

**EUROPEAN DAY OF PARKS  
2024**



# **VOTE FOR NATURE**

Bring policy decisions to life!

*The results are in!*

**A summary of  
your activities &  
the outreach  
generated**



# Our 2024 theme...

In 2024, the European Protected Area community came together to **#VoteForNature!** From (social) media activity, to the many events happening on the ground, once again this special day on the 24th of May put the work of Parks and Protected Areas on the map. Read on to discover what was happening all over Europe.

## Nature is important to us all

It is essential to raise our voices, share our concerns and ideas and take action to secure a healthy future for people and nature.

From being active in a Protected Area, to picking up litter on a trail, or making nature-friendly decisions in the voting booth: there are many ways to show support for nature.

That is why the EUROPARC Federation decided to brand the 2024 European Day of Parks “Vote for Nature - Bring policy decisions to life!”.

# Our 2024 theme...

***Europe's Parks and Protected Areas are essential partners to bring policy decisions to life!***

Protected Areas are builders of bridges. These special places are able to connect international policy decisions and agreements with local communities. Furthermore, they are essential not just for the successful execution of these policies, but also to help shape wide-spread acceptance amongst citizens.

From conserving species, to safeguarding a healthy environment, we called upon our network to showcase all that Europe's Protected Areas are doing to bring policy decisions to life!

# Our promotion...

To help make this European Day of Parks (EDoP) a success, EUROPARC created the official banner in 21 European languages. Furthermore, we provided a [social media pack](#) with 17 key messages, 10 images and links to multiple case studies and policy papers to highlight the essential work of Europe's Protected Areas.

To top it off, we created a promotional video in 9 different languages and widely distributed this across social media.



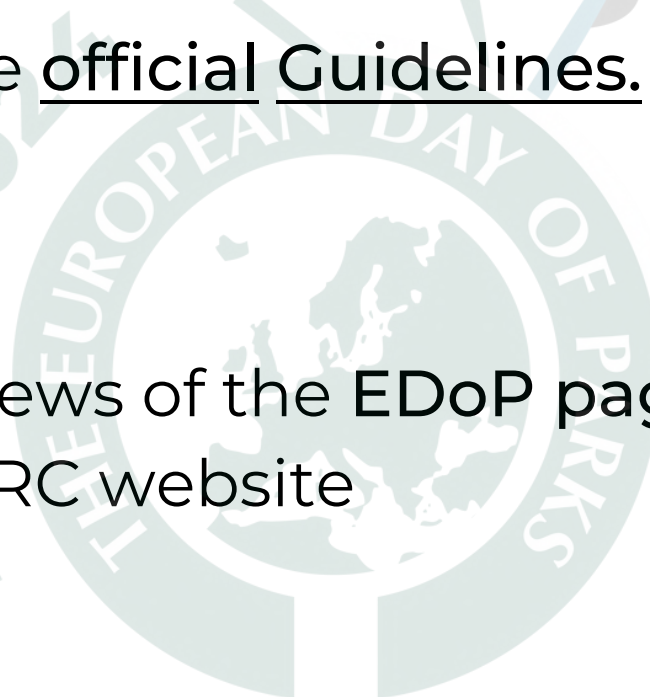
# Our results...

**+4,210** Plays of the promotional video.

**+1,000** Views of the official Guidelines.

**+5,200** Registered views of the EDoP page on the EUROPARC website

20.05.2024



# Your events...

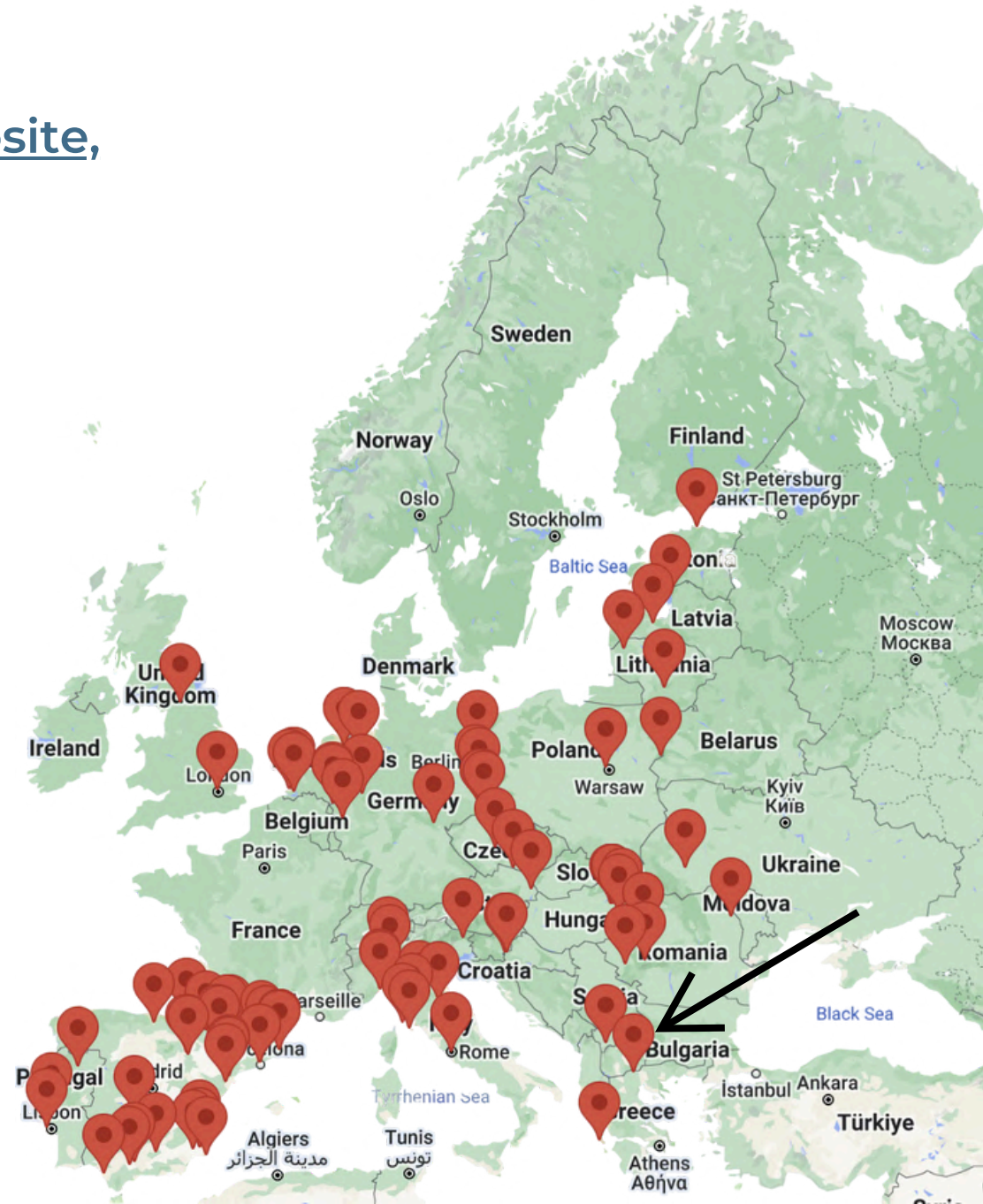
196 events were registered on our website, across 20 different countries!

Many more local events took place and were registered with our national partners. In total, 100s of events were organised across Europe to celebrate the 2024 European Day of Parks.

Once again, it was the creativity and resourcefulness of the EUROPARC network that made this EDoP a success.

In the following pages, you can find an overview of the different events organised, as well as the outreach on social media.

*This is just a small selection of all the great events organised throughout Europe. Discover many more here on our website.*



# Your events...

## Dutch National Parks open their 'doors' for EDoP 2024

With over 40 events organised in the Netherlands, the 21 Dutch National Parks invited people to enjoy all they have to offer on and around the 24th of May. Under the theme, they focussed on finding the balance between men and nature and the importance of giving back to nature: from hiking and biking excursions, to foraging through mudflats, there was an EDoP activity for everyone.



## Spanish Parks unite to celebrate the European Day of Parks

200 activities were organised in Spain to motivate people to 'Vote for Nature'! A wide variety took place in all the autonomous communities, from hikes and interpretative visits, to conferences and environmental awareness activities, as well as family workshops on different themes and games in nature. In addition, EUROPARC-Spain developed an **institutional manifesto in favour of Protected Areas** and their fundamental role in conservation and the welfare of people. The manifesto was presented during the ESPARC Conference at the end of May. Learn more in the report compiled by EUROPARC-Spain.



# Your events...

## 141 German National Landscapes invite visitors to protect and appreciate them

Thanks to the support of our German Section Nationale Naturlandschaften e.V. and the German Association of Nature Parks (VDN Verband Deutsche Naturparke), EDoP was celebrated widely in Germany! From the long weekend of Nature Parks in North Rhine-Westphalia, to hiking days and cultural activities organised by VDN members: **58 events organised in German Protected Areas** showcased just how important these natural spaces are and why we should vote to protect them.



## Italian Parks go all out for EDoP 2024

With 104 events registered on the website of the Italian European Day of Parks, this year's edition was once again a success. There were events focussed on outdoor sport activities, educational events aimed at school children, as well as **on site visits to Natura 2000 sites** to demonstrate how European nature policies are implemented on the ground.



# Your events...

## Celebrating cross border cooperation at Podyjí & Thayatal National Parks

Bringing policy decision to life means we cannot stop nature conservation at borders! EUROPARC's Transboundary Parks Podyjí & Thayatal National Parks know this like no other. That is why, to celebrate EDoP 2024, they commemorated the 150th anniversary of the Thayabrücke Hardegg border bridge that connects the Austrian and Czech Park with a large, cross-border family festival.



## Over 300 children get involved in Portugal

In the Alvão Natural Park, the Portuguese Institute for the Conservation of Nature and Forest organised six sessions that involved over 300 school children. The events raised awareness of the importance of Protected Areas and safeguarding the species they are home to. The children watched a documentary, listened to the tale of the 'Red Queen and Blue Butterfly' and got to identify trees based on their leaves.

# Your events...

## Unite for nature in Ukraine

The Dnister Regional Landscape Park in Ukraine invited visitors of different ages and backgrounds to come and learn about all that lives in the Park. During a special excursion, which focussed on natural habitats, stories of the different plants and animals living in the Park were shared.



Picture: Naturvårdsverket, Anna Kjellander

## Students guide visitors through Hamra National Park, Sweden

The European Day of Parks celebrates the creation of Europe's first nine National Parks in Sweden in 1909. Hamra National Park was one of these 'original nine'. This year, to celebrate EDoP, students from a local school guided visitors through the Park. A great way to connect the youngest generation, to the oldest National Park!

# Your events...

## Maintenance hike in Greece

EUROPARC member Obligatory Cooperative for Managing the Indivisible Forest of Koupa invited community members on a 2,5 hour guided walk to showcase the uniqueness of the forest that deserves protecting. During the hike, participants undertook maintenance of the trail, gaining some hands-on experience to learn what it means to manage protected spaces!



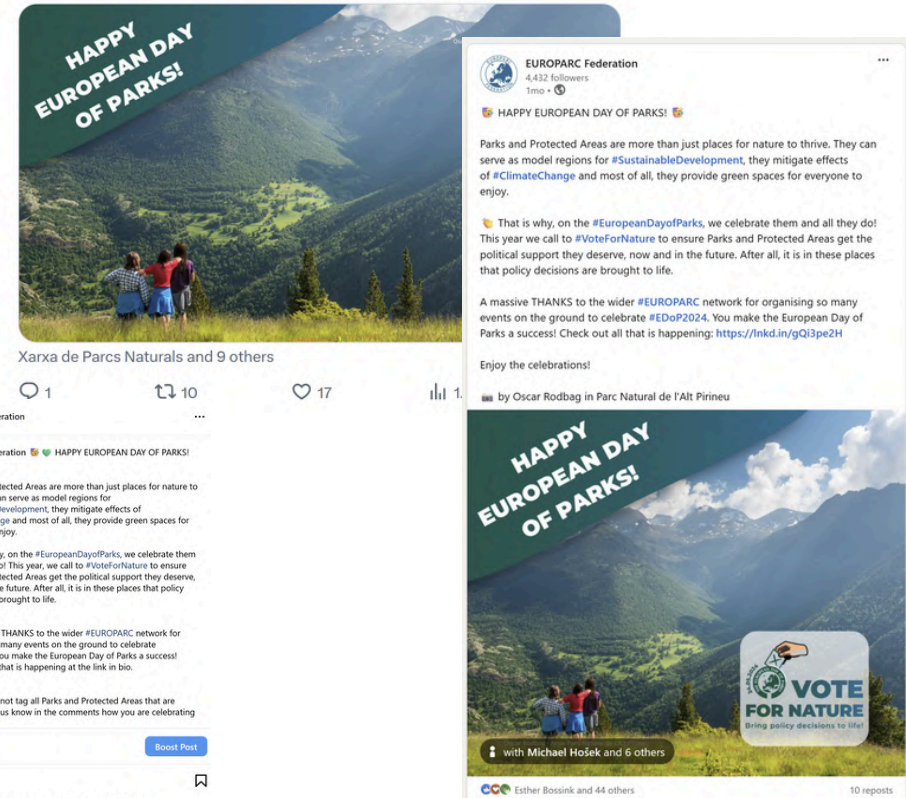
Picture by Rovena Augustinè

## Events for kids at the Žemaitija National Park, Lithuania

Multiple events were organised by the National Park. Students in grades 4-10 sent motivational messages to answer the question: "Why do we need Protected Areas?". An orienteering competition "Natura Orient 2024" took place: participants had to orientate themselves in nature by visiting certain points, answer questions about Natura 2000 sites and return to the finish line as quickly as possible.

# The outreach...

Social media was buzzing with posts surrounding the European Day of Parks! Many organisations created original content to digitally celebrate and put Parks and Protected Areas in the spotlight. EUROPARC was tagged in over 170 posts across Facebook, Instagram, X and LinkedIn.



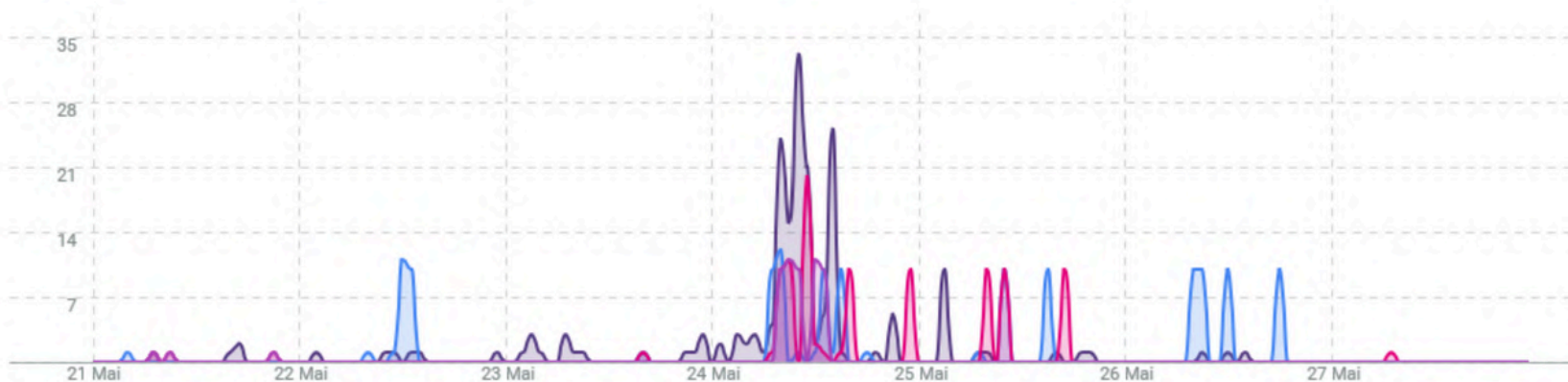
EUROPARC's posts for the European Day of Parks alone gained over 7,400 impressions!

# The outreach...

However, it was not just EUROPARC's posts that caught the attention! On X, there were many mentions of #EDoP2024, EuropeandDayofParks and #VoteForNature, as well as numerous organisations making tweets that reached thousands of people.



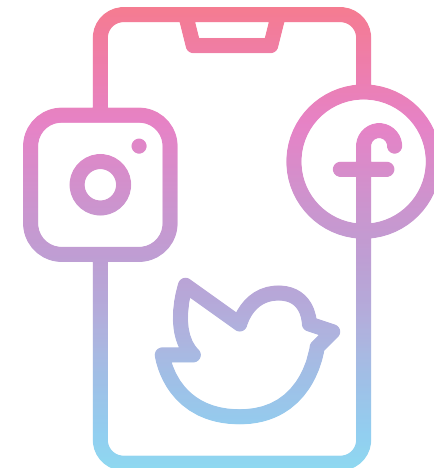
Use of the different hashtags



Use of the different hashtags over time

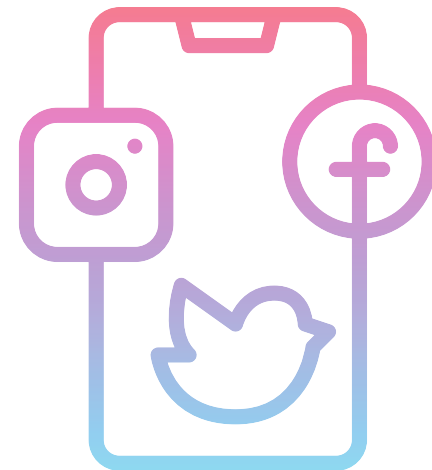
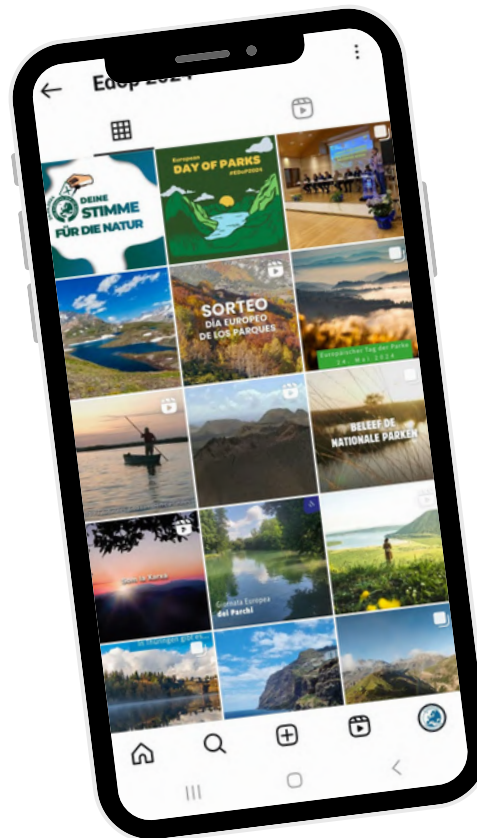
Influencer	Network	Posts	Reach	Reach per mention	Engagement	Engagement per mention
Copernicus EU @CopernicusEU	Twitter	1	134.7K	134.7K	145	145
Italia.it @italia	Twitter	1	161.8K	161.8K	76	76
Ecoembes @ecoembes	Twitter	1	89.3K	89.3K	52	52
EUROPARC Federation @EUROPARC	Twitter	1	4.1K	4.1K	25	25
Peak District National Park @peakdistrict	Twitter	1	52.1K	52.1K	22	22
Vlastimil Weiner @VlastimilWeiner	Twitter	1	7.7K	7.7K	16	16
Poland in UNESCO @PLinUNESCO	Twitter	1	1.3K	1.3K	14	14
Patrimonio de Álava @PatrimonioAlava	Twitter	1	4K	4K	14	14
Parque Regional El Valle y Carrascoy @ElVallePR	Twitter	1	2.7K	2.7K	13	13
Parque Regional de Calblanque @CalblanquePR	Twitter	1	4.7K	4.7K	12	12

Accounts with the best performing EDoP tweets



# The outreach...

Instagram was also flooded by European Day of Parks posts! EUROPARC was tagged in 90 posts, with many more being posted in a range of European languages. This created a massive multiplier effect, with thousands of people joining in the online celebrations!



# The outreach...

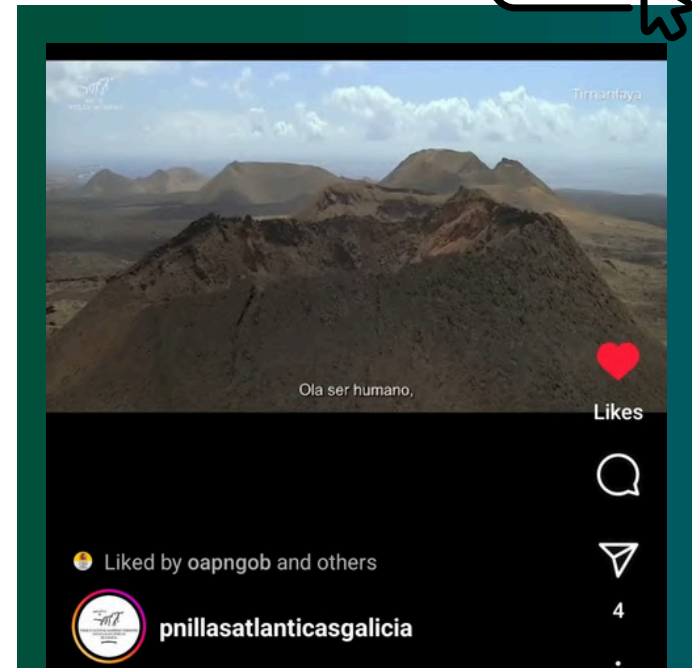
The EUROPARC Network also created creative content to celebrate the European Day of Parks and highlight just how important our Parks and Protected Areas are for a well-functioning society.



Parks and Wildlife Finland asked followers to guess what Park was represented by the emojis. On Instagram and Facebook, the post together reached over 30,000 people and gained over 1,000 likes!



The National Parks of Montenegro called people to vote for nature with multiple videos of politicians, ambassadors and people in the public eye underlining the importance of Parks and Protected Areas.



The 16 National Parks of Spain together created a video showcasing their rich diversity, the precious ecosystems they protect, and the pressures they face. Their message is clear: take care of that which takes care of you.

# 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 can generate political support.

EDoP is organised and promoted by the EUROPARC Federation.

[www.europarc.org/european-day-of-parks](http://www.europarc.org/european-day-of-parks)

***The EUROPARC Directorate  
wants to thank everyone  
that helped make this  
EDoP a success!***



*Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.*