

# International Campaign „125 Years of Naturefriends“

Getting involved – actively through the anniversary  
year 2020!



A guideline for local groups

Naturefriends International, November 2019

## **125 activities for sustainable development**

Boosting a sustainable development of our society and environment has been the core concern of the Naturefriends movement ever since its foundation in 1895. Fighting for free access to nature for all people, supporting environmentally and socially just tourism and leisure-time activities, protecting our natural and cultural heritage and the engagement for climate justice and international solidarity have been at the heart of thousands of individual activities of Naturefriends all around the globe.

The international campaign “125 activities for sustainable development” gives an overview of the diversity of Naturefriends activities that have been contributing to a sustainable development. In addition, the anniversary Congress of NFI on 13. June 2020 will adopt a list of demands linked to concrete action of Naturefriends, that makes clear, that we will continue standing up for our values and contributing to a good future for all people.

### **Our goals:**

- ✓ Presentation of Naturefriends as a modern movement with attractive offers for its members
- ✓ Communicating the diversity and the international dimension of the Naturefriends movement
- ✓ Providing good practice and exchange of experiences

### **Implementation:**

The campaign will be implemented throughout the year 2020 and will focus on the following activities:

#### ➤ **Kick-off event in the Landscape of the Year Senegal / the Gambia on 19<sup>th</sup> of January**

The official launch of the campaign will take place in the Gambia on 19. January in the framework of the festivities on the occasion of the successful implementation of the first African Landscape of the Year. It will also be the highlight of an international Naturefriends exchange in the Landscape of the Year.

#### ➤ **NFI anniversary Congress in Vienna on 13<sup>th</sup> of June**

The NFI Congress will focus on the 125-years anniversary. The Board of NFI will prepare a list of demands coordinated with the member organisations, which shall be adopted by the Congress. We will also be able to host a limited number of guests at the Congress. In the following week, Naturefriends Vienna will organize several activities, such as guided hiking tours to historical places of Naturefriends.

#### ➤ **First Global Naturefriends Day from September 18th to 20th**

The Annual Conference of NFI decided on having a yearly Global Naturefriends Day with as many local activities as possible from 2020 onwards.

### ➤ **Accompanying social media campaign**

The NFI office has been collecting 125 historical and ongoing activities of Naturefriends, which will be presented on Facebook, Instagram and the NFI Website throughout the year.

### ➤ **NFI Advent Calendar with highlights from the anniversary year**

The NFI Advent Calendar has been launched a couple of years again on Social Media. In 2020, it will focus on the anniversary and present 24 highlights from the anniversary year.

## **Getting involved – let's do it!**

Local groups do have various possibilities to get involved – from sharing Social Media postings to conducting their own activities - depending on how much time you want to spend on the campaign.

### **1) Carry out actions on the Global Naturefriends Day!**

Naturefriends have been officially founded on 16<sup>th</sup> of September 1895. To remember this date, the first Global Naturefriends Day with as many local activities as possible shall take place on the weekend from **18<sup>th</sup> to 20<sup>th</sup> of September**.

As some member organisations and local groups already have their own Naturefriends Days, this date is only a suggestion in order to attract as much attention as possible by bundling many local activities.

The heart of the Global Naturefriends Day should be a **Naturefriends activity**, such as a guided hike or an exciting lecture. If there is a Natura Trail in your region, you could organize a hike there. Where possible, of course, our Naturefriends Houses should be involved!

One activity could be **tree plantings** - this idea was also highlighted in the working groups of this year's Annual Conference of NFI. Under the slogan "One tree per local group" or "One tree per Naturefriend" – linked to collecting donations for trees in Africa if possible, which are planted by our African members – we can set an important example and foster the Naturefriends demand for more climate protection and climate justice with concrete action.

The more groups participate, the more successful the Global Naturefriends Day will be! If you are interested in participating, please contact: [lisa.schopper@nf-int.org](mailto:lisa.schopper@nf-int.org).

### **2) Share social media postings!**

Sharing social media postings is quickly done, but it helps us tremendously to reach as many people as possible with the campaign.

From mid-January to mid-November, the NFI office will post one of the 125 activities on **#Naturefriends125activities** on Facebook and Instagram on Tuesday, Thursday, and Saturday – starting with significant historical activities in the early years of our movement. At the same

time, we will publish all activities in German, English and French on our website (see: [www.nf-int.org/125activities](http://www.nf-int.org/125activities))

In addition, we will also report regularly in the NFI Newsletter. The opportunity to subscribe to the newsletter, as well as all past issues, can be found at: <https://www.nf-int.org/en/publications/nfi-newsletter>

We will regularly inform the communications officers of our member organisations when which activities are posted so that each organisation can share “its” activities. If you want to receive this information directly, please send an e-mail to: [lisa.schopper@nf-int.org](mailto:lisa.schopper@nf-int.org). We are happy to take you to our mailing list.

### 3) Report your activities!

We would be glad to receive some information and photos about your activities in the anniversary year – no matter if the activities took place within the framework of the Global Naturefriends Day or on another date.

**We will collect all activities. At the end of 2020, an international Naturefriends jury will select the most successful activities. The three best-ranked activities will be awarded with 500 euros each.**

Getting involved will be worth it!

### Materials:

We will use the Naturefriends logo with the wording "Naturefriends – 125 years" for the campaign.

The logo is available for download on our website at [www.nf-int.org/125activities](http://www.nf-int.org/125activities). If you need a special file format, please contact us at the secretariat.

We also gladly provide you with the new NFI image flyers.



### Contact:

If you want to get involved, have questions about the campaign or need materials, please contact Lisa Schopper. Suggestions for the planned activities are of course welcome!

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