



Dear friend,

As someone who has always been a passionate advocate for the protection of wild places, I am writing to you to ask you to speak on behalf of one of Europe's most outstanding natural ecosystems: the Vjosa river in Albania.

The Vjosa is Europe's last big wild river – and its future hangs in the balance. For years, [local and international activists and citizens have been fighting against a 'tsunami' of planned hydropower projects in the Balkans](#), with a particular focus on protecting the future of this unique river. Thanks to their perseverance, in September 2020, Albanian politicians publicly declared they would stop the dam plans and support the establishment of a Vjosa wild river national park instead. This would be Europe's first wild river national park.

However, it now appears that the river is, in fact, in imminent danger. Behind the scenes, the Albanian Government is changing its position and aiming to offer only minimal protection. Therefore, after the Albanian federal elections on 25 April, it is highly likely that the threat of hydropower will return. The river – and the habitats and cultures that have been tied to it for thousands of years - will be irrevocably damaged. [Read more on the story here.](#)

Albanian people overwhelmingly want to protect this precious and untamed river. Recent research shows that 94 percent of citizens are in favour of establishing Vjosa National Park. And high profile, international support has already had a huge impact in Albania: making this a hot topic for media and politicians.

In March, we launch a global call for help, asking citizens everywhere to stand in solidarity and demand #VjosaNationalParkNow. **At this historic moment – a turning point for the future of the Vjosa and for all wild places in Europe – we need your voice.**

How to help

1. Galvanise your community

Please help us by sharing new documentary film [Vjosa Forever](#) via your social channels and asking your community to join the call for a #VjosaNationalParkNow.

- Find [YouTube link here](#)
- Find URL to take action [here](#)

2. Increase political pressure

On World Water Day, 22 March, please tweet President of the European Commission Ursula Von Der Leyen and other key European leaders in support of #VjosaNationalParkNow. How to tweet:

- Follow the steps in this link to find a pre-prepared tweet, ready for your use [here](#)
- OR use the images and copy [here](#) to build your own social media post
- Find Twitter handles for target leaders [here](#)
- **Want a reminder to tweet on 22 March?** Add a calendar alert to tweet by following [this link](#) and clicking 'Add to Calendar'

Need any help from us or interested in offering any other kind of support? Please contact louise.b@patagonia.com // +31 615 482 024.

Respectfully,

Ryan Gellert
CEO, Patagonia Works