

**NORDIC  
NIGHT**  
IN NATURE

# Nordic Night in Nature

## – Encouraging participation in outdoor recreational activities

Nordic Night in Nature is a tradition that connects people in Sweden, Denmark, Finland, and Norway through outdoor activities. Spending time in nature is good for both physical and mental health.

The Night in Nature campaign started in Norway in 2015 and has been a Nordic collaboration for the past two years. The goals were to:

- Encourage people to participate in outdoor activities
- Raise awareness about the health benefits of being outdoors
- Support local clubs in organizing events and volunteering
- The campaign took place in August/September 2023 across the Nordic countries, aiming to get 450,000 people to spend a night in nature.

Key activities included:

- A Nordic marketing campaign targeting young children's parents on social media
- Customized national campaigns with events, PR, influencer marketing, and social media

### Outcomes

**480 000**

people spent the night in nature (1,7 % of the total population)

**5,6 million**

people were aware of the campaign (20,3% of the total population)

**280**

Total number of events

**6,4 million**

Digital media reach

### Key Findings

**01** Innovative, country-specific campaigns helped the project to achieve its goal of encouraging a significant number of people across the Nordics to spend a night outdoors.

**02** Project reached 20% of the Nordic population cost-effectively through strategic promotion on social media.

**03** Effective multi-country collaboration amplifies a shared objective concerning health, nature, and outdoor cultures.

**04** New participants can be attracted with well targeted communication and events.

Learn more:

