

Media and Activities Report **2022**



we are

NATURE



RETHINK • RESTORE • RECONNECT

European Day of Parks 2022





WE ARE NATURE RETHINK, RESTORE, RECONNECT

THIS YEAR'S THEME ...

What would we be without nature? It is part of our very being. We depend on it for our mental and physical health, our food production, the air we breathe... Yet our relationship with nature is out of balance. As a result, we are losing not just natural areas, but also a sense of belonging.

After two years of pandemic and all sort of restrictions, this year's European Day of Parks was a great chance to get out and rethink, restore and reconnect with nature! This is exactly the call we launched this European Day of Parks.

Protected Areas are ideal places for restoring nature AND our connection to it. In an ever urbanised Europe, it is in these places that we can truly ground ourselves and feel that we are part of nature too! As such, we must protect it – now and in the future.

Our Protected Areas are hard at work every day to provide us with beautiful places to reconnect with nature. They are on the ground, restoring nature and conserving these beautiful areas. As such, they provide benefits to the whole of society, so let's celebrate them!



WE ARE NATURE RETHINK, RESTORE, RECONNECT

We also created 2 promotional videos for this year's European Day of Parks. Across our different social media channels, these were viewed over 2500 times.

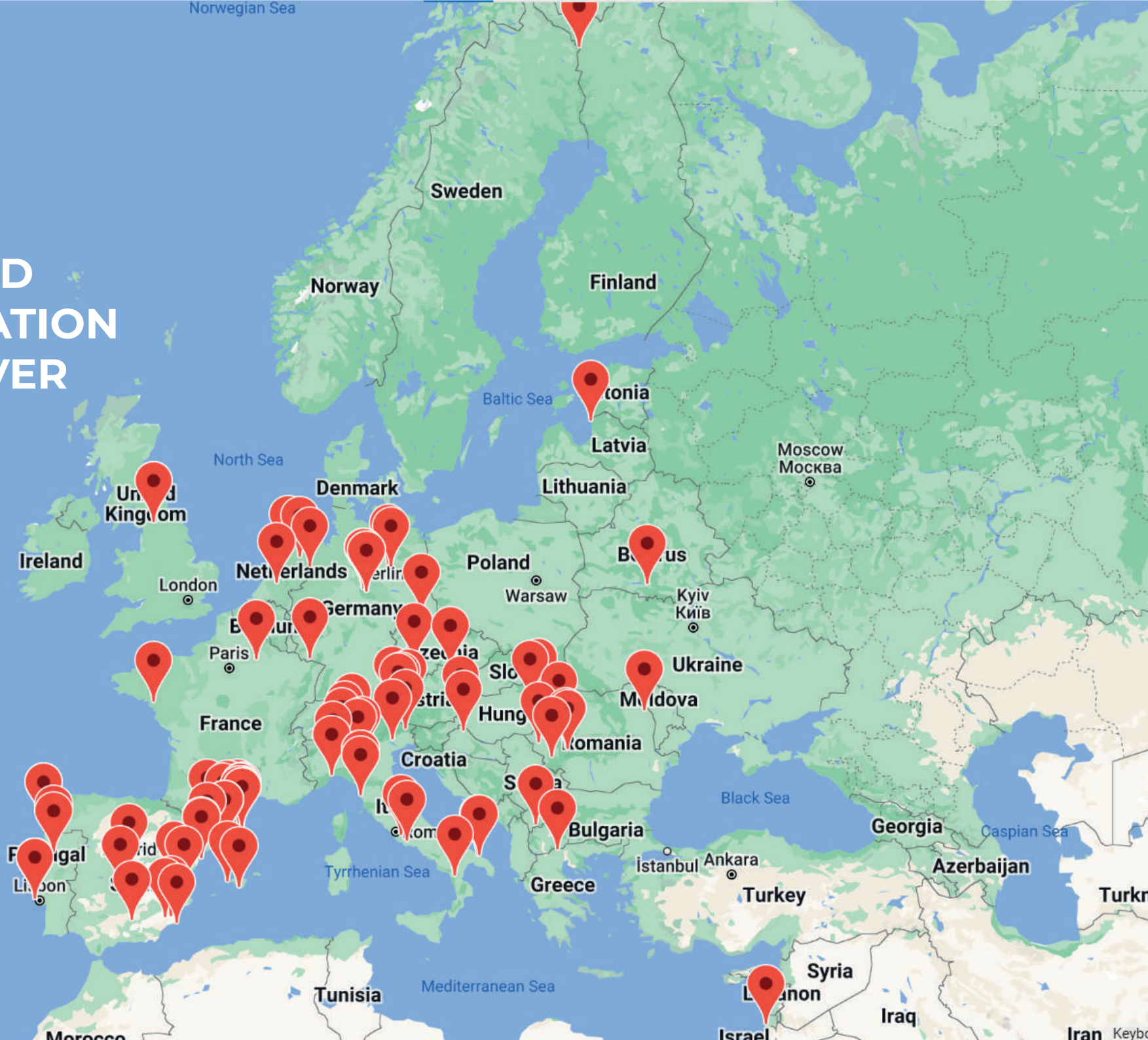


Map

Satellite

Iceland

PARKS JOINED THE CELEBRATION FROM ALL OVER EUROPE





EVENTS AND ACTIVITIES

Almost 100 activities were registered on our website, both on- and offline. Spain was the absolute frontrunner, with over 29 events organised!

European Day of Parks photo contest in Germany

Nationale Naturlandschaften e.V. (EUROPARC Germany) and Verband Deutsche Naturparken are organised a German-wide photo sharing contest together. By sharing their most memorable moments and beautiful experiences in and with nature on website and social media pages, participants had the chance to win an overnight stay or



other exciting prizes!

La Grande Traversée du Parc in France

The Montagne de Reims Regional Natural Park organised the Grande Traversée, a very beautiful 22-kilometers hike between Rilly-la-Montagne, Germaine, Mutigny and Aÿ! The hike passed through an exceptional vineyard listed as a UNESCO World Heritage Site before plunging into an Exceptional Forest, in the heart of the Montagne de Reims Regional Natural Park.



Kayaking tour in Spain

Montgrí Natural Park, the Medes Islands and the Baix Ter organised a kayak tour to discover the natural values of the Montgrí coast with a specialised guide.



What better way to connect to nature than on the water?

Barns, Walls and Bridges in UK

On May 17, the Yorkshire Dales National Park offered a 4 mile (6.4 km) walk through the stunning natural landscape of Upper Wensleydale to explore the dry-stone walls, field barns and bridge, and enjoy stunning panoramic views along the way. The walk included the woodland and magical waterfalls of Shaw Gill (a Yorkshire Dales hidden gem) and starts at the Dales Countryside Museum.



Plants and insects: a deal for life in Italy

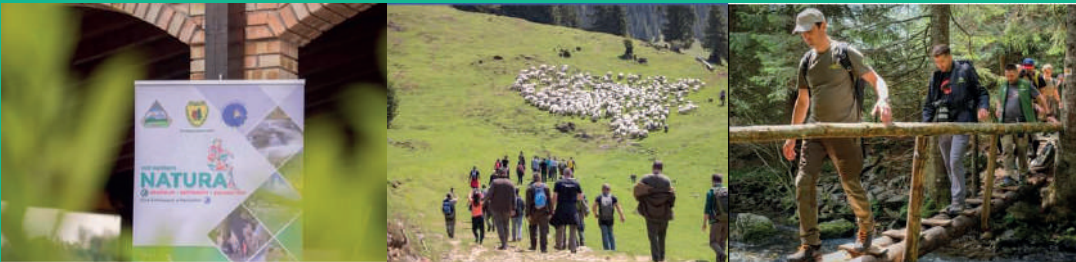
For this European Day of Parks, the Beigua Regional Natural Park in Liguria, Italy, organised a webinar on the importance of reciprocal



dependence between plants and insects. With a Botanist and a Naturalist, they explored interesting examples of the relationship between plants and insects, examples of which could be observed during a walk on the trails of Beigua Park.

European Day of Parks celebrations in Romania

In Romania, the European Day of Parks 2022 was celebrated from the 23rd to 25th of May as a big national event! Park Natural Apuseni coordinated with national, regional, and local stakeholders to organise events, speeches, activities, explorations and so much more.



Diving into the Nationalpark in Austria

The Thayatal National Park organised a 3-hour ranger tour aimed at anyone who wanted to spontaneously immerse themselves in the National Park and its colourfulness. It was a great opportunity to experience the diverse nature, habitats, animals and plants of the “Green Canyon” of the Thayatal.



Bison safari in Hungary

On Sunday, May 28, Órség National Park Directorate organised a unique adventure for wildlife lovers! A visit the Órség Wilderness with an off-road bison safari! Under strict safety



standards, participants observed the largest terrestrial mammals in Europe up close. The staff showed the life traces of the bison and talked about the results of the program so far.

SEE WHAT ELSE TOOK PLACE:
www.europarc.org/european-day-of-parks/2022/



MEDIA OUTREACH

TWITTER



#EuropeanDayOfParks

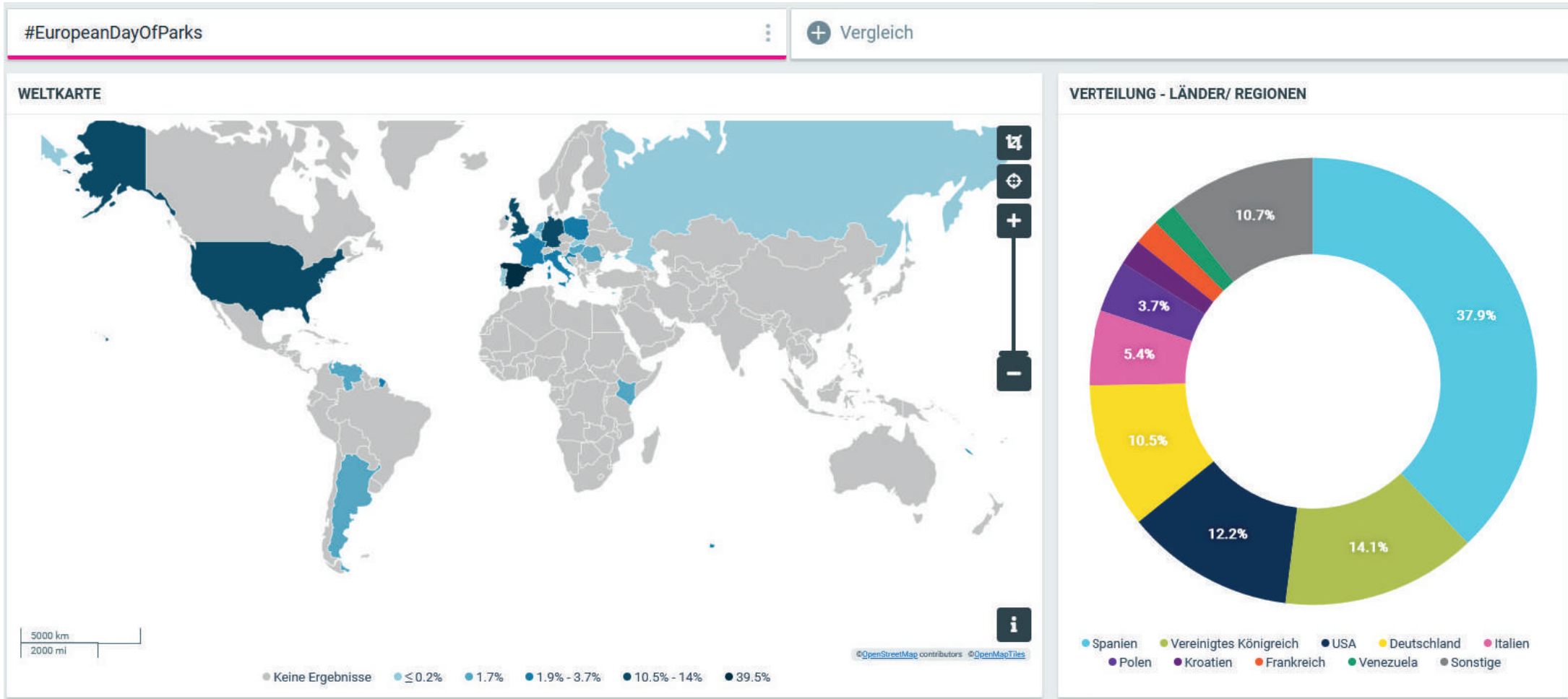
Toghter, the top 10 accounts on Twitter alone that mentioned #EuropeanDayofParks reached almost 700.000 people!

#EuropeanDayOfParks + Vergleich

Influencer	Netzwerk	Beiträge	Reichweite	Reichweite pro Beitrag	Engagement	Engagement pro Beitrag
Precari Uniti... @PrecariUnitiCNR	Twitter	1	2.2K	2.2K	74	74
Agents Ru... @agenturalscat	Twitter	1	54.7K	54.7K	72	72
Poland.pl @Poland	Twitter	1	48.2K	48.2K	60	60
Moisés Costa... @moostabosch	Twitter	1	1.5K	1.5K	45	45
DW Culture @dw_culture	Twitter	1	38.6K	38.6K	45	45
Spain @spain	Twitter	1	331.3K	331.3K	42	42
Turismo de A... @Coruna Turismo	Twitter	1	22.5K	22.5K	39	39
Jacqueline @Jacquelineyorks	Twitter	1	575	575	30	30
Natural En... @NaturalEngland	Twitter	1	167.8K	167.8K	29	29
Slovakia M... @SlovakiaMFA	Twitter	1	25.6K	25.6K	24	24

MEDIA OUTREACH

WHERE WAS #EuropeanDayofParks MOST USED AROUND THE WORLD?

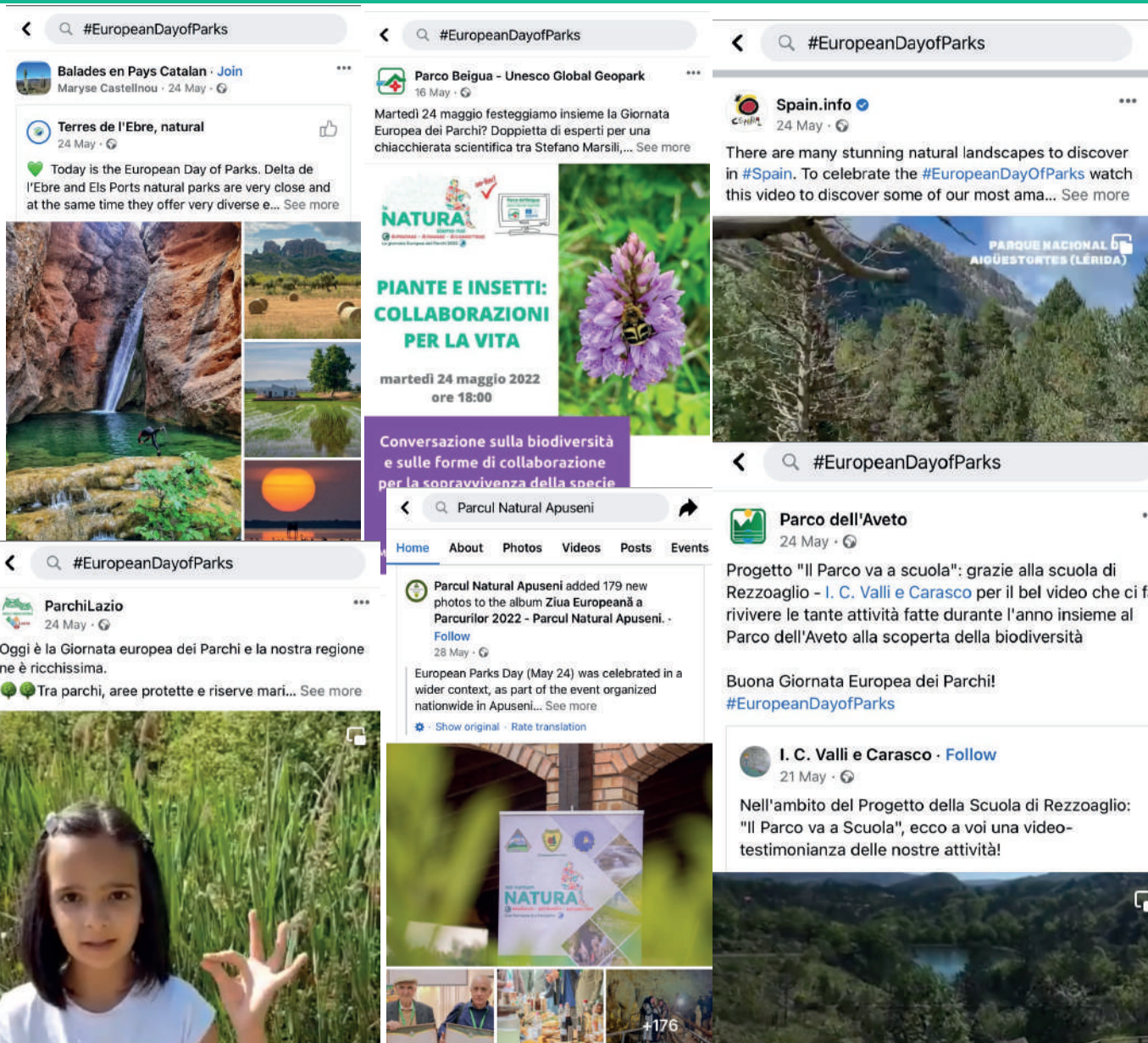
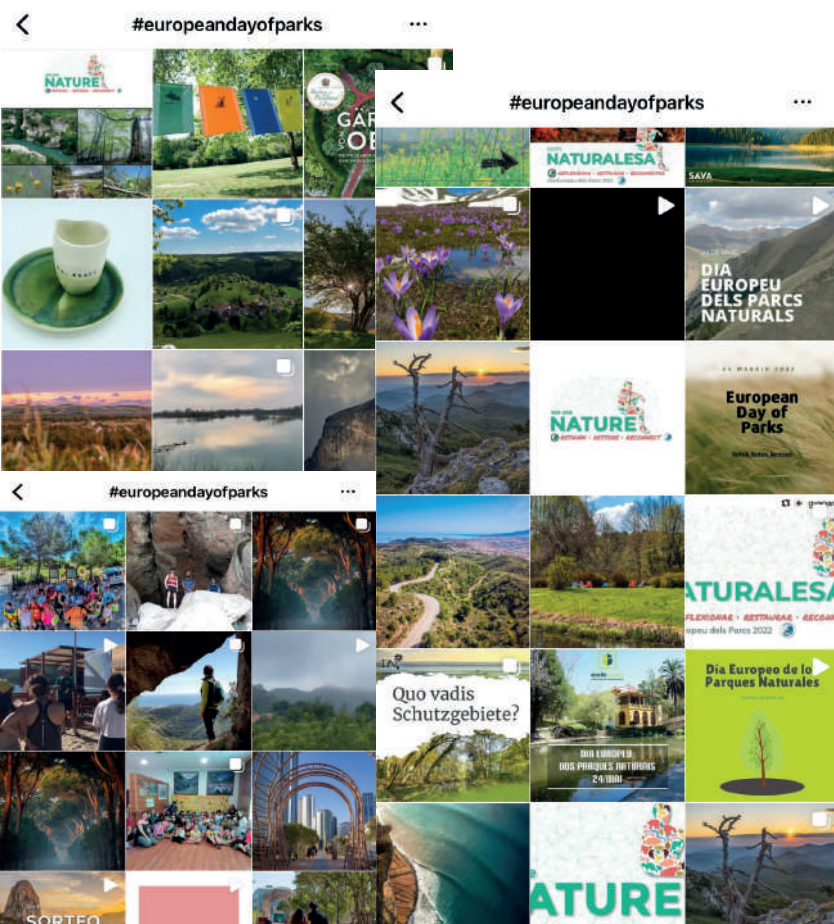




MEDIA OUTREACH #EuropeanDayOfParks

Instagram and Facebook were full of posts, mentions, and hashtags as well!

On Instagram alone there were over 200, as well as many more stories. All celebrating our beautiful natural heritage.





MEDIA OUTREACH

TRADITIONAL MEDIA



+300 mentions in online news articles



THANK YOU to everyone that helped make this European Day of Parks a success!

The European Day of Parks is promoted by:



EUROPARC
F E D E R A T I O N

www.europarc.org/nature/european-day-of-parks/