

European Day of Parks

Report 2013

This report corresponds to the objective:

2.2 NATURE AND BIODIVERSITY – awareness raising/environmental education

- To promote the values and benefits of protected areas in Europe to the public, and specifically young people

Funded by the European Union



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European Day of Parks

2013

Report

My Park. My Passion. My Story.

EUROPEAN DAY OF PARKS

24th of May 2013

My Park. My Passion. My Story.

European Day of Parks

The European Day of Parks (“EDoP”) is a commemorative day for protected areas across Europe. It was launched in 1999 by the EUOPARC Federation to celebrate protected areas throughout Europe.

In the light of EUOPARC Federation’s 40th anniversary in 2013, we celebrated the pan-European network founded in 1973 throughout the year under the theme **"40 years Working for Nature"**. The motto of the European Day of Parks 2013 was **"My Park. My Passion. My Story."**, which created space for individuals and protected area organisations to join the celebration and share their "story" with the EUOPARC network.

In 2013 the European Day of Parks was marked as another successful event that members of EUOPARC Federation made possible and filled with life! It was a really successful day and we are glad that so many members celebrated this day with a wonderful range of activities. EUOPARC through the 2013 campaign prepared and made available promotional material in several different languages that was then distributed to our members and applied by them including their activities. The promotional material included a ready to use template collage poster, 4 inspirational eCards, letterhead and a template press release. All of the material was editable and adjustable to regional and local activities and different languages.

The event had a great response from our members; the full list of 2013 EDoP activities and events per countries is available here: <http://www.euoparc.org/whats-on/european-day-of-park/activities-and-events/>. The numerous inspiration artworks we collected on our Flickr Account: <http://www.flickr.com/photos/90882025@N08/sets/72157634096246867/>

We aimed for 300 events across 10 countries and managed to exceed these numbers by having 307 activities in 16 countries.

Activities and media coverage:

- ❖ press releases
- ❖ social media coverage
- ❖ posters and cards
- ❖ International contest “My Park. My Passion. My Story.”

Facts and Figures	
Countries	16
Parks	65
Activities	307
Websites mentions	50
EP website reach (20th - 26th of May report)	22 595
Social media reach (Interactions)	7152

Due to our 40th celebration, we organised a contest and all the nature lovers to share with us at a special e-mail account through the campaign: parkpassion@europarc.org, her/his story through an art work, such as a **story, a song, a picture, a film or any other piece of art** that expresses how one feels connected to his/her most favourite Protected Area.

Passionate people from around Europe answered our challenge and send us their passion reflected in pictures, poems, posters and even music. We were very impressed by the school children, who expressed their passion for nature through drawings. The winner of this years contest is Plitvice National Park from Croatia. They submitted a collage with nature impressions of their employees, school children, visitors and many others. Thus, young people all over Europe enjoyed direct learning experiences and shared with us their passion and willingness to reconnect with nature.



Collage from Plitvice National Park for EDoP contest

This Park is a great place!
Tell us what it is you LOVE about this place.
Share your passion for Parks!



Write, Draw and Share your thoughts here (text field provided below)

Your entry might be the winner of this European wide campaign:

My Park. My Passion. My Story.

Sharing with events all over Europe

When finished, give this card to your protected area representative.

Alternatively, send this eCard with your text or poem, or email your art work (film, picture, etc.) in digital format (common digital file formats) to alansmith@cairngorms.co.uk
Thank you very much!

Your name: **Nic Bullivant**
Your country/address: Scotland
Your email/phone: nic.bullivant@cairngormmountain.org

CAIRNGORMS TRAVERSE (Symphony no. 2) by Nic Bullivant

Synopsis "A big lump of music for a big lump of mountains" was how this piece was approached. The Cairngorms stand as an unbroken mountain massif across Scotland, dividing the communities on each side and providing them with a common heritage, of which they are justly proud. The music is a long unbroken symphonic poem lasting about 48 minutes, scored for full orchestra, which features some of the key aspects of the Cairngorms. The five sections of the music start with pre-dawn and the first views of the mountains; the Long Walk In; the exhilaration of the mountain peaks and plateau; and a lazy interlude by a hidden loch. The imagined Traverse then encounters a gale, which starts as a thin wind and sudden gusts, and rises to an exhausting battle, before subsiding suddenly to a brief silence. Without a break, the music continues to depict night-time, with a long gentle motif interrupted by sections describing the night sky and a wildlife encounter, before moving on to sunrise. The narrative of the Traverse is paused as the fourth section considers the influence of people on the mountains, starting with Gaelic-style melodies, exciting sections and a mournful one, before the last section retraces the first, with the Long Walk Out, a last look back and a peaceful conclusion.

<http://soundcloud.com/nic56/cairngorms-traverse-1>

Listen to the song recommended by Nic (UK) here <http://soundcloud.com/nic56/cairngorms-traverse-1>



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Protected area

National park PELISTER

Republic of Macedonia

np.pelister@yahoo.com

www.park-pelister.com

This Park is great place!
Tell us what it is you LOVE about this place.
Share your passion for Parks!



Write, Draw and Share your thoughts here (text field provided below)

ПЕЛИСТЕР

Само како на Битола
да е љубовник Пелистер,
само како неговите езера
да се две очи што љубат!

Само како на Битола
да е друшка моликата,
само како неа камените реки
да се сон и јаве!

Само како на Битола
да се пламенот и
вечерните огнови на врвовите:
сонце да заоѓа,
душа за убост да пека!

Поема на ПАНДЕ МАНОЈЛОВ

PELISTER

As if only to Bitola
It is Pelister lover,
as if its lakes are
two eyes that love!

As if only to Bitola
to be mate molika*
as if to it
the stones rivers are both
a dream and reality!

If only to Bitola
are the flame
and the night fires on the peaks:
sun that sets down,
a soul that desires for beauty.


Poem by PANDE MANOYLOV

*molika - name of pine tree known on Pelister Mountain

Promotion through different channels

On this important day, many people and institutions supported us in the celebration of nature and sent us their thoughts and helped to promote this international event. EUROPARC Members, Sections, MoU partners, media /international press, **LIFE, IUCN, NATURA 2000, Eurosité** and others helped us to promote it and make people aware of the importance of protected areas.

European Day of Parks had a good media coverage, being mentioned on the **BBC Radio Scotland** on 24th of May. Some of the other media announcements include: **Dinaric Arc Parks, Travel Mole, Business and Biodiversity, Heritage Council, Dinaric Arc Parks, Panorama (American News), Governo Dos Acores, National Parks Traveller, and many more local ones.**



This Park is great place!
Tell us what it is you LOVE about this place.
Share your passion for Parks!

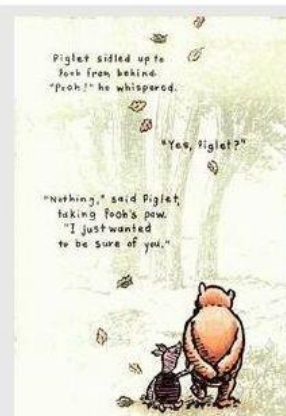
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Alternatively, send this eCard with your text or poem, or email your art work (film, picture, etc.) in digital format (common digital file formats) to (enter email of your park).
Thank you very much!

Ignace Schops
Belgium




REPLACE THIS BOX AND INSERT PA Logo here

*My Park, My Passion, My Story...
the natural heritage secured ...*

Happy Birthday
EUROPARC federation!

By Ignace Schops, EUROPARC Council Member



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Thank you very much!

Your name: Paulo Castro

Today, the 24th I will be there, in Lindoso, in the heart of Peneda Geres National Park, in N-W Portugal, just on the border with Galicia/Spain. I will be working, but my passion for this park has many years and many stories.
It is difficult to illustrate a passion, because passion is the bond that connects us to people, places and moments, once, twice, many times, maybe forever!
Is it the purple lilac of Geres blossom in spring or is it the firely garranos calmly grazing heatland? Is it the storm over the mountains that hypnotizes us, or the sunset over the granite walls of Peneda? Is it the people of Pitões cutting the hay meadows or it is the walking in the Gern (roman military road) through a primitive Oak forest? It is the laugh of children being happy in nature or the silence of the submerged ruins of Vilarinho das Furnas?

I don't know. I just know it is My Passion, My Park, My Story.

REPLACE THIS BOX AND INSERT PA Logo here

By Paulo Castro, EUROPARC Council member



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Thank you very much!

Anne Webster
anne.webster@europarc-consulting.org



John Muir, the Scottish born author, explorer of nature, ecological thinker and early campaigner for the preservation of wilderness used words far more eloquent than any we can write:

„Climb the mountains and get their good tidings, Nature's peace will flow into you as sunshine flows into trees. The winds will blow their own freshness into you and the storms their energy, while cares will drop off like autumn leaves. As age comes on, one source of enjoyment after another is closed, but nature's sources never fail.“

„When we try to pick out anything by itself we find that it is bound fast by a thousand invisible cords that cannot be broken, to everything in the universe.“

John Muir (1838 – 1914)

love from EUROPARC Consulting GmbH...

Social Media	Interactions	Posts/Tweets by EUROPARC	Visits on the pages	New likes/followers
Facebook	197	20	9277	21
Twitter	30	150	45	15
Total	227	170	9322	36

* Interactions= likes, comments, replay, shares, re-tweets, mentions, replays....

*Available in website insights

How You Reached People (Reach and Frequency)

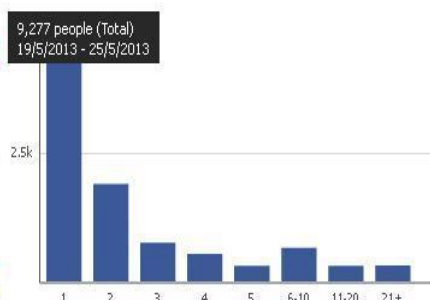
All Page Content

Reach?

☒ Organic? ☒ Paid? ☒ Viral? ☒ Total?



Unique Users by Frequency?



Facebook Insights on 24th

May

Material used in the campaign

Mobilizing Europe to protect Nature


European Day of Parks 2013 aims to achieving international recognition with a unique campaign

The European Day of Parks, a unique campaign day celebrated on May 24, will mobilize Europe's citizens to express their passion for nature. Protected areas across the continent will join this year's event day with the theme "My Park. My Passion. My Story."

„The clearest way into the Universe is through a forest wilderness" commented the renowned nature writer [John Muir](#). On May 24th people in parks from all over Europe will remember again the joy being in nature brings.

"This would be a fantastic achievement for all who are investing their energy, time and who just enjoy being in nature to come together with one passionate voice" says Director Carol Ritchie. Since its launch in 1999, the European Day of Parks has grown to a European wide campaign day with hundreds of events and activities. The European Day of Parks gains its strength from widespread participation of protected areas, agencies and organizations working in conservation. The EUROPARC sections are joining the event reaching out to other events and groups: The EUROPARC section in Italy, Federparchi, is liaising with the national youth sports association to mobilize young people, while in Spain RedEUROPARC takes the European Day of Parks to the Primavera festival in Madrid, and the German section is organizing a photo contest.

EUROPARC press release



EUROPEAN DAY OF PARKS
My Park. My Passion. My Story.

Take a picture.

Sing a song.

Make a film.

Protected Area Name
Event Name
Event Date
Event Location
Other info (if necessary)

Love your park, share your passion, celebrate this special place!
Express your passion for nature in an artistic way: a picture, story, poem, song, video...
Send your ART WORK to your park (E-MAIL of the protected area) or to parkpassion@europarc.org
and your story may go forward for a unique prize!
Please add your name, address, country, email and phone number.

Logo of your PROTECTED AREA

www.europarc.org
www.facebook.com/EUROPARC
EUROPARC
FEDERATION
Working for Nature



eCard for European Day of Parks 2013

Poster template European Day of Parks 2013 (English)

Examples of media coverage

NATIONAL PARKS TRAVELER
Commentary, news, and life in America's Parks

Departments Pick Your Park Essential Friends Shop Advertise

Home >

In The Wake Of National Park Week, European Day Of Parks 2013

Submitted by [NET Staff](#) on May 5, 2013 - 1:15am

Though here in the United States "National Park Week" has come and gone, in Europe excitement is building for "European Day of Parks 2013."

European Day of Parks, a unique campaign day that will be celebrated on May 24, is intended to mobilize citizens to express their passion for nature through artwork. Activities are planned in Ireland, Croatia, France, Italy, Belgium, and Spain.

Participants are being encouraged to organize a silent walk and have the hikers paint what they felt afterwards; provide materials for drawing a picture or elaborating an artistic object; inspire participants to write a poem or story around the theme of this year's celebration, **My Park. My Passion. My Story.**; or compose a song and sing it with others.

Perhaps someone might be inspired to produce a film with parklands as a setting for hiking, biking, canoeing, or even paragliding over the protected landscape.

Protected areas across Europe will join this year's event with an eye on helping the day of celebration gain international recognition on a EU level.

National Parks Traveler website

Home > News > All news by theme

My Park. My Passion. My Story. European Day of Parks 2013

13 March 2013 | News story
0 Comments | [Write a comment](#)

"My Park. My Passion. My Story." is the motto of the European Day of Parks 2013 promoted by the EUOPARC Federation, an IUCN Member. Since its inauguration in 1999 this commemorative event day invites people to protected areas and raise awareness about the importance of these areas for biodiversity protection. The day is celebrated on and around 24 May.

This year, protected areas organisations and administrations invite their employees, visitors and all stakeholders to share their experiences in nature by fine arts. Everybody who loves nature is encouraged to take part and express their passion in a story, a song, a picture, a film, a play, or any piece of art.

How can you creatively express your passion for nature? Here are some ideas:

- Organize an activity and invite participants to paint, write, play, sing about this activity and what feelings it brought to them;
- Invite people to play their passion for nature in a pantomime or impro- theater;
- Provide materials for drawing pictures or elaborating an artistic object;
- Inspire people to write a poem or story;
- Compose and sing a song;
- Produce a film while hiking/biking/canoeing/paragliding over

RELATED LINK

- European Day of Parks
- EUOPARC 40th Anniversary
- Video - EUOPARC Annual Conference
- EUOPARC website

European Day of Parks
Photo: EUOPARC Federation

EUOPARC FEDERATION 40 Years
Working for Nature

EUOPARC
Photo: EUOPARC Federation

IUCN website



Latest News

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2013 State of the Voluntary Carbon Markets Report Executive Summary launched [more...]

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GRI's G4 is future of sustainability reporting, say business leaders [more...]

Spanish Business and Biodiversity Initiative launched [more...]

European Day of Parks 2013

24 May 2013, Europe-wide

This year's European Day of Parks has the motto 'My Park. My Passion. My Story.' Inaugurated in 1999, the European Day of Parks is organised by the Europarc Federation, and held on or around 24 May each year. The aim of the event is to bring people closer to nature and to raise public awareness about the importance of conservation and sustainable management of protected areas.

In keeping with this year's motto, protected areas' employees, visitors and other stakeholders are being invited to share their experiences of and passion for nature in some art form, such as stories, songs, pictures, films or plays.

Activities may be held well ahead of 24 May, as well as on the day itself, and be linked to the European Day of Parks. The Europarc Federation has suggestions on possible activities and ways to explore creatively people's passion for nature on its website: <http://europarc.org/whats-on/european-day-of-park/>.

For inquiries and further information about the European Day of Parks, please email office@europarc.org or telephone: +49 941 599 3598-0.



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Business and Biodiversity website

LIFE E-News

EUROPARC Spain organised many activities and many people participated into activities organised for the European Day of Parks 2013.



Universidad
de Granada

*Máster en
Paisajismo, Jardinería y Espacio Público.*

24 de Mayo

DÍA EUROPEO DE LOS PARQUES NATURALES

Los primeros Parques Naturales Europeos se declararon un 24 de Mayo de 1909 en Suecia



Parque Natural de Sierra Nevada



[Video created by EUROPARC Spain for EDoP 2013](#)

We would like to thank all our members that sent their events details and joined us in this campaign! For more information and any questions, do not hesitate to contact us at the directorate at office@europarc.org.