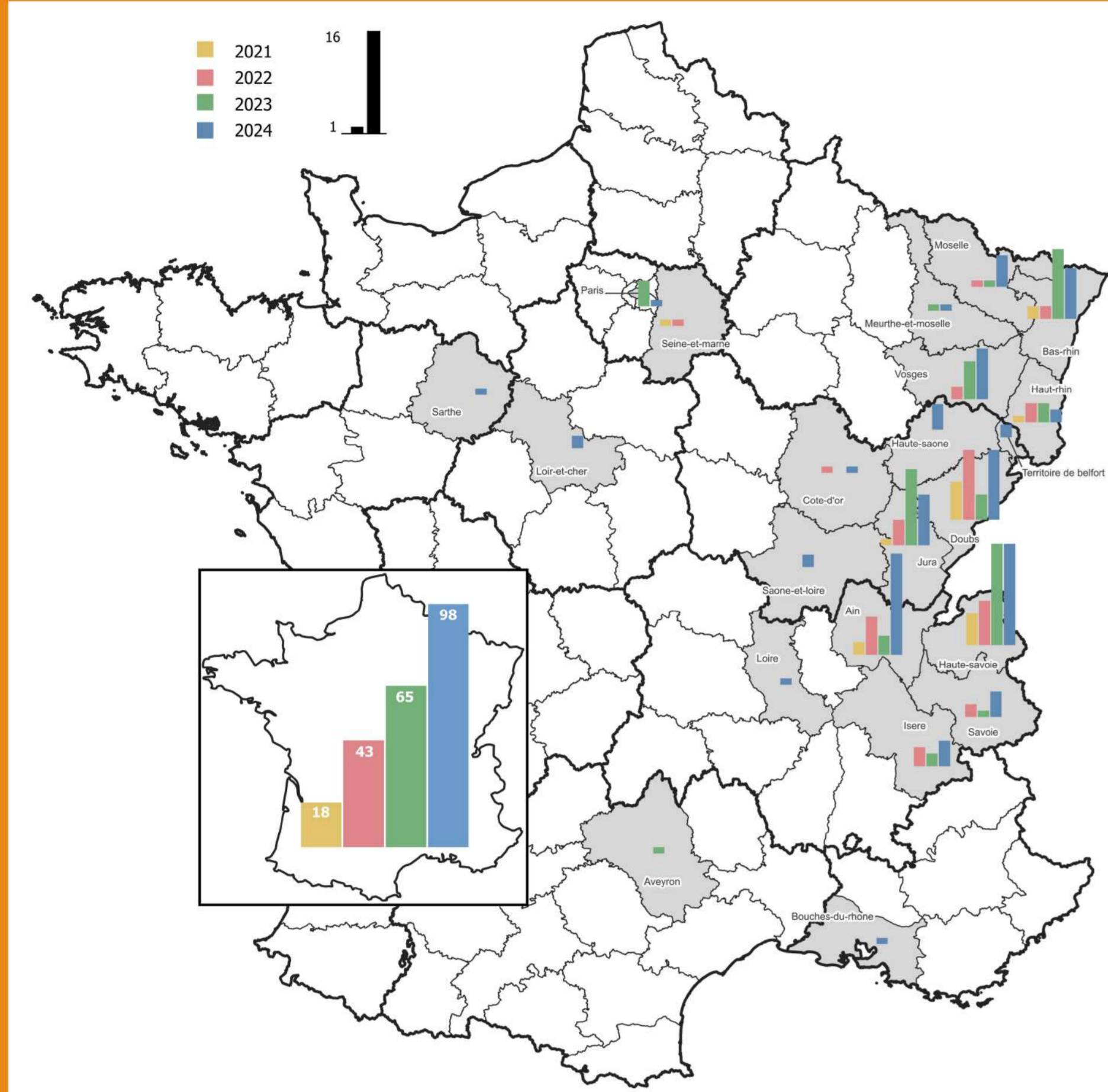


International Lynx Day(s) 2021-2024 in France

Evolution of the number of events in France over the last four years (2021-2024)



Initiated by the Interreg/transboundary 3Lynx project, the **International Lynx Day** was born in 2018 to celebrate the Lynx across Europe on 11 June. The goals of this celebration are to communicate, raise awareness and disseminate knowledge about the lynx in order to improve its social acceptance.

Since 2021, the **French NGO SFEPM** (French Society for the Study and the Protection of Mammals) began to **promote** and **coordinate** the International Lynx Day in France.

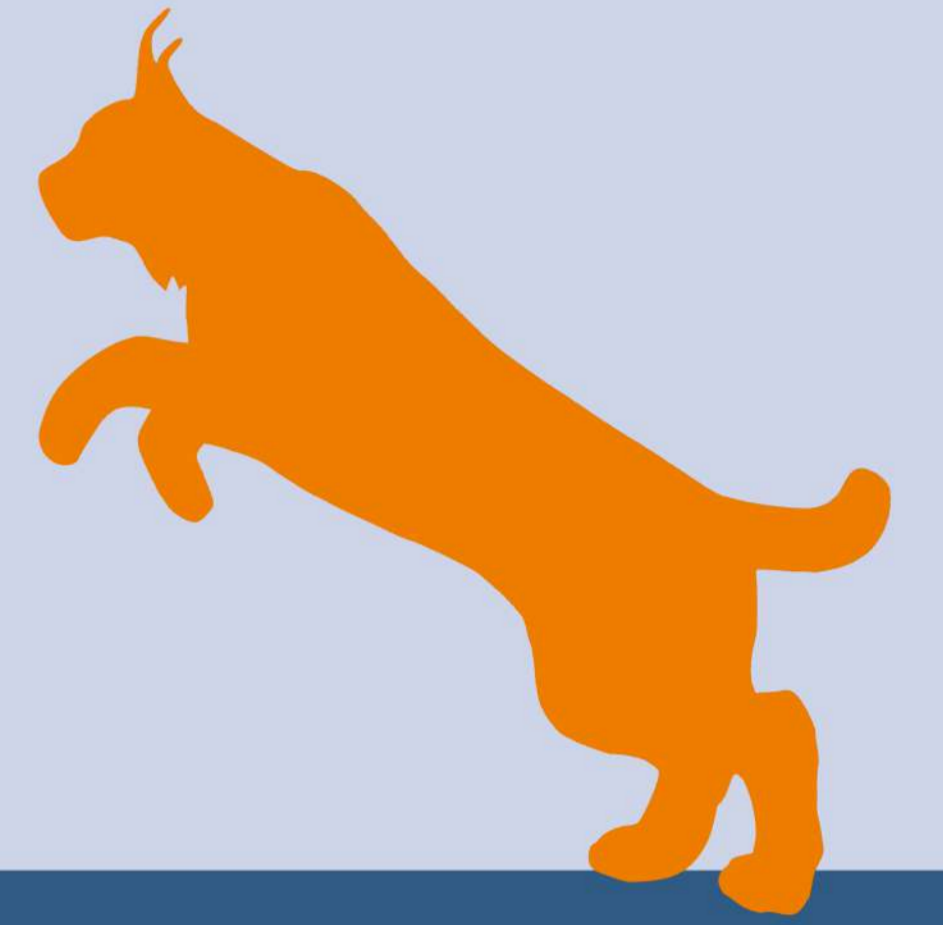
Due to the success of the Lynx Day, we decided to extend the events to the whole month of June.

Initially supported by WWF France, it has been funded by the French Ministry of the Environment since 2022 within the framework of the **French National Action Plan (NAP)** for the conservation of the Eurasian Lynx (*Lynx lynx*) under the **"Communication, Awareness, Promotion"** activity. This activity is led by the SFEPM.

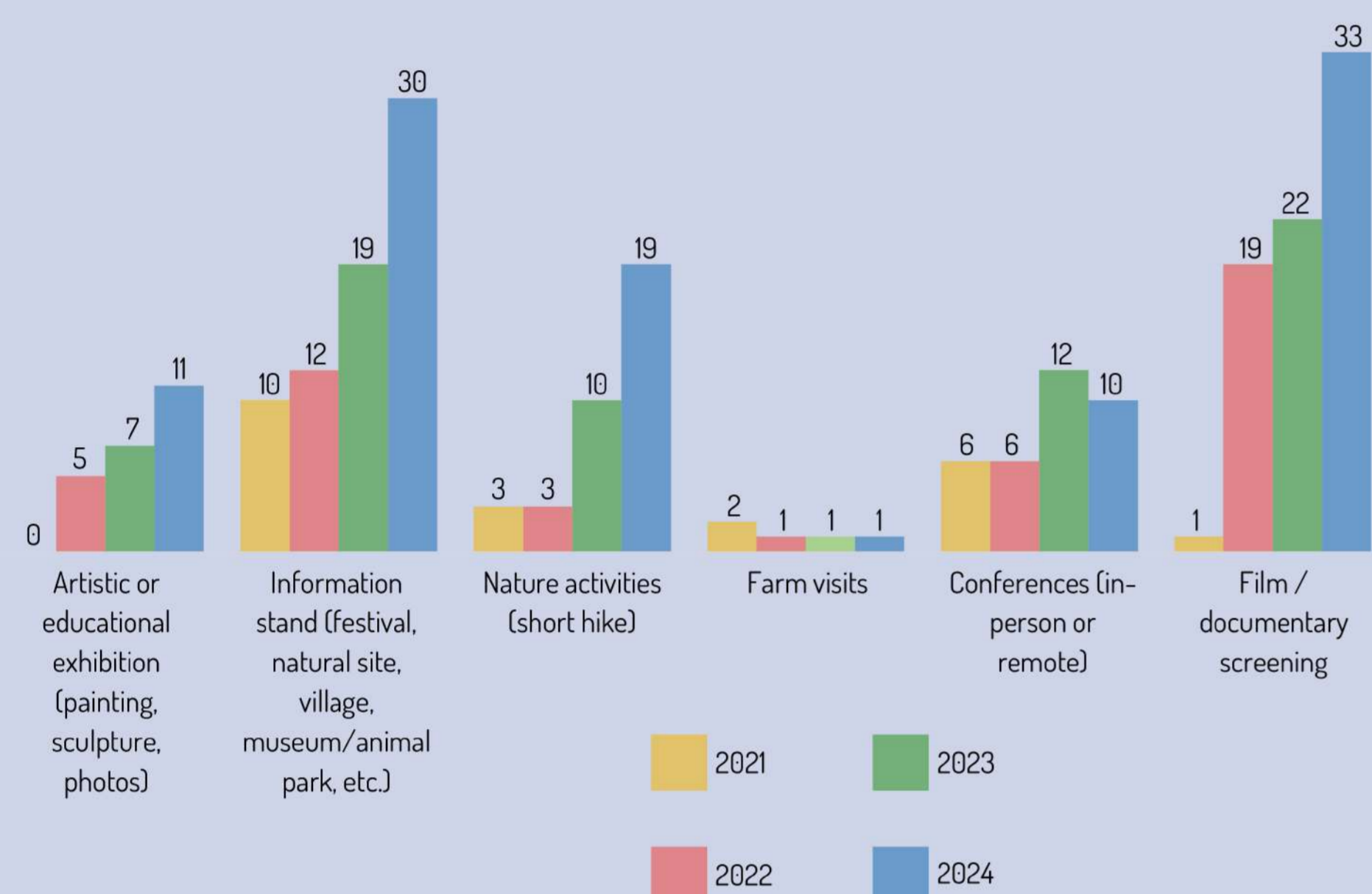
The SFEPM's roles:

- To coordinate and supervise the French events
- To encourage, promote, support and facilitate the organisation of the events
- To organise and participate in some of the events
- To deal with feedbacks after the events and publish a report every year (while waiting for a local structure to take over, the SFEPM also coordinates events in Switzerland and Belgium)

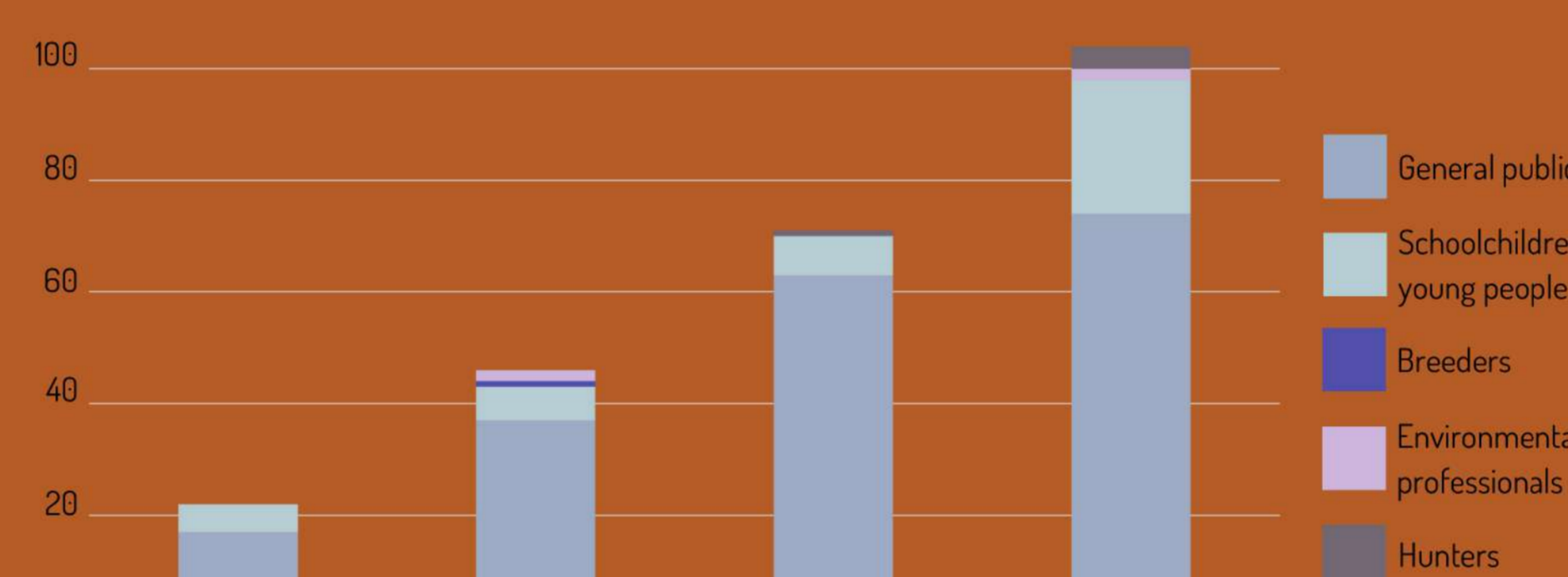
SFEPM's Lynx Day web page (in French):



Distribution of events according to 6 themes



Reached audiences



From 2025, we will target specific messages and audiences to respond to the NAP communication strategy. We also want to assess the impact on various audiences.

23 300

Number of participants in 2024 -- x20 since 2021

Note: The number of participants may be biased by 2 factors:
1/ some people might have taken part in more than one activity
2/ we have used the number of entrances for exhibitions and for stands or events taking place in a festival or zoological park.
Not everyone was reached in a similar way.

98

Number of events in 2024 -- x3 since 2021

136

Number of organisers or partners in 2024 -- x3 since 2021

The ball is in your court now!

We would love to see the International Lynx Day grows across Europe!

No self-praise here: it's working in France because someone is coordinating, taking the lead, motivating the organisers...



We provide organisers with posters, flyers and press releases

