

### Common activities ●●●●●



### Welcome to the EGN WEEK 2014!

The annual European Geoparks Week 2014 will take place between 24th May and 9th June, in each European Geopark. This festival aims to raise public awareness about themes like geoconservation, geoeducation and geotourism through a variety of activities, including public talks, activity days for schools, guided walks, exhibitions, workshops, concerts, etc. Discover the geological, natural and cultural heritage of European Geoparks and be one of the active participants in EGN Week 2014.

### ●●●●● Education

#### Vulkaneifel Academy: Vulkaneifel Geopark dedicates (Germany) focuses its efforts to environmental education.

One of the main concerns of the Vulkaneifel Geopark is to enhance the local population's understanding of their geographical and natural environment. Environmental education is an effective means to increase awareness of a region's natural and cultural heritage. Starting in the autumn of 2013, the newly launched Vulkaneifel Academy presents a series of lectures concerning (geo)scientific topics concerning the Vulkaneifel territory. The nine presentations offer a wide range of themes from regional development, botany and nature conservation to the results of the latest research concerning maar lakes.



#### Hateg Country Dinosaurs Geopark (Romania) supports innovation in formal education

Hateg Geopark is not just a territory for teaching geology or nature conservation, it is a territory for learning and education - a place where local people, students and tourists are encouraged to discover a cultural heritage in its natural and historic context. Hateg Geopark supports innovation in education creating direct links between universities, local communities and schools in order to contribute to reinforcing local awareness and pride. All the achievements in formal and non-formal education created a solid base for further

Erasmus+ partnership projects, for a possible European Masters program in geoconservation, and know-how transfer with other territories within the EGN or GGN.

#### Geopark Fforest Fawr (Wales): The Calch Project digs into our limestone heritage

2013 has been a busy year for the CALCH project, which is improving access and providing information for visitors to the limestone quarries on the Black Mountain. Early in the year, local volunteers got a chance to discover their inner archaeologist when they helped to excavating some of the lime kilns, which are now being repaired. Over 300 local school children visited the quarries and there have been many other opportunities for local communities to discover their lime heritage. This winter, we will continue developing the quarries as a place where visitors to the Fforest Fawr Geopark can discover the fascinating role that making lime has played in the history of Wales. Keep an eye out for news of lots more events in 2014! CALCH is a partnership project between Brecon Beacons National Park Authority, Dyfed Archaeological Trust, the Black Mountain Centre in Brynaman and Amgueddfa Cymru National Museum Wales. The project is funded by Cadw's Heritage Tourism Project, the Brecon Beacons Trust, the Brecon Beacons Sustainable Development Fund, and the Aggregates Levy Sustainability Fund (Wales). The £19m Heritage Tourism Project is largely funded by the Welsh Government and the European Regional Development Fund. All these funding sources support projects that use heritage assets to bring economic and 'quality of life' benefits to local communities.



### Tourism ●●●●●



## Whitewater International Festival in Arouca Geopark (Portugal)

### FIAB – Festival Internacional de Águas Bravas

This year the FIAB, a unique event in Portugal, will take place from 23 to 27 April 2014 at the Paiva River in Arouca Geopark. This international festival caters for lovers of whitewater sports and brings hundreds of fans and national and international athletes of these adventure sports to the Arouca Geopark. It is already considered as one of the most significant events in promoting the natural heritage of the geopark, highlighting its geological features, and contributing to geotourism. Come to

test your limits with this unforgettable adventure in Arouca Geopark - north Portugal!

## Sobarbe Geopark (Spain): Training Course for Geological Heritage Guides

This course which is organized by the Sobarbe Geopark is designed to train students to act as guides for visitors along the Geopark's geo-trails, and enable them to explain and interpret the geological heritage of Sobarbe. The course will consist of 10 different theoretical sessions and 10 field sessions in which participants will learn about the most significant elements of the geological heritage of Sobarbe and will acquire the necessary training to accompany and guide the Geopark's visitors along its geo-trails. Participants will gain the necessary

knowledge to use the geological heritage as a valuable resource for developing tourism by providing a professional field guide service. This will link with educational activities and the development of cultural projects based on local heritage, museum exhibitions, interpretation at specific sites and tourist information.



## Global Geopark TERRA.vita (Germany) increases visitor numbers

A survey conducted by the University of Osnabrück involved counting visitor numbers, asking about motivation to visit the park, collecting data about age, gender, profession, spending, origin, satisfaction with the information policy and knowledge about the Geopark in general. As this was the second survey in a five year period, TERRA.vita is now able to evaluate its achievements within this time. Some core results which were documented by students at six parking lots on 12 days are compared with the results of the earlier survey (in brackets) .

These show that 92 % (89%) of our visitors would recommend a visit to other tourists; 140.350 visitors represent a 20 % increase in visitor numbers (114.870). Almost 50 % (28%) of the visitors feel well informed about TERRA.vita 36% (18%) of our visitors have realized, that TERRA.vita has a special USP as Geopark. Approximately 25% (14%) visit the region because of TERRA.vita. These numbers show that the work of the TERRA.vita team is successful in the fields of communication, marketing and project development. It is important to note that the brand TERRA.vita is quite new and was only marketed from 2002. On the other hand the numbers also show that still more has to be done in the fields of awareness raising and information strategies.

## Nature- and Geopark Eisenwurzen (Austria) – Bears and Devils

Each year at the beginning of December when the Eisenwurzen is covered by the first snow it experiences two events which have their roots centuries ago. Annually on the Friday before St. Nicholas Day, the bears are expelled from the villages. This custom stems from the time when bears were still around and were a constant threat to the farmers` livestock. As the most-hated creature, the bear symbolizes the winter with its hardships, which is driven out of the villages with an ear splitting noise. The second event, which takes place



traditionally on the following Saturday is also quite noisy. It is called "Hammerschmiedteufel", which can roughly be translated as "devil as blacksmith". With hair-raising wooden masks, wide-brimmed hats and horns, sometimes as long as one meter, the devil is accompanied by herds of beasts rioting through the village. What today is a noisy spectacle has its roots in former social structures. The Eisenwurzen ("root of iron") has gained its name from the large number of manufacturers of products like sickles and other tools made from iron mined and smelted at the near-by Erzberg. These products were shipped all over the world and increased the wealth of the factory owners. Many of their magnificent manors still exist. In contrast to the entrepreneurs, the blacksmiths, foresters, charcoal burners, raftsmen and all others who did the basic work earned hardly enough to survive. It was on these days, that the workers hidden behind their diabolic masks presented their demands to the factory owners. But there were not only devils and beasts around but also St. Nicholas who supported the poor.

## Cooperation with EGN/GGN



### GEOPARKS in ITB Berlin International Trade Show organized by Geopark Naturtejo (Portugal)

ITB Berlin will take place between 5-9 March with the motto "One World. One Tourism. One Trade Tourism Show". Naturtejo Global Geopark is again responsible for the organization of the stand GEOPARKS for 2014 involving the international promotion of Global Geoparks as sustainable, high-quality, vibrant and innovative tourism destinations. Any Global Geopark can take part in this partnership and actively participate in the world's leading marketplaces. This is a great opportunity to promote geotourism attractions, local tourism

partners and to contact tourism operators and national tourism boards. The experience already achieved last year in the Hall "Adventure and Responsible Tourism" placed GEOPARKS in forefront of all events: Motto – "Exploring Mountains, Canyons and Caves!"; 9th Pow-Wow for Tourism Professionals; "Building Partnerships among Tourism Professionals to foster Sustainable Tourism"; Available consulting support, publicity, press work and marketing activities; Special events organized by the Adventure Travel Trade Association (ATTA) and the International Ecotourism Society (TIES); ...AND MUCH MORE! By contributing to the GEOPARKS stand all the partners will be showcased and experience five days of pure B2B as well as B2C at its finest!

## New projects and facilities

### Munch and Ibsen and their relationship with each other, with the landscape and geology – a new project of Geopark Gea Norvegica (Norway) in 2014.

The painter Edward Munch (1863-1944) and the dramatist and poet Henrik Ibsen (1828-1906) were both connected with the region of Gea Norvegica Geopark in Norway. Ibsen was born in Skien, while Munch lived for a short period in Kragerø (1909-10). Munch painted Ibsen and made sketches of stage settings for several of Ibsen's plays. He also painted the landscapes and geology of Kragerø. Ibsen was influenced by his childhood in Skien; a town developed for its rich natural resources, such as waterways for energy and transportation purposes, iron ore and iron work, fertile soils, timber production and its rich history. Together with Telemark Museum and Munch-specialist Katja Aarflot, the plan is to design an interdisciplinary communicative program.



### Geopark Bergstrasse-Odenwald (Germany): Geopark honey – the sweet essence of nature

In cooperation with a local apiarist, the Geopark offers "Geopark honey" which is available directly from local sites such as information centres and entrance gates. The partners on site receive the collected honey in glasses with the Geopark's logo and their own local logo - which enables them to sell their own authentic local product. In addition to the product aspect, each glass of honey is also an ambassador for the Geopark, the partners, and also for nature. Besides creating and supporting the local Geopark honey network, the

Geopark also communicates the fascination of bees and their importance as pollinators in our ecosystem, and regularly invites the apiarist to attend activity days and regional events. In 2014, the Geopark will hold a bee workshop in cooperation with the apiarist and a local information centre, targeting people, who intend to keep bees to produce their own honey and support their local natural environment.

## Agenda/Calendar

### 26 - 29.March 2014

European Geoparks Network Meeting (Sobrarbe Geopark – Spain)

### 24.May - 9.June 2014

European Geoparks Week 2014 (European Geoparks Network)

### 24.June - 4.July 2014

International Intensive Course on Geoparks (Lesvos Island Geopark – Greece)

### 01 - 03.September 2014

European Geoparks Meeting – (Harz Braunschweiger Land Ostfalen Geopark – Germany)

### 19 - 22.September 2014

6th International UNESCO Conference on Global Geoparks (Stonehammer Geopark – Canada)