



Highlights Report

2025

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Introduction

A year of transition and momentum

We're proud to share this year's Highlights Report, showcasing some of the work made possible by our collaborations with key stakeholders and partners.



Throughout 2025, our team has moved forward with implementing our exciting new strategy which represents a new era for the Parkinson's community across Europe. This includes:

- Our most successful **World Parkinson's Day** ever
- Raising the voice of the Parkinson's community at the **European Parliament** and securing more support for our **Call to Action** for improved Parkinson's healthcare.
- Awareness-raising campaigns such as **Welcome in the Workplace**, highlighting workplace rights for people with Parkinson's and relaunching our improved **Parkinson's Passport**
- Celebrating 10 years of our online magazine, **Parkinson's Life**

Thank you for being a part of this journey.

Josefa Domingos
President of Parkinson's Europe





Launching our new strategy

In January, we were excited to share our new four-year strategy, which we created in collaboration with people with Parkinson's and European organisations that work closely with the Parkinson's community.

Launching on our website in five languages, the new strategy has three distinct pillars:

Our three new strategy Steering Groups

To make sure our new strategy truly reflects the voice of the Parkinson's community, we set up three new Steering Groups - one for each pillar - made up of people living with Parkinson's, healthcare professionals, and Parkinson's Europe Member Organisations, industry partners and Board members.

1. Defining the impact of Parkinson's in Europe (Data & Innovation)

2. Helping the European Parkinson's community grow stronger together (Empowerment)

3. Ensuring the voice of the European Parkinson's community is heard (Awareness & Visibility)



Growing our team

To help us fulfil this ambitious new strategy, we also welcomed two new team members: Jessie Duncan, our Outreach and Engagement Manager, and our Advocacy and Campaigns Manager Hildur Kristjana Önnudóttir.

[Read our interview with Jessie](#)
[Read our interview with Hildur](#)

Worldwide collaboration

2025: our best-ever World Parkinson's Day

We are proud founders of World Parkinson's Day, a yearly awareness day that has taken place on 11 April since 1997.

For World Parkinson's Day 2025, we told the story of how the tulip became the global symbol of Parkinson's, a moment in history intrinsically linked with World Parkinson's Day itself.

As ever, we also amplified World Parkinson's Day activities taking place across the globe, including events from our Member Organisations, partners and other key stakeholders.

Our World Parkinson's Day campaign content for 2025 included:

- **A podcast and article interviewing our founder Lizzie Graham**
- **Social media graphics to raise awareness of World Parkinson's Day**
- **Adding over 200 worldwide events to our interactive World Parkinson's Day map**
- **Additional social media & *Parkinson's Life* articles sharing highlights from WPD around the world.**



This year's campaign had the biggest impact in the history of World Parkinson's Day:



Social media

**1.5
MILLION**
impressions

26K
engagements

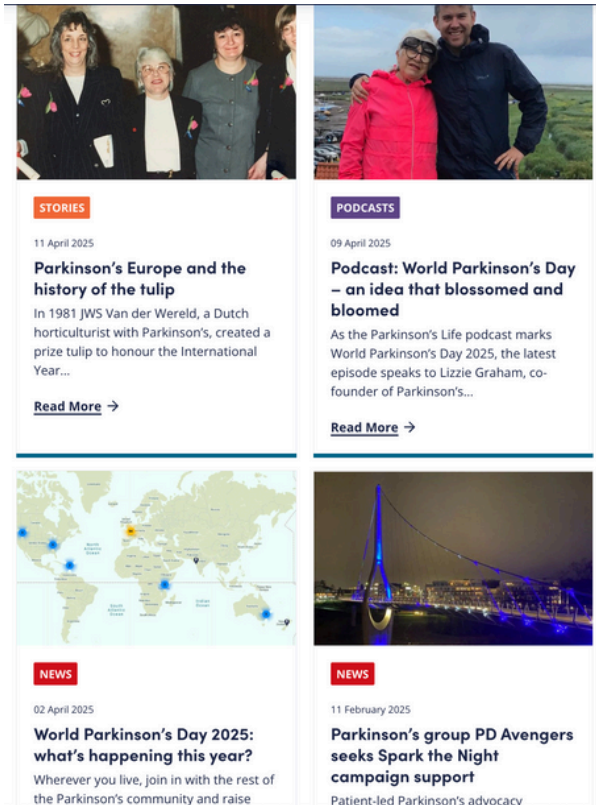
320K
video views

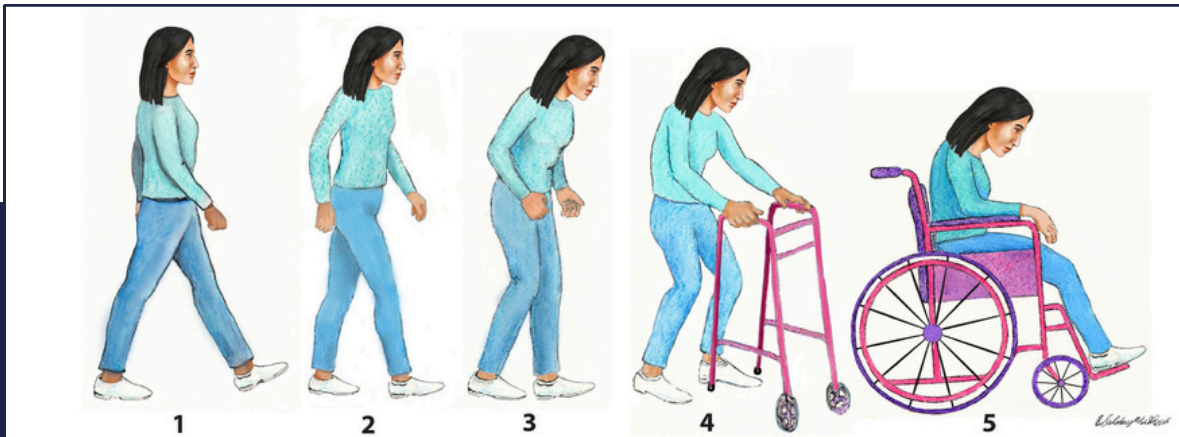
Website & email

7.5K
page views

1.5K
podcast
downloads

25%
email
open rate





International Women's Day

We were delighted to collaborate once again with Canadian artist and person with Parkinson's Barbara Salsberg Mathews on releasing a new set of illustrations of the five stages of Parkinson's. These illustrations have traditionally featured older, white men, but for International Women's Day Barbara reimagined them as a diverse range of younger women.

This raised vital awareness of the fact

that Parkinson's affects women as much as men.

As a followup on International Men's Day in November, Barbara also released illustrations featuring younger men of different ethnicities.

These images can be [downloaded from our website](#) - we hope healthcare professionals will use them to help their patients feel better represented.

Parkinson's Engagement Network

The second year of our [Engagement Network](#) - which shares opportunities for people with Parkinson's and the wider Parkinson's community - saw it continue to thrive.

We now have 700+ subscribers and our email open rate remains above 60%.

We also shared a record number of opportunities this year - 95 - a 102% increase on 2024.

Here's a breakdown of the opportunities we shared by category:

Advocacy and lobbying:	13
Leisure, creativity & wellbeing:	19
Personal experience & insight sharing:	37
Research:	42
Sharing knowledge to help shape projects:	35
Webinars & workshops to increase knowledge:	52

Events with impact



Tea & talk with MEP Sokol at European Parliament

In November 2025 we organised an important meeting at the European Parliament between the Parkinson's Europe Board and Croatian MEP Tomislav Sokol.

Board members including Cathy Molohan, Elisabeth Ildal and Janette Sinclair - who all have Parkinson's - and Parkinson's nurse specialist Brian Magennis all gave powerful statements about the changes needed.

MEP Sokol thanked the Board members for their "deeply moving stories" and pledged to take action and "do our part" to improve life for people living with Parkinson's across Europe.

This meeting brought hope to the

Parkinson's community by raising vital awareness and outlining how the EU could help improve Parkinson's care.



We will fight for this and especially fight to give this topic [Parkinson's] more visibility than it now has.

MEP Sokol



DBS Select at Health House, Leuven

In November our Board took a tour of DBS Select, an interactive educational exhibition about Deep Brain Stimulation surgery as a treatment for Parkinson's.

The Board agreed the exhibit is a fantastic empowerment tool for people with Parkinson's, and we hope to partner with Health House again in the future.



Public Brain Health Day, Helsinki

As part of our ongoing fruitful collaboration with the European Academy of Neurology, our Strategic Director Amelia Hursey was a key speaker at their Public Brain Health Day event during EAN Congress in Helsinki.

During the year, Amelia was also pleased to share her expertise as one of the trainers on the EAN's advocacy training course for neurology professionals, as well as working to help shape clinical guidelines for neurological conditions as part of the EAN guidance production group.



ACT-EU Annual Meeting, Amsterdam

The European Medicines Agency is the body that approves medicines for use across the European Union. We're working with them on their ACT-EU (Accelerating clinical trials in the EU) initiative, which aims not only to get new treatments to people quicker, but to make these medications available in the whole of the EU simultaneously, which is different from current practices.

We represent the patient voice in this project, ensuring the work stays focused on what people living with Parkinson's need. At the Annual Meeting in October, Amelia was invited to speak about how to do meaningful patient involvement & the need to keep this at the heart of the ACT-EU project.



European Patients' Forum AGM, Brussels

In June our Outreach and Engagement Manager Jessie Duncan represented Parkinson's Europe at the EPF's AGM.

We took part in discussions around the current challenges facing EPF and the wider patient community, including:

- How to overcome unpredictable funding by diversifying funding sources
- Threats to patient representation, including within regulatory decision making at EU level, specifically within the European Medicines Agency committees
- How new rules for funding Civil Society Organisations (CSOs) could have a negative impact on CSOs more widely including Health CSOs.

This meeting was an important opportunity to connect with other patient groups and gain a picture of the wider issues facing patient representation at EU level.



UNIFIED project, Rotterdam

In December, Amelia attended the kick-off meeting for UNIFIED: Unifying Framework for Patient-Centred Clinical-study Endpoints Derived from Digital Health Technologies.

This EU-funded project will see five different condition areas (including Parkinson's) work together to improve clinical research and clinical practice. We are excited to get started in 2026 and beyond.



EFNA Brain Innovation Days, Brussels

In October our Advocacy & Campaigns Manager Hildur was invited by the European Federation of Neurological Associations to attend the Brain Innovation Days (an excellent opportunity to share knowledge with brain health experts, researchers and more), as well as meet with the MEP Interest Group on Brain Health and visit the animal research centre at Leuven University.



Key campaigns

Welcome in the Workplace

This awareness-raising campaign helped people with Parkinson's to learn their rights at work, feel comfortable talking to their employer and colleagues about their condition, and share their own experiences of working with Parkinson's. Activities included:

- A **survey** about work & Parkinson's
- Advice and storytelling **articles**
- A **website resource** to help you find workplace rights in your country
- A **webinar** about how to make working with Parkinson's easier



We ran our Europe-wide survey in four languages and received nearly 1,000 responses.

The results painted a damning picture of the true cost of Parkinson's:

- One third of people with Parkinson's asked lose **over €20,000 per year** in lost earnings and extra costs
- Two in five people asked **would have stayed in work longer** if they received more reasonable accommodations in their job
- **Fear – of discrimination, job loss, stigma** – is the biggest driver behind one in five respondents not revealing their Parkinson's diagnosis to employers

[Download our survey report](#)

[Read more about the survey results](#)

A collage of six small images showing diverse people in various work environments: a woman in a purple top, a man in a yellow safety vest, a woman at a computer, a man in a blue cap, a woman in a black blazer, and a man in a suit.

parkinson's
europe

Survey results highlights

Welcome in the Workplace
A survey about working with Parkinson's

October 2025
parkinsonseurope.org

The results showed really high engagement with the subject matter from the Parkinson's community across all channels:



Social media

Content

2
MILLION
impressions

1.7K
page views

24K
engagements

150
webinar
registrations



<p>INSIGHTS</p> <p>22 October 2025</p> <p>Careers cut short, financial loss and fear of stigma – new survey paints damning picture of working with Parkinson's</p> <p>People with Parkinson's have the potential to work for longer if given adequate support in the workplace, according to a...</p> <p>Read More →</p>	<p>ADVICE</p> <p>08 October 2025</p> <p>Key conversations and questions about working after a Parkinson's diagnosis</p> <p>What are the key conversations to have around working after a Parkinson's diagnosis? While processing your diagnosis on a personal...</p> <p>Read More →</p>



Parkinson's Passport

For summer 2025 we relaunched a new and improved version of our **Parkinson's Passport**.

This useful document for travelling with Parkinson's provides essential medical information and helps others understand what people with Parkinson's may need outside their own environment, such as airports, hotels or other public places.

We created digital and printable versions of the passport in **9 European languages**, with plans to expand this in 2026.

The Passport has already been downloaded **over 2,500 times**.

Pride Month 2025

Our first Pride Month campaign was a special moment in our 2025 campaigns calendar, raising vital awareness for how LGBTQIA+ individuals often experience Parkinson's differently from people outside of this community.

We launched a new "**LGBT+ and Parkinson's**" web page full of information and advice backed by scientific research.



We also featured several **Parkinson's Life** articles about the lived experiences of LGBTQIA+ individuals with Parkinson's:

- The story of Parkinson's UK's volunteer-run **LGBTQIA+ Network**
- **Results from a new study** of LGBTQIA+ people with Parkinson's
- **Healthtech innovator Shan Havins** on life with young-onset Parkinson's as a queer woman and mother.
- **Pasta artist Urs Bratschi** on how the coming out process helped prepare him for a life-changing Parkinson's diagnosis

Raising our voice

Reaching 50K followers on social media

We were delighted to reach the important milestone of 50,000 social media followers in the summer, growing to over 55,000 by the end of the year (+30% on 2024). This is a great marker of our growing and dedicated community across Europe and the wider world.

We also grew our engagement levels and reach, helping us to reach a wider audience from the Parkinson's community and beyond.



We also have 8,000 followers on X, but we no longer post to this platform.



Parkinson's Life top content of the year

In 2025, our online magazine *Parkinson's Life* has published 138 articles featuring stories from 18 European countries, and received 100,000 pageviews.

Some of our most-read articles of the year are:

- [New dietitian-approved NutritionPD programme launches with Mediterranean focus](#)
- [Helpful physio-approved walking tips for people with Parkinson's](#)
- [8 tips to help with freezing for people with Parkinson's](#)
- [6 of the best apps for people with Parkinson's, recommended by the Parkinson's community](#)



ADVICE

04 March 2025

8 tips to help with freezing for people with Parkinson's

Freezing in the home or in busy public places can be upsetting, embarrassing, or even frightening. The anxiety that comes...

[Read More](#) →



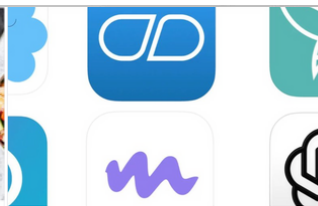
NEWS

19 September 2025

New dietitian-approved NutritionPD programme launches with Mediterranean focus

Hoping to provide the 'missing piece in Parkinson's care', the team behind My Moves Matter have created NutritionPD, a dietitian-designed...

[Read More](#) →



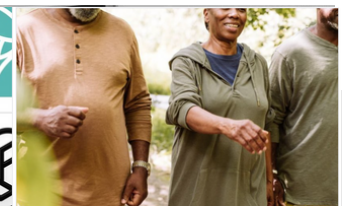
ADVICE

28 October 2025

6 of the best apps for people with Parkinson's, recommended by the Parkinson's community – for iOS and Android

Smartphone apps that can help track and manage Parkinson's

[Read More](#) →



ADVICE

01 September 2025

Helpful physio-approved walking tips for people with Parkinson's

Walking is very good for our physical and mental health. While Parkinson's can make walking more difficult, it is important...

[Read More](#) →



Our new Head of Content

In the spring, we were pleased to welcome Christy McGhee to the team as our new Head of Content.

Christy brings a wealth of editorial experience and her positive impact on **Parkinson's Life** is already evident, with our Parkinson's Life traffic growing by 33% in the latter half of the year.

Christy is already planning a host of useful and innovative **Parkinson's Life** content for 2026 and beyond.

Celebrating 10 years of Parkinson's Life magazine

It's now been a whole decade since we launched our online magazine **Parkinson's Life**, and it is still one of the best sources of Parkinson's news, stories and up-to-date advice there is.

To celebrate this special anniversary, we spent the summer sharing some of our best-ever **Parkinson's Life** content from the last 10 years, including:

- [10 stories from inspiring women in the Parkinson's community](#)
- [10 of the greatest Parkinson's sporting challenges](#)
- [10 of the best Parkinson's Life podcast episodes](#)
- [10 of our best Parkinson's-friendly recipes](#)



INSIGHTS

29 July 2025

10 inspiring women in the Parkinson's community

As we celebrate 10 years of Parkinson's Life, we look back at the trailblazing women who have made a difference...

[Read More](#) →

Championing our members



Welcoming ZWAP

We were delighted to welcome ZWAP (Zwifters Against Parkinson's) as our newest Member Organisation in 2025.

This Norway-based Parkinson's cycling club has 130 members spanning 12 countries. They bring our total Member Organisations to 31.

[Read ZWAP's story.](#)

Europe Day 2025

In celebration of Europe Day on 9 May, we asked some of our Member Organisations across Europe to reflect on why unity and collaboration among the European Parkinson's community is so important.

Here's what they said:



Parkinson's Europe plays a vital role in connecting us, sharing knowledge, and amplifying our collective voice

Marta Pátková, Společnost Parkinson, Czech Republic



Parkinson's Europe plays an important role in bringing member organisations and the wider Parkinson's community together.

Shane O'Brien, Parkinson's Ireland



If you have an organisation like Parkinson's Europe, it makes the whole community easier to reach.

Rune Vethe, ZWAP, Norway



The collaboration of the Parkinson's community increases awareness and can influence policymaking at the local and European level.

Ülle Krikmann, Estonian Parkinson Disease Association

Collaborating with our partners



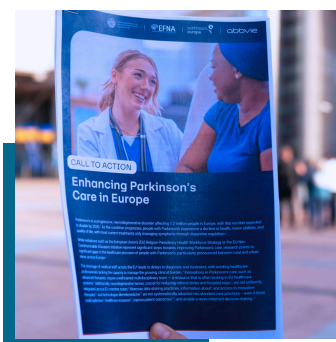
Our industry partners for 2025

Every year we continue to grow fruitful and positive collaborations with our partners in the treatment industry, and 2025 was of course no exception.

We would like to sincerely thank the following treatment industry partners for providing funding and support to our activities in 2025:

- Abbott
- AbbVie
- Bial
- Biogen
- Boston Scientific
- Britannia Pharmaceuticals
- Centogene
- Charco Neurotech
- ConvaTec
- Herantis Pharma
- Inbrain
- Insightec
- Lundbeck
- Medtronic
- Merz
- Novartis
- Parexel
- Prevail Therapeutics
- Roche
- Sano Genetics
- Servier
- UCB
- Zambon

Here are some highlights from our work with industry partners throughout 2025:



Our Call to Action with AbbVie

After launching in late 2024, our joint Call to Action has had a very positive response from MEPs in 2025, showing a willingness in the European Parliament to safeguard and strengthen EU policy activities on health.

The Call to Action found especially strong allies with MEP Sokol and MEP Andriukaitis. We are expecting further actions from the European Parliament next year.

Demystifying DBS with Abbott, Boston Scientific and Medtronic

In April we successfully completed an online awareness campaign about the main important aspects to take into account when considering DBS surgery for Parkinson's. The campaign focused on demystifying common fears and misconceptions but also on objectively considering common challenges and critical aspects – with the goal to empower people with Parkinson's to make more informed treatment choices.

Following the *Parkinson's Life* article, podcast, and social media infographics released in 2024, we also featured:

- A selection of video testimonies from DBS patients called "Overcoming Fears about DBS"
- A webinar called "DBS surgery for Parkinson's: the questions to ask" featuring Prof Alfonso Fasano (University of Toronto, Canada), Dr Alexandra Boogers (Chirec Hospitals, Belgium), Prof Stephan Chabardès (Grenoble Alpes University Hospital, France) and Janette Sinclair (Board member and DBS recipient).

We're delighted to report the following end-of-campaign results for Demystifying DBS:



13
MILLION
impressions

50K
engagements

600
webinar views



OFF periods part 2, Bial & Esteve

Back in 2024, we launched an awareness campaign about the impact of Parkinson's OFF periods, informing people about how to recognise and anticipate them, as well as about available treatment options.

Phase one of the campaign included a *Parkinson's Life* article, social media infographics and video testimonials, and achieved 250,000 impressions and high engagement.

We then invited Bial and Esteve to support Part 2 of the campaign, translating the content into six languages to help it reach a broader European audience.

Launched in May 2025, this achieved **1.6 million impressions, 15,000 engagements** and almost **100,000 video views**.



Digital health technology survey with Parexel

In spring 2025 we ran an online survey in collaboration with Parexel about the usage of healthcare technology. The survey aimed to understand how people with Parkinson's and their supporters may use digital devices or tools such as a smart watch, mobile app, wearable tracker or sensor to monitor their symptoms and wellbeing in everyday life and within clinical trials.

We gathered over 700 responses from across Europe which provided an important overview of the potential benefits and challenges of using healthcare technology for people with Parkinson's. A full report will be published in Q1 2026, and we will also host a focus group of people with Parkinson's and family members to analyse these topics more in-depth.

Disease-Modifying Therapies, with UCB & Novartis

Since early 2024, Parkinson's Europe has been working with industry partners UCB and Novartis in the development of an information campaign on Disease-Modifying Therapies (DMTs) for Parkinson's – a topic of fundamental importance for our community.

Together with other key global stakeholders, we co-developed a simple, clear and patient-friendly narrative around the topic of DMTs – with the goal to make these fundamental concepts accessible and understandable to all, and dispel any myths and misconceptions around these topics.

Based on this narrative, we developed a multi-media, multi-language campaign

Disease-modifying therapies could help people with **Parkinson's** stay independent and maintain their **quality of life** for longer

aimed at the Parkinson's community – including a website landing page, translated leaflets, a *Parkinson's Life* article and online infographics.

The campaign is being launched in December 2025.

Deviced-Assisted Therapies and Treatments (DATTs), multi-partner campaign

In 2023 Parkinson's Europe invited representatives of eight companies developing device-assisted therapies and treatments (DATTs) for Parkinson's to join a working group to:

- a) explore common challenges and
- b) identify possible joint actions to improve people with Parkinson's engagement with – and access to – DATTs.

The group members have been working together to develop a knowledge-sharing resource aimed at people with Parkinson's and their families to increase their awareness of DATTs and empower them to discuss these therapy options with healthcare professionals. All members of the working group contributed their knowledge, expertise and available materials.

The finalised knowledge-sharing will be launched in early 2026.

Looking to the future

Let's end this year of exciting progress and achievements with a look forward to five of our top projects coming up in 2026:

1. Engagement Network 2.0

Thanks to funding from Fondation Philanthropia Europe, we are preparing a huge update to our Engagement Network to go live next year, featuring an innovative new online platform to help you find the best and most relevant opportunities.

Keep an eye out for the launch in spring/summer 2026.

2. Launching our DEI policy

Belonging and inclusion are at the heart of all we do at Parkinson's Europe, so we're proud to share our new Diversity, Equity & Inclusion policy with you in 2026.

The new policy will lay out how we represent and include the whole Parkinson's community in our work, and ensure we remain an organisation that is welcoming to all.

3. World Parkinson's Day 2026

As always, World Parkinson's Day is the highlight of our calendar, and in 2026 we are looking forward to raising the voice of the Parkinson's community louder than ever.

Keep an eye on our website for details of our 2026 campaign, which will put the needs of the Parkinson's community in Europe in the global spotlight.

4. World Parkinson Congress, USA

Like thousands of others, we will be heading to Phoenix, Arizona in the USA for the next World Parkinson Congress in May 2026.

We can't wait to enjoy this incredible opportunity to meet face-to-face with people and organisations from across the Parkinson's community.

5. Empowerment Event

We are excited to confirm that, thanks to the new funding mentioned above, we will be hosting a groundbreaking face-to-face event for our key stakeholders.

This Empowerment event will also unite our 30+ Member Organisations from over 20 European countries - look out for details in the second half of 2026.



Join us in 2026

There are so many ways to get involved in our plans for 2026 and beyond:



Join our
Engagement Network



Sign up for our
Newsletter



Send us a
Donation



Become a
partner



Visit our website
parkinsonseurope.org



Become a
Member Organisation

Thank you for your continued support

parkinson's
europe 