



24 May 2023
European Day of Parks

Outreach &

Activities

Report

Building
on

our
Roots



The European Day of Parks (EDoP) was successfully celebrated in an online setting since the start of the COVID-19 pandemic. However, this year EUROPARC was thrilled to once again see many events organised in Protected Areas throughout Europe.



This was especially joyful, as the 2023 edition of the European Day of Parks took place in the framework of EUROPARC's 50th Anniversary. The theme **“Building on our Roots”** paid homage to this milestone.

The 2023 theme....

Within the theme, EUROPARC invited Parks and Protected Areas to explore their heritage: from the natural heritage Parks are protecting, to the heritage of the managing organisation.

“In our heritage lies our past, present and future”

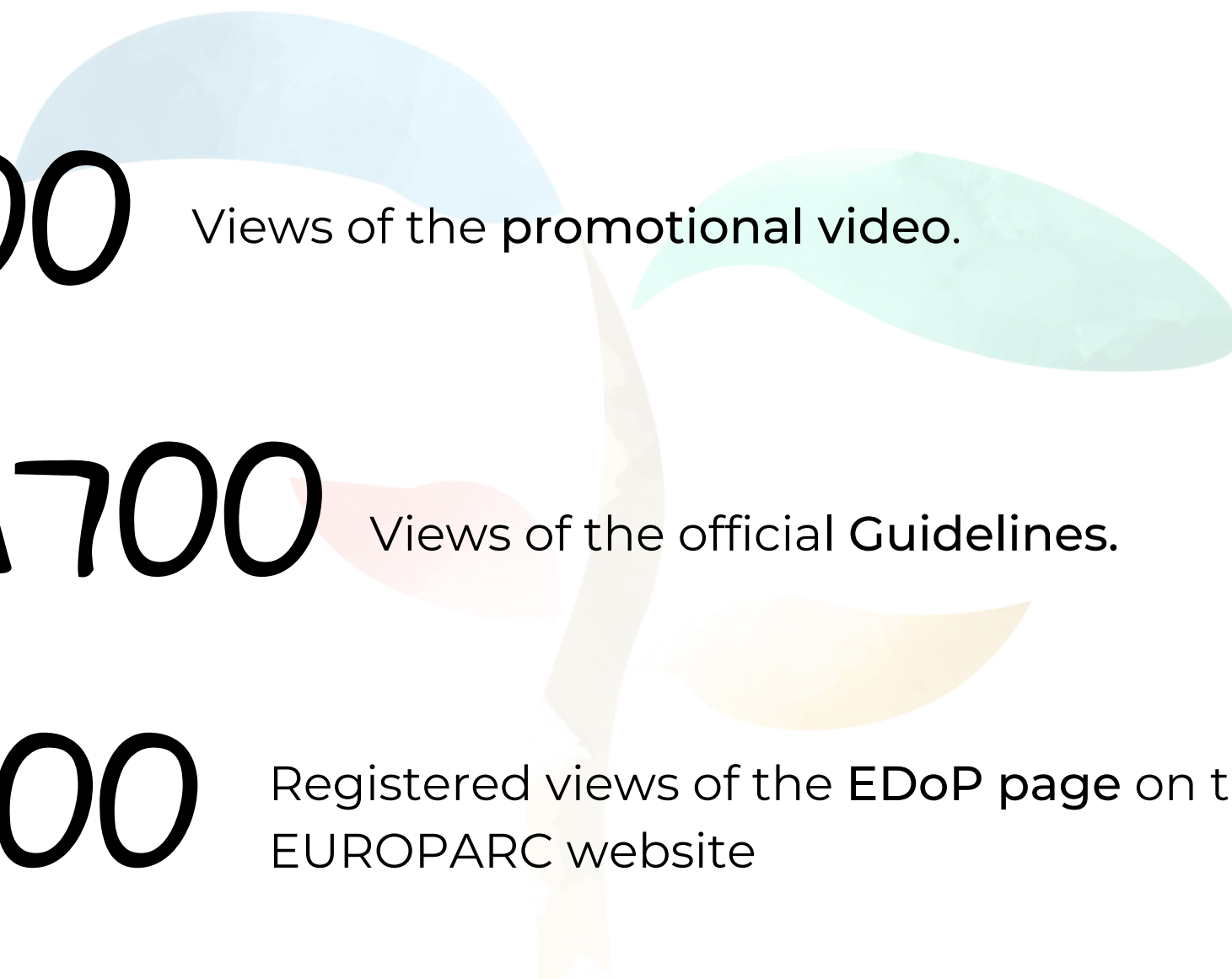
The goal was to raise awareness about the responsibility we have to keep this natural and cultural heritage for future generations, and discover how we can build upon it!

The 2023 theme...

To help make this European Day of Parks a success, EUROPARC created the official banner in 15 European languages. Furthermore, online guidelines with ideas for events were published, and the EUROPARC Directorate got together to record a promotional video.



The promotion...



+1000

Views of the promotional video.

+1700

Views of the official Guidelines.

+4000

Registered views of the EDoP page on the
EUROPARC website



The promotion in numbers

156 events were registered, across 19 different countries!

& many more events took place on the ground.

On the following pages, you can find an overview of the different events organised, as well as the outreach on social and traditional media.



The events...

Celebrating three generations of nature enthusiasts in The Netherlands

The National Parks of The Netherlands, host of the EUROPARC Conference 2023, created a photo series highlighting three generations in different National Parks, each with their own unique story, detailing the deep bond with their National Park. Pictures by André Brasse.



Learn an ancient technique in Yorkshire Dales, National Park, UK

Humans have lived in the Yorkshire Dales National Park for more than 12,000 years. Remains from history survive because of pastoral farming in the last 300 years, including the amazing pattern of isolated farm buildings and dry stone walls. On EDoP, participants could join Dales Volunteers as they showcased the traditional craft of drystone walling and explained the construction of this iconic feature of the National Park landscape.

The events...

Discovering stream-dwelling creatures in Hungary

The Balaton-felvidéki National Park Directorate organised interactive, playful walks that focussed on detecting the wildlife, which can be seen in the environment and the marks they leave. During the walk, participants were introduced to indicators of the cleanliness and pollution of streams.



Open house at Nordland National Park Center, Norway

On the occasion of the European Day of Parks, Nordland National Park welcomed visitors with campfire, coffee and quizzes. Furthermore, there were lectures from Latvian National Park Managers, a writer and a cultural heritage conservationist.

The events...

Landscapes full of superheroes in Austria

All pupils of the Nature Park school in Naturpark Spurbach came to the Park to learn more about the "Superheroes" that live there: the wide diversity of insects. The Park prepared different stations where the kids could do activities and learn more about the tiny creatures that make up the ecosystem of the Park.



Discovering Vjosa River's Flag Species in Albania

EcoAlbania and US Forest Service collaborated with a local school to organise an educational activity to discover the Vjosa River's Flag Species. During the activity, participants received a list of flag/keystone species that are characteristic of Vjosa River's ecosystems. Each student was assigned one species to learn about its ecology, morphology, and lifecycle.

The events...

A special mention, for the Protected Areas of Spain

Parks in Spain went all out for the 2023 European Day of Parks celebrations. Hundreds of activities were organised throughout the country, on and around the 24th of May. Many Parks organised multiple activities, from interpretive walks, to collecting trash: there was something to do for all age groups! Additionally, the Technical Office of EUROPARC Spain organised an event on the 24th of May that connected the past, present and future of Spain's Protected Areas. There was a discussion on traditional knowledge, linked to biodiversity, the ancestral use of plants as well as the rich folklore of Spain's rural environment.



Discover all events here

The events...

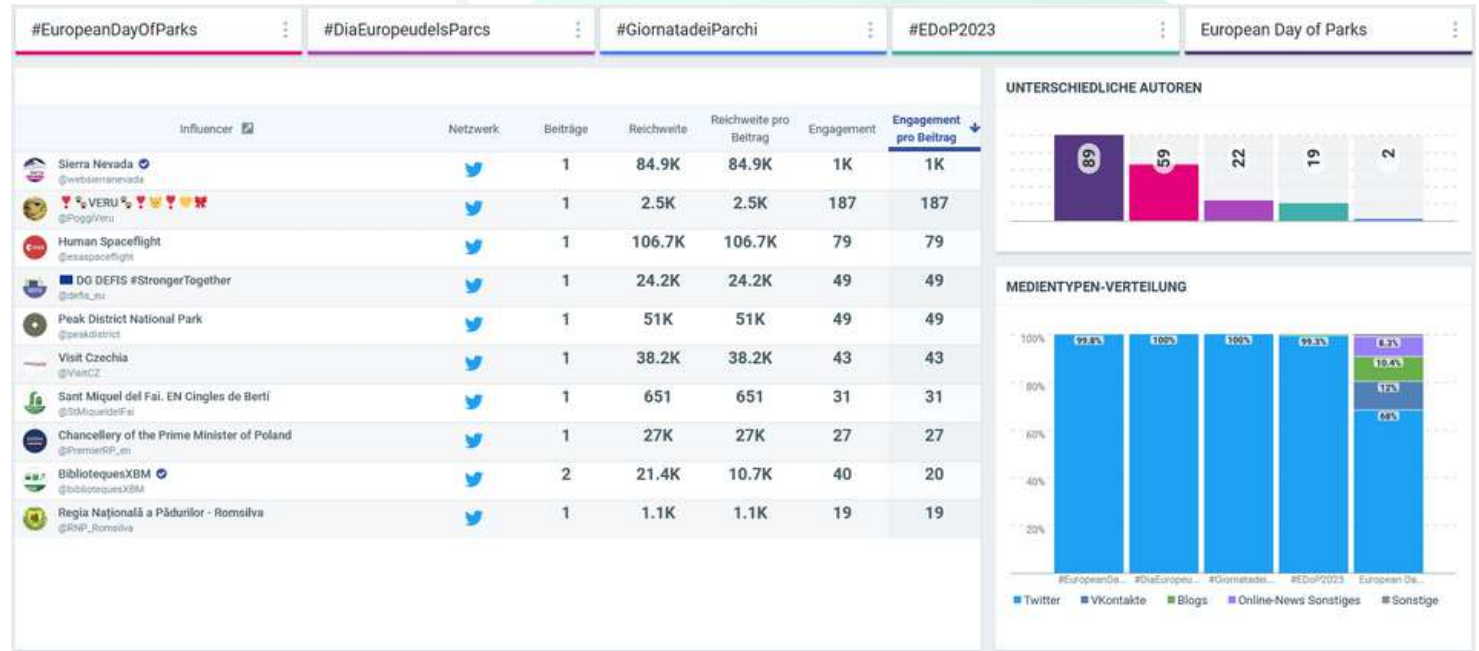
Of course, the internet was buzzing with attention for the European Day of Parks as well...



EUROPARC's posts on Facebook, Instagram, Twitter and LinkedIn, celebrating the European Day of Parks on the 24th of May, reached around 8800 people!

The outreach...

There were over 1000 Tweets that used #EuropeanDayOfParks, #EDoP2023 or different language versions of the hashtag.



The top ten tweets reached over 333.000 people, providing our Protected Areas with the spotlight they deserve!

Twitter

Organisations also joined the celebrations on Facebook

Members of AFNI, the Associazione Fotografi Naturalisti Italiani created an online photo gallery highlighting the biodiversity that can be found in Italy's Protected Areas. A video of these images was compiled and shared on social media, gathering over 1200 views on Facebook.

Regione Puglia
24 May at 15:41

On European Parks Day, a three-kilometer trail was created to allow visually impaired or disabled people to walk in the park, Parco Nazionale Alta Murgia.

A work of synergy to make the protected area more and more fruitful and discover an area of great geological and naturalistic value, the Tre Paduli Valley in Altamura.

A path devoid of relevant slopes, of its length, ring structure to facilitate the return to one's vehicle, tactile panels, the existence of a wooden station like a railroad and the absence of vehicle traffic.

During walks, you can use a new generation e-toilette with electric assistance.

Learn more at www.parcobaltamurgia.it

The creation of the trail is part of the project "P.A.T.H. Promoting Area Attractiveness through Hiking and Introducing a Different Touristic Approach" funded by the program [interreg v-a-graves-italy-2014-2020](http://interreg.v-a-graves-italy-2014-2020).

The Day, founded by The EUROPARC Federation, is celebrated this year with the theme "Building on our roots" inviting you to discover local natural wonders.

#EuropeanDayOfParks #edop2023 #giornataeuropeadeiparhi

See original · Rate this translation



You and 253 others
5 comments · 49 shares

AFNI - Associazione Fotografi Naturalisti Italiani
24 May at 09:00

Today is the #EuropeanDayOfParks and AFNI, with the help of its partners, decided to celebrate it by collecting images from Italian protected areas.

We have already shown you wonderful glimpses of what a protected environment can hide; we will continue to show you but today we want to give you this virtual journey. Enjoy the show and thanks to those who collaborated on the project.

Federparchi Europarc Italia
The EUROPARC Federation

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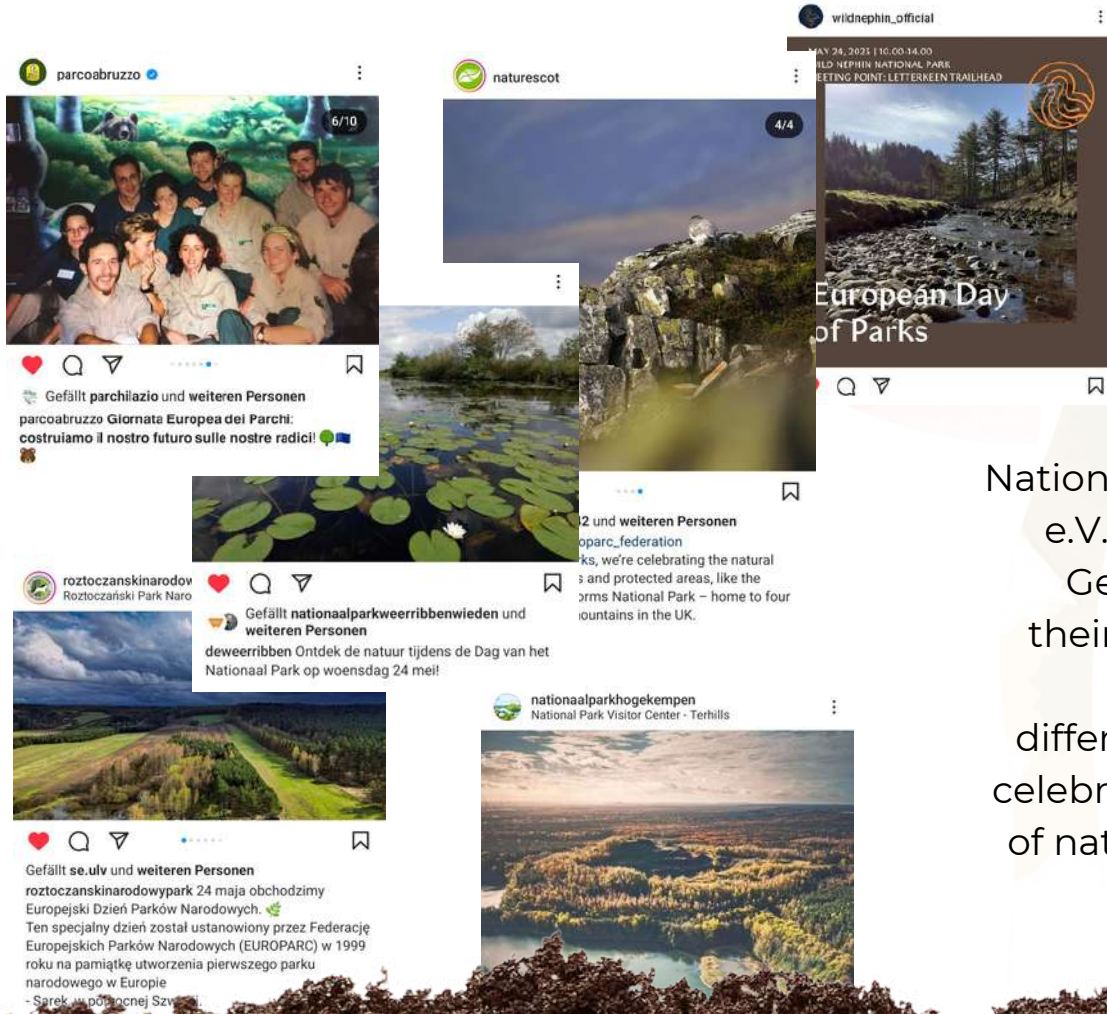
You and 54 others
13 comments · 55 shares

Love Comment Share

Others used Facebook to explain how they are *Building on our Roots*. Like Regione Puglia, who promoted the opening of a three-kilometer trail that was created to support visually impaired or disabled people to walk in Parco Nazionale Alta Murgia.

Facebook

On Instagram, over 330 posts were shared using #EuropeanDayOfParks or #EDoP23, with an additional 47 reels posted. This in turn created a massive multiplier effect, with thousands of people joining in on the online celebrations!

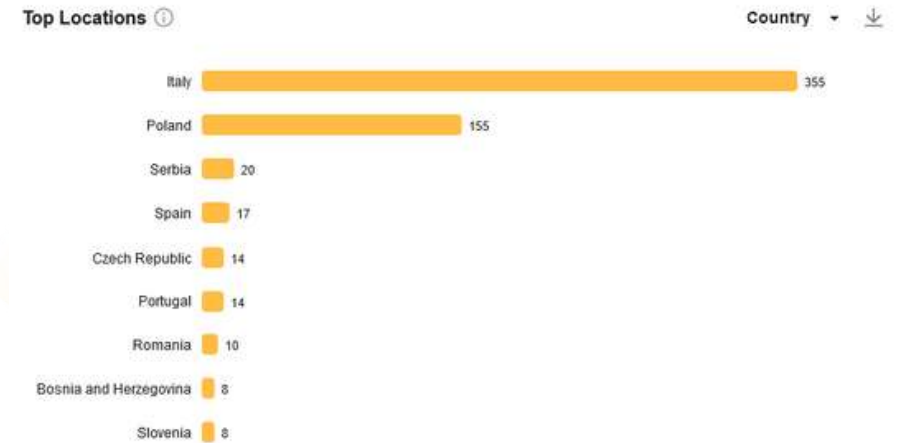
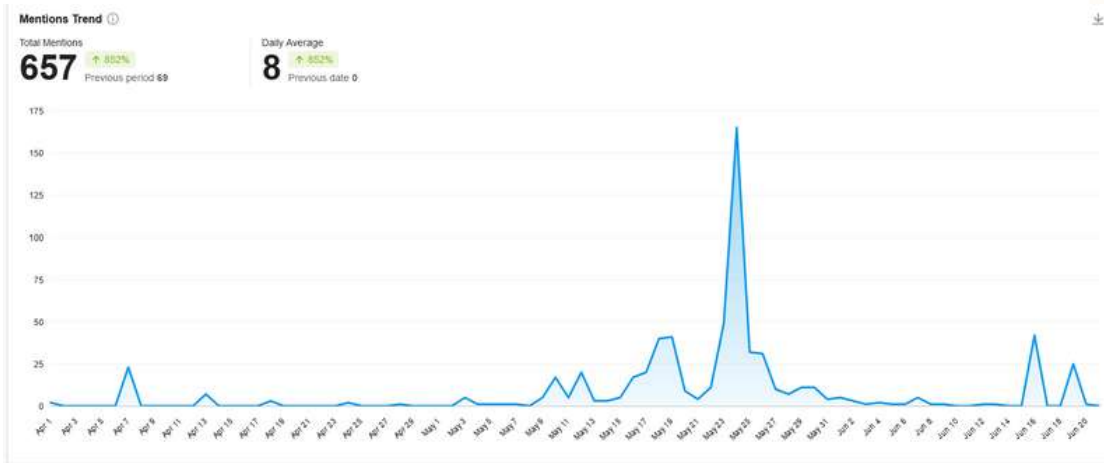
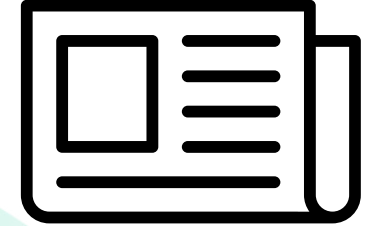


Nationale Naturlandschaften e.V. (formerly, EUROPARC Germany), together with their members, created an online campaign with different reels and pictures, celebrating the rich diversity of nature that Germany can build upon.



Instagram

Of course, traditional news outlets also picked up on the celebrations. Over **650 (online) articles** were published. The articles mentioned local events, highlighted the importance of our Protected Areas, as well as the shared responsibility we have to keep, and build upon, our natural heritage for future generations. News outlets in Italy were especially active, with over 350 articles published there.



Traditional Media

The European Day of Parks is the most important awareness raising events for Protected Areas in Europe, taking place annually on the 24th of May. The multiplier effect of all events organised, as well as the outreach on (social) media ensures that **the importance of Protected Areas is highlighted to a large audience, and in turn stimulates social acceptance and political support.**

It is promoted by the EUROPARC Federation.

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

“The EUROPARC Directorate wants to thank everyone that helped make this EDoP a success!”



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About EDoP



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