously aware of DNT offerings.

Target: 12 member associations will be involved in the Hiking Prescription project (offer low-entry walks and hikes)

2010 results: 10 associations in the project

Target: 10 projects will receive NOK 2 million in funding through the Extra Foundation for Health and Rehabilitation

2010 result: Seven projects have together received NOK 1.7 million

DNT's member associations recently have initiated several low-threshold activities. Get Outdoors Days are the biggest events that together draw 48 000 across the country (more on page 22). "Daytime activities" are member association easy group tours nearby, such as "Tuesday tramp" and "Byfjell Trim", theme tours, cultural history wanderings, orienteering and trundle tours in cooperation with public health clinics.

The Hiking Prescription supported by the Extra Foundation for Health and Rehabilitation is another low-threshold offering. It comprises easy tours and outdoor courses for people recruited through the municipal healthy life centres, equality initiatives, the Norwegian Health and Welfare Organization, adult education and the DNT member associations. The results are versatile, friendly outdoor activities in the daytime that take place in small trail networks in neighbourhoods, supported by the Directorate for Nature Management.

"Active Outdoors" is a new public health project initiated in 2010. It includes the activities of outdoor groups for immigrant women, lunchtime recreation for companies and day tours with psychiatric patients. The member associations in Drammen and in Haugesund coordinate these projects, which are supported by the Ministry of Health and Care Services.

In a project supported by the Directorate for Nature Management, DNT has studied how mountain wilds may be made more accessible for handicapped people. In 2010, DNT worked with the Norwegian Association for the Blind and Partly Sighted (NAPB) the Norwegian Association for the Hard of Hearing to fit Huldreheimen for visually impaired people and for people with hearing disabilities. The equipment provided included emergency lights and the loan of portable fire alarms. Now DNT and NAPB will jointly recruit escorts to accompany impaired people on mountain trips.

"For many, a feeling of achievement comes easily in outdoor activities."

Name: Kjell Bjelland

Age: 52

Occupation: Teacher for people with special needs

Member of: Haugesund Turistforening

Favourite DNT cabin: Cabins in Etnefjellene

Favourite outdoor area: Etnefjellene

Favourite activity: Hikes and ski tours. Member of the "No Limits" TV feature series tour of August 2009, in which 11 people with functional impairments crossed the North Calotte



SENIORS

One of DNT's goals is to differentiate offerings to various target groups. In 2010, one DNT member in five, some 50 629 people, were 60 or more years old. More than half of all member associations have Senior Groups that arrange outdoor activities and get-togethers. DNT Oslo og Omegn charters busses each week to take seniors to various excursion spots. In 2010, 8992 seniors joined in the weekly tours.

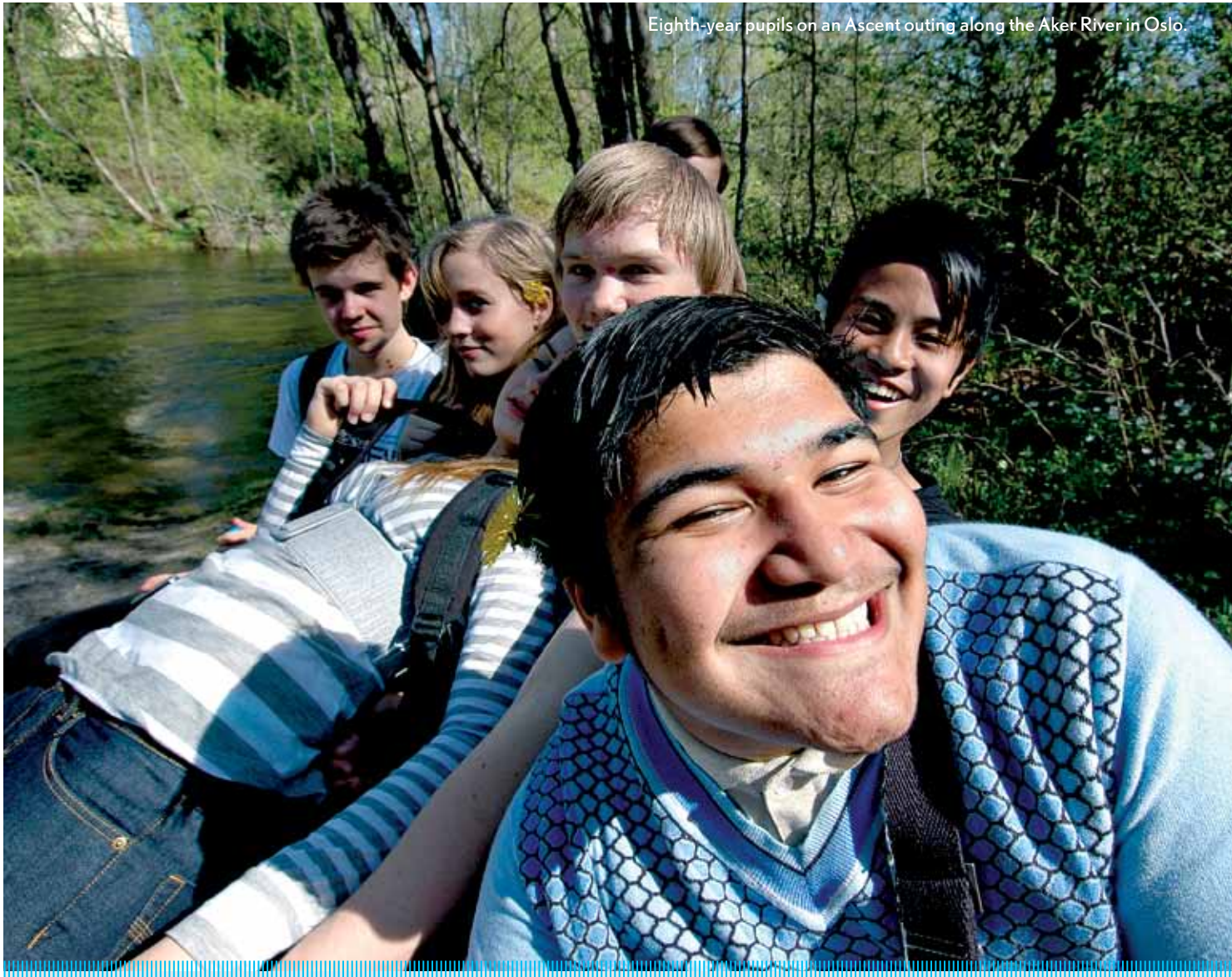
DNT COMPANY

DNT Company is a new initiative started in 2010. It is an offering to companies, institutions and public agencies in which employees are enrolled as a group and offered relevant activities. Response to the initiative has shown that it has considerable potential. The member associations follow up on it. In the first year, 11 companies and 10 day care centres signed up with a total of 1315 employees and children.

DNT IN SCHOOLS

THE OUTDOORS AS A CLASSROOM

Many children learn early about outdoor activities at home by being taken on excursions by their parents. But for many, school is the key arena for acquiring a liking for outdoor life. So for many years, DNT has campaigned for more outdoor activities in schools.



Eighth-year pupils on an Ascent outing along the Aker River in Oslo.

PHOTO: JULIE MASKE

In 2010 **700** schoolteachers subscribed to a DNT newsletter. In all **50** annual outdoor life courses were held for schoolteachers and preschool teachers. **32** cabins are fitted and adapted for school classes. **1500** pupils contributed photos and texts to the Ascent page on Facebook.

Goal: Encourage more and better outdoor teaching and activities in schools and preschools.

Target: Hold at least 40 annual courses for schoolteachers and preschool teachers.

2010 results: 50 courses held

Target: 25 000 eighth-year pupils in Ascent

2010 result: 25 000

Avital part of DNT’s school initiative is to encourage more school and preschool teachers to take their pupils outdoors. So in 2010 we held 50 outdoor life and outdoor school courses for school and preschool teachers. We have further developed cooperation with colleges and teacher training institutions on outdoor life in schools.

In 2010, we joined with the Norwegian Society of Graduate Technical and Scientific Professionals (Tekna) to hold 13 Newton Camps for fifth to tenth year school pupils. At a Newton holiday camp, the focus is on the outdoor experience, outdoor life and the natural sciences. Science is brought in by eliciting curiosity: Why does your kite fly higher than mine? Why is the colour of fish meat here different from the place we fished yesterday? How do the satellites that send signals down to us work?

In 2010 we launched School Camp for lower secondary school pupils. It is held jointly with Tekna at the Preikestolen Base Camp. Here as well the theme is outdoor life emphasizing the natural sciences. In all, there were 331 campers. We will arrange more School Camps in the years to come and plan a new School Camp at Kobberhaugytta in Osloomarka.

For the fifth year in a row, we invited eighth-year pupils across the country to ASCENT events in May. ASCENT is a hike of about 10 kilometres to a summit or a vantage point near a school. The number of ASCENT hikers goes up year by year, and DNT’s long-range goal is for all eighth-year pupils to join in. ASCENT is for all, regardless of their ethnic roots. So it’s a vital arena for introducing young people to outdoor life.

“It was a long, tough trail, but it was fun, even though I plopped down in swamps!”

Mathias on ASCENT in Risør.

Name: Mathias Espeland Trondal

Age: 14

Occasion: ASCENT hike to Solhomsfjell in Risør

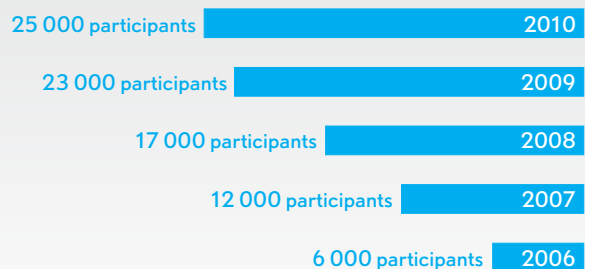
School: Stuenes school, Risør

Member of: Aust-Agder Turistforening (if mama has enrolled me)



ASCENT FOR EIGHTH-YEAR PUPILS

ASCENT is by far the largest initiative that DNT has started for schools. ASCENT reaches out to all pupils, regardless of where they live, their financial circumstances or the outdoor interests of their parents. Many of the pupils have not previously gone on outdoor tours, at least not long ones. So for many, it’s an achievement to manage a 10 km hike. Almost half of all eighth-year pupils across the country joined in ASCENT in 2010.



NATURE MANAGEMENT

PRESERVING PEARLS OF NATURE

DNT strives to maintain the natural and cultural bases of outdoor life. Accordingly DNT's nature management involvement is broad, from protecting watercourses and areas to wild reindeer issues to safeguarding the public right of access. In 2010, our main focus was on protecting watercourses and landscapes.

Hellesylt, Hellesyltfossen



PHOTO: FRODE HAUGE

65 percent of our watercourses are affected by hydroelectric developments, **20** percent are protected. **7** of our **10** highest waterfalls are in conduits, **21** of the **25** largest lakes are watershed controlled, and **130** of the **200** largest watercourses are fully developed.

Goals in the energy and watercourse sector*: Reduce the natural and environmental impact of the production and transmission of electrical energy. * From the DNT nature management strategy

Target: Limit the development of large and small power stations.

2010 result: Advised member associations on development cases.

Target: Block hydroelectric developments, power lines and wind farms in intact or vulnerable landscapes and in key outdoor recreation areas.

2010 result: Protests against power lines in Hardanger. Appeals to the authorities to stop intervention.

The campaign against building of monstrous pylons in Hardanger was the principal nature management issue for DNT headquarters in 2010. DNT vehemently pointed out that the pylons of the proposed power line would despoil a unique fjord landscape of national value. Understandably DNT's position was highly visible in the media, mentioned in 400 of a total of 1500 articles on the planned pylons.

For many years, DNT has been concerned with protecting watercourses. High potential profitability and the argument that waterpower is renewable, climate-friendly energy have led to a marked upswing in the number of applications for development. As of April 2010, the Norwegian Water Resources and Energy Directorate had 590 development applications, most of which were granted. The impact will be adverse for the surroundings of the watercourses and for landscape in general. In 2010, DNT was particularly concerned with preventing the building of small power stations, because their

development robs mountains and valleys of valuable rivers, which in turn degrades the outdoor experience. Of the 100 development applications submitted in 2010, 20 were rejected. Some of the rejections were of consideration of the outdoors and landscape, while most were concerned with technical or financial shortcomings.

The protection of watercourses also was a theme at the DNT National Congress in Nord-Trøndelag county. The National Congress adopted a resolution taking exception to the development of protected watercourses Verma in Romsdalen and Raundalsvassdraget at Voss. DNT works to establish more national parks, and in 2010 the Sjunkhatten National Park was opened. There now are 33 National Parks in mainland Norway. Protection and management plans for protected areas have also been in focus in 2010. In connection with the governmental decision that large protected areas shall be managed locally, in 2010 we worked to ensure that the various member associations are represented on the advisory bodies concerned.

"We who are fond of the outdoors have the responsibility to protect it. Preserving our fantastic natural heritage for future generations is a key task for DNT."

Name: Torild Hage

Age: 56

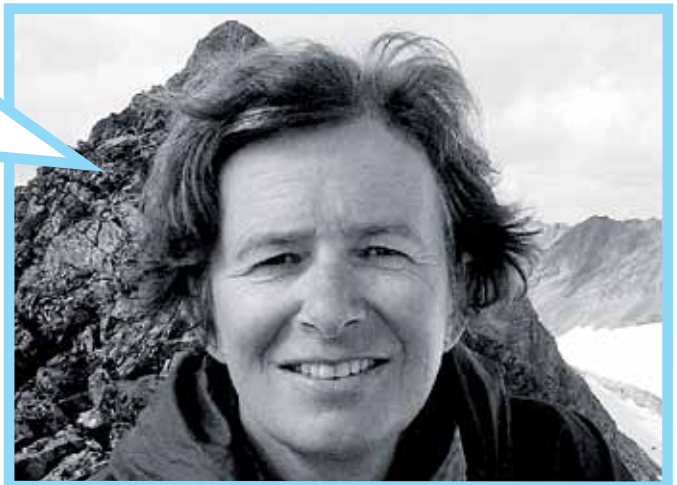
Task in DNT: Leader of nature conservation committee

Member of: Bergen Turlag

Favourite DNT cabin: Gjevilvasshytta

Favourite outdoor area: Vassfjóra in Vossefjella

Favourite activity: Ski tours in winter



ENVIRONMENTALLY-FRIENDLY OPERATIONS

DNT intends that its own operations be as environmentally-friendly as possible

Goal: Build and operate cabins that minimize impact on the environment.

Target: Half of all cabins environmentally certified.

2010 result: 23% certified.

DNT aims for its activities to be as environmentally-friendly as possible and works to have its cabins, events and offices certified by Eco Lighthouse. Environmental certification entails meeting requirements on environmentally-friendly energy use, transport, refuse disposal, purchasing, and working environment. DNT headquarters and the member associations have worked assiduously to have the cabins certified. In June, DNT Oslo og Omegn's more than 80 no-service and self-service cabins were certified. Of DNT's 469 cabins, 110 now are certified.

REPORTS AND ACCOUNTS

Expanded activities and a new membership record have marked operations in 2010. DNT is financially healthy with membership dues as its largest source of income.

BALANCE SHEET

NOK 1000 (€1 = NOK 8.02 average in 2010)		31-12-10	31-12-09
ASSETS			
Capital assets			
Fixed assets			
Operational chattels, inventory, office machines etc.	Notes 1, 12	295	473
Financial assets			
Pension fund	Notes 1, 9	535	568
Total capital assets		830	1 041
Current assets			
Inventory	Notes 1, 13	1 029	1 120
Receivables			
Prepaid costs, accruing income, etc.		226	273
Prepaid dues	Note 3	38 788	36 188
Accounts receivable	Note 10	6 080	4 078
VAT refund due us		160	611
Total receivables		45 254	41 150
Cash and cash equivalents		50 797	50 165
Total current assets		97 081	92 434
TOTAL ASSETS		97 911	93 476
DESIGNATED EQUITY AND LIABILITIES			
Designated equity			
Accrued designated equity	Note 15	21 976	17 519
Total accrued designated equity		21 976	17 519
Total designated equity		21 976	17 519
Liabilities			
Long-term liabilities			
Allocations for obligations			
Pension obligations	Notes 1,9	197	742
Total allocations for obligations		197	742
Prepaid dues	Note 3	65 016	61 555
Accounts payable suppliers		3 453	3 306
Public duties payable and holiday allowances		2 916	2 785
Other short-term liabilities		4 352	7 569
Total short-term liabilities		75 737	75 215
TOTAL LIABILITIES		75 934	75 957
TOTAL DESIGNATED EQUITY AND LIABILITIES		97 911	93 476

ACTIVITY ACCOUNTS 2010

NOK 1000 (€1 = NOK 8.02 average in 2010)		2010	2009
1) INCOME			
Membership dues	Note 3	25 354	24 716
Public subsidies	Note 5	19 621	15 737
Collections and gifts		1 078	336
Income from activities that fulfil the organization's goals:			
Cooperative agreements	Note 6	7 882	6 208
Advertising income	Note 7	11 564	9 528
Other sales income		2 286	1 756
Financial income		1 011	1 229
Total income		68 796	59 511
2) EXPENDITURES			
Acquisition costs	Note 8	13 714	13 054
Costs of objectives	Notes 1 and 2		
- Information and publicity	Note 7	23 262	22 714
- Children		9 370	7 479
- Youth		2 136	2 039
- Mountaineering		1 253	1 228
- International activities		1 236	1 206
- Public service activities		4 813	4 386
- Transfer of designated equity to member associations		1 450	4 000
Administration costs	Notes 2 and 11	7 104	7 116
Total expenditures		64 339	63 222
3) ACTIVITY RESULT FOR THE YEAR:		4 457	-3 711
4) ALLOCATION OF RESULT			
	Note 15		
Designated equity with external restrictions			-465
Other designated equity		4 457	-3 246

STATEMENT OF CASH FLOW

NOK 1000 (€1 = NOK 8.02 average in 2010)

	2010	2009
CASH FLOW FROM OPERATIONS		
Net income	4 457	-3 711
Depreciation	273	362
Change in inventory	91	-277
Change in charged pension and pension plan receipts/payments	-511	665
Change in accounts receivable	-2 013	1 383
Change in trade creditors	147	-1 178
Change in prepaid dues	3 461	3 772
Change in prepaid dues transferred to member associations	-2 600	-2 040
Change in other accruals	-2 578	-155
Net cash flow from operations	727	-1 179
Receipts from sales of fixed assets		0
Payments for purchase of fixed assets	-95	-415
Net cash flow from investments	-95	-415
Net cash flow from financial activities	0	0
Net change in cash and cash equivalents	633	-1 594
Holding of cash and cash equivalents 1 January	50 165	51 759
Holding of cash and cash equivalents 31 December	50 797	50 165



THE NORWEGIAN TREKKING ASSOCIATION (DNT)

REPORT OF THE BOARD 2010

Activities

Den Norske Turistforening (DNT), or “the Norwegian Trekking Association” in English, is a federation of 56 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 56 member associations, and compiles the annual accounts and annual report in compliance with the Accounting Act. In 2010, the total paid membership was 241 520, an increase of 9 737 over 2009, corresponding to a membership growth of 4.2%.

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.

Activities in 2010

The three-year “Expeditions for All” project funded by a grant from the DNB NOR Savings Bank Foundation terminated in 2010. The NOK 10 million grant has mostly been used to finance purchase of equipment that has made it easier for children and young people to go outdoors and experience their own expeditions.

DNT’s digital map database is managed by the Norwegian Mapping Authority but is maintained by DNT. A considerable expansion of the data set in 2010 included 1 500 km of new trails. Moreover, DNT has verified more than 17 000 km of trails in the data set.

DNT interworks with the media to publicize its total offerings. In 2010, media mention and its member associations set a new record, with more than 10 000 articles in printed media and on the Internet as well as spots on radio and TV.

The cooperation with Norwegian Broadcasting on UT.no has further developed the website and eased public access to information on outdoor life in Norway. The number of visitors to the website is on the upswing and in the peak week in 2010, UT.no had 100 000 visitors.

Organization work

The DNT bylaws were revised in 2010. The revision included setting up a judicial committee responsible for hearing any disputes

between a member association and DNT headquarters. The revision also put forth a new standard membership agreement between the member associations and DNT headquarters.

The National Congress convened in Stjørdal adopted a new “Cabin and route strategy” and a “Strategy for DNT nature conservation work in 2010-2013”. The new nature conservation strategy aims to promote greater environmental involvement in DNT, in part to meet the challenges of climate change.

The Cabin and Route Strategy aims to set guidelines for and advise member associations in developing their activities and ensure that DNT can continue its activities in the future.

In 2010, three committees have compiled proposals to put forth at the 2011 National Congress.

- 1 The Structure committee II has studied feasible organizational changes in DNT.
- 2 The Ownership committee II has compiled an overview ownership report that delineates the relationships between and the sharing of work of the member associations and DNT headquarters.
- 3 The Climate committee has compiled a report on a strategic platform for DNT’s involvement in climate issues.

Accounts for 2010

Membership dues to DNT headquarters amounted to NOK 25.4 million, an increase of NOK 600 000 from 2009 due to membership growth and a dues increase. DNT headquarters’ 700 direct members were transferred to DNT Nedre Glomma. At the end of 2010, DNT headquarters had more than 800 direct members.

In 2009 advertising income declined, but in 2010 it rose by NOK 2 million. Income from cooperative agreements with the business sector went up by NOK 1.7 million, due to agreements with new collaborating partners.

In all, public subsidy to DNT from the Ministry of the Environment for safeguarding the environment and from the Ministry of Children, Equality and Social Inclusion for work with children and young people (per capita membership support for all organizations with child and youth members) amounted to NOK 6.5 million. None of these funds go for supporting group tours, cabins or trail operations that comprise the principal DNT activity. Other private and public subsidies comprise project support that principally is distributed to member associations for their work with children and young people. In all, the total private and public subsidy in 2010 amounted to NOK 13.1 million, up from NOK 9.6 million in 2009. Most of DNT’s value creation comes from membership dues and the voluntary work of members.

The total of collections and gifts for the year went up by NOK 700 000, due to bequests to DNT.

Other sales income went up by NOK 500 000. Sales of goods declined in 2010, while income from courses and conference fees and other income went up.

Financial income went down by NOK 200 000, principally because of lower interest on bank deposits.

Distribution of designated equity to local activities

Total expenditures went up by NOK 1.1 million. The expenditures include the DNT headquarters distribution of NOK 1.45 million to member associations to strengthen local activities, down from NOK 4 million in 2009. Acquisition costs went up by NOK 700 000, principally due to the greater costs of member services and marketing.

The cost of goods went down from 2009.

In 2010, the cost of information and publicity was NOK 23.3 million, up NOK 0.6 million from 2009, principally due to the increased cost of publishing the membership magazine.

More for children and young people

The total cost of activities for children was NOK 9.4 million, up NOK 1.9 million from 2009. In 2010 more was spent on projects managed at DNT headquarters and financed by public and private support.

Public service

Public service activities are mostly in nature conservation, public health and outdoor-based tourism. The cost of public service activities went up by NOK 400 000 from 2009, due to the conducting of more projects in 2010.

Year's result

The Board believes that the Annual Accounts give an accurate picture of DNT's position and results in 2010. The result for the year shows a profit of NOK 4 457 000. The National Board recommends that the profit be transferred to other designated equity.

Working environment

The working is assured through internal control of health, environment and safety (HES). DNT is affiliated with the occupational health doctor scheme and has a safety delegate. The DNT working environment is considered to be satisfactory. In 2010, a working environment survey was conducted and a seminar was held for personnel. The working environment survey led to improvements in the division of work and coordination between divisions. No DNT headquarters staff members were injured or involved in accidents. In 2010 total sick leave amounted to 234 days, compared to 291 days in 2009. The total sick leave is equivalent to 3.2% of the total staff person-days during the year, down from 3.8% in 2009.

Equality

At the end of 2010, DNT headquarters had a staff of 33, of which 18 were women and 15 men, who together worked 31.5 person-years.

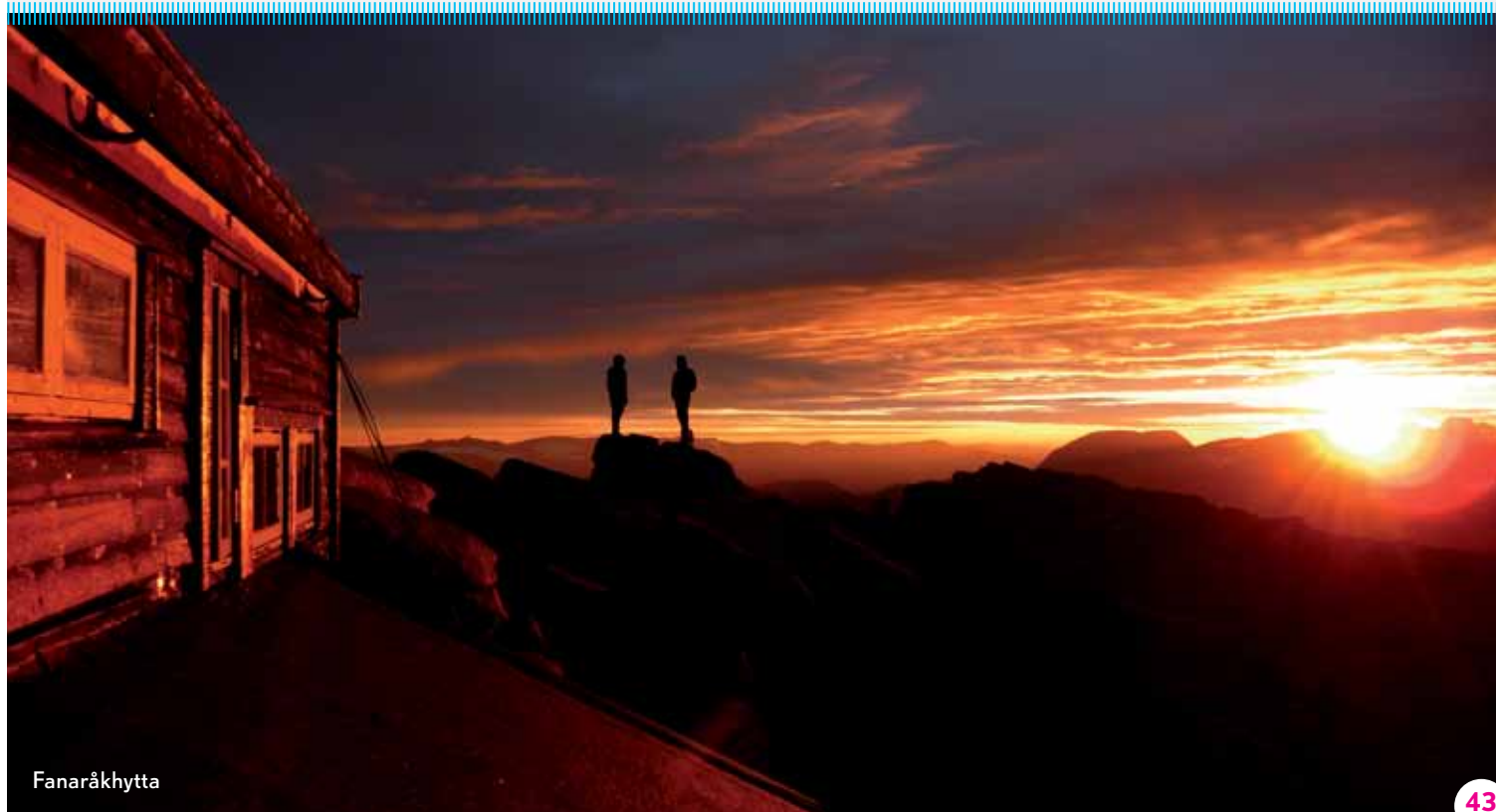


PHOTO: SIRI MIDTUN

The DNT Board consists of seven women and five men. Gender equality is a natural part of recruiting employees and of selecting representatives.

DNT activities and the external environment

The prerequisite for our activities is that they not damage the environment. Hence, one of DNT's key tasks is to work with nature management. Aside from office operation, the DNT headquarters has no activities that directly impact the external environment. However, 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 operation, an environmental follow-up programme and a vulnerability analysis for DNT operations 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.

DNT's customer credit may be divided in three categories: Representatives selling memberships, customer purchases on credit, and advertising in Fjell og Vidde, the youth magazine and the Yearbook. In 2010, losses on claims amounted to NOK 10 148.

The Fjell og Vidde membership magazine is printed in Estonia and incurs a risk of large exchange fluctuations. That risk resulted in no extra costs in 2010.

Risks and uncertain factors

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. Hence, the work of DNT goes on as planned and there still will be a major effort to ensure favourable framework conditions for making outdoor life attractive to all.

Prospects for 2011

Information on and offerings of activities and tours are vital for DNT members and other outdoor enthusiasts. DNT's Internet initiatives will make information more accessible and more interesting in 2011. The general public interest in outdoor life is on the upswing. DNT membership has grown evenly over the past ten years, and the Board expects that growth will continue in 2011.

DNT's principal initiatives in 2011 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 that the grounds for that assumption are tangible.

Oslo, 7 March 2011

Tom-Ivar Bern
Chairperson

Hans Kjetil Aas
Deputy chairperson

Rune Frank Andersen
Board member

Marino J. Ask
Board member

Torild Hage
Board member

Vigdis Heimly
Board member

Ragnvald Jevne
Board member

Berit Kjöll
Board member

Kristin Krohn Devold
General secretary

Anne-Birgitte Sveri
Board member

Karoline Burdahl Teien
Board member
DNT Youth representative

Berit Vik
Board member

Dagny Øren
Board member
Employee representative

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
 Vigdis Heimly, Trondhjems Turistforening
 Berit Vik, Harstad Turlag
 Rune Frank Andersen, Tønsberg og Omegn Turistforening
 Berit Kjøl, DNT Oslo og Omegn
 Ragnvald Jevne, Lillehammer og Omland Turistforening
 Marino Ask, Sogn og Fjordane Turlag
 Dagny Øren, employee representative
 Karoline Burdahl Teien, DNT Youth representative
 Kristin Krohn Devold, General secretary

DNT Mountaineering Board

Kari Hallan, chairperson, Mountaineering Group in Trondhjems Turistforening
 Jan Inge Rødahl, DNT Mountaineering Rana
 Sindre Haslene-Hox, DNT Mountaineering Bergen
 Camilla Ianke, DNT Mountaineering Bergen
 Margrethe Aanesen, Mountaineering Group in Tromsø

DNT Youth Board

Karoline Burdahl Teien, chairperson, DNT Oslo og Omegn
 Juel Victor Løkstad, deputy chairperson, DNT Oslo og Omegn
 Andrea E. S. Maurland DNT Nedre Glomma
 Ingvild F. Eldegard, Bergen Turlag
 Martin Hauge-Nilsen, Ålesund-Sunnmøre Turistforening
 Lars Kristian Hagen, Trondhjems Turistforening. Resigned in August and replaced by Marte Bakka Stemland, Bergen Turlag

Permanent committees appointed by the National Board

Legal committee

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

Cabin operations committee

Jan Erik Reiten, DNT Oslo og Omegn
 Karl H. Olsen, Bergen Turlag
 Leif Solheim, Stavanger Turistforening
 Odd Harald Eriksen, Trondhjems Turistforening
 Tor-Martin Stenseng, DNT Oslo og Omegn
 Trond Løkke, Vesterålen Turlag
 Stein Arne Pallesen, Stavanger Turistforening

Finance committee

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

Nature conservation committee

Torild Hage, chairperson, National Board
 Erik Stabell, Trondhjems Turistforening
 Wenche Hjelmseth, Rana Turistforening
 Alvar Melvær, Sogn og Fjordane Turlag
 Karoline Burdahl Teien, DNT Youth
 Håvard Steinholt, external
 Tore Rolf Lund, external
 Katrine Broch Hauge, external

"Management in DNT involves leading a mixed collage of enthusiasts. I'll never cease to be impressed by the work done by people in the member associations."

Name: Tom-Ivar Bern

Age: 57

Member of: Trondhjems Turistforening

Task in DNT: National Board Chairperson

Favourite DNT cabin: The next one

Favourite outdoor area: All of them

Favourite activity: Whatever I haven't done before



SPONSORS

THEY MAKE IT POSSIBLE

Sponsors are noticeable in DNT events and activities, such as the Get Outdoors Days, Ascent, volunteer work and in connection with tour leading. The sponsors provide DNT with practical and financial assistance to realize important projects.

DNT chooses sponsors with similar basic values, visions, communications and sponsor strategies. In 2010, these projects have received invaluable backing from sponsors:

Get Outdoors Days

One Call, DNT's new principal partner in 2010, assumed responsibility for the Get Outdoors Days, further developed the concept and strengthened the marketing of it (see page 22). Norwegian Pools is the technical arranger of the Get Outdoors Days. They have contributed to local advertising by the member associations.

Ascent

Bergans aims to encourage as many as possible to go out and consequently contributes to the country's eighth-year school pupils enjoying ASCENT. The pupils hike ten kilometres, preferably to a nearby mountain top (see page 34). Bergans encouraged the fourteen year-olds to submit good stories and photos, and awarded prizes of elegant Bergans products.

E1

GDF Suez sponsors DNT's work to mark the E1 long-distance hiking trail through Finnmark county. E1 is a continuous route from Sicily to the North Cape. In the summer of 2010 marking by enthusiastic volunteers started on the stretch from Kautokeino to the North Cape.

Photo contest

Danica Pension activates its employees, customers and collaborating partners by prompting them to hike in the Norwegian mountain wilds. Danica owns DNT's photo contest and awards fine prizes.

Volunteer work

Kvikk Lunsj is concerned with future generations being able to enjoy outdoor traditions and accordingly focuses on the valuable work of volunteers. DNT enthusiasts are profiled on the back of the Kvikk Lunsj snack chocolate wrapper.

Tour leaders

Our collaborating partner **Devold Underwear** offers clothing that helps people dress right for outdoor activities. Devold also supports DNT's tour leaders and in 2010 contributed to updating DNT tour leader training and information, including a new tour leader handbook.

PUBLIC SUBSIDIES

Each year, DNT receives subsidies from public agencies. In 2010, the **Ministry of Children, Equality and Social Inclusion (BLD)** and the **Ministry of the Environment** provided the largest subsidies that supported operations. Moreover, BLD provided Free Fund support of work with children and young people. **The Directorate for Nature Management** supported local school projects and low-threshold offerings. **The Ministry of Culture's** contributions including supporting the Get Outdoors Days and the development of the Children's Trekking Clubs. DNT works together with and is supported by the **Ministry of Foreign Affairs** in developing small-scale natural tourism in Kyrgyzstan. Moreover, **Innovation Norway** funded a Food and Tourism conference and DNT's local foods project. **The Extra Health and Rehabilitation Foundation** supported several member association's application for health-promoting initiatives. The member associations were also supported by Norwegian Pools (see their respective Annual Reports).

DNT thanks all its supporters for superb cooperation in 2010.

"At One Call we aim to motivate people to get up from the couch. DNT stands for a joy of the outdoors that we wish to support so all can experience it."

Name: Thomas Sandaker

Age: 38

Occupation: Marketing manager in One Call, DNT's main sponsor

Member of: DNT Oslo og Omegn

Favourite DNT cabin: Bjørnhollia

Favourite outdoor area: Femundsmarka

Favourite activity: Rambling and terrain cycling







Den Norske Turistforening › Youngstorget 1, 0181 Oslo, Norway › info@turistforeningen.no › www.turistforeningen.no