Media and Activities Report 2020

European Day of Parks
24 May 2020
europarc.org/european-day-of-parks/
#ParksForHealth

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A special online edition
Healthy people need healthy parks

In 2020, the European Days of Parks highlighted the connection of nature and human health: Healthy People need Healthy Parks! Because of the special situation in Europe due to COVID-19, the European Day of Parks went ONLINE! As it would prove difficult in many countries to organise events on site, the goal was to excite, inform and remind people of the value of their parks in a digital format and bring nature to the people stuck at home. For this occasion we created the hashtag #ParksForHealth and asked Parks to use this when creating posts relating to health or the European Day of Parks.

In 1999, the EUROPARC Federation launched the first European Day of Parks on the 24th of May, celebrating the creation of Europe’s first National Park, established in Sweden, back in 1909.

The European day of Parks (EDoP) aims at bringing people closer to Nature by offering a diversity of activities and events in Protected Areas across the EUROPARC Network.

It addresses people of all ages: children, youngsters, young adults, families and seniors - everyone can participate in events organized by Parks and regional authorities.

“People living near green space experience less health complaints and better mental and physical health than those living in an urban environment. For every 10% increase in green space there was a reduction in health complaints equivalent to a reduction of 5 years of age”

A digital celebration!
Celebrating together, apart

Even under these special circumstances many parks still contributed! Here is an overview of some of the online events and campaigns organised by Parks.

Apuseni Nature Park in Romania

started a great online campaign focusing on the health benefits the park offers. They launched an online questionnaire to measure the level of public awareness on the topic of Healthy Parks, Healthy People. Additionally, over a period of 4 weeks they prepared materials to be published daily online, with a new topic every week. On the 24th of May they launched a “Reconnecting with Nature” Map online, highlighting locations that visitors normally wouldn’t stop by.

Drents Friese Wold National Park in The Netherlands

IVN Natuur Educatie offers digital excursions available from the 22nd of May, so everyone can experience Dutch nature digitally with one of the foresters or National Park Guides. There were over 20 videos produced in total by all different National Parks in the Netherlands, bringing nature to people at home and highlighting all health benefits the parks have to offer.

https://www.ivn.nl/nationale-parken/digitale-excursies-door-de-nationale-parken

https://www.facebook.com/pg/parculnaturalapuseni/posts/?ref=page_internal

#ParksForHealth
Council of Andalucía in Spain

The Natural Parks in Andalucía published an online recipe book with the healthy foods of the different municipalities that integrated Protected Areas. To show the rich intangible heritage through its healthy cuisine, and promote its conservation. The recipe book includes, besides how to prepare the dishes, a more experiential section where advice, seasons and special days in which to cook will be collected; best bars or restaurants where to taste them; smells, flavours and all kinds of anecdotes that the author wants to share with readers.

Il-Majjistral Nature Park in Malta

Majjistral Nature Park organised a photo contest “Majjistral Park from Your Perspective”. The photos were published on Facebook and could then be voted on by followers. The picture with the most votes won two tickets for the next guided walk after the Visitor Centre of the park would open again. Additionally, the park organised “A Coastal Walk that Rocks! A Virtual Adventure”. A guided walk through a series of short videos, commented by a Park Guide.

Throughout Europe many videos were created

Many parks shared videos on social media that they created to celebrate this special online version of the European Day of Parks.

Kozjanski Park (SLO)
https://www.facebook.com/Kozjanski.park/videos/280794336299430/

Regia Nationala a Padurilor (RO)
https://www.facebook.com/Kozjanski.park/videos/280794336299430/

Il-Majjistral Nature Park

https://www.facebook.com/ENSNevada/videos/536594956945782/

Peak District National Park (UK)
https://www.facebook.com/peakdistrictnationalpark/videos/245430883404590/

Espacio Natural Sierra Nevada (ES)
https://www.facebook.com/Kozjanski.park/videos/280794336299430/
Media
Print, radio and more

Even if our online campaign was mostly focussed on social media, traditional media outlets were also very active!

On the 24th of May, there is a sharp incline in articles related to EUROPARC. In total there were 327 (online) articles published related to the European Day of Parks & #ParksForHealth in April and May.

We also took over the radiowaves! Radio nacional de españa did a report on the European Day Of Parks:


An article by La Repubblica Italia had the largest reach with 29.5 Million!
https://www.repubblica.it/ambiente/2020/05/19/news/una_settimana_dedicata_alla_natura_per_rilanciare_parchi_biodiversita_e_turismo_di_prossimita_-257069701/

Additionally, EUROPARC’s very own Stefania Petrosillo was interviewed on the topic of nature and health and crossborder cooperation for Parco Naturale Prealpi Giulie.
https://youtube.com/watch?v=_hm6BffoiNU&feature=youtu.be
Twitter, Facebook and our new Instagram page: social media was full of European Day of Parks and our hashtag #ParksForHealth! Find below some insights into the social media presence.

There were over 3000 conversations relating to #ParksForHealth and European Day of Parks with a massive peak on the 24th of May.

Spain was this year's frontrunner, with over 60% of the conversations with #ParksForHealth originating there!

Additionally, EUROPARC Spain organised an online workshop on the 22nd of May where 460 people participated.
Social Media
#ParksForHealth

Throughout April and May there were a total of 1210 Tweets mentioning European Day of Parks or #ParksForHealth, with 27 Tweets reaching over 50,000 people! On the 24th of May @EUROPARC had over 8,300 impressions. Apart from all the great contributions by our members, EU Environment (@EU_ENV) and Commissioner for Environment, Oceans and Fisheries Virginijus Sinkevičius also mentioned EUROPARC and the European Day of Parks on Twitter.
Social Media
#ParksForHealth

Facebook and Instagram were also blowing up with content related to the European Day of Parks and #ParksForHealth. On Facebook there were almost 2000 original posts created, with 7 posts reaching over 1 Million people. On Instagram, there were over 1000 posts tagged with #ParksForHealth!

One of the most successful posts on Instagram for the European Day of Park was by Aigüestortes i Estany de Sant Maurici National Park in Spain. It received over 2500 likes!
Social Media
#ParksForHealth

As mentioned before, many Parks participated in this year’s European Day of Parks by producing videos. EUROPARC asked its members to provide us with material that we could then transform into a “tour through Europe”, highlighting the importance of Parks and Protected Areas for a healthy Europe. Many responded to our call and we want to thank all that participated!

https://www.youtube.com/watch?v=-d9JP1CsZYE

Between Facebook, Youtube and Instagram the video was watched by over 6000 people and reached almost 36.000 people.