

# European Day of Parks 2025 impact report

Activities, outreach and events



The community of European Protected Areas united **#TogetherForNature** in 2025!

This exceptional day on **May 24th** once again put the spotlight on the work of Parks and Protected Areas through social media activities and events happening all across Europe.

Keep reading to discover what happened this year!



# The 2025 theme

In 2025, the European Day of Parks (EDoP) embraced the theme **"Together for Nature!"**, highlighting the essential role of partnerships in preserving and nurturing our natural environments.

This theme underscored that Protected Areas are more than just designated spaces on a map. They're dynamic ecosystems where **every plant, animal and person plays a pivotal role.** The health and resilience of these areas depend not only on internal conservation efforts but also on the actions and collaborations beyond their boundaries.

By fostering alliances among park authorities, local communities, businesses, conservation organisations and others, the 2025 European Day of Parks highlighted **the need for a unified front in addressing environmental challenges.** Working together is vital in ensuring that nature thrives, benefiting both biodiversity and the well-being of people across Europe.

# Our promotion

EUROPARC designed the **official banner** in 18 different languages to help Protected Areas promote their events for EDoP 2025.

Furthermore, a <u>special **social media pack**</u> that included six photos, five key statements, and links to case studies was shared, to unify the voice of Europe's Protected Areas.

Finally, we produced a **promotional video** in five different languages and shared it extensively on social media.



# **Our promotion**

Thanks to the enthusiasm of the Protected Area community, the promotion was a big success!

- +3200 plays of the promotional video.
- +940 views of the official guidelines.
- +6300 views of the <u>EDoP Page</u> & the Events page on the EUROPARC website.

# **Our outreach**

The European Day of Parks had an active presence of social media during the EDoP weekend. Many organisations and individuals created original content to digitally celebrate and put Parks and Protected Areas in the spotlight. We had over 188 posts across Facebook, Instagram, and LinkedIn.

Posts celebrating the European Day of Parks also overtook Instagram! The EDoP hashtags were used hundreds of times in different languages. Not only were parks participating, but individuals as well, which amplified the reach of EDoP 2025.







# Our outreach

The **'buzz'** was also clearly visible on EUROPARC's social media. Instagram was particularly active, with our post there reaching over **6500 people!** Furthermore, the "EDoP" effect is also clearly in our Instagram page visits:



# Your outreach

Many members and partner organisations took the opportunity to promote the amazing work they are doing.

Nationale Naturlandschaften e.V. (formerly EUROPARC German) organised a campaign amongst its 141 parks, celebrating European Day of Parks 2025, emphasising the theme of unity and collaboration ("Together for Nature") while showcasing Germany's extensive network of protected natural areas as part of the broader European conservation family.











# Your outreach

Our member **PWN** collaborated with the **Lake District National Park England and Oulanka National Park in Finland** to highlight the necessity of international cooperation. These EUROPARC members published a series of social media posts around the European Day of Parks to emphasise the value of having a strong network and the parallel difficulties that nature managers in Europe frequently encounter, underlining the importance of working together for nature conservation.







# Your outreach

# Youth Leadership in Conservation: Insights from the EUROPARC Youth Council

In celebration of the European Day of Parks 2025, CoalitionWILD featured interviews with EUROPARC Youth Council members Marla Schulz and Alberto Madrassi. Marla, with a background in geography and sustainable regional development, has been instrumental in fostering youth participation within Germany's Biosphere Reserves through the Jugendnetzwerk Biosphäre e.V.. Alberto's journey began with the Youth Advisory Board of the Julian Prealps Nature Park, leading to initiatives like the Julian Alps Film Festival aimed at engaging rural communities. Both stories highlighted the pivotal role of young leaders in shaping the future of Protected Areas and promoting biodiversity conservation across Europe.



The digital celebrations are impressive, however it's the events happening in Europe's Protected Areas that are the heart of the European Day of Parks. That is why we are thrilled to say that over **200 events, taking place in 20 different countries,** were registered on our website!

Additionally, many local activities were held and reported to our national Sections. To commemorate the 2025 European Day of Parks, hundreds of events were planned around Europe.

Sweden

Stockholm

Poland

Croatia

Italy

@Rome

Finland

Estonia

Belarus

Lithuania

Bulgaria

анкт-Петербург

Ukraine

Istanbul Ankara

Norway

Net

Belgium

Paris

France

London

Ireland

Oslo

Once more, the success of the EDoP is due to the ingenuity and resourcefulness of the EUROPARC network.

Get a taste for what was happening across Europe on the following pages!

Discover all events here.

#### Krka National Park, Croatia

Coinciding with European Day of Parks, Krka National Park in Croatia **launched its first Junior Ranger programme,** enlisting a dedicated group of young nature enthusiasts as official guardians of the park. This initiative marks Croatia's debut in the EUROPARC Federation's Junior Ranger and Youth+ programmes, aiming to empower youth in environmental stewardship. These budding eco-heroes engaged in hands-on activities, learning about conservation, biodiversity, and the importance of protecting natural habitats.



#### Parc Natural del Montgrí, les Illes Medes i el Baix Ter, Spain

There was something for everyone in this Protected Area! The Park spotlighted 17 local events that ranged from leisure activities to educational and cultural happenings. Their activities **highlighted the region's unique landscape and seascapes** and the rich biodiversity that it accommodates.









#### Wild Nehpin National Park, Ireland

The National Park Guides welcomed visitors onsite to raise awareness about the devastating **impact of wildfires on vulnerable peatland habitats.** Through engaging discussions along the Claggan Coastal Mountain Trail—an accessible and well-loved route stretching across a former cut-away bog and along Bellacragher Bay—participants learned about the increasing threat of wildfires and their consequences for local ecosystems and wildlife. The initiative emphasised the importance of education in protecting these fragile environments, especially as wildfire risks continue to rise.



#### **Curonian Spit National Park, Lithuania**

The Secrets of the First Resort in the Curonian Spit: Past and Present - In celebration of the European Day of Parks, a special guided excursion titled "The Secrets of the First Resort in the Curonian Spit: Past and Present" was organised. Participants explored the rich history of Juodkrantė village and the origins of the Curonian Spit's first resort, Schwarzort. The 9–10 km walk featured stops at the legendary Griekai Hollow, ancient forest paths, a parabolic dune tied to local witch legends, and the Evangelical Lutheran Church, ending at the Great Cormorant Colony. The three-hour tour blended history, folklore, and nature, offering an **immersive experience into the unique cultural and natural heritage** of the region.



#### Rāzna National Park, Latvia

Hike "Over hills and downs" - A 12 km hike celebrating the European Day of Parks (EDoP) took participants along the eastern border of the National Park, past Pakalna and Biža lakes, through the scenic Rāznava hills. Along the way, they explored natural and cultural landmarks and contributed to the BioBlitz campaign by recording species observations on observation.org. This initiative, part of the European Natura 2000 Day, supports biodiversity monitoring and helps participants connect with the local environment.



#### Naturpark Schwäbisch-Fränkischer Wald & NABU, Germany

Unterwegs mit dem NABU-Insektenscout - As part of the "Nature Conservation Day 2025 – Experiencing Biodiversity in the Nature Park," this family-friendly insect discovery hike invited participants to join a NABU insect scout on an **exciting exploration of local biodiversity**. Participants took off from the Hohenbeilstein Castle parking area to uncover the hidden world of butterflies, beetles, and other tiny creatures using magnifying glasses and fun facts. The route, up to 6 km long and passing through vineyards, offers fascinating insights into the vital role of insects in our ecosystems.



#### Reisa National Park, Norway

What can you do for the wild salmon in Reisa? That was the question this event was trying to answer! Participants learned about the **condition and quality of the ecosystem** in which the wild salmon lives. They also learned how to assist in counting salmon lice and how to monitor movement obstacles for sea trout.

#### **Stelvio National Park, Italy**

Stelvio National Park celebrated its Park day by making all exhibitions in the five visitor centres free of charge! Furthermore, special tours were organised to mark the celebration.



#### **National Park Thayatal, Austria**

The EUROPARC Certified Transboundary Protected Area Thayatal National Park celebrated its 25th anniversary with a festive opening ceremony, joyful atmosphere, and wonderful nature experiences on the 25<sup>th</sup> of May. The highlight of the anniversary celebration was the official inauguration of the new observation tower "Umlaufblick" – an architectural landmark that symbolically and practically opens up new perspectives.

During the official speeches, long-time companions of the National Park were honoured. These tributes made clear how deeply rooted the National Park has become in the region – and how many people stand behind its success. It wasn't just about highlighting individuals, but also emphasizing that the park's success relies on the solidarity and collaborative work of



Picture provided by National Park Thyatal, Heinz Lege

rangers, staff, and all regional partners to make effective conservation possible.

#### Nature Park Piva and Nature Park Dragišnica-Komarnica, Montenegro

On the occasion of the European Day of Parks, Montenegro celebrated with a unique community-driven action that brought together 36 dedicated volunteers and workers for a 6-hour clean-up along one of the country's most breathtaking cycling trails, the "Top Trail" number 4 called "Endless Landscapes". The event bridged two of the nation's most cherished natural areas: Nature Park Piva and Nature Park Dragišnica-Komarnica, as well as the entry area surroundings of the renowned Nevidio Canyon.

Throughout the day, participants collected an impressive 75 large bags filled with glass bottles, plastics, drink cans, and packaging, as well as an old TV and various household waste.



#### ... and many, many more events took place across Europe

Thanks to all these activities, thousands of people were reached and engaged. Through hikes, games, celebrations, and workshops around the 24th of May, Parks and Protected Areas turned nature into an experience for everyone to enjoy.

It's the collective effort of Parks and Protected Areas that shines a spotlight on our natural heritage. Showcasing just how essential these spaces are to society as a whole.



## **About EDoP**

The European Day of Parks is the most important awareness raising event for Protected Areas in Europe. Taking place annually on 24th May, the multiplier effect of all events organised, as well as the outreach on (social) media, ensures that the importance of Protected Areas is drawn to the attention of a large audience. In turn, this stimulates social acceptance and political support.

It is organised and promoted by the EUROPARC Federation.

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



