

Nordic Night in Nature

Dissemination report 2023



NORDIC
NIGHT
IN NATURE



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1. Introduction

Background, about the project
and methodology



BACKGROUND

The Night in Nature concept was first developed in Norway 2015 and has since been spread to Finland, Sweden and Denmark.

Nordic Night in Nature is based on the long-standing common Nordic tradition of cultivating outdoor life. The habit of spending a lot of time in nature all year round is something that binds the population in Sweden, Denmark, Finland and Norway together.

Outdoor life does not only connect us with the rest of the Nordic countries. It also connects us humans with nature. And we know that it is good for both the physical and the mental health.

Nordic Night in Nature is a celebration and continuation of this tradition. The goal is for even more people to open their eyes to the many good experiences that can be found in Nordic nature – around the clock and all year round!



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ABOUT THE PROJECT

The Nordic Night in Nature (NNiN) is a series of events that challenges people in four countries (Finland, Sweden, Norway and Denmark) to spend a night outdoors.

NNiN was created as a joint project between the Nordic partners and amongst other things supported by a joint communication campaign, joint inspiration for implementation and joint project management.

Each county also arranged national Night in nature (NiN) campaigns customized on each country's own pre-conditions.

The main input was founding from the EU and other national input in each country.

The main outputs of the project were communication tools and material, toolkits for event organisers and the inspirational content shared in the virtual community.

The super goal of the NIN is to get 450 000 people to spend a night outdoors. The NIN events also aim at:

1. Encouraging participation in outdoor recreational activities and outdoor sport
2. Raising awareness of the health benefits that outdoor recreational activities have
3. Engaging and supporting local clubs in organising events
4. Developing the NIN concept for the future.

METHODOLOGY

Methods

Each national campaign has provided information about their national implementation in a standardized project model based on objectives, inputs, activities, outputs, outcomes, and impact.

Data collection

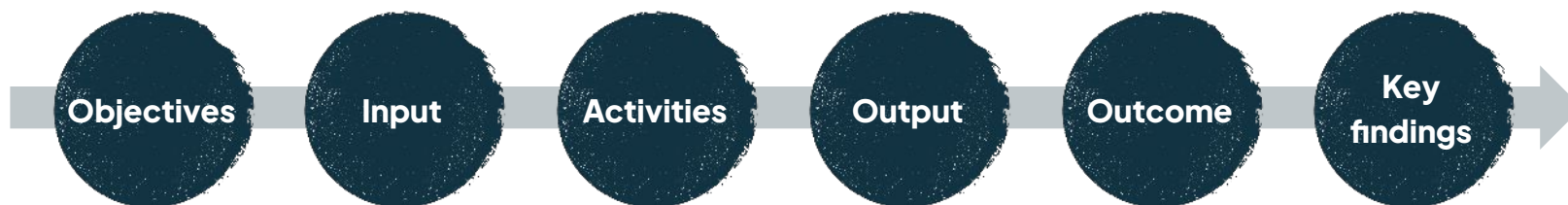
Partners' assessment of the benefits of the project including quantitative data from activities and campaigns.

National surveys reviewing awareness and participation amongst the population.

Objectives

Identify concepts that lower the threshold for participation in Night in Nature activities:

- Guides and concepts for engaging people who are not used to outdoor activities.
- Using partnerships as a means of leverage and widening impact.
- Campaigns using platforms and influencers known by the target group for maximum reach and awareness.
- Identify and document best practice.



2. KEY FINDINGS

Goal achievements

The project managed to reach the super goal by a mix of events, campaigns, collaborations and PR.

The goals was achieved through the Nordic collaboration which helped strengthen the national campaigns.

Nordic collaboration

Taking part of experiences and different point of views within the project group, was a strength.

By learning from each other, use and sharing each others materials contributes to the development of the project.

The biggest value exchange experiences and strengthen relationships and get the experiences from different countries.

Campaign strategies

By showing a variety of ways to experience nature by night, the project managed to lower thresholds.

Events are expensive but important to lower thresholds for unexperienced people. The feeling of safety increases by spending time outside at night together with others.

The experiences of working with influencers differs between the countries. In TikTok and Snapchat it is cost efficient.

To partner up with other likeminded organisations created a larger reach of the organic campaign.

Tailormade national campaigns

The tradition of spending time outside at night differs in each country. It is clear that national campaigns are essential to engage a larger part of the population.

The best practice in each country can be inspirational – but not necessary the right way to do it in another country.



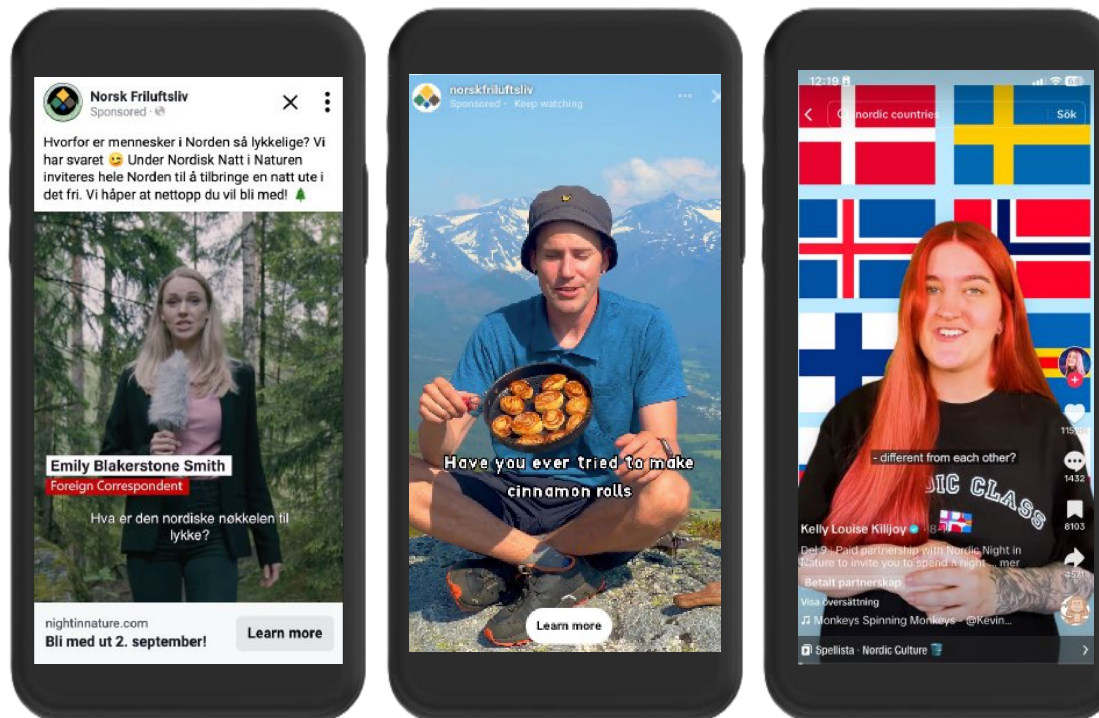
3. NORDIC COLLABORATION CAMPAIGN

The campaign goal was to create awareness about Nordic Night in Nature and get people to join.

The target group was defined as "parents of small children" in the four Nordic countries.

The campaign ran on Facebook, Instagram and TikTok.

The campaign also ran on the TikTok account of influencer @Kellylouisekillroy



Statistics

Facebook and Instagram

Impressions: 1,177,385

Unique users: 206,339

Click: 3,380

TikTok

Impressions: 968,615

Unique users: 549,122

Click: 29,246

Result per country

(Impressions/ Unique users /clicks)

Denmark: 360,353/56,706/1,788

Finland: 474,107/30,080/2,039

Norway: 401,450/43,456/2,024

Sweden: 910,090/109,154/14,101



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PHOTO COMPETITION



Finland

Winner:
Finland



Denmark



Norway



Sweden

Statistics

Total participants
2 948

Denmark	43
Finland	2 600
Norway	300
Sweden	5

About

The photo competition was made to encourage more people to participate, but also to share experiences with others for inspiration.

Each winner from the national competitions, proceeded to the Nordic final.



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4. National Campaigns

Denmark, Finland, Norway
& Sweden



DENMARK

History

Started as a 'sleep outside' day in 2016 by The Danish Scout and Guide Association. From 2016–2019 the concept was primarily communicated to scouts. In 2020–2021 the Night in Nature concept was tested as part of a large Danish campaign 'Our Nature'.

In 2022 the five existing partners joined forces and developed the current partnership and campaign.

Organisation

The Danish Outdoor Council is partnering with The Danish Scout and Guide Association, The Danish Society for Nature Conservation, The Danish Nature Agency and Ungdomsringen (a Danish youth organisation). In 2023–25

the Danish campaign is funded by the private Danish foundation Spar Nord Fonden.

Campaign strategy

The current campaign both encourages people to participate on their own and to participate in Night in Nature events. The focus on participation on your own is to make it easy for everybody to participate while events are meant to be a helping hand to people who aren't comfortable with experiencing nature at dark on their own. The campaign encourages people to experience nature at night, and not necessarily sleeping outdoors. This, to make it as easy to participate as possible and to get the most people to attend.

Statistics and outcome

Population: 5,944,145
 Number of NiN years: 3
 NiN date 2023: September 2

Total campaign cost: €205,000

Physical events: 130
 News media events: 43

TV reach: 153,000
 Radio reach: 34,000

Digital media reach:
 Campaign website: 25.300 visitors
 Newsletters: 42,500
 Organic SoMe: 413,900
 Paid SoMe: 266,565
 Facebook events: 2,200 participants

Awareness: 666,000
 Participation: 71,200

Weather

Outstanding weather - sunny, clear skies, and warm temperatures.



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FINLAND

History

Suomen Latu has arranged this kind of event (called Nuku yö ulkona, in English Sleep Outdoors) since 2016.

Organisation

Suomen Latu is an umbrella organisation for 184 local and national level outdoor associations.

Campaign strategy

The awareness of the campaign has been on a really high level in Finland for years (over 60 %). The campaign strategy was based on activating the public to actually sleep outdoors.

The campaign was built on a media mix that consisted of a radio campaign, a TV campaign on two national TV channels, an organic social media campaign, a micro influencer campaign on Instagram and press releases (earned media). In addition, the campaign consisted of two Forest hotel events and over 60 smaller events arranged by the member clubs of Suomen Latu.

Statistics and outcome

Population: 5,540,745
 Number of NiN years: 8
 NiN date 2023: August 26

Total campaign cost: €117,300

Physical events: 67
 News media events: 107

TV reach: 1.6 million
 Radio reach: 2.8 million

Digital media reach:
 Campaign website: 32,000 visitors
 Newsletters: 52,377 persons
 Organic SoMe: 381,100
 Paid SoMe: 2.8 million
 Influencers: 73,400
 Facebook events: 14,400 participants

Awareness: 2.7 million
 Participation: 135,000



Weather

Mostly sunny and warm, occasional showers in some parts of the country.



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NORWAY

History

Norsk Friluftsliv has encouraged people to sleep outdoors and participate in Night in nature every year since 2015, as part of the national “Outdoor week” in September.

Organisation

Norsk Friluftsliv is the umbrella organization for the 18 large outdoor activity organizations in Norway. We are a small staff of 12 people in total, with three people currently working with communications and campaigns.

Campaign strategy

We encourage people to sleep outdoors where they would like to: On their balcony, in the woods behind their house, in the mountains or in a hammock somewhere.

We invite people to come as they are, and participate in the way they want to – either alone, with family or friends – or to join one of the events from our member organizations. Thanks to the right to roam, people can sleep almost wherever they would like to, and sleeping outdoors is in general popular in Norway.

Statistics and outcome

Population: 5,455,582
 Number of NiN years: 9
 NiN date 2023: September 2

Total campaign cost: €41,000

Physical events: 28
 News media events: 41

Radio reach: 2.1 million

Digital media reach:
 Campaign website: 27,000 visitors
 Newsletters: 2,600
 Organic SoMe: 166,749
 Paid SoMe: 163,881
 Influencers: 60,000

Awareness: 837,000
 Participation: 284,000



Weather

The weather was mostly good, but better in the south than in the north.



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SWEDEN

History

Friluftsrämjandet arranged Night in nature for the first time in Sweden 2022. This year we assigned the project management of the Nordic cooperation to Svenskt Friluftsliv and together we collaborated on the national campaign.

Organisation

Friluftsrämjandet is one of Sweden's largest outdoor organization with more than 100 000 members. In more than 300 locations around the country, our guides organise adventures for all ages and interests – all year round.

Campaign strategy

Considering the precondition in Sweden we choose to encourage people to experience nature at night by showing the simple way of spending the night outdoor, that doesn't necessarily comes with advanced equipment and remote location far from home.

With a wide range campaign on the most popular social platforms, we made an effort to create awareness and lower the threshold to participate in Night in Nature for a large number of people.

Statistics and outcome

Population: 10,549,347
 Number of NiN years: 3
 NiN date 2023: September 2

Total campaign cost: €40,000

Digital media reach:
 Campaign website: 15,500 visitors
 Newsletters: 2,000 persons
 Organic SoMe: 9,487
 Paid SoMe: 1.9 million

Awareness: 1.4 million
 Participation: 20,000



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Weather

Weather was generally good with light rain in some local regions.

5. CAMPAIGN HIGHLIGHTS



△ The Forest Hotels, were organised in Pieksämäki and in Kiilopää, Finland.



△ Come as you are and sleep anywhere you want, was the winning message from Norway.



△ A new concept in Denmark this year was Regional signature events.



△ Sweden used a multi-pronged social media campaign to reach a large number of people.

Statistics

INPUT

Nordic population: 27,489,819
Total campaign cost: €356,000

OUTPUT

Physical events: 225
News media events: 190
TV reach: 1.8 million
Radio reach: 4 million

Social media

Organic reach: 633,000
Paid reach: 5.8 millions
Influencers reach: 133,400
Facebook events: 16,722

OUTCOME

Awareness: 5.6 million
20.3 % of total population

Participation: 480,000
1.7 % of total population



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