

Nordic Night in Nature

Best practice 2022 from Denmark, Finland, Norway and Sweden



**NORDIC
NIGHT**
IN NATURE



Co-funded by
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Denmark

**Not sleeping outdoors –
but being outdoors**



Description

In the Danish campaign the scope for included activities has therefore been broadened to not only include sleeping outside activities but all activities targeted experiencing nature at night. This to make it easier for participants to take the first step out in nature at night and not setting the bar too high for 'newcomers' to nature at night. The reasoning behind the approach is to facilitate a stepwise progression for people getting used to nature at night and at the same time creating the lowest possible entry point to start the progression from. Also, sleeping outside is not the overarching goal of the campaign in Denmark. Instead, the objective is to get people outside and experience a part of nature, which is lesser known (nature at night compared to nature at daytime). That being said, it is great if people want to spend a full night in nature with the different phases and related experiences.

Actions that lower the threshold to participate

Broadening the campaign scope to include all activities targeted experiencing nature at night is an easy decision to take by campaign organizers but needs to be communicated clearly in all mobilization efforts – both those targeted event organizers and those directly targeted potential participants.

Required resources

In principle, the initiative does not require any resources and should preferably require less resources from both event organizers and participants. This of course depends on what other kind of activities event organizers and participants choose to carry out instead of sleeping outside. It might be an idea for the campaign organizers to create inspirational material for event organizers on how to create great experiences in nature while dark which are not targeted sleeping outside.

Results

Data has not been collected when the Danish campaign primarily was targeted sleeping outside and it is therefore not possible to assess the direct effect of broadening the scope. Therefore, it is not known with certainty how many people participated in activities focused on sleeping outside compared to other kind of activities, but approximately half of all registered events focused on sleeping outside as part of the event activities while the other half focused exclusively on being outside and experiencing nature at night. If these findings applies to all participation and not only events, this could indicate that broadening the scope could increase participation with more than 100%.



Finland

**Main event, Foresthotel
Kiljava**

Actions that lower the threshold to participate

Accessibility of the event: We got totally new target group to marketing. The entire event was build to be accessible and we offered applicable ways to participate in all the programs. In feedback revealed, that majority of this target group was first-timers in camping. Borrowing the equipments made it possible for many families to participate in the event. Ready-made and free accommodations and possibility of trying new kind of outdoor accommodations and programs.

Required resources

Human resources: One fulltime eventplanner: Organizing the main events (2pcs) and supporting all event organizers(46pcs), Running the marketing- and communication campaign with communication planner.(part time)

Material resources: Different outdoor accommodations for 400 ppl. (hikingtents, campingtents, treetents, hammoks, group tents etc). Sleepingbags, linerbags and sleepingpads, underquilts for borrowing.

Results

Over 1000 visitors in the forest hotel Kiljava and half of them stayed overnight. More than 2% of the responders (about 112 000 Finns) were participated in the sleep outdoors campaign, in additional 62% of responders (more than 2.6million Finns) have heard about the campaign.

Description

Foresthotel Kiljava, the main event of Finnish sleep outdoor campaign collected over all more than 1000 visitors and over 500 people stayed overnight. At day time there was lot of different outdoor activities; mountainbiking, kayaking, Nordic walking, saunas, swimming, trailrunning, SUP-boarding etc. The event culminated to two hours livebroadcast with interesting and topical quests. Livestream was streamed to facebook and youtube. The entire event was made accessible that means It was possible to join even if you are blind, in wheelchair or otherwise disabled. We borrowed sleepingbags and -pads and the interest to these was bigger than we expected. The celebrationspeech of Finnish Nature Day was held by climate and environmentminister Maria Ohisalo. also director of city of Nurmijärvi Outi Mäkelä and Eki Karlsson, executive director of Suomen Latu gave their speeches also in the event.

Norway

Social media campaign



Description

We did a big paid campaign in social media promoting the national “Outdoors week”, and marketing of Night in Nature and the Nordic material was a part of this campaign. Channels: Facebook, Instagram, Tiktok, Snapchat, youtube and Google Display Network. The material consisted of 2 different inspirational films, showing happy people having a Night in nature (one new in 2022, with different people in different ages and social constellations, and one from 2020 with a group young adults around a campfire). It also consisted of ads for the photo competition, focusing on the possibility to win a tent worth over 7000 NOK, as well as Google Display ads with a spectacular night photo – and the encouragement to join Night in nature. We also used 12 “microinfluencers” who were paid less than 500 NOK each to promote Night in nature, and on total created 67 pieces of content for Instagram (9 posts, 54 stories and 4 reels).

Required resources

We think that key to lowering the threshold is that everyone in Norway is invited to attend, they can do so everywhere they want to, being their veranda, their garden or absolutely anywhere in nature. The night is markeded as relevant for everyone, young and old, outdoor enthusiast or newcomer to outdoors life. In addition to the social media campaign, we have also worked to spread the message through media.

Actions that lower the threshold to participate

Since 2020, the communications staff in Norsk Friluftsliv have been increased with one person, and we currently have a staff of three: A communications manager, a communications advisor and a social media specialist. We have used an external video producer to make the inspirational films, and an external agency to create the digital ads. An external agency was also used for running the digital campaign (setting up target groups and running the ads).

Results

The reach of the campaign is measured through the insights tools of the social media used in the campaign. Additionally, as mentioned, we have done a national Ipsos survey to measure how many people attended Night in Nature in Norway. In this survey, we also ask people if they have heard about Night in Nature (the numbers for 2022 showed that 17 percent had heard about it).

#sovaute guiden

Tälja en grillpinne.
Ficklampa och serietidning.
Vakna till fågelkvitter.

#sovaute guiden

7.....	Förord
8.....	Allemansrätten
14.....	Utrustning och packning
22.....	Rätt kläder
24.....	Olika sätt att sova ute
32.....	Välja tältplats
34.....	Sova gott
40.....	Lägereld
42.....	Mat och vatten
46.....	Recept
50.....	Hygien
52.....	Tälta med barn
54.....	Gå vilse
56.....	Packlista

Content

The guide covers everything from common law to tips on packing, choosing a tent site, recipes for cooking outside and what to think about if you get lost. In addition, many of the tips are based on a sustainability perspective.

"Sleeping outside requires some equipment. If you are going to buy everything new, the adventure will be expensive. Most things can be borrowed or rented, bought second hand and maybe found on sale."

- Equipment and packing

"A night outside is much more comfortable if you are warm, dry and full. Make sure you have a tasty dinner and luxurious coffee in your pack."

- Food and water

"Whether it's hot or cold, dress in several layers. If the weather changes or if you move a lot or a little, you can easily add or remove one or more layers."

- The right clothes

"Tent, windbreak, hammock, or under an open sky. Under a fir tree, with mountains around you, sheltered in a lilac arbor - there are many ways you can sleep outside. The feeling is just as wonderful."

- Different ways to sleep outside

Sweden

#sovaute guiden

Description

Wind shelter, hammock, tent or under the stars. In the garden or deep in the forest. Alone or together with others. How you choose to sleep outside does not matter - but when the night is spent outside, great experiences and strong memories are created.

#sovaute

During Nordic night in nature 2022, Friluftsrämjandet in Sweden produced a guide for spending the night outdoors. The guide contains tips on various parts of the overnight stay.

During the campaign period August 18th – September 3rd, the guide was downloaded from Friluftsrämjandet's website 2,898 times.



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