

24 MAY
EUROPEAN
DAY OF 2021
PARKS



EUROPARC
F E D E R A T I O N

Media and Activities
Report 2021



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A hybrid celebration Parks: The Next Generation

2020 was a year that posed big challenges for Parks around Europe. From no visitors to an overflow of visitors, from floods to droughts and from invasive species to a decline in biodiversity – the challenges are numerous. However, if there is one thing that nature teaches us, it is that to survive we need to adapt.

Covid-19 has, once again, highlighted Europe's need for green spaces. The European recovery plan "**Next Generation EU**" promises to build a better, greener and more resilient Europe. EUROPARC is convinced that Parks and Protected Areas need to be involved in discussions about the future, and work hard on efficient solutions to ensure a safer and sustainable Europe.

That is why for the 2021 edition of the European Day of Parks, we wanted to highlight their innovative ways in which Parks and Protected Areas have responded to the Covid-19 crisis and what they are doing to get ready for the future. This includes new visitor management, sustainable tourism offers and maybe most importantly **involving young people** - The Next Generation of nature professionals.



Even though the theme focussed on the future, the current reality still posed restrictions due to the Covid-19 crisis. This means, that organising events wouldn't be possible for everyone.

To still highlight the work from our members, we've asked them to send us one minute video messages in which they explain how 2020 has impacted them and how they are working on becoming the Next Generation of Parks.

"The measure of intelligence is the ability to change"
- Albert Einstein

A hybrid celebration

Video messages from all over Europe

The EUROPARC community happily responded to our call and we received many messages from all over Europe, which we promoted across our social media channels.



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A hybrid celebration Events & activities

Apart from video messages, wherever possible events and activities were still organised.

Over 80 activities were registered on our website, both on- and offline. Spain was the absolute frontrunner, with over 30 events organised!

Have a look at what was happening across Europe...



Green Footprint Webinar in Portugal

ADRMAG organised a webinar to commemorate the European Day of Parks. In line with this year's theme, the webinar looked closer at integrated landscape management to preserve biodiversity for the future and young volunteers active in nature and forests.

https://www.facebook.com/watch/live/?v=778178229512832&ref=watch_permalink



Tiny Tales Contest in The Netherlands

IVN Natuur Educatie organised the "Tiny Tales" contest to help "The Next Generation" find their way to Dutch National Parks. It was specifically designed for children 8 - 10. Participating classes would receive information material on the Dutch National Parks. Children could then create their own story surrounding their "adventure animal" and send this to IVN. The winning class was gifted a class trip to a nature school in National Park Hollandse Duinen or National Park Lauwersmeer.

<https://doemee.ivn.nl/tiny-tales-verhalenwedstrijd-in-de-nationale-parken>



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Bird release in Spain

The ministry of environment - Council of Andalusia in Spain organised many events to celebrate the European Day of Parks. One of which was the release of rescued birds from the “Centro de Recuperación de Especies Amenazadas” in Natural Park Sierra de Hornachuelos.

National Parks Quiz in Latvia

Youth+ in Latvia have created an online quiz that allows you to find out which Protected Area in Latvia suits you best! What is your favorite activity? Do you prefer water, woods, or meadows? What food are you craving? Answering these questions will help you find out what area to discover.

<https://tinyurl.com/LatvianQuiz>



By completing the test, find out which object of the protected nature territory corresponds to your personality. Celebrating European Nature and National Parks Day, we invite you to go to this object.

TAKE THE TEST



Nature interpretation workshop in Albania

The future of nature protection hinges on connecting people to nature, especially young people. To help nature professionals in creating the connection, the Agency of Parks and Recreation (APR) Tirana organised a nature interpretation workshop in the Grand Park of Tirana on the occasion of the European Day of Parks.

Quiz on amphibians in Poland

Roztocze National Park (RNP) created an online competition on biodiversity of the park, addressed to young people. The main purpose of the competition is to stimulate the imagination of the young generation and raise the knowledge of the biological diversity of the RNP by familiarising them with the colors and sounds of the amphibians.

<https://tinyurl.com/amphibianquiz>



See all registered events here: europarc.org/european-day-of-parks/2021/

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Social Media

Video messages

The European Day of Parks created quite a buzz on social media again this year and our “In One Minute” video message allowed us to put a spotlight on the work of our members!

In the videos we heard how the pandemic impacted the work of Protected Areas, the innovative ways in which they responded to the influx in new visitors and how they are actively reaching and involving young people through nature education, Junior Ranger and Youth+ programmes.



Across our social media accounts on Facebook, Twitter, Instagram and YouTube, the videos managed to get a total of:

51895
impressions

10207
views

2211
likes

and reach **34797** people!

You can find all videos here: tinyurl.com/EDoP2021videos

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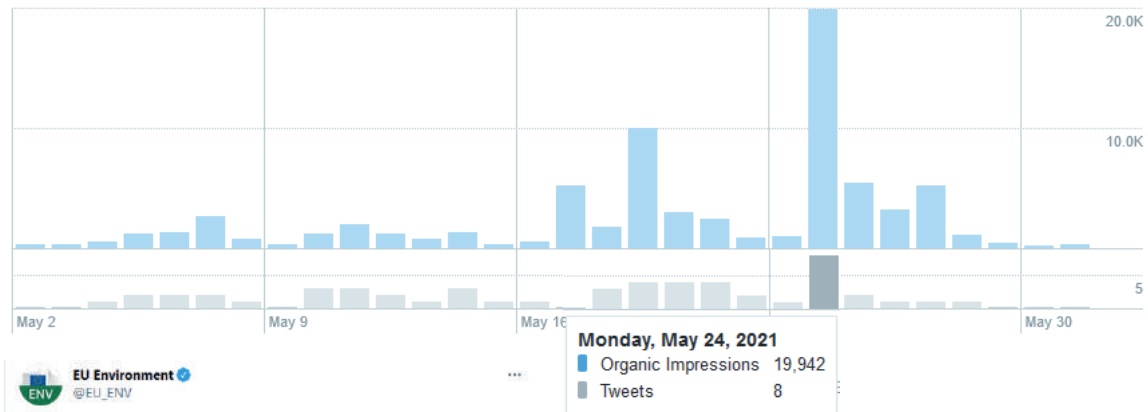


Social Media

#EuropeanDayOfParks



Throughout April and May there were over 1400 Tweets mentioning European Day of Parks or #EuropeanDayOfParks with 43 Tweets reaching over 50.000 people! On the 24th of May @EUROPARC had almost 20,000 impressions on Twitter, over double compared to 2020! Many were keen to join in on the celebration online, among which DG Environment (@EU_ENV).



EU Environment @EU_ENV

In Europe today is the #EuropeanDayofParks 🌳

Parks managers, speak up #ForNature ahead of #CoP15 & 🗳️ #GenerationRestoration Decade 🌱

Add your voice to 253 institutions from 49 countries & 41 organisations in our 🌍 Coalition #UnitedforBiodiversity 🌲

ec.europa.eu/environment/na...



EU Environment @EU_ENV

Are you ready for this #BiodiversityWeek ?

- 20: #WorldBeeDay 🐝
- 21: #Natura2000Day 🏰
- 22: #BiodiversityDay 🌍
- 23: #WorldTurtleDay 🐢
- 24: #EuropeanDayofParks 🌳
- + 20-23: #GlobalBioFest 🌱

globalbiofest.com/schedule
Time to get #UnitedforBiodiversity #ForNature 🌱



Global Biodiversity Festival and 9 others
2:41 PM · May 17, 2021 · Twitter Web App

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Social Media

#EuropeanDayOfParks

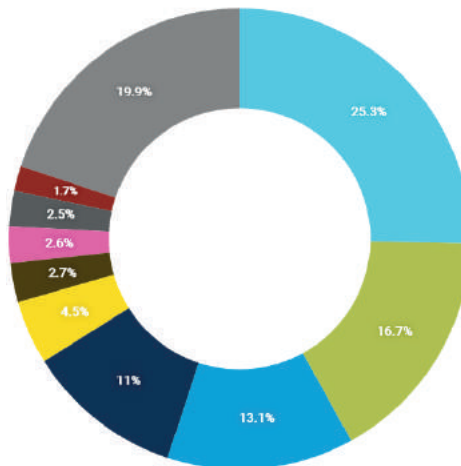
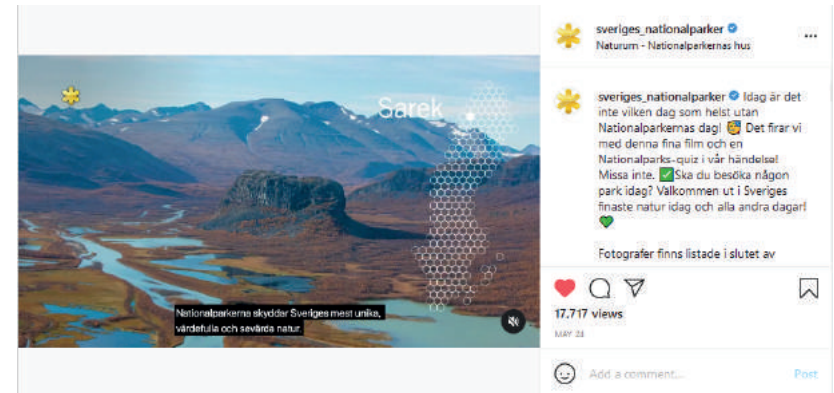


Facebook and Instagram were also blowing up with content related to the European Day of Parks, with around a 1000 original posts created.



EUROPARC's Facebook posts alone reached over **10.000 visitors** on the 24th of May.

One of the most successful posts on Instagram for the European Day of Park was by @sveriges_nationalparker. **It received over 17.000 views!**



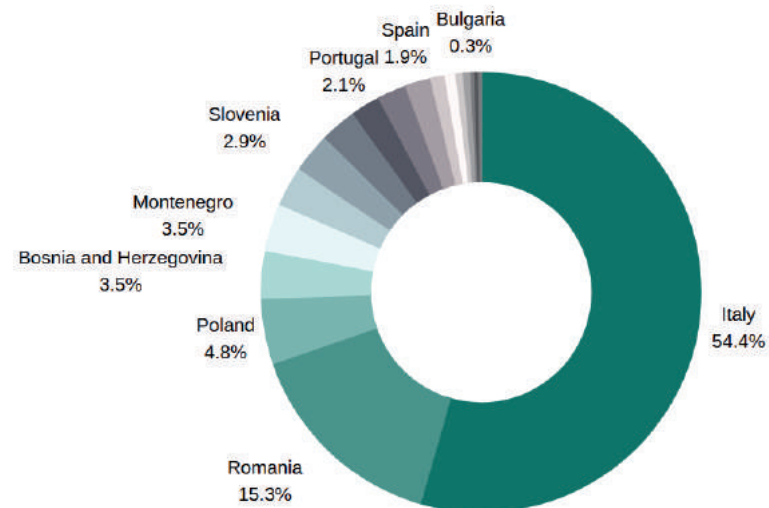
Overall, the Spanish were most active on social media, with **over 25% of posts** originating in Spain.

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Traditional media (Online) articles & news

Traditional media outlets also picked up on the celebration. Overall 373 articles were published. Italian media especially got to word out, with 203 articles originating there.



Besides articles, there was also a TV feature: in The Netherlands Junior Ranger Femke of National Park Drentsche Aa was interviewed on the occasion of the European Day of Parks!

We want to thank everyone that joined in on the celebration and helped make this European Day of Parks a big success!

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The European Day of Parks is promoted by:

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europarc.org/nature/european-day-of-parks/