

May 24th 2016



EUROPEAN DAY OF PARKS

A Taste of Nature



**CONCEPT
PLANNING
ACTIVATING**

COMMUNICATIONS AND MARKETING

EUROPARC FEDERATION 2016

CONCEPT

Since 1999, the EUROPARC Federation has been celebrating Europe's protected areas on the **24th of May**, marking the date when the first national park in Europe was founded.

The **European day of Parks** (EDoP) aims at bringing people closer to nature by offering a diversity of activities and events on protected areas across the EUROPARC Network.

In 2016 the theme is
"A Taste of Nature" based on the
 UN International Year of Pulses.

This year, we want to raise awareness on the **links between protected areas and sustainable agriculture** and the value of healthy nature for Europe's food security. To do so, we challenge our parks to involve producers and promote local and seasonal products.

The European Day of Parks 2016 is for people of all ages: children, youngsters, young adults, adults and seniors, can participate in local activities organised by Parks and regional authorities.

The main day is the 24th, nonetheless, activities can be organised in the week around this date. In 2016, the EDoP results will provide us content to create a recipe book with the **Best European Tastes of Nature**.

WHO IS INVOLVED?

EUROPARC Federation

Runs a mass communication campaign highlighting the value of protected areas and promoting the EDoP at an international scale. Disseminates all events and produces the communication tools for members and sections.

EUROPARC Sections

Coordinate and support local events, works as the main link between members and the Federation, is responsible for promoting the EDoP at the national level including promoting it amongst Charter Partners and liaising with media

EUROPARC Members

Especially Parks and local authorities. They are responsible for the organisation and promotion of local events and activities, and for the liaising with local partners, in order to bring more people involved in the celebration of the EDoP.

Partners of members and partners of Charter Areas

All local partners from our members can participate and co-organise events with the Park. Partners will then have an important role in a local perspective and get promoted at an European scale.

HOW IS IT IN OTHER LANGUAGES?

A Taste of Nature (EN)

Geschmack der Natur (DE)

Saveur de la nature (FR)

Un assaggio di natura (IT)

De smaak van de natuur (NL)

El sabor de la Naturaleza (ES)

O Sabor da Natureza (PT)

Chut' přírody (CZ)

PLEASE SEND US YOUR VERSIONS, so that EUROPARC can create communication tools for every country.

SUGGESTED ACTIVITIES

FOR PARKS AND LOCAL ADMINISTRATIONS

Based on this year theme, EUROPARC Federation wants to produce a **recipe book** with the best Tastes of nature, as a result of the EDoP's 2016 celebration. Therefore, one of the activities for this EDoP is to **organise a Show-cooking with local and seasonal products** and provide us the recipe along with some good pictures. EUROPARC will put together the recipes collected from across the network and **create a special recipe book**.

CHECK HERE

10 easy steps to
organise your
SHOW COOKING
Event

Across Europe, there are currently several initiatives making the link between Protected Areas and gastronomy. Umbrella brands for regional products, websites and books with recipes, gastronomic routes, special events, are some of the activities developed at local, regional and national levels. EUROPARC wants to gather all this information and give them an international dimension. **Let the EDoP be the reason for promoting widely your local and national activities. We rely on the sections and members to make the connection between this existing initiatives and the EDoP 2016.**

OTHER IDEAS

- Tasting nature: guided tours with experts on eatable wild plants
- Ask local restaurants to have a special menu during that week, with regional products
- Organise visits to local producers
- Organise an exhibition/market with local products (**specially for local administrations**)
- Invite locals schools to participate in the EDoP activities
- **Invite local media to cover the events organised**

For the proper dissemination of all
events, organisers

MUST FILL THE ONLINE FORM,
provided by EUROPARC, until the
15th March.

FOR SECTIONS

- Help your members organising the event, providing support on logistics and specially delivering communication materials (their programme, photos of the activities, drawings from kids, etc)
- **Contact charter partners** for liaising with the local parks in order to organise joint events
- **Contact local/regional/national initiatives related with protected areas and gastronomy and encourage a partnership with EUROPARC members**
- **Organise a national social media contest** (*suggestion*)
 - o Ask your members to give you one local product (a cheese, jam, sweet, etc) and create a basket with local products
 - o Launch the challenge: People should share with the hashtags #atasteofnature and #Europarc **a photo** regarding the subject (a picnic, wild food, tasting, cooking, a recipe etc) **or a video** with a recipe with local products
 - o Pictures and videos with more likes and views will win the national basket
- **Get a media partner at national level** to cover some local initiatives and spread amongst all national media

COMMUNICATION TOOLS

All communication materials are available at: www.europarc.org

ONLINE DISSEMINATION

- **Facebook cover**
- **E-postcard** to be shared in social media
- **EDoP logo**
- **Short animation** about the EDoP, to inspire people on participating
- **Online calendar and interactive map** with all European activities
- Email account for the EDoP
- Flickr folder with all photos
- EUROPARC film

OFFLINE DISSEMINATION

- Poster template, to be filled by each organiser and printed in A3, for local promotion
- Template of a press release

AFTER THE EVENT

- **Recipe Book** (or E-book), *if enough recipes are submitted by the partners*
- **Short video** about the EDoP 2016, *if partners send us material – photos and videos*
- Infographics with all activities developed
- Final report

MEMBERS:

For the successful promotion of the EDoP 2016, it is very important that all MEMBERS provides us:

- Their programme and activities until March 15th
- Photos of the event
- Short videos (if possible) with the participants opinions
- Recipe and photos to illustrate it
- If possible, tweet and make facebook posts during the activities

SECTIONS:

EUROPARC Federation needs the support of all sections to provide a wide dimension of the EDoP, please help us on:

- Redirecting the information to your national members
- Contacting Charter partners
- Disseminating across legal authorities and other organisations
- Promoting across media and social media
- Make sure national parks provide us information

TIMING



HOW TO ORGANISE YOUR SHOW COOKING EVENT?

In 10 easy steps

Before the event

- 1) Identify if any initiative related with regional products and gastronomy is being developed in your region
- 2) **Challenge** a local or national chef, a staff member, a lovely grandma or whomever has a great recipe using a local/regional product
- 3) Organise the **logistics** for the Show Cooking and tasting sessions

Tips

Include the session in other activity like a guided tour in the Park

Choose a place with **enough space to display chairs**, outdoor or indoor

Ask the cooker to bring some **prepared samplers** for the tasting session

Don't charge the participants for the tasting session

Be sure you will **have the recipe** from the Chef

Define a member of your staff to photograph and to make short films during the event

During the event

- 4) Get the recipes and prepare your staff members
- 5) **Photograph and make short videos** of the cooker, the process and the tasting session
- 6) **Enjoy** the moment and the food!
- 7) If possible, make tweets and/or facebook posts with the hashtags #atasteofnature and #europarc

After the event

- 8) Send us your recipes in English and original version
- 9) Send us your photos and videos
- 10) Promote the recipe book widely across your network!

May 24th 2016



EUROPEAN DAY OF PARKS

A Taste of Nature

