

## Testimonies and Stories: A business who received CALIN input - the LÂN Energy perspective.



The Celtic Advances Life sciences Innovation Network collaborates across Universities in Wales and Ireland. The CALIN project at Bangor University, in North Wales is concerned with health and wellbeing across Health Sciences, Sports & Exercise Sciences, and Psychology. Our researchers have focussed on a range of projects. Some have aided businesses working towards helping the public's health and wellbeing, and others have explored health and wellbeing in the workplace.

We have worked with small-to-medium enterprises (SMEs) to provide assistance with evidence-based marketing, workplace wellbeing, and research into how to get people involved in outdoor activities, for example.

In an increasingly aging population, a more sedentary lifestyle, the digital world growing, and an obesity epidemic on our hands, something needs to change. Engagement with the outdoors and moving more seems a positive way forward. In Wales, less than 30% of people are moving doing moderate exercise for more than 30 minutes a week. The aim from the government is for everyone to complete 150 minutes of moderate intensity exercise per week. The health and wellbeing benefits of this would see an increase in mobility and connectedness with the outdoors. The decrease in common ailments and diseases e.g., type 2 diabetes or cardiovascular problems shows the benefits of engaging with a more active lifestyle. Did you know, using green spaces and landscapes improve your health through overall cognition, reduced stress, and better attentional processes? Using a combination of movement and the outdoors could give you the opportunity improve your personal health and wellbeing overall.

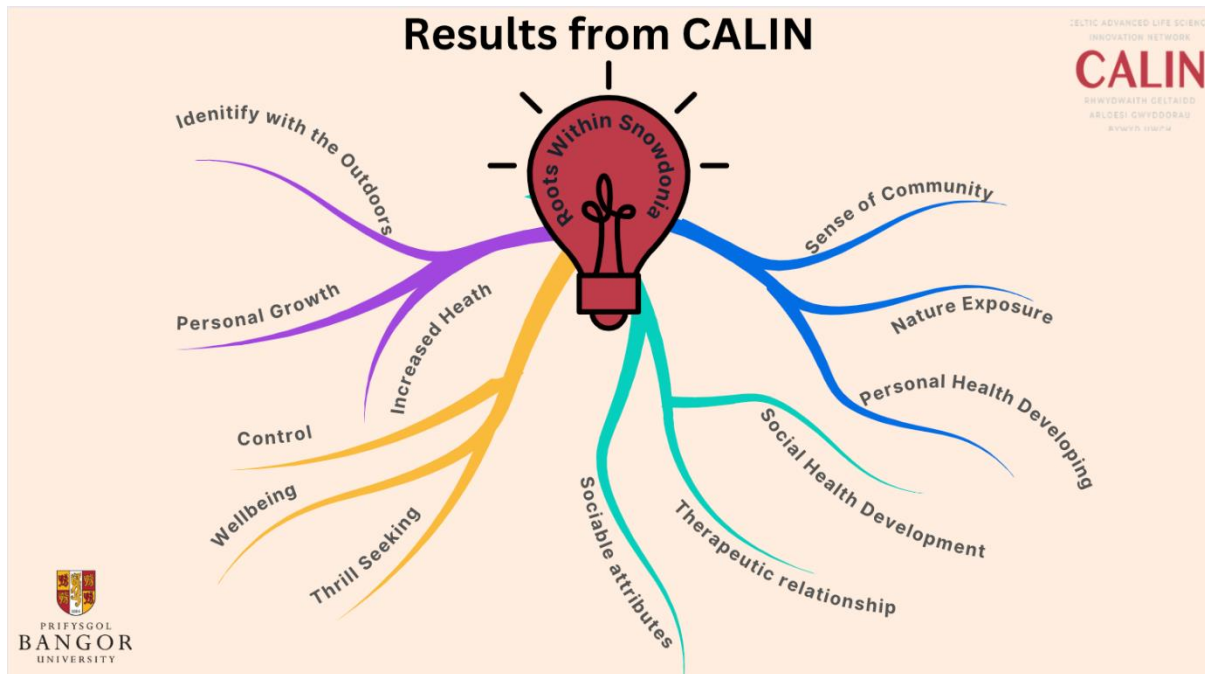


Dr Matt Boulter and Professor Caroline Bowman, from Bangor University, worked with the team at LÂN Energy, in Felinheli, North Wales. The aims of the collaborative project looked at evaluating the potential customer base for a local-based energy bar that uses healthy, natural ingredients. The research focussed on the connectedness to Snowdonia, by breaking down what motivated people to use this landscape in various activities (e.g., hiking and climbing). The core message from LÂN Energy, is the promotion of active, healthy, outdoor lifestyles; and to integrate people into this local community. Based on this core message, The CALIN researchers aimed to look at motivations and their links to different sports, to aid the engagement with potential customers of the energy bar.

The research found that 3 domains were of importance to motivation: the type of sport people engaged in; the demographics (age, gender, occupation etc.) of the people investigated; and their personalities. Thus, different individuals were found to take up different outdoor sports based on their motivations and what they were looking at getting out of the sport (e.g., self-control, de-stressing and relaxation, or sensation-seeking). This, therefore, was found to be important as it was then possible to target potential audiences for their different motivations.

Previous research has been concerned with ‘psychographic segmentation’ of consumers. This is when a company determines differences between groups that may be interested in a product and focusses on how to market both individually to them, without affecting their overall message- in this case connectedness with Snowdonia. For example, those looking to elicit more control of their lives (aspire for control) might consider pacing activities such as mountain biking. Those looking for a thrilling experience (thrill-seekers) may consider more extreme sports such as climbing. Those looking for a connection with nature may consider hiking. And those looking for a way to form attachments with others socially, could consider a walking or hiking group. The results from CALIN’s collaboration with LÂN Energy found the social and self-control aspects of motivation to be key drivers for all sports such as climbing, hiking, and biking in the mountains. This demonstrates how different activities could be beneficial in a real-world setting, to aid your health and wellbeing in a practical way to connect with yourself, others, and the landscape.

Another key outcome from the research was the impact of the outdoor location on peoples' mental health. Generally, a positive impact was found upon people's wellbeing if they engaged with the outdoors. Especially, if they felt a strong sense of identity and connection with Snowdonia.



It is important to consider what you can do personally to improve your wellbeing both short and long term. It is also necessary to look at how you can implement this with others, or even in your workplace. Are you moving enough? Are you taking breaks? Where is your special place outside, that you could visit more? And so on. Ask yourself, how can you be a better you? How can I be happier and healthier? This is our aim at CALIN with the work we do, the practise we put in, and the messages we support and share.