

## Nature is our Business.

EUROPEAN DAY OF PARKS 2015



WHAT: European Day of Parks 2015

WHEN: 24<sup>th</sup> of May 2015

WHERE: All over Europe, in national nature and regional parks

WHY: To show that looking after Europe's nature is good for people and good for business. To highlight the environmental, social and economic value of Europe's natural places.

### European Day of Parks - A pan-European celebration day for Protected Areas

*"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 - Goldman Prize Winner, Ashoka Fellow and Climate Leadership Corps member.

*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**. In more than 20 countries across Europe on Sunday, 24<sup>th</sup> May, national parks, nature reserves and other Protected Areas open their doors to visitors on the European Day of Parks 2015.

More than 80 Protected Areas are celebrating and raising the profile of the value and benefits of all Nature for everyone. This year hundreds of special activities will demonstrate how nature is good for business. Across Europe around this one day, thousands of people will share their love of nature and the local culture. For example in **Bussaco National Forest (PT)** you can become a biologist for a day! The Bussaco Forest Foundation, in collaboration with the University of Aveiro and the Project *'Biodiversity for All'* (Milene Matos), invites all the nature-lovers to a day full of discovery: 1<sup>st</sup> Bussaco BLITZ is a whole day dedicated to the exploration and interpretation about biodiversity with experts from different areas. All are invited for this fantastic scientific and playful itinerary, in the unique Forest of Bussaco.

Whereas in Slovenia, at **Triglav National Park** guided tours of Pocar homestead, workshops for children, opening of painting exposition and presentation of the Slovakian Protected Areas will be amongst the festival of fun!

From Iceland to Italy and from Finland to France, you will find special natural market places, showcasing all local products, or joint promotions with sustainable businesses, highlighting the benefits of working with Nature.

This exciting calendar of events for the European Day of Parks is now available on the [EUROPARC website](#).

**Notes for editors:**

**About the European Day of Parks**

*European Day of Parks, launched by the EUROPARC Federation, has been celebrated every year since 1999 in Protected Areas throughout Europe. European Day of Parks aims at bringing people closer to nature and raising public awareness on the importance of the natural beauty preserved in Protected Areas and the importance of conservation and sustainable management of those places. Events on and around the 24<sup>th</sup> of May present a colorful range how people feel passion and love for nature.*

**About the EUROPARC Federation**

*EUROPARC is the umbrella organization for Protected Areas throughout Europe. The aim of the network is to facilitate the increase of new partners throughout Europe by providing interested parks with information on the most important aspects of a Protected Area Management. EUROPARC Federation is an independent, non-governmental organization whose membership brings together organizations responsible for the management of most of Europe's Protected Areas. Currently it represents over 370 members in 36 countries. These include Protected Areas, governmental departments, NGO's and businesses who themselves manage the green jewels of Europe's land, sea, mountains, forests, rivers and cultural heritage.*

**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**

EUROPARC Communications Officer: [Anthony Luttmann](#) (French and English)

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