



## **Nature is our Business**

### **EUROPEAN DAY OF PARKS 2015**

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*The best friend of earth and of man is the tree. When we use the tree respectfully and economically, we have one of the greatest resources on the earth* - Frank Lloyd Wright

As European society lurches from financial to ecological crisis and back again, never before has the words, above, of the American architect Frank Lloyd Wright been more important. We are blessed with natural assets, crying out for investment that would deliver fundamental natural capital which if used sustainably will underpin our society.

"Nature is not the problem for Europe's economy, it is the ultimate solution. We need to protect our environmental investments and natural assets", reminded Ignace Schops President of the EUROPARC Federation. He stated that "Europe's Protected Areas make up the repository, the bank of biodiversity and cultural heritage. Across Europe Protected Areas are encouraging sustainable businesses, working with nature."

On **European Day of Parks 2015**, we show that **Nature is our Business**. Hundreds of parks across Europe come together with a shared passion for nature and landscapes. Thousands of people will take part in activities and events, finding out the importance of Protected Areas to the environmental, social and economic development of our regions.

You might see a special natural market place, showcasing all local products, or joint promotions with sustainable businesses. Nature guiding and nature watching will also be highlighted.

Europe's parks are hosts not just to trees but the all biodiversity on land and sea. The EUROPARC Federation supports our Protected Areas to ensure that natural and cultural heritage is our greatest resource in Europe.

### **Interview opportunities**

EUROPARC President: Mr Ignace Schops (Dutch, English)

EUROPARC Executive: Director Ms Carol Ritchie (English)

EUROPARC Managing Director: Mr Federico Minozzi (Italian, French, English)

Interviews with individual parks on request

Photos are available on request

### **Contact**

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For more information, visit our website: [www.europarc.org](http://www.europarc.org)

Stay connected on our EUROPARC Facebook page: <https://www.facebook.com/EUROPARC> and follow us on Twitter: #EDoP2015, @EUROPARC

### **Notes for Editors**

#### **About the EUROPARC Federation:**

The EUROPARC Federation is the network for Europe's natural and cultural heritage. It works to improve the management of Protected Areas in Europe through international cooperation, exchange of ideas and experience, and by influencing policy. The Federations' members represent hundreds of responsible authorities and thousands of Protected Areas in 36 countries. EUROPARC is recognised around the world as a professional network of European Protected Areas.

As the representative body of Europe's Protected Areas we are the collective voice for all nature and landscape areas and we seek to build a stronger, unifying, European network organisation that is better placed to support our members and to respond to current and future challenges Europe's nature is facing.

The EUROPARC Federation is dedicated to practical nature conservation and sustainable development of Europe's biodiversity, fostering holistic landscape approaches in its management.

EUROPARC Federation

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