



# Call for Incentive Research Collaboration 2025 Laureate

## Project EUROPARKS

Sustainability in the European Theme Park Industry



Co-funded by  
the European Union



## PROJECT IDENTIFICATION

**Project title:**

Sustainability in the European Theme Park Industry

**Project acronym:** EUROPARKS

## COORDINATORS



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## OBJECTIVE

EUROPARKS aims to build a transdisciplinary network of scholars and stakeholders to investigate the issue of sustainability in the European theme park industry through a variety of methods. Objectives include results dissemination combining peer-reviewed papers and open source collaboratively produced texts, illustrations, maps, multimedia materials, and primary sources that may be used for research, teaching, and knowledge transfer.

## ILLUSTRATION OF THE PROJECT



## SOCIAL IMPACTS AND TARGETED SDG

The sector of theme parks and visitor attractions has become one of the most dynamic engines of the “experience economy.” Theme parks are, in fact, “destination-makers” that do more than entertain and shape the path development trajectory of places where they are located. In the face of global and complex transitions macro-trends — climate change, land uses transformation, changing mobilities, digitalisation, unstable geopolitics, and demographic and socio-economic changes — sustainability challenges and opportunities for theme parks and visitor attractions are crucial. Social impact of EUROPARKS clearly connects to six of the challenges identified by the UN SDGs:

- SDG 3. Good Health and Well-being
- SDG 8. Decent Work and Economic Growth
- SDG 9. Industry, Innovation and Infrastructure
- SDG 10. Reduced Inequality
- SDG 11. Sustainable Cities and Communities
- SDG 12. Responsible Consumption and Production)
- SDG 13. Climate Action.

Additionally, the project is aligned with the EU Missions on “Adaptation to Climate Change” and “Climate Neutral and Smart Cities,” included in the ninth EU framework programme for research and innovation (2021-2027) Horizon Europe.

## **AURORA ADDED VALUE**

EUROPARKS use previous well-established connections between experienced researchers to reach out to stakeholders in the European theme park industry for a strong and mutually beneficial collaboration. In the long term, EUROPARKS seeks to establish the Aurora “Culture: Identities and Diversities” and “Sustainability and Climate Change” hubs as the preferred international academic partners for stakeholders in the industry.