European Day of Parks

Report 2014

This report fulfils the objective:

Area 2:
Contribute to meet the EU 2020 targets by implementing the EU Biodiversity Strategy

Objective 2e:
Raise awareness of wide public and young generations on the role of protected areas, and promote active citizenship experiences in favour of nature conservation.

of the NGO operating grant 2014 under the Financial Instrument for the Environment (Life+)
(operating grant agreement N°2014/680767/SUF/E4-EUROPARC) awarded to the EUROPARC Federa
European Day of Parks
2014
Report

Parks for nature.
Parks for well-being.
Parks for peace.
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 EUROPARC Federation to celebrate protected areas throughout Europe. This special day aims at bringing people closer to nature and offers a diversity of activities and events in protected areas throughout Europe. The date is significant because it is the day the first European national park was founded in Sweden in 1909.

In 2014, the world marked the 100th anniversary of the outbreak of the First World War. Therefore this year, the European Day of Parks (EDoP) was held under the theme: “Parks for Nature. Parks for well-being. Parks for peace.” By connecting our most important date to this anniversary, we wanted to emphasize how our protected areas can have very different roles in people’s lives. The most important question we tried to answer was: What is the contribution that Protected Areas make to Peace and Wellbeing?

Thus, in 23 countries across Europe on Saturday, 24th May, national parks, nature reserves and other protected areas opened their doors to visitors on the European Day of Parks 2014. It was an amazingly successful day and we are glad and impressed that so many members celebrated this day with a wonderful range of activities. Walks, excursions, exhibitions and more were held by protected areas from Finland to Spain and from Ireland to Romania. They highlighted the significant role that protected areas play in protecting an abundance of creatures across the continent. The diversity of events once again showed that parks use a nature-inspired creativity to address different groups of society, from tourists to children, from outdoor lovers to plant lovers.

More than 100 protected areas promoted the day, which aims at being internationally recognized in 2014 for the sake of protected areas’ status in European societies. The full list of 2014 EDoP activities and events per countries is available here: http://europarc.org/uploaded/documents/1974.pdf. As for the numerous artworks people shared with us, we collected them and published on EUROPARC’s Facebook profile, this way opening an online contest: https://www.facebook.com/media/set/?set=a.715924408472351.1073741835.135497019848429&type=3
Activities and media coverage:

- press releases
- social media coverage
- posters and logo
- e-News
- international online contest on social media “Parks for Nature. Parks for well-being. Parks for peace.”

Facts and Figures

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<td>Countries</td>
<td>23</td>
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<tr>
<td>Parks</td>
<td>100+</td>
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<tr>
<td>Activities</td>
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<td>EP website reach (Page views between 19th - 25th of May)</td>
<td>5,602</td>
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<td>Social media reach (Interactions)</td>
<td>5,668</td>
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On the European Day of Parks 2014, we organised an online contest on social media for the most inspiring material of the day and we invited all nature lovers to share with us their feelings and emotions in any piece of art that expresses how they reflect on the history happenings at a special e-mail account: edop@europarc.org. Thus we gathered impressing videos, photos, paintings, poems, collage posters and drawings that express in many different ways how people feel connected to their own Protected Areas and natural parks.

All the digitalized material was published as an online album on social media (EUROPARC’s Facebook page).

From more than 40 submissions for this year’s contest on Facebook, Anne-Marie Austad’s fabulous painting collected more than 100 “likes” and therefore, won the competition with an overwhelming number of votes. Her artwork expressed the young author’s love and passion for birds and nature.
The winner of the European Day of Parks 2014 was officially awarded and celebrated internationally at the EUROPARC Conference in Ireland.

All protected areas, Natura 2000 sites, EUROPARC members and partners were invited to join the European Day of Parks activities through direct email invitation, social media posts, eNews and website. Furthermore, EUROPARC members were able to report back on their activities marking the day by filling an online report form: https://www.surveymonkey.com/s/FVG898Q.

Examples of photos and artworks

Young promoters on the European Day of Parks, National Park of Montenegro
"Make Love, Not War!"
(Romanian Ranger Association)

"La Pace è la musica della Natura"
(Parco Nazionale Appennino Lucano)
Drawing exhibition in Parco Nazionale Appennino Lucano on the European Day of Parks 2014

A video and event organised by Municipal Park of Bistrita in Romania
https://www.youtube.com/watch?v=JiIXP2vFMs4

“De Dag van het Nationaal Park” - Video for the European Day of Parks in the Netherlands:
https://www.youtube.com/watch?v=zbKbe0r5QSg&feature=youtu.be
Promotion through different channels

The European Day of Parks 2014 gave higher visibility to Protected Areas. On this important day, many people and institutions supported us in the celebration of nature, sent us their thoughts and helped to promote this international event. EUROPARC Sections, MoU partners, the European Parliament, EUROPARC Council members, and President raised the awareness of the wide public on the relevance and value of protected areas – including Natura 2000 sites - for the conservation of nature and the peace among people and communities. Additionally, WFMD 2014 joined forces with EUROPARC since both the European Day of Parks and World Fish Migration Day have similar goals. Local community events took place at 250 locations worldwide and celebrated the big day and many of our Protected Areas placed within the near distance of rivers and lakes.

European Day of Parks had a high media coverage, being announced and mentioned in numerous international and local newspapers, publications, but also on different radio stations, such as Canal Extremadura in Spain that interviewed EUROPARC Spain (Javier Puertas) on this special occasion. The interview can be found here: http://www.canalextremadura.es/alacarta/radio/audios/dia-europeo-de-los-parques-naturales.

Some of the other media announcements include:


An event organised by the EUROPARC Federation

The European Day of Parks is almost upon us again. The EUROPARC Federation has been celebrating Europe’s protected areas through this event since 1999. It is a great opportunity for you to promote your protected area and its work to the general public and your local stakeholders and politicians. We celebrate officially on the 24th May, marking the date when the first national parks in Europe were founded, but please also use the week around this date to organise your events.

German Nature Parks' website http://www.naturparke.de/news/biodiversity

"AB INS GRUNE" - NATURPARK-WANDERTAG 2014


Seien Sie dabei und wandern Sie mit!
LSD Magazine, Italy – EUROPARC President, Thomas Hansson announcing the European Day of Parks

EUROPARC press release

WHAT: European Day of Parks 2014  
WHEN: 24th of May 2014  
WHERE: Europe's Protected Areas  
WHY: To raise public awareness about the mission and work of protected areas

Enjoy nature with all senses: EUROPARC Federation announces European Day of Parks 2014

The European Day of Parks was launched as a commemorative day by the EUROPARC Federation in 1999 to celebrate protected areas throughout Europe. This year’s 24th of May aims at bringing people closer to nature and offers a diversity of activities and events in protected areas throughout Europe.

Nature experience as an individual activity is this year’s theme for the European Day of Parks. Protected areas throughout Europe are joining this anniversary with unique activities, cultural exhibitions, and exciting events. The celebrations aim to raise public awareness about the mission and work of protected areas whose efforts continue to protect the natural beauty of both primeval and cultivated landscapes, fauna and flora. Park administrations are enhancing their relationship with the local population and aim to involve people more from a socio-cultural and socio-economic perspective of conservation and sustainable management protected areas.

“Parks for Nature. Parks for well-being. Parks for peace.” with this motto does EUROPARC Federation offer a theme that allows people to gain individual experiences and inspiration from nature and conservation.

This year, the world marks the 100th anniversary of the outbreak of the First World War. Why should we remember? Why should we stop and think about those events that happened so long ago? By the end of the First World War, there were very few people in the countries that took part who remained unaffected. The war reached out and touched almost everyone’s life in some way or other.

By connecting our most important date to this anniversary, we want to emphasize how our protected areas can have very different roles in people’s lives. The most important question this event wants to address is: What is the Contribution that Protected Areas make to Peace and Wellbeing?

EUROPARC Federation is proud that many of its 360 members in 36 European countries are participating. National parks, nature parks and landscape reserves have organized activities and events involving the young and the old to celebrate together. Multimedia shows, guided adventure tours, special walks, farmer markets, and other events comprise the multicultural and international mosaic of the European Day of Parks.

For all members of the EUROPARC Federation, it is most important to collaborate and proactively exchange information and skills. Nature doesn’t know any borders and many protected areas and ecosystems are connected beyond national borders. It is our mission to foster nature conservation at a European level and support our members in managing protected areas and through international cooperation, points out Thomas Henderson, president of EUROPARC Federation.

European Day of Parks Design (English)
European Day of Parks Promo Video (https://www.youtube.com/watch?v=4WGDESXxSsQ)

Here is a selection of articles about the European Day of Parks 2014

Gaston Franco’s webpage (MEP), Brussels, Le 24 mai prochain, les parcs naturels européens seront à l’honneur, 18th of March 2014


Federparchi’s website, Italy, La pace è il tema della Settimana Europea dei parchi, a fine maggio, 25th of February

EUROPARC Spain’s website, Spain, Concurso de fotografía EUROPARC-España "Día Europeo de los Parques", 11th of April

Heritage Council’s website, Ireland, European Day of Parks

Regione Lombardia’s webpage, Italy, Giornata Europea dei Parchi: eventi lungo il V’Arco Villoresi, 20th of May 2014

L’Adigetto, Italy, 24 maggio, Giornata Europea dei Parchi: ecco il Vostro Parco, 16th of May 2014

El Periodic, Spain, Seis Parques Naturales de la Comunitat programan actividades este fin de semana, 16th of May 2014

Parco della Maremma’s Facebook page, Italy, Festa dei Parchi 2014, 14th of May 2014

Klamm, Germany, "Tag der Parke" in Steinhude steht im Zeichen des 40. Gründungstages des Naturparks, 15th May 2014

La Stampa, Italy, Sulla Via Francigena dal Parco del Po e Collina Torinese al Sacro Monte di Crea insieme al CAI-Casale Monferrato, 15th of May
We would like to thank all our members and supporting organisations that sent their event details and joined us in this campaign!

Here you can watch the European Day of Parks promo video

For more information and any questions, do not hesitate to contact us at the directorate at office@europarc.org