



**EUROPARC**  
F E D E R A T I O N

# European Day of Parks

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## Report 2015

**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.



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*Responsibility for the information and views expressed in the publication lies entirely with the authors*

# European Day of Parks

## 2015

### Report



*Nature is our business*

**2015**  
**EUROPEAN DAY OF PARKS**

An event organised by  
the EUROPARC Federation



Design: EUROPARC Federation, [www.europarc.org](http://www.europarc.org)



## 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 European Protected Areas. The date is significant because it is the day the first European national park was founded in Sweden in 1909.

On **European Day of Parks 2015**, we showed that *Nature is our Business*. The nature we have in our care, is valuable in its own right, but needed for business and communities too.

In 23 countries across Europe on Sunday, 24<sup>th</sup> May, national parks, nature reserves and other Protected Areas opened their doors to visitors on the European Day of Parks 2015.

More than 80 Protected Areas celebrated and raised the value and benefits of Nature, and hundreds of special activities demonstrated how Nature is good for business.

From Poland to Italy and from Finland to France around this one day, thousands of people shared their love of nature and the local culture.

You could see a special natural market place, showcasing all local products, or joint promotions with sustainable businesses. Nature guiding and nature watching were also highlighted.

This year, once again, this special event in Europe has been an amazingly successful day and we are glad and impressed that so many members celebrated this day with a wonderful range of activities.

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.

Please find [here](#) the full list of **2014 EDoP activities and events** per countries.



## Activities and media coverage:

- press releases
- social media coverage
- posters and logo
- e-News

<i>Facts and Figures</i>	
<b>Countries</b>	<b>23</b>
<b>Parks<sup>1</sup></b>	<b>100+</b>
<b>Activities<sup>2</sup></b>	<b>200+</b>
<b>EUROPARC website reach (Page views between 19<sup>th</sup> - 25<sup>th</sup> of May)</b>	<b>5,463</b>
<b>EDoP pages (<a href="#">page</a> and <a href="#">news</a> views between 24<sup>th</sup> March – 25<sup>th</sup> May)</b>	<b>1246</b>
<b>EDoP page (<a href="#">page</a> and <a href="#">news</a> views between 19<sup>th</sup> - 25<sup>th</sup> May)</b>	<b>323</b>
<b>Social media reach (Interactions on Facebook)</b>	<b>12.684</b>
<b><u>MailGimp Campaigns - eNews</u></b>	
<b>In English</b>	
• <b>24 April – 1940 subscribers</b>	<b>21% opens</b>
<b>In French</b>	
• <b>25 March – 90 subscribers</b>	<b>36 % opens</b>

<sup>1</sup> Please note that the number indicated here corresponds to an approximate total of Parks that joined the celebration (based on the information we received and found on the internet). According to the online form that EUROPARC created, 83 Parks registered and highlighted their activities - this list is available in our [Calendar of events](#).

<sup>2</sup> Please note that the number indicated here corresponds to an approximate total of activities that joined the celebration based on the information we received and found on the internet. According to the online form that EUROPARC created, 83 Parks registered 110 activities - this list is available in our [Calendar of events](#).



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 register their activities marking the day by filling an [online form](#).

## Promotion through different channels

The European Day of Parks 2015 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.

Here you can find some examples of promotion from our network:

### **Promotion through EUROPARC Sections (some examples)**

- **EUROPARC Central and Eastern Europe**

Post on the Europarc Central and Eastern Europe Facebook page to promote the event.

8<sup>th</sup> of April 2015



- **EUROPARC Spain**

Organization of a [special event](#) between the Office of EUROPARC - Spain and the city of Madrid to celebrate the European Day of Parks 2015 in the Center for Environmental Information and the Education House, on May 30<sup>th</sup> 2015.

[Video](#) editing for this special event, promoted on the EUROPARC Spain Facebook page:





Dedicated [webpage](#) for the European Day of Parks 2015



- **Fedeparchi**

Publication of articles on the website of EUROPARC Italy :

[Conto alla rovescia in vista della Giornata europea dei parchi](#), 4<sup>th</sup> of May 2015

[Giornata Europea dei Parchi](#), 13<sup>rd</sup> of May 2015

[La Giornata Europea dei Parchi nel Parco del Po e della Collina Torinese](#), 18<sup>th</sup> of May 2015



**Promotion through our network and members (some examples)**

- **IUCN Newsletter**

Mention of EDoP 2015 in the May [IUCN Newsletter](#)

**European Day of Parks - a pan-European celebration day for Protected Areas**



Contributed by *EUROPARC Federation*

"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.


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 showed that 'Nature is our Business'. In more than 20 countries across Europe on Sunday, 24th May, national parks, nature reserves and other Protected Areas opened their doors to visitors.

[Read more](#)  
[Up](#)

- **EUROSITE**

Webpage published and dedicated to EDoP 2015



**Eurosite**

Startseite News Workshops Themen / Anleitun Twinning Projekte / Kooperation Mitglieder Über uns Mitgliedschaft Forum


Login/Register

**Event details**

warning: array\_reverse() [function.array::reverse\(\)](#): The argument should be an array in [/var/www/hosts/eurosite.org/httpdocs/sites/all/modules/menutrails/menutrails.module](#) on line 73

Date	24/05/2015	European Day of Parks 2015 - "Nature is Our Business"
Location	All over Europe, n/a	Every year European Day of Parks takes place on and around 24th of May. It aims to bring people closer to nature and raise public awareness on the importance of the natural beauty, preserved in Protected Areas and the importance of conservation and sustainable management of those places.
Language(s)	English	
Theme	Non-member event - International participation encouraged	The European Day of Parks is a commemorative day for Protected Areas across Europe that was launched in 1999 by the EUROPARC Federation to celebrate Protected Areas throughout Europe.
Target audience		This year's theme is nature and business, which aims to showcase the 'business' of nature management, such as selling produce, cooperating with sustainable business, and nature guides.
Organizor details		Status in planning
Organizor contact	EUROPARC Headquarters	Link(s)
	office@europarc.org	<a href="#">European Day of Parks</a> @
Venue detail		Download(s)
		842 Aufrufe
Venue address	All over Europe	
	All over Europe, n/a	

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- **BioEUParks website**

[Press release](#) available on the BioEUParks website.



- **Pembrokeshire Coast National Park Authority**

[Latest news: European Day of Parks 2015: Nature is our business](#), 19<sup>th</sup> of May 2015



### **Other articles from European institutions or organizations**

**Alparc**, France, [European Day of Parks](#), 24<sup>th</sup> of May 2015

**Fedenatur**, Spain, [News - European Day of Parks](#), 2015

**Institute for Outdoor Learning**, UK, [European Day of Parks 2015 nature is our business 24th of May](#), 26<sup>th</sup> of May 2015

**International National Trusts organisations**, UK, [The European Day of Parks](#), 18<sup>th</sup> of March 2015

**Junta de Andalucía**, Spain, [Talleres, actividades infantiles y visitas guiadas celebran el Día Europeo de los Parques en Sierra de Cardena-Montoro](#), 28<sup>th</sup> of May 2015

**Republic of Slovenia**, [More than a third of Slovenia is recognized to be nature conservation areas of Natura 2000](#), 18<sup>th</sup> of May 2015

**Sito ufficiale della Regione Autonoma Valle d'Aosta**, Italy, [ANSA/ L'Italia si fa verde per la Giornata europea dei parchi](#), 23<sup>rd</sup> of May 2015

**Swedish Agency Marine and Water Management**, Sweden, [European Day of Parks](#), 29<sup>th</sup> of January 2015





## **Media Coverage**

Moreover, the European Day of Parks had a high **media coverage**, being announced and mentioned in numerous international and local newspapers, publications.

*Here is a selection of articles about the European Day of Parks 2015 published in different media channels:*

### **UK**

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**BBC**, [European Day of Parks 2015 celebrated across Wales](#), 24<sup>th</sup> of May 2015

**Wn**, [European Day of Parks 2015 celebrated across Wales](#), 24<sup>th</sup> of May 2015

### **Germany**

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**Eifeler Presse Agentur**, [Ginsterblütenfest und Europäischer Tag der Parke](#), 8<sup>th</sup> of June 2015

**Pressemeldung – Niedersachsen**, [Region Hannover: Naturpark Steinhuder Meer](#), 20<sup>th</sup> of May 2015

### **Italy**

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**ADNkronos**, [Il 31 maggio tutti "In cammino nei Parchi"](#), 27<sup>th</sup> of May 2015

**BlogSicilia**, [Sull'Etna tante iniziative per la 'Settimana Europea dei Parchi'](#), 18<sup>th</sup> of May 2015

**BW**, [La natura è affare nostro: Giornata europea dei parchi il 24 maggio](#), 23<sup>rd</sup> of May 2015

**Corriere Adriatico**, [Giornata europea dei parchi Tutti gli appuntamenti di domenica](#), 22<sup>nd</sup> of May 2015

**Levanta News**, [Parco dell'Aveto: gli eventi in occasione della Giornata Europea dei Parchi](#), 22<sup>nd</sup> of May 2015

**LiveUniCT**, [Settimana europea dei parchi: ecco il calendario degli eventi in Sicilia](#), 19<sup>th</sup> of May 2015

**MET**, [Monteferrato in festa, l'occasione per scoprire un tesoro verde](#), 13<sup>th</sup> of May 2015

**QUI News**, [Festa Europea dei Parchi a Monterufoli](#), 23<sup>rd</sup> of May 2015

**Quotidiano di Sicilia**, [Parchi, si celebra la Settimana europea](#), 16<sup>th</sup> of May 2015

**Tempo Libero**, [Giornata europea dei parchi 2015: guida ai migliori eventi in Italia](#), 21<sup>st</sup> of May 2015

## ***Slovenia***

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Radio Si, [European Day of Parks](#), 24<sup>th</sup> of May 2015

STA - Slovenska Tiskovna Agencija, [Parks Open Doors to Celebrate Park Day](#), 24<sup>th</sup> of May 2015

## ***Spain***

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20 Minutos, [Cebollera celebra este sábado el Día Europeo de los parques naturales](#), 29<sup>th</sup> of May 2015

20 Minutos, [El Ibanat celebra el Día Europeo de los Parques Naturales con actividades gratuitas](#), 23<sup>rd</sup> of May 2015

20 Minutos, [La Junta celebra el Día Europeo de los Parques con actividades en varios espacios naturales andaluces](#), 22<sup>nd</sup> of My 2015

ABC, [Monfragüe celebra el Día Europeo de los Parques con una ruta temática](#), 30<sup>th</sup> of May 2015

ABC, [Cebollera celebra el Día Europeo de los Parques con un taller de fotografía](#), 30<sup>th</sup> of May 2015

Elperiodic, [Medio Ambiente organiza 50 actividades en mayo con motivo del "Día Europeo de los Parques Naturales"](#), 4<sup>th</sup> of May 2015

El Periodico, [Monfragüe celebra el día de los parques](#), 31<sup>st</sup> of May 2015

El Periodico, [Los espacios naturales de Barcelona conmemoran el día europeo de los parques](#), 20<sup>th</sup> of May 2015

Es Andalucia, [Escolares conmemoran el Día Europeo de los Parques en la Sierra de Andújar](#), 26<sup>th</sup> of May 2015

Europa press, [Santoña propone dos rutas por el monte Buciero por el Día Europeo de los Parques Naturales](#), 13<sup>th</sup> of May 2015

Laredcomarcal, [El Parque Natural Chera - Sot de Chera celebra el día europeo de parques naturales con el olivo como protagonista](#), 8<sup>th</sup> of May 2015

Murcia, [Medio Ambiente celebra el Día Europeo de los Parques con visitas guiadas, exposiciones y conciertos de música](#), 28<sup>th</sup> of May 2015

RONDA Somontano, [Aragón celebra el día de los Parques y la Biodiversidad](#), 29<sup>th</sup> of May 2015

UH Noticias, [Los parques y reservas naturales de Balears celebran su Día europeo](#), 20<sup>th</sup> of May 2015



**Material used in the campaign**

*European Day of Parks Design (English)*

*Facebook cover EDoP*



*Card EDoP*

*EDoP Poster*





**EUROPARC**  
FEDERATION



## **EUROPARC press releases**

24<sup>th</sup> March 2015

### **PRESS RELEASE**

**WHAT:** European Day of Parks 2015

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

**WHERE:** Europe's Protected Areas

**WHY:** To raise public awareness about the mission and work of Protected Areas



### **EUROPARC Federation announces European Day of Parks 2015**

*The EUROPARC Federation launched the European Day of Parks as a commemorative day in 1999 to celebrate Protected Areas throughout Europe. This year's 24<sup>th</sup> of May aims at bringing people closer to nature and offers a diversity of activities and events in Protected Areas throughout Europe.*

Protected Areas throughout Europe are joining this anniversary with unique activities, colourful 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 in Protected Areas.

### **European Day of Parks 2015 "Nature is Our Business"**

#### **24 May, all over Europe!**

Every year EUROPARC members "gather" events around May 24th to celebrate and raise the profile of the value and benefits of all our Protected Areas. By coming together around one theme, on one occasion in the year we have a stronger collective voice.

This year we show the nature we have in our care, is valuable in its own right, but needed for business too. So why not make a special natural market place, showcasing all your local products, or make a joint promotion with sustainable businesses? You can even highlight nature guiding and nature watching in your park... show that looking after nature is the "business" of the park. There are many ideas to take part in European Day of Parks we just ask you to let us know your events so we can highlight them!

For all members of the EUROPARC Federation it is most important to collaborate and proactively exchange information and skills. "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. 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."

**END** (390 words)







**EUROPARC**  
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13<sup>rd</sup> of May 2015

PRESS RELEASE - EUROPARC Federation

**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 "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: First 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](#).



An event organised by  
the EUROPARC Federation





## Calendar of Events



**24th of May 2015**  
**EUROPEAN DAY OF PARKS**

**Calendar of Events**

*Nature is our business*

Design: EUROPARC Federation, www.europarc.org



**Blanský les Nature conservation area - [web](#)**  
**CONTACT** [tereza.rejnkova@nature.cz](mailto:tereza.rejnkova@nature.cz)

**EVENT**  
24 May, 0.00 AM/ 4.00 PM  
Holubov and Blanský les will held a market of local products. Stalls of 10 exhibitors (producers) from Blanský forest, crafts show, agency information stall with competitions for children, refreshment.  
Programme: 11:00 Excursion to Celt oppidum in Třisov with Jiří Havlic (National trust) / 14:30 Theatre for children.

**České Švýcarsko National Park - [web](#)** **Český kras Nature conservation area**

**EVENT**  
23 May, 2.00 PM/ 5.00 PM  
Markets of local producers, presentation, activities for children (handcrafted, quiz shows), theatre, barbecue.  
**CONTACT** [j.juda@nps.cz](mailto:j.juda@nps.cz)

**EVENT**  
25 May, 8.30 AM/ 11.00 AM  
Special nature trail across NPR Karištejn – 12 km long, 2 km leading through underground gallery at Malá Amerika. Attendants will go through the galleries with natural scientists and specialists.  
**CONTACT** [josef.motil@nature.cz](mailto:josef.motil@nature.cz)

**České středohoří Nature conservation area**

**EVENT**  
16 May, 10.00 AM/ 5.00 PM  
Action hold by the Nature and landscape protection Agency CZ, the Regional department of Ústecko, the Department of České středohoří for nature conservation and the town of Raná.  
Rich program with topics related to Nature: you will learn many interesting things about steppe plants and animals, shows of local birds and living bats, ground squirrels observing, talking about reptiles and amphibians, about steppes and forests. Possibility to work with sheep wool and beeswax candle production. Auspices of this action: Deputy Prime Minister CZ and Minister of Environment;  
**CONTACT** [viadislav.kopecky@nature.cz](mailto:viadislav.kopecky@nature.cz)

**Křivoklátsko Nature conservation area**

**EVENT**  
30 May – 9.00 AM/ 3.00 PM  
Excursion in Křivoklátsko Nature conservation area: walking excursion coa 7 km. Bus track Křivoklát – Broumy - Skryje – Křivoklát. Please book your attendance.  
**CONTACT** [josef.seidicka@nature.cz](mailto:josef.seidicka@nature.cz)

*Nature is our business*

Design: EUROPARC Federation, www.europarc.org

## EUROPARC Newsletters

Some MailGimp Campaigns (Newsletters) were created to aware our members about the celebration and invite them to register their events. A campaign was specially designed for our French Parks to encourage them to join that special Day in number.

### In English

- 24<sup>th</sup> April 2015: [“Reminder European Day of Parks 2015”](#)<sup>3</sup>

### In French

- 25<sup>th</sup> March 2015: [“Journée européenne des parcs 2015”](#)
- 24<sup>th</sup> April 2015: “

<sup>3</sup> Before this reminder, a mailing had been sent sent to our members at the end of March.



## Summary: timeline of actions European Day of Parks 2015

### Prior to the event

- Publish the concept idea – web – EdoP 2015 subpage - March
- Invitation mail to members (mailing + mailchimp) – March - April
- Press release N°1 invitation to media - March
- Social media invitation, reminder - Constant
- Support participants (send links, communications tools) - Constant
- Ask participants to send: articles, videos, pictures (related to the event / the theme) - May
- Press release N°2 to media (to be sent 10 days before the event)
- Tracking of media coverage

### During the event (May)

- In time promotion on social media
- Collect summary of planned events and publish them on FB (May)
- Create an agenda of events
- Ask participants to send articles, video, Pictures of the event
- Tracking of media coverage

### After the event

- Tracking of media coverage (media + social media)
- Publish the calendar of event – June
- Create report - June





***We would like to thank all our members and supporting organisations that sent their event 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](mailto:office@europarc.org)

