

Nordic Night in Nature

Best practice 2023 from Denmark, Finland, Norway and Sweden



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Denmark

Regional signature events



Description

A new concept was developed in the Danish 2023 Night in Nature campaign, which is a series of regional events called signature events. The purpose of the signature events is two-fold: They need to attract publicity and local participation in the short-term and they must be self-supporting financially in the long-term. Signature events are primarily located near large cities, are distributed regionally, have distinct night in nature concepts, able to attract new or different target groups and the organizers need to be able to create awareness locally as well as having a foundation which makes them able to continue the events on their own without funding from the campaign. Signature events are both meant to function as beacons for the campaign regarding publicity and participation and as anchoring pillars of the campaign. Among 130 events in 2023, four larger scale events were chosen as signature events. The signature events were developed in cooperation between resourceful local organizations and the campaign staff, and they were promoted distinctly on the campaign's website and social media platforms.

Key elements lowering the threshold to participate

Signature events help lowering the threshold to participate through several of the selection criteria: 1) They need to be located close to large cities – so travelling distances are short for the many people living in cities; 2) They need to target new groups of participants – so they attract people not used to nature; 3) They need to have distinctive concepts – which are appealing to many participants; 4) They need to be able to create publicity locally – so they create attention and attract local participation and 5) They need to be able to continue the campaign without financial support in the long term – so they ensure both events and local publicity in years to come.

Required resources

In 2023, signature events have been supported with approximately € 3.300-6.600 per event. Economic support will be decreasing over the coming years going towards zero in 2026 where the signature events must be financially self-supporting. Besides the resources used by the local organizations, organizing the signature events, there was some coordination with the campaign staff. Succeeding with signature events requires some manpower from the organizers, detecting qualified events for cooperation, engaging in partnerships, and promoting the events in the national campaign.

Results

Signature events were established in four locations, tested in several other locations and cooperation was developed in yet other locations. All four events were successfully implemented with high participation, participation from people not used to nature and participants were giving very positive feedback. Organizers of the signature events were adept at creating local – and in some cases national – media coverage leading up to Night and Nature and the events also attracted good coverage on the event night and afterwards: One event made it into a news broadcast on national tv and a national newspaper brought a long reportage, another event made it into a news broadcast on regional tv. Four of four signature events are committed to participating again in 2024. The concept can be scaled to include more events in the coming years. The plan is to establish 10 signature events with different content and focus in 2024.



Finland

Wide range of versatile outdoor events to lower the threshold of sleeping outdoors

Key elements lowering the threshold to participate

The purpose of the events is to lower the threshold to sleep outdoors by offering a safe and communal first experience for those who don't yet have any experience or are maybe afraid of sleeping outdoors. The events offer a versatile coverage of different outdoor activities, but the main idea of the event is to offer pre-built accommodation and also other equipment such as sleeping bags and sleeping pads if needed. Lack of these equipment has been found to be one of the biggest obstacles to going on an overnight trip. At the events it's also possible to buy meals, so cooking is also optional. In addition, this year we had sleep outdoors events in the urban environment as well. The purpose of the events was to produce unforgettable experiences to people and also create some more media visibility. One of the events was held on the roof of a shopping centre close to the Helsinki City Center. Local politicians, outdoor associations and nature conservationists were invited to the panel discussion about the challenges to nature and outdoor activities that the growing urban areas bring. The panel was also streamed and it can be found here (in Finnish only): <https://www.youtube.com/watch?v=q3gS8Cw0w2s>

Required resources

Human resources: One full time event planner and one part time trainee during the summer. Organising the main events (2pcs) and supporting all event organisers (67pcs), Running the marketing- and communication campaign with a communication planner. Material resources: Different outdoor accommodations for 400 people. (hiking tents, camping tents, tree tents, hammocks, group tents etc). Sleeping Bags, liners bags and sleeping pads, underquilts for borrowing. 67 member clubs of Suomen Latu acted as event organisers, each of which has a small event organisation. In total, more than 1000 volunteers worked in connection with the events of the campaign. In total, the campaign cost Suomen Ladu approximately 70 000 euros, of which 20 000 euros was received from partners and 30 000 euros was project funding.

Results

A total of 67 events with around 3000 overnight guests. At the main events, -two Foresthotels, a total of 1500 day visitors, and 700 of them stayed overnight at the events. All loan equipment at the events were borrowed and the average feedback from the main events was 4.5. (on a scale of 1-5)

Description

In Finland, more than 135 000 people took part in a sleep outdoor -campaign organized by Suomen Latu, the outdoor association of Finland. Most of the participants slept independently either in nature or at the backyards or in the balconies of their own homes. Not everyone has the opportunity or ability to do this, and because of this, we have started to organise outdoor events based on the theme. All the events include a versatile range of outdoor activities but the main thing is to lower the threshold of sleeping outdoors. This year, a total of 67 events were organised all around Finland by the local clubs of Suomen Latu and two of the campaign's main events, the Forest Hotels, were organised in Pieksämäki and in Kiilopää. In addition to Suomen Latu's events, sleep the night outside events were organised by other (commercial) operators, and it is estimated that around 100-200 events were organised in total.

Norway

A policy to come as you are and sleep anywhere you want



Description

Everyone in Norway is invited to participate by sleeping outdoors during Night in Nature, from Vadsø in the North to Kristiansand in the South. A key factor is that participation does not depend on living close to events or organised happenings but can be done anywhere you want to. All throughout our campaign in the media and in social media, we stress that people can sleep on their mattress on their balcony in the city, in a hammock in the woods right behind their house or put up a tent in the mountains. This lowers the threshold for participation and makes the campaign an event that is for everyone, both newcomers and outdoor enthusiasts.

Key elements lowering the threshold to participate

It is important for us to help to lower the threshold to participate in Night in Nature through our communication. We tell people they don't have to go far, it's enough to do a micro expedition to your own balcony or garden – especially if they are participating with children. We let people know about all the equipment libraries that they can find all over Norway and urge them to use these if they lack any gear. This is also better for the environment. It is also important to use pictures and videos that show how short you actually can go to participate in the campaign. We also make sure to communicate that we should be grateful that we have Allemannsretten in Norway, which allows us to sleep almost anywhere we want in nature.

Required resources

Required resources when trying to lower the threshold to participate in Night in Nature and in the campaign to get people to sleep outside, is first of all human resources. Human resources that can find the right words to use in a campaign, so everyone feel invited and included. You also need photos and videos that show different people, different type of nature, different ways of sleeping outside – so that most people can relate to the campaign and its messages.

Results

Our national Ipsos survey measures how many people attend Night in Nature in Norway. This year 284 000 people (above 18 years) took part in Night in Nature in Norway. In the same survey, 19 percent of the population states that it has heard of Night in Nature, which is 2 percent more than in 2022.



Sweden

A multi-pronged social media campaign

Key elements lowering the threshold to participate

To lower the threshold to participate in Night in Nature we used communication to reach a large number of people, at the most popular platforms – social media such as Instagram, Facebook and TikTok. The campaign material was adjusted to the different platforms for larger range. We also used different pictures and messages depending on what call to action we sought to obtain e.g., awareness or search for more information at the campaign site. At the campaign site visitors could find more information about sleeping outdoors, such as guides, to get confidence and knowledge to take the decision to spend a night outdoors – by themselves, family, or friends under the same sky as thousands of others all over the northern countries.

Required resources

Required resources, when trying to lower the threshold to participate in Night in Nature and in the campaign to get people to sleep outside, are primarily human resources. Human resources that can find the right words to use in a campaign, so everyone feel invited and included. You also need photos and videos that show different people, different type of nature, different ways of sleeping outside – so that most people can relate to the campaign and its messages.

Results

Our campaign reached almost 1.9 million accounts and got 5.9 million impressions. The campaign site got 15.500 visitors during the campaign period and the guide was downloaded 2.400 times. Our national Novus survey measures how many people attend Night in Nature in Sweden. This year 20 000 people (above 18 years) took part. In the same survey, 13 percent of the population states that it has heard of Night in Nature.

Description

Even though a large number of the population in Sweden spend weekends and holidays outdoors, the tradition of sleeping outdoors is associated with advanced and expensive equipment in remote locations far from home. With the social media campaign, that showed alternative ways of sleeping outdoors - on the balcony, in the back yard or by a lake close to home - our intention was to lower the threshold by showing that a night outside doesn't have to be advanced.



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