

DRIFTING APART



SUSTAINABLE MANAGEMENT MODELS

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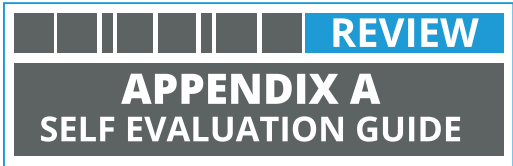
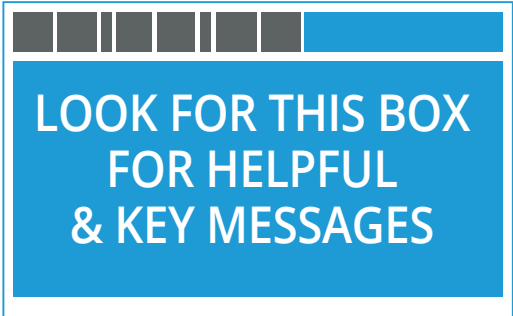
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Disclaimer: Links in this document were captured in May 2018. If the link is broken please Google the topic or visit the general UNESCO website at: <https://en.unesco.org/> and search geopark.



INTRODUCTION

The purpose of this document is to provide a brief introduction of UNESCO Global Geoparks and suggest sustainable management structures which would support a successful geopark or geopark application. This document was developed by the Drifting Apart project partnership which consists of established UNESCO Global Geoparks as well as areas aspiring to this UNESCO designation.

DRIFTING APART OVERVIEW

Drifting Apart is a multi-national project funded for three years (2015-2018) by the Northern Periphery and Arctic Programme 2014- 2020 and focuses on unearthing and strengthening understanding, appreciation and enjoyment of the fascinating and interconnected geological heritage of the Northern Periphery and Arctic region, and its many links to natural, built and cultural heritage. The project supported the development of existing and aspiring UNESCO Global Geoparks, the promotion of innovative products and services for social and economic prosperity and built a strong network of geoheritage destinations in the Northern Periphery and Arctic region. This project brought together partners from Northern Ireland, Ireland, Scotland, Norway, Iceland, Canada and Russia.

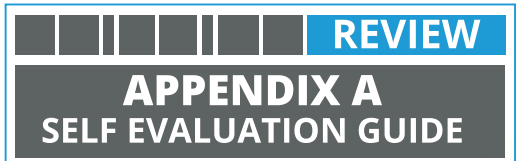
OVERVIEW OF UNESCO GLOBAL GEOPARKS

UNESCO Global Geoparks are single, unified geographical areas where sites and landscapes of international geological significance are managed with a holistic concept of protection, education and sustainable development. Their bottom-up approach combines conservation with sustainable development and involves local communities in their protection and promotion. The UNESCO Global Geopark network is constantly expanding. When this document was produced in February 2018, there were 127 UNESCO Global Geoparks in 35 countries. A webpage with detailed information of each UNESCO Global Geopark is **available**.

UNESCO's work with geoparks began in 2001. In 2004 17 European and 8 Chinese geoparks came together at UNESCO headquarters in Paris forming the Global Geoparks Network (GGN). Through this network participants contribute to and benefit from exchange and cooperation which progresses national and local geological heritage initiatives.

On 17 November 2015 the 195 Member States of UNESCO ratified the creation of a new designation at the 38th General Conference of the Organization; UNESCO Global Geoparks. This clearly demonstrates universal recognition of the importance of managing outstanding geological sites and landscapes in a holistic manner.

A good practice for an area considering seeking UNESCO Global Geopark status is to review the Self Evaluation criteria for a UNESCO Global Geopark. See Appendix A.



WHAT IS THE DIFFERENCE BETWEEN UNESCO GLOBAL GEOPARKS, BIOSPHERE RESERVES AND WORLD HERITAGE SITES?

UNESCO Global Geoparks, together with the other two UNESCO designations **Biosphere Reserves** and **World Heritage Sites**, give a complete picture of celebrating our heritage while at the same time conserving the world's cultural, biological and geological diversity, and promoting sustainable economic development. While Biosphere Reserves focus on harmonized management of biological and cultural diversity and World Heritage Sites promote conservation of natural and cultural sites of outstanding universal value, UNESCO Global Geoparks give international recognition for sites that promote the importance and significance of protecting the Earth's geodiversity through actively engaging with the local communities.



If an aspiring UNESCO Global Geopark area also includes a World Heritage Site or Biosphere Reserve a clear justification and associated evidence must be provided to demonstrate how UNESCO Global Geopark status will add value as an independently branded designation but also hold synergy with the existing UNESCO designation.



FUNDAMENTAL FEATURES OF A UNESCO GLOBAL GEOPARK

There are four fundamental features that each geopark must have in place to be granted and retain UNESCO Global Geopark status.

1. GEOLOGICAL HERITAGE OF INTERNATIONAL VALUE

To become a UNESCO Global Geopark an area must have geological heritage of international value. This is assessed by scientific professionals as part of the “UNESCO Global Geopark Evaluation Team” assessment of a geopark’s application.

Based on the international peer-reviewed and published research conducted at the geological sites within the proposed area the appointed scientific professionals make a globally comparative assessment to determine whether the geological sites constitute international value.

2. MANAGEMENT

UNESCO Global Geoparks must be managed by a body having legal existence recognized under national legislation. This management body should be appropriately equipped to address the entire area and should include all relevant local and regional stakeholders and authorities. UNESCO Global Geoparks must have a management plan supported by partners and stakeholders, which provides for the social and economic needs of the local population, seeks to protect the landscape in which they live and conserves their cultural identity. This plan must be comprehensive incorporating governance, development, communication, protection, infrastructure, finances, and partnerships of the UNESCO Global Geopark.

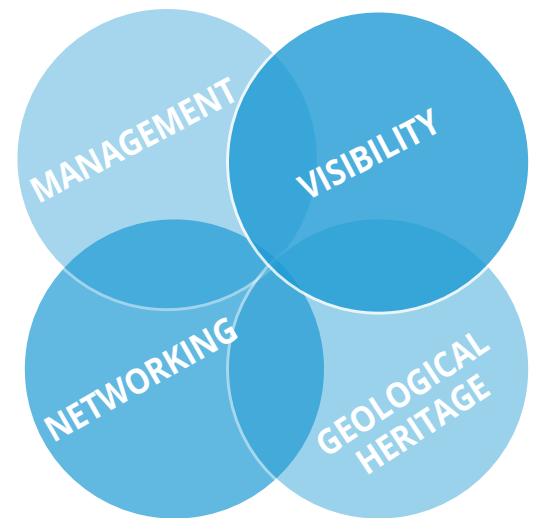
3. VISIBILITY

UNESCO Global Geoparks promote sustainable local economic development mainly through geotourism. In order to stimulate geotourism in the area, it is crucial that a UNESCO Global Geopark has visibility. Visitors and local people need to be able to find relevant information on the UNESCO Global Geopark. As such, UNESCO Global Geoparks need to provide information via a dedicated website, leaflets and detailed map of the area that connects the area’s geological sites (geosites) and other sites. A UNESCO Global Geopark should also have a corporate identity and signage.

4. NETWORKING

UNESCO Global Geoparks are not only about cooperation with the local people living and working in the area but also about cooperating with other UNESCO Global Geoparks through the Global Geoparks Network (GGN) and regional networks in order to learn from each other and improve the quality of the UNESCO Global Geopark label.

The opportunity to work with international partners is a key benefit of this international network and by working together across borders, UNESCO Global Geoparks contribute to an increased understanding among communities and contribute to many positive outputs including peace-building.



REGIONAL NETWORKS

There are regional networks for UNESCO Global Geoparks and aspiring geoparks to build capacity, network and address regional opportunities and challenges. The activities of Regional Geopark Networks include organization of regional geopark conferences, workshops and seminars, capacity building activities, encouraging common projects, promotional and marketing activities and common publications. Geoparks are encouraged to attend workshops and conferences in other Regional Network areas to expand networking and learning opportunities.

The regional networks are listed along with website links, maps and brief descriptions to assist you to identify and connect with your regional network.

GLOBAL GEOPARK NETWORK (GGN)



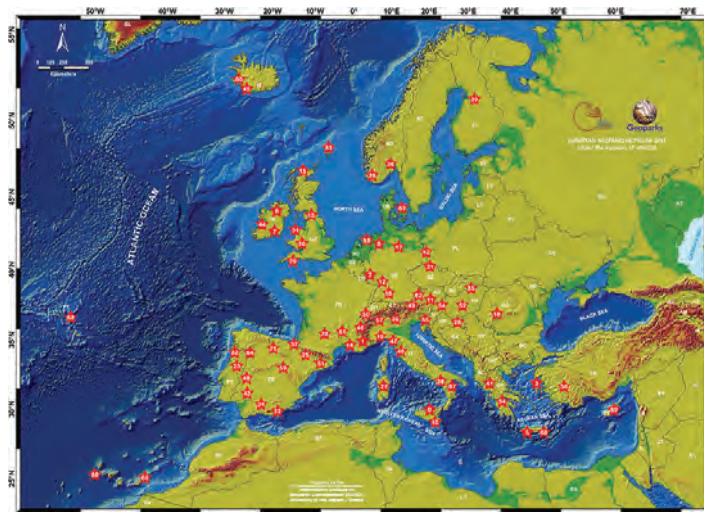
The Global Geoparks Network (GGN), of which membership is obligatory for UNESCO Global Geoparks, is a legally constituted not-for-profit organization with an annual membership fee. The GGN, founded in 2004 is a dynamic network where members are committed to exchanging ideas and best practices and encouraging common projects to raise the quality of all products and practices of a UNESCO Global Geopark. While GGN meetings are held every two years, collaboration continues through the regional networks as noted below. Attendance is a requirement.



EUROPEAN GEOPARK NETWORK (EGN)



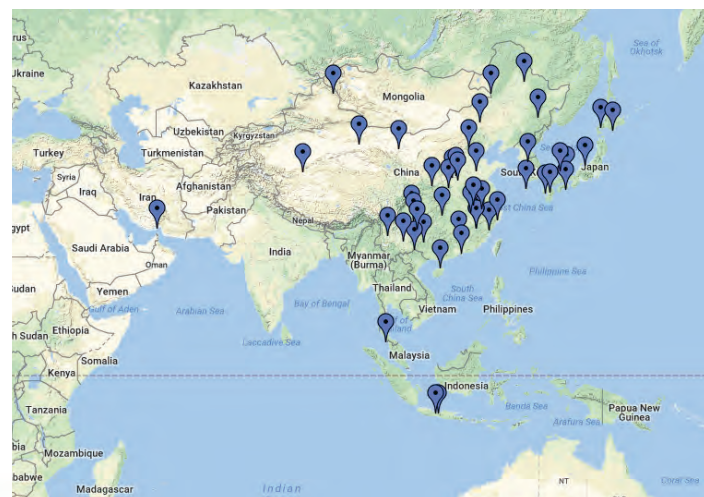
The main aim of the EGN is to support its members to bring sustainable territorial development to the geopark by using that territory's geological heritage, primarily through the development of geotourism. It is our aspiration that geotourism on a European-scale can be developed in this way.



ASIA PACIFIC GEOPARKS NETWORK (APGN)

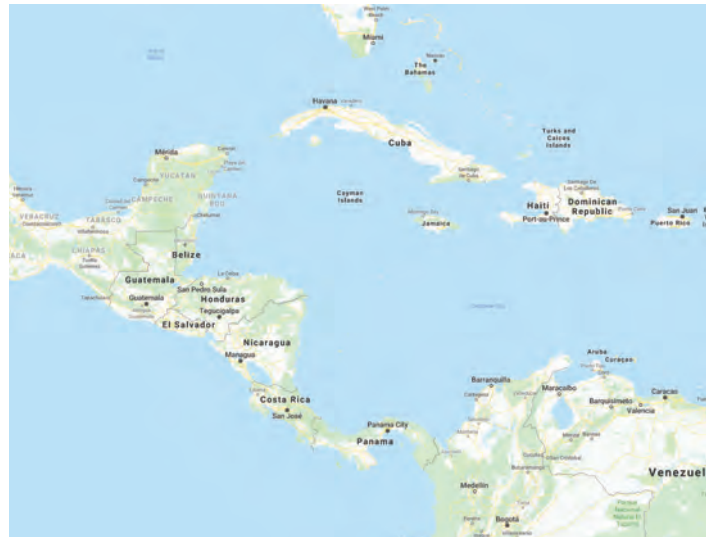


The objective of the APGN is to provide a networking platform between stakeholders of established geoparks and geosites with stakeholders of geoheritage sites to facilitate the establishment of future geoparks and improve geoheritage and geoparks governance.



LATIN AMERICA & THE CARIBBEAN

Formed in 2017 this association is developing its governance and digital presence.



NORTH AMERICA

A regional network for North America is anticipated in the future.



WHAT IS THE BEST MANAGEMENT STRUCTURE FOR A GEOPARK?

While having a global designation provides defined criteria the UNESCO Global Geopark designation affords geoparks flexibility in how they achieve them. This flexibility allows regional and national considerations to be accommodated, which is essential as geoparks must be community driven so practices must reflect and fit the local area. Therefore, one template for management of a geopark **does not exist**. Instead there are guidelines and many best practice examples for areas to consider as they determine their management structures and adhere to local, regional and national laws and account for local landscapes, social dynamics and cultural requirements.

This self-determining approach to management has created a diverse group of geopark members. Even within the Northern Periphery area there are vast differences in how geoparks are managed, operate and achieve their goals. This does not mean one geopark is better than another, it simply means there are many options available to a geopark on how to manage the organization to accomplish the goals required to gain the UNESCO Global Geopark designation and maintain it through revalidation every four years.

It is important to understand that once the UNESCO Global Geopark designation is achieved it is not a lifelong membership. Every geopark must undertake a revalidation process every four years. The revalidation process is as stringent as the first assessment.

One aspect where different management approaches of UNESCO Global Geoparks can be clearly seen is within Preservation and Conservation. Protecting a geopark's geological heritage is a core action of every geopark, yet the designation itself does not bring any legal protection for landscapes, geological features, cultural heritage or waterways. Instead the geopark management organization must do this. Some geoparks advocate governments for legislation to protect geological heritage, some implement voluntary measures to protect sensitive sites, some educate local people on the importance of conservation while some do all of these. The action taken must be appropriate to the local situation and complement the value that the geopark designation can bring to the community within the designated area.

One thing is consistent across geoparks; they must have sustainable management structures that speak to each fundamental aspect of a geopark and have a strong and robust management plan in place to work towards achieving them.

Please note it is understood terminology differs globally. Terms and explanations used in this document are provided to assist in determining the best base for your geopark's management plan. It is not intended for this terminology to take precedent over your local practice.



UNESCO Global Geoparks are evaluated every four years.

GEOPARK MANAGEMENT

The approach to management of your geopark should be comprehensive and inclusive taking into consideration; stakeholders, government bodies, tourism operators, educators, community leaders, experts, universities, researchers, museums, landowners, residents and all other possible partners identified as important to your geopark's success.

You can use this **TOOL KIT**
to identify your partners' needs

To ensure sustainable foundations a geopark should be built using a bottom-up approach, bringing together all partners during the early stages to create a shared vision.

For the purposes of this document management of the geopark has been divided into three categories: 1) Organization Structure; 2) Building your Pillars and 3) Site Infrastructure & Development.

1. ORGANIZATION STRUCTURE

Following stakeholder engagement with the identified partners to determine the needs and goals of the territory, questions need to be asked: How will these be achieved? What type of entity do you want to create? What format will governance take? How will the geopark be funded? Who will be responsible for monitoring performance? Which organizations will have a vote? These are a few key questions that must be answered as a geopark's organizational structure is determined and built.

An aspiring geopark must be fully operational and essentially operating as a designated geopark for at least one year when it applies for UNESCO Global Geopark designation. Therefore development of the organizational structure must be complete before an application is submitted.

Organizational structures will evolve and change over time as an organization grows and adapts to changing needs of stakeholders. Taking time to determine the best path forward for management at the beginning provides a good foundation for a successful geopark.

The nature of an organization will vary from geopark to geopark and country to country but generally geoparks are a combination of: for profit or not for profit, public or private entities.

Not for Profit – an organization that does not earn profits for shareholders. All of the money earned by or donated to a not-for-profit organization is used in pursuing the organization's objectives and operating costs.

For Profit - an organization which aims to earn profit through its operations and distributes profit between shareholders

Public Entity - a department or agency at any level of government

Private Entity - any entity that is not a unit of government, including but not limited to a corporation, partnership, company, nonprofit organization or other legal entity or a natural person

These distinctions are typically influenced or dictated by land ownership, product offerings and laws of the region or country. It is extremely important that an aspiring geopark connects with all levels of government in their region to ensure all laws are being abided by and no barriers to development of a geopark exist. Additionally, the National Commission for UNESCO, National Geopark Committee and Regional Geopark Network should be contacted as they have a wealth of knowledge to share and will connect you with other geoparks in your country for guidance. It is up to each geopark how they develop a structure however it is key that it provides a participation mechanism for partners and stakeholders.

REVIEW

APPENDIX A SELF EVALUATION GUIDE

Geoparks around the world operate under different structures to suit their needs and provide participation mechanisms. Usually structures have some or all parts of the following:

- Board of Directors – set policy to guide day-to-day operations, establish voting rights, legal ability, membership, terms, etc.
- Steering Committee - involved in day-to-day operations, ensures policy is followed and strategies are executed
- Organization - carry out the day-to-day operations of the geopark, employees

It can take time for all levels of authority/ staff to be fully operational. This document demonstrates what each geopark should strive for and recognizes territorial differences may not permit the exact structure suggested.

Your Board of Directors should be vested in the outcome of the geopark and should have a diverse knowledge base and skill set. Skills desirable for a Board of Directors include but are not limited to; education, tourism, preservation and conservation, geology, accounting, fundraising, community engagement, legal and interpretation. The Board will be focused on broad policy only and may take part in the Steering Committee(s) as well.

One of the first duties of the Board of Directors will be to create and ratify the organization's rules, terms of reference or bylaws. These govern how the organization

operates and address items such as identifying stakeholders of the organization, specifying executive duties, determining board member criteria, outlining voting rights, setting out terms of service, guidelines regarding conflict of interest, etc. Your geopark may be integrated into an existing structure in which case ensuring the link or co-operation mechanism is clear and decision-making roles and responsibilities are well defined is important for good relations between the main organization and the geopark. Similarly, your government may dictate the governance structure due to various reasons for instance, land ownership. Whatever your situation, it is important to have clear lines of authority over geopark related policy and strategy.

It is important to know that the sale of fossils by the geopark or its stakeholders is strictly forbidden by the UNESCO Global Geopark criteria.



As mentioned each geopark will differ in its approach to management structure.

It will depend on capacity for paid staff, volunteer resources and the desire for engagement of stakeholders beyond policy. Either many committees are created each dealing with a specific responsibility i.e.

marketing, finance, strategic planning. Or each identified responsibility is assigned to a particular partner or staff

member. Often a mix of both committees and specific staff assignments are used. Regardless of approach a geopark must address the different aspects and responsibilities required for successful management.

The following are the main topics for consideration including suggestions for committee creation:

Finance & Administration - this committee oversees the financial operations of the geopark. It is a permanent committee and should include an executive member, an accountant as well as influencers in the community for fundraising purposes.

Strategic Planning - this committee is responsible for all strategic planning and will seek input from all stakeholder groups on policy development. This committee often includes the executive committee and they recruit additional members based on the geopark's requirements to meet goals. Existing geoparks have found having 3-4 year strategic plans fit well with the revalidation process and is something to be considered by those developing their geopark plans and policies.

Preservation & Conservation - this committee will be responsible for ensuring the preservation and stewardship of geosites including development, education, monitoring, awareness and advocacy activities as required. A legislator responsible for, or with knowledge of, preservation and conservation laws would be a great asset as a standing member on this committee.

Education - this committee seeks to ensure geopark activities, programmes and materials adhere to national, regional and local school needs and general public education requirements. Its aim is to enhance earth science literacy among students, citizens and visitors to the geopark. An educator should be a standing member on this committee.

Scientific - this committee engages with universities, museums or organizations conducting research relevant to your geopark. A geoscientist should be a standing member of this committee.

Sustainable Economic Development (geotourism) - this committee develops and coordinates the geopark's experiential product offerings and marketing initiatives and ensures members are adhering to brand standards. For example ensuring new and enhanced amenities, activities and product offerings are of high quality, reflect the message of the geopark and provide a means of

positively impacting the economic growth in the geopark. The destination marketing organization should be a standing member on this committee.

Cultural Connections - this committee works to promote and advance cultural, arts and heritage connections typically in conjunction with the geopark education program. It will ensure intangible heritage such as indigenous history are appropriately represented. Geoparks are about more than rocks and this committee ensures the non geological stories are interpreted in the geopark. Having indigenous, historians and artists on this committee is recommended.

Advisory Group - the role of this group is to hold an annual review of geopark operations ensuring actions are true to the core principles of authenticity and accuracy. This committee can be called upon for advisement on new initiatives, ideas and partnership proposals. Key knowledge areas include: Geology/paleontology, zoology, botany, human heritage, tourism, funding, education, community and sustainability.

Community Connections - this committee is responsible for fostering active involvement from surrounding communities, ensuring the local and regional community has opportunities to be engaged in the development, operation and long-term sustainability of the geopark and can benefit from these opportunities. After all geoparks cannot exist and function successfully without the support of local residents.

STAFF

Successful operation of a geopark requires staff and expert resources,

ranging from park attendants to marketing, to finance and administration support. The format and quantity of each will vary in each geopark and depends on the size, scope and level of programming being offered.

Some UNESCO Global Geoparks manage successful delivery with this small minimum number of staff while other Geoparks employ upwards of 300 staff. Many

At a minimum, UNESCO Global Geopark standards require one full time geologist and a full time manager to be in place.

geoparks utilize partnerships to leverage capacity as well as building a well trained volunteer base.

2. BUILDING YOUR PILLARS

Geoparks use the criteria identified by the UNESCO Global Geopark as a foundation on which to build their pillars. This ensures stakeholders and staff focus on the criteria most important to the overall success of a geopark.

The complete self evaluation form used by UNESCO Global Geoparks can be found in Appendix A. There are 5 sections (pillars) of the self evaluation form as follows:

- A. Geology & Landscape
- B. Management Structure
- C. Interpretation & Environmental Education
- D. Geotourism
- E. Sustainable Regional Economic Development

This section reiterates the earlier statement that a shared vision amongst all stakeholders is critical to success. Key decision makers from your stakeholders need to be working towards the same common goals and all decisions need to be made with these shared goals in mind. Therefore taking the time to ensure a shared vision is a necessary step for an aspiring geopark. It is also important for existing geoparks to revisit the shared vision for validation on a regular basis.

Utilizing the criteria outlined by UNESCO Global Geoparks makes this task simpler as this provides a starting point for discussion amongst stakeholders. Each geopark will be at different stages in the fulfillment of each of the 5 pillars; however, below a broad overview is provided to assist in building your geopark's pillars.

A. GEOLOGY & LANDSCAPE

This section isn't included in this document but essentially, UNESCO Global Geoparks are single, unified geographical areas where sites and landscapes of international geological significance can be interpreted, accessed and managed in a holistic approach. Please refer to Appendix A for the complete self evaluation form section for this pillar. The evaluation of the geology and

landscape is currently conducted by the International Union of Geological Sciences (IUGS).

B. MANAGEMENT STRUCTURE

This is outlined on page 9 of this document.

C. INTERPRETATION & ENVIRONMENTAL EDUCATION

Interpretation – It is important to ensure you build an interpretation plan that will provide information in an easy to understand manner. The rule of thumb is that your interpretation should be understood by a twelve year old. Drifting Apart produced a tool kit that provides best practices examples.

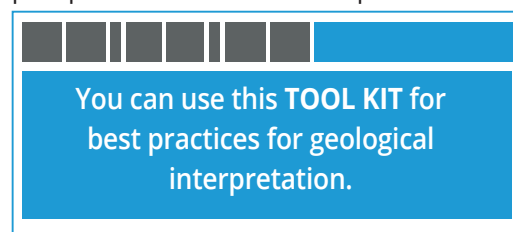
Education

Firstly, undertake a baseline audit and needs assessment to determine existing knowledge and activities in both the education sector and the broader community. This will drive development of your education programs.

Identifying and then working with teachers where earth science is a mandatory topic included in the curriculum to develop and enhance lesson plans is a useful and achievable first step. Any resources developed can be replicated and circulated to all schools in the area, or schools who are known to visit the area.

Field trips for students that highlight local examples of the curriculum can bring the teachings to life while introducing accessible geosites. These field trips can be easily adapted for general community members to participate in as well.

Developing geopark specific materials is advisable, although this requires more resources. To manage expectations of education partners introducing a new initiative as a pilot project allows time to adjust material in response to feedback and doesn't commit the geopark beyond the test phase. However, if the project works well it can be added to the inventory of programs offered by



Sample EDUCATIONAL MATERIALS

the geopark.

Building relationships with community leaders, specifically those in the

education sector can benefit the geopark greatly with regards to advising, building and planning educational programs.

It is important to include local, nearby or relevant universities as they can assist in knowledge building, may be able to benefit from enhanced amenities within the geopark and may undertake, in partnership or leading, research in the geopark area.

Protection & Conservation – the first step must be to identify what law or legislation your region already has in place to protect and conserve geological assets. Then conduct an analysis to determine if the laws in place address geological heritage, fossil protection, land use, etc. and if the laws are adequate. If not, the geopark will need to take an active role in ensuring legislation is enacted and enhanced if necessary. This process can be long; however, it is of great importance that law makers in your region understand the necessity for geological protection legislation.

If adequate laws are already in place the role of the geopark is to educate citizens and visitors about the laws and their importance. This can include media campaigns, community events, guest speaker series and other activities. Incorporating the importance of preservation and conservation into educational messaging for children is also important.

This policy area can help address broader issues such as climate change, natural resource consumption, geo-hazards, natural disasters and other environmental concerns such as capacity of sensitive geosites.

REVIEW

APPENDIX A SELF EVALUATION GUIDE

D. GEOTOURISM

Determine current assets and through research and consultation identify desirable future assets and develop a plan that outlines manageable growth, detailing economic benefit to the geopark and the community. It must be decided if the geopark will own and operate tourism assets or if the geopark will partner with existing entities or if it will be a combination of the two approaches. Managing your brand standard, including quality assurance, is of great importance to your success. Marketing considerations and partnerships for taking your experiences to market should be a component you address as well. It is likely your Destination Marketing Organizations (DMO) are the best vehicles to assist in taking geotourism experiences to market, selling them.

TOURISM TOOLKIT

E. SUSTAINABLE REGIONAL ECONOMIC DEVELOPMENT

Local Involvement & Engagement – building a sense of pride within the community about the geopark and sustaining this excitement is an ongoing endeavour that must be continually addressed. This is often aided via educational and sustainable economic development deliverables; however, its importance to the success of a geopark warrants its own section to ensure actions are taken to address it.

Building a knowledgeable and reliable volunteer (or staff) base also aids this pillar as positive word of mouth will build a good reputation in the community. Presence and speaking at community events can build reputation and ensure the geopark is viewed as accessible and community-owned. Positioning the geopark as a community asset that provides valuable socioeconomic return for citizens should be the overarching messaging. It is important to always remember, a general tenant of geoparks is empowering local communities.

GLOBAL INVOLVEMENT

Geoparks not only deal with the day to day management of their territory; a geopark must actively participate and

engage with all levels of the geopark network.

There are currently four distinct levels within the geopark network:

Attendance at conferences is mandatory.

1. Territory, the geopark itself
2. National scale, acting in the frame of the National Commissions of UNESCO or National Committee of Geoparks
3. Regional networks; the European (EGN), Asia Pacific (APGN), Latin America and the Caribbean, and future Canada/North America
4. Global scale, the Global Geopark Network, bringing together all geoparks including their knowledge and cultures from all parts of the world

Determine your participation (i.e. who will attend, what events, how often, etc.) and plan your networking to build relationships within the different levels of the geopark community. Attending annual conferences is part of the mandatory criteria for attaining and maintaining geopark designation and costs for this must be part of your operating budget. Learning from those who have experienced success (and failure) is the best way to grow your knowledge and your geopark. When attending the conferences it is expected you will submit an abstract and if accepted present at the conference. Conferences offer opportunities to develop partnerships and project ideas, therefore it is recommended that all geoparks, aspiring or established, prepare beforehand; make contact with relevant geoparks prior to travel, arrange meetings during conference down-time and bring partnership ideas and project literature for circulation.

Any financial and human resource investment made in conference attendance will be rewarded exponentially through partnerships allowing you to leverage your capacity. See Appendix D – Geopark Conferences.

Another way to become more involved in the geopark network is to seek to become a UNESCO Global Geopark evaluator. Once your geopark has passed a revalidation

(i.e. has operated for more than four years with no serious deficiencies) members of your management team, with seven years of geopark experience can apply to become an evaluator. Typically a call for new evaluators is sent out in February of each year from UNESCO.

Remember, active involvement in the geopark community is not only a requirement for every UNESCO Global Geopark but it will add value to the work of your geopark.

MONITORING AND EVALUATING PROGRESS

Once you start building your pillars it is important to create measurable action plans to achieve the desired outcomes. Revisiting the plans for each pillar on a regular basis and updating and adjusting based on evaluation, stakeholder feedback and the changing environment, for instance the global economy, natural disasters and other mitigating factors will position you for continued success.

Depending on the number of partners and stakeholders a performance and standards management plan may be necessary to monitor quality of geopark deliverables. This plan ensures rules and guidelines developed and implemented concerning geological preservation are met, interpretation meets the scientific and presentation standards of the geopark and geotourism is conducted in a responsible and sustainable way.

The geopark should set standards for the geopark on behalf of partner organizations and provide training and resources to help ensure all partners are aware of the standards and facilitate their delivery. Many established geoparks recommend introducing contracts, or agreements, to provide clarity on roles, responsibilities and rules with partner organizations.



3. SITE INFRASTRUCTURE AND DEVELOPMENT

A geopark must encompass one or more sites of scientific importance, not only for geological reasons but by virtue of its archaeological, ecological or cultural value. The area must be one continuous area which can cross international borders. Determining the size of the geopark and locations of your geosites as well as having a detailed overview of each location will form the basis for a site infrastructure and development plan. Some geoparks have a small number of geosites while others have many, it is up to you and your stakeholders to determine the size of the geopark and how many geosites will be included. Many geoparks use a phased approach for geosites, meaning they start with key locations which are easily accessible and tell a clear geological story and then as resources and interest grow they introduce more geosites. This increases the geopark's presence but also helps to spread attention and visitors throughout the area. Ensure your initial continuous boundary includes the geosites you hope to develop in the future. You are able to request an increase in size of the geopark's territory if the increase is less than 10% of the original size. If it is more than 10% then you need to apply as an aspiring geopark, basically starting over. Thus, it is good to spend time and consult with stakeholders on the geopark's initial size.

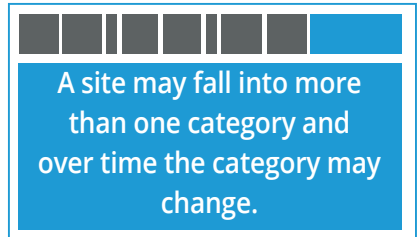
A detailed analysis of each geosite outlining special protection measures, prescribed and current uses as well as management issues should be created to become the basis of your site management plan, noting areas and ideas for future development if desired. Including a brief, non-scientific, description of each geosite location is recommended for marketing and interpretation purposes.

By creating a standardized profile form and completing this for each geosite future research and resource allocation will be much easier. Below are some key details or topics to include in geosite profiles, which make-up the geosite management plan. This list is neither exhaustive nor definitive, adapt as necessary.

- Geosite Number
- Name of Geosite
- Longitude/Latitude
- Land Ownership

- Fossils (include geological characteristics)
- Significance (local, regional, national, international)
- Level of Protection
- Types of Use
- Infrastructure (include accessibility)
- Products Offered
- Future Considerations/Development

Some may find it useful to categorize geosites to reflect the main purpose of availability of the site. Below are a few examples of categories, please adapt and adjust as necessary.



A = Geotourism: indicates the site is available for use by tourism operators, with or without geopark guides.

- Use restrictions may be applied relating to the types of activities that can take place at the geosite, the number of visitors/vehicles allowed on site, or the frequency of visitation (i.e. only in mornings, certain times of the year, etc.).

On-site interpretation (signs, guides) may be available or only self-guided interpretive information to be brought by the visitor.

- Sites are in parks or on publicly accessible land and may be open to the public for other uses.

B = Geoeducation; indicates a site is available for use by educational groups (schools, special interest groups) and tourism partners, with or without geopark guides.

- Use restrictions may be applied relating to the types of activities that can take place at the geosites (e.g. intrusive field work), the number of visitors/vehicles allowed on site, or the frequency of visitation.
- On-site interpretation (signs, guides) may be available or only self-guided interpretive information to be brought by the visitor.
- Sites are in parks or on publicly accessible land and may be open to the public for other uses.

C = Guided interpretation; indicates a site available for use only with geopark/partner guides.

- Use restrictions may be applied relating to the types of activities that can take place at the geosite, the number of visitors/vehicles allowed on site, or the frequency of visitation.
- On-site interpretation (signs, guides) maybe available or self-guided interpretive information to be brought by guides.
- Sites are in parks or on publicly accessible land and may be open to the public for other uses (i.e. fishing/hunting)

D= Restricted Use; indicates a site with additional restrictions due to the sensitive nature of the site, and/or private property/safety restrictions (i.e. unsafe terrain, railway crossing).

- Use restrictions may be applied relating to the types of activities that can take place at the geosite, the number of visitors/vehicles allowed on site, or the frequency of visitation.
- On-site interpretation (signs, guides) will probably not be available, with interpretive information to be brought by the visitor.
- Sites in this category may be primarily for scientific use.
- Sites are in parks or on publicly accessible land or on private land.

If a geosite is located on public or privately owned land memorandums of understanding with each geosite land owner should be executed to ensure responsibilities and legal obligations and responsibilities are clearly defined.

MARKETING THE GEOPARK

You may wonder why a section on marketing is in a sustainable management plan. If you are not able to get your message out to your stakeholders, communities and potential visitors the sustainability of your geopark will be questionable.

Simply stated, marketing of the geopark should aim to increase revenue to the region in a manner which can be sustained while increasing awareness locally and

internationally. Fulfillment of this aim can be strived for through many mediums and deliverables.

Marketing is a critical element of the geopark budget and it should be allocated accordingly. This section outlines key elements to be included in a marketing plan and then notes further items to address, if budget permits.

The first step in creating any marketing strategy is to develop a solid and meaningful brand. Most people equate brand to a logo but it is much more than this. The brand is the perception of the product or service provided. It is both factual and emotional and it establishes the promise the geopark is making to its customers. Being able to deliver on the brand message is critical to long term success and ensuring that the product delivered is reflective of the image portrayed is paramount to overall success.

Additionally, consistency in messaging, the look and feel, as well as appropriate use of the geopark and UNESCO logo will leverage the identity of the geopark locally, regionally, nationally and internationally. Brand standards and appropriate monitoring by geopark staff and stakeholders will be instrumental for ensuring standards are met by all providers.

How will citizens and potential visitors learn about your geopark? The basic necessities of a marketing strategy include:

WEBSITE

There are many options when it comes to website development and implementation and budget is often the determining factor; however, your website should address the pillars of the geopark and advise viewers what your geopark does and offers in a user friendly manner. Ensure your website is mobile compatible as the majority of internet activity is from mobile phones. Having engaging content is key for catching people's attention and the use of videos and images keep viewers on your website longer.

Suggested navigation for your geopark website:

- About the Geopark - what is the unique story of the geopark? Where is the Geopark? Map of the geopark (interactive if budget permits)
- Education – resources, courses, what there is to learn about at your geosites and make it relevant to curriculum
- Preservation & Conservation – what this means to your geopark, what you do, what others can do
- Tourism - experiences available (include online booking if possible)
- UNESCO Global Geoparks – promoting the network is mandatory (and they promote you)
- Social media integration – easy access to your social media channels (Facebook, Twitter, YouTube, Instagram, Renran, Weibo, Youku, Baidu etc.)

INFORMATION CENTRE(S)

Having one information centre is a mandatory requirement. Any exhibition must strike a balance between providing information and sparking a desire for further exploration of the geopark. The location of your exhibitions is important. They should be at natural intercept locations and at visitor centre's promoted by your local destination marketing organization. An intercept location is a place people naturally stop at. For example your areas best known attraction, visitor centre, museum, and depending on the size of your territory an intercept location could be the only gas station or restaurant in the territory.

INTERCEPT STRATEGY

Through signage and messaging at intercept locations (including the geopark information centre) potential visitors will be engaged and encouraged to explore the geopark. This will be the first on-the-ground impression visitors have and often it determines if they continue to explore the geopark. Concise, clear and captivating messaging to reflect the experiences and activities of the geopark are important at your intercept locations. Build partnerships to increase your reach.

FULFILLMENT BROCHURE

You will need a fulfillment piece, a brochure that ties all of the geopark's offerings together. This is a mandatory requirement to be a geopark. This could be a printed pamphlet/leaflet and/or app supported. The purpose of this piece is to showcase what there is to explore and learn in the geopark and the audience is both visitors and citizens of the geopark. Having this pamphlet available as a download on your website is helpful.

SOCIAL MEDIA

It is important to gradually implement a social media strategy unless you have an unlimited budget as building content to publish on the variety of social media channels takes time and resources. For example, do not launch a presence on Facebook, Twitter, Instagram, YouTube, and Pinterest all at the same time. Pick two or three and build content and your audience on those channels first, and then add another channel.

Determining where your audiences access content online is an ongoing process and it will change as trends and technology develops. These changes need to be reflected in your online presence. It is important your online presence is authentic and accurate. Engaging and regular content is crucial no matter which channel you are using, and you need to be prepared to dedicate time to respond to conversations that are sparked on social media channels. Ongoing monitoring and responsiveness will speak to your brand promise.

Social media provides an opportunity to connect with other geoparks in the network and promote each other.

This provides a stream of content for social media channels, sharing what other geoparks are posting and they will reciprocate.

Monitoring your digital channels for feedback, positive or negative, is essential to build your brand. Many channels now say how "quickly" the business responds. It is important to have someone monitoring and responding to inquiries, positive and negative. Negative comments can be your time to shine!

Finally, once you have built an online presence and have relevant and engaging content to share purchasing ads on social media channels or on well known websites (weather networks, online news, then audience specific sites i.e. hiking associations) will increase your audience on your social media channels. Contesting and engaging through polls on your social media channels is another effective way to engage potential customers.

DIRECTIONAL SIGNAGE

Ensuring people can easily find your geosites is a basic marketing requirement but one which requires careful planning and ensures basic customer satisfaction. Branded signage on roadways and pathways as well as development of a clear geopark map will ensure customers can orientate themselves in the geopark and also promotes awareness amongst citizens. If a geopark has more than one geosite cross promoting alternative geosites at each location is beneficial and can be accomplished through simple reference or strategically placed and visually appealing signage.

ADVERTISING

Traditional media buys such as print ads, billboards, radio, newspapers should not be forgotten. In today's marketing environment, social and digital media buys typically provide a higher return on your investment. Strategic use of traditional media buys can be effective to create local awareness and target specific audiences in a market area you want to attract. Building partnerships for this type of advertising can leverage your budget. For example a quarter page advertisement in a magazine may not capture attention; however, a full page ad is likely to.

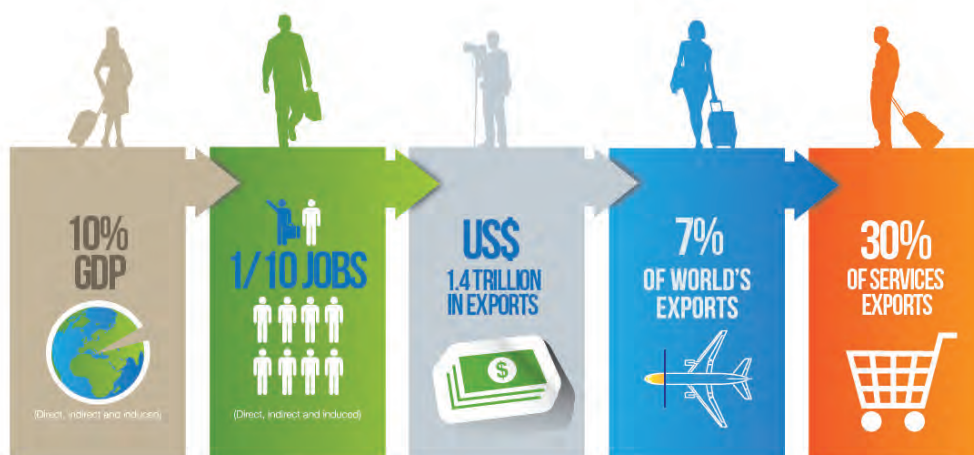
MARKETING CONCLUSION

Once the necessities listed previously have been delivered and feedback is positive, expanding and developing a strategy around other mediums is worthwhile to build on the marketing success achieved. This may include but is not limited to; further social media channels, merchandise, books, field guides, self-guided walking tours, media, applications and further exhibition development.

A great way to add value to your marketing at a relatively low cost is through media and buyer familiarization tours. Working with your Destination

Marketing Organization (DMO) you can plan tours and host media representatives including travel writers, bloggers, photojournalists, and buyers or influencers such as tour operators, aggregators, etc., in your geopark. This type of exposure provides independent endorsements and typically these types of influencers have a large audience. However, please note that developing these tours will take time, each individual or group must receive an outstanding experience and high quality service throughout the tour of the geopark and each tour will need to be customized.

See Appendix C for UNESCO Global Geoparks - Guidelines on the use of the UNESCO Global Geoparks Logo and Appendix A for the Self Evaluation Criteria which provides expectations for marketing your geopark.



WHY TOURISM MATTERS

HOW TO CREATE A GEOPARK



A Geopark is more than a stamp, logo or just a prestigious recognition. It is a management structure that is able to implement a wide array of actions and a well-planned marketing and development strategy. Necessarily, the creation of a geopark is a long and complex process. We can distinguish two stages in the process of creating a geopark:

The first phase: the conception of the geopark or pre-application stage. The very first step to create a geopark may seem pretty obvious: get to know what it means to be a geopark. Throughout the years some applicants reached submission without first-hand experience of an actual global geopark, working usually on academic references. Not only because of its strong networking nature, but also for the diversity of geopark models, it is essential to engage with other geoparks prior to submitting an application. This can be accomplished in a variety of ways; however, the most cost-effective means is to attend geopark conference(s).

Once there is a clear concept about what a geopark is, what can be considered the most critical stage in the creation of a geopark: getting involved with the territory, its people and all the stakeholders and authorities

should commence. Connection with the national geopark committee and the managing authority for geoparks in your country is also a necessary step during this first phase.

Once the partners are engaged around the project it is a matter of developing the main features needed to become a geopark: a geological heritage of international value; a management body involving all relevant local and regional stakeholders and authorities; visibility in order to promote sustainable local development; networking, collaborating actively with other members of the Global Geoparks Network. Once all of these features have been developed, the aspiring territory is ready to start working as a de facto geopark for a minimum period of one year. It is not really possible to define how long this stage can last, but experience demonstrates several years (three to seven) are required to develop the links and partnerships with stakeholders and implement activities. Minimally though, a period of one year of operating like a geopark is required.

A territory that wishes to become a Geopark has to bear in mind that the project will have to fulfill the following criteria (as described at **IGGP statutes and guidelines**):

- UNESCO Global Geoparks must be single, unified geographical areas where sites and landscapes of international geological significance are managed with a holistic concept of protection, education, research and sustainable development. A UNESCO Global Geopark must have a clearly defined border, be of adequate size to fulfill its functions and contain geological heritage of international significance as independently verified by scientific professionals.
- UNESCO Global Geoparks should use that heritage, in connection with all other aspects of that area's natural and cultural heritage, to promote awareness of key issues facing society in the context of the dynamic planet we all live on, including but not limited to increasing knowledge

and understanding of: geoprocesses; geohazards; climate change; the need for the sustainable use of Earth's natural resources; the evolution of life and the empowerment of indigenous peoples.

- UNESCO Global Geoparks should be areas with a management body having legal existence recognized under national legislation. The management bodies should be appropriately equipped to adequately address the area of the UNESCO Global Geopark in its entirety.
- In the case where an applying area overlaps with another UNESCO designated site, such as a World Heritage Site or Biosphere Reserve, the request must be clearly justified and evidence must be provided for how UNESCO Global Geopark status will add value by being both independently branded and in synergy with the other designations.
- UNESCO Global Geoparks should actively involve local communities and indigenous peoples as key stakeholders in the Geopark. In partnership with local communities, a co-management plan needs to be drafted and implemented that provides for the social and economic needs of local populations, protects the landscape in which they live and conserves their cultural identity. It is recommended that all relevant local and regional stakeholders and authorities be represented in the management of a UNESCO Global Geopark. Local and indigenous knowledge, practice and management systems should be included, alongside science, in the planning and management of the area.
- UNESCO Global Geoparks are encouraged to share their experience and advice and to undertake joint projects within the GGN. Membership of GGN is obligatory.
- A UNESCO Global Geopark must respect local and national laws relating to the protection of geological heritage. The defining geological heritage sites within a UNESCO Global Geopark must be legally protected in advance of any application. At the same time, a UNESCO Global Geopark should be used as leverage for promoting the protection of geological heritage locally and nationally. The management body must not participate directly in the sale of

geological objects such as fossils, minerals, polished rocks and ornamental rocks of the type normally found in so-called "rock-shops" within the UNESCO Global Geopark (regardless of their origin) and should actively discourage unsustainable trade in geological materials as a whole. Where clearly justified as a responsible activity and as part of delivering the most effective and sustainable means of site management, it may permit sustainable collecting of geological materials for scientific and educational purposes from naturally renewable sites within the UNESCO Global Geopark. Trade of geological materials based on such a system may be tolerated in exceptional circumstances, provided it is clearly and publicly explained, justified and monitored as the best option for the Global Geopark in relation to local circumstances. Such circumstances will be subject to approval by the UNESCO Global Geoparks Council on a case by case basis.

- These criteria will be verified through checklists for evaluation and revalidation.

The second phase: the application stage with the submission of the application dossier, annexes and letters of support to UNESCO. This phase has a well-defined timeline and duration of about one and a half years:

- Submission of the application between 1 October and 30 November
 - o The application must be submitted by your country's official channel (i.e. National UNESCO office)
- Verification check on the completeness of documents after 1 December
- Desktop evaluation until 30 April
- Field evaluation missions starting 1 May
- Recommendations on applications by Global Geoparks Council in September
- Decision made by Executive Board of UNESCO during its spring session

In some territories the national geoparks forum will vet applications before they are submitted through the National Commission to UNESCO. The National Geopark Forums may have different rules and procedures.

(Source: UNESCO Global Geoparks)

APPLICATION DOSSIER FOR UNESCO GLOBAL GEOPARKS

The following is the official information available from UNESCO Global Geoparks publications and website regarding the application process. Although these guidelines are quite complete and form the essential frame for a geopark's candidacy, they need to be completed with a vision for the territory. It cannot be considered as the sole requisite to apply for a geopark.

Before any formal application, an aspiring UNESCO Global Geopark must submit an expression of interest, before the 1st of July, via the official channel as defined by your National Commission for UNESCO or government body in charge of relations with UNESCO, involving, if applicable, your National Geoparks Committee.

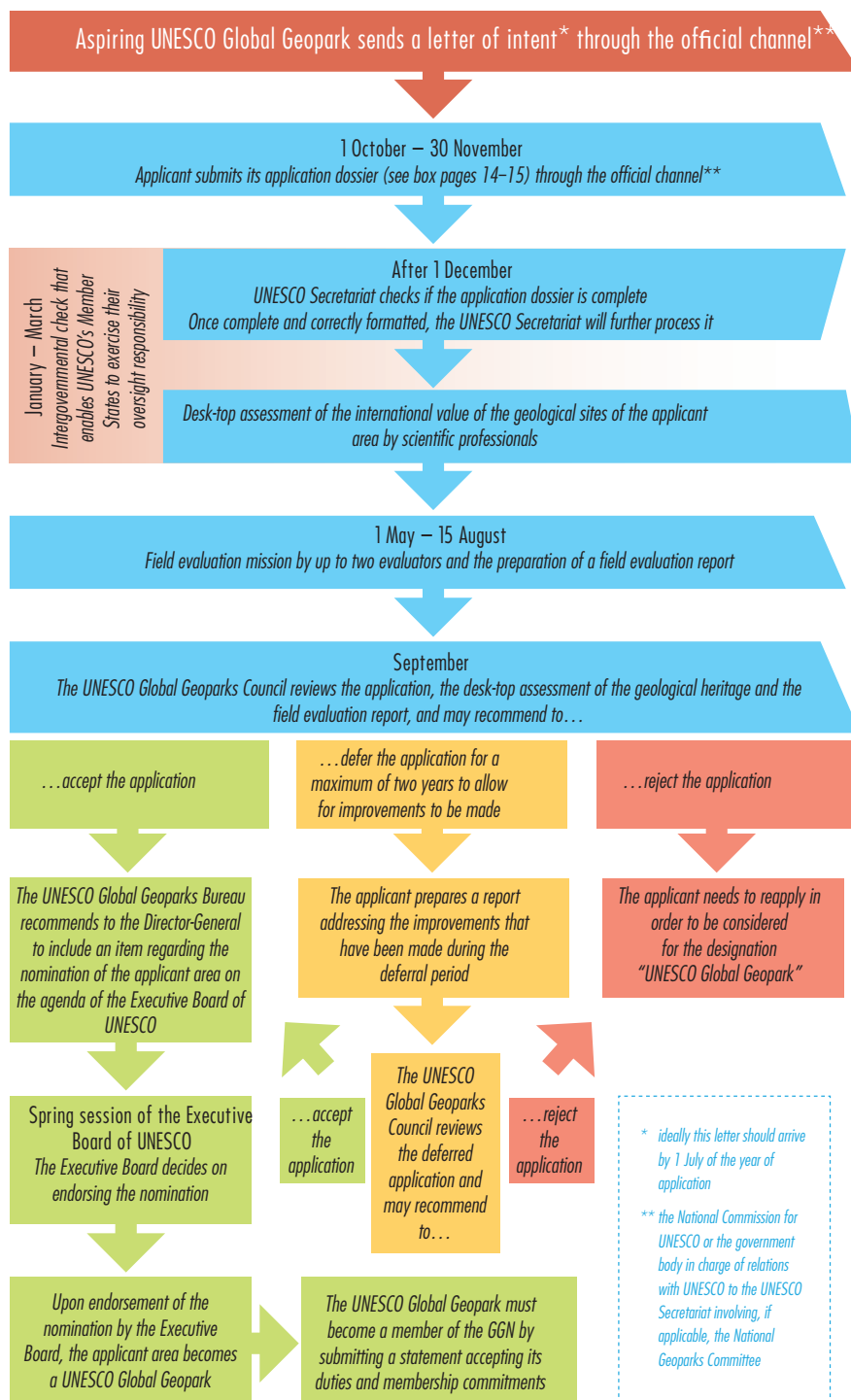
Once ready, your comprehensive and carefully formatted application dossier must be submitted through the same official channel.

The application dossier must precisely follow the format and topics below, highlighting strong and weak points and will be studied by an independent group of experts verifying the UNESCO Global Geopark project through a desktop study. The topics will demonstrate whether the applying area is already a de facto functioning geopark fulfilling the criteria to become a UNESCO Global Geopark, and whether or not an examination mission should be carried out. If the application dossier is considered to be complete and ready for assessment, the UNESCO Global

Geoparks Council will approve an evaluation mission to the applying area. The application dossier must demonstrate that the area has already been functioning as a de facto Global Geopark for at least one year. Do not send brochures, publications, leaflets, etc., these should be provided to field evaluators on site.

Application process

Aspiring UNESCO Global Geoparks are strongly encouraged to contact and learn from established UNESCO Global Geoparks and their National Geoparks Committee (if it exists in their country)



APPLICATION DOSSIER

Format of e-file: Application dossier max. 50 pages (excluding annexes), max. 5MB by email, 50MB by weblink (e.g. Dropbox, WeTransfer etc.). Do not send a paper dossier.

Timescale: Applications are only accepted annually between 1 October and 30 November.

A – Identification of the Area

1. Name of the proposed Geopark
2. Location of the proposed Geopark (please make use of the standard UN geographical maps and the geographic coordinates longitude and latitude)
3. Surface area, physical and human geography characteristics of the proposed Geopark
4. Organization in charge and management structure (description, function and organization chart) of the proposed Geopark
5. Application contact person (name, position, tel./fax, e-mail)

B – Geological Heritage

1. General geological description of the proposed Geopark
2. Listing and description of geological sites within the proposed Geopark
3. Details on the interest of these sites in terms of their international, national, regional or local value (for example scientific, educational, aesthetic)
4. Listing and description of other sites of natural, cultural and intangible heritage interest and how they are related to the geological sites and how they are integrated into the proposed Geopark

C – Geoconservation

1. Current or potential pressure on the proposed Geopark
2. Current status in terms of protection of geological sites within the proposed Geopark
3. Data on the management and maintenance of all heritage sites (geological and non-geological).

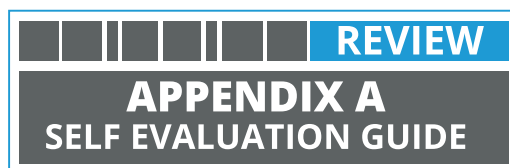
D – Economic Activity & Business Plan (including detailed financial information)

1. Economic activity in the proposed Geopark
2. Existing and planned facilities for the proposed Geopark (e.g. geo-education, geotourism, tourism infrastructure etc)
3. Analysis of geotourism potential of the proposed Geopark
4. Overview and policies for the sustainable development of:
 - geo-tourism and economy
 - geo-education
 - geo-heritage

Please include examples illustrating activities in these sectors

5. Policies for, and examples of, community empowerment (involvement and consultation) in the proposed Geopark
6. Policies for, and examples of, public and stakeholder awareness in the proposed Geopark.

E – Interest and arguments for becoming a UNESCO Global Geopark



APPLICATION DOSSIER (CONT'D)

ANNEX 1: Self-evaluation document

ANNEX 2: An additional and separate copy of section B “Geological Heritage” of the application, prefaced by a geological summary of a maximum of 150 words (this will be used only for the geological desktop evaluators from IUGS – International Union of Geological Sciences).

ANNEX 3: An explicit endorsement of any relevant local and regional authorities and a letter of support from the National Commission for UNESCO or the government body in charge of relations with UNESCO.

ANNEX 4: A large scale map of the proposed UNESCO Global Geopark showing the clearly defined boundary of the proposed Geopark and marking all the geosites, museums, towns and villages, other sites of cultural and natural heritage, tourism facilities including visitor and information centres/points, guest accommodation facilities, recreational facilities and public transport facilities. While 1:50,000 is ideal, if your country does not map at that scale then the nearest large scale map will suffice. In case of any overlap with other UNESCO site designations (World Heritage, Biosphere Reserves) the area of these designations should be clearly indicated on this map. Also all protected areas (National or Regional Reserve, parks, etc...) needs to be indicated.

ANNEX 5: 1-page geological and geographic summary, including a detailed map and a standard UN geographical maps indicating the location (template is available online here).

Must operate as a defacto geopark one year before submitting application.

CONTACT:

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Section on Earth Sciences and Geohazards Risk
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Email: pj.mckeever@unesco.org



RELATED DOCUMENTS

- Statutes and Operational Guidelines of the UNESCO Global Geoparks
English | Français | Español | Russian | Arabic | Chinese (PDF)
- **Application dossier (PDF)**
- **1-page geological and geographical summary template (doc)**
- **Self evaluation form**



APPENDIX A – SELF EVALUATION FORM

- INSERT SELF EVALUATION FORM – Self evaluation form

 United Nations Educational, Scientific and Cultural Organization	 UNESCO Global Geoparks
<h2 style="margin: 0;">Evaluation Document - A</h2> <h3 style="margin: 0;">Self Evaluation</h3>	

Updated: 11 February 2016

Identity

1. Name and country of the territory

--

2. Name of the management body

Region	
Country	
Telephone	
Fax	
E-mail	

3. Address of the management body

--

4. Size of territory and geographical coordinates

Size in km ²	
Geographical coordinates	

5. Contact persons

Management body director		
Geoscientist		
Specialist on regional development		
Submitted by:		
Name	Position	Date
Signature		

Overview				
	Category	Weighting	Self Assessment	Evaluators' Estimate
		(%)		
I	Geology and Landscape			
1.1	Territory	5	0	0
1.2	Geoconservation	20	0	0
1.3	Natural and Cultural Heritage	10	0	0
II.	Management Structure	25	0	0
III	Interpretation and Environmental Education	15	0	0
IV	Geotourism	15	0	0
V	Sustainable Regional Economic Development	10	0	0
	Total	100	0	0

EVALUATORS VERIFICATION		
Name	Position	Date
Signature		
Name	Position	Date
Signature		

I. Geology and Landscape 1.1 Territory			Points Available	Self Assessment
1. Territory				
1.1 Geosite list				
List of "Geosites" located within the territory identified for use (Please provide a geosite list)				
	20 "Geosites" or more		100	
	40 "Geosites" or more		200	
	Maximum Total		200	0
2. Geodiversity				
2.1	How many geological periods are represented in your area? (10 points each, maximum 100 points) (Please provide a list)		100	
2.2	How many clearly defined rock types are represented in your area? (10 points each, maximum 100 points) (Please provide a list)		100	
2.3	How many distinct geological or geomorphological features are present within your area? (Please provide a list) (10 points each, maximum 100 points).		100	
	Maximum Total		300	0
3. Public interpretation of the Geopark's sites of interest				
3.1	Number of sites with public interpretation (trails, interpretation panels or leaflets) (Please provide a list)			
	5-10		40	
	10-20		80	
	20 or more		120	
3.2	Geosites of scientific importance (Please provide a list)		40	
3.3	Geosites used for education (Please provide a list)		40	
3.4	Geosites used for geotourism (Please provide a list)		40	
3.5	Non-geological sites used by the Geopark (intergraded in Geoparks' activities) (Please provide a list)		40	
	Maximum Total		200	0
4. Comparison to UNESCO Global Geoparks (select one from the following options)				
4.1	There is no comparison with any other UNESCO Global Geopark.		300	
4.2	There is another UNESCO Global Geopark with comparable geology.		200	
4.3	There is another UNESCO Global Geopark with comparable geology or infrastructure in the same country.		100	
4.4	There is another UNESCO Global Geopark with comparable geology or infrastructure in the same country's geographical region (Clarification in time and distance)		50	
	Maximum Total		300	0
Territory Subtotal			Maximum Points	Self Assessment
			1000	0

Please provide lists and details as a separate annex referring to the corresponding item numbers

	I. Geology and Landscape 1.2 Geological Conservation	Points Available	Self Assessment	Evaluators' Estimate
1	Inventory and significance of the geosites that can be found in your area (SELF AWARDED total cannot exceed 300).			
1.1	At least one geosite of international geological significance (100 for each) (Give a list and justification)	160		
1.2	At least five geosites of national significance (Give a list and justification)	100		
1.3	At least 20 geosites of educational interest and used by schools and universities. (Give a list and justification)	100		
1.4	Do you have a geosites' database for the Geopark? (Please give details)	50		
1.5	Do you have a geosites' map for the Geopark? (Please give details)	50		
	Maximum Total	300	0	0
2	Strategy and legislation to protect against damage of geological sites and features (one answer only)			
2.1	The entire territory has legal protection because of its geological values.	300		
2.2	Part of the area is protected by law for its geological interest. (Please refer to which part and why)	150		
2.3	Prohibition of destroying and removing parts of the geological heritage.	150		
	Maximum Total	300	0	0
3	How are the geosites protected against misuse and damage?			
3.1	General announcement of regulations to prevent misuse and damage in the entire Geopark area	100		
3.2	Announcement of regulations to prevent misuse and damage at individual sites of the Geopark	50		
3.3	Use of observation posts, guarding and patrolling by wardens	60		
3.4	Provision for enforcement of regulations (no digging and collecting) on the website, in flyers, etc.	40		
3.5	Offering collecting of geological specimens under supervision at selected sites (clarification)	40		
	Maximum Total	200	0	0
4	What measures are taken to protect geosites and infrastructure from damage and natural degradation?			
4.1	Regular maintenance and cleaning (Please give details. How often are they checked?)	60		
4.2	Conservation measures (Please give details)	70		
4.3	Protective measures (preparation, sealing to avoid natural degradation) (Please give details)	70		
	Maximum Total	200	0	0
	Geoconservation Subtotal	1000	0	0

I. Geology and Landscape

1.3 Natural and Cultural Heritage

		Points Available	Self Assessment	Evaluators' Estimate
1	Natural Rank (SELF AWARDED total cannot exceed 300)			
1.1	International designation in part of the Geopark territory (except World Heritage Sites and Biosphere Reserves) (Please give a list and justification)	250		
1.2	National designation in part of the Geopark territory (Please give a list and justification)	150		
1.3	Regional designation in part of the Geopark territory (Please give a list and justification)	75		
1.4	Local designation in part of the Geopark territory (Please give a list and justification)	50		
	Maximum Total	300	0	0
2	Cultural Rank (SELF AWARDED total cannot exceed 300)			
2.1	International designation in part of the Geopark territory (except World Heritage Sites) (Please give a list and justification)	250		
2.2	National designation in part of the Geopark territory (Please give a list and justification)	150		
2.3	Regional designation in part of the Geopark territory (Please give a list and justification)	75		
2.4	Local designation in part of the Geopark territory (Please give a list and justification)	50		
	Maximum Total	300	0	0
3	Promotion and maintenance of Natural and Cultural Heritage			
3.1	Promotion of the links between Geological Heritage sites and the existing Natural and Cultural sites within the Geopark (Prove with examples) (Please give details)	100		
3.2	Interpretation (Please give details)	100		
3.3	Communication (Please give details)	100		
3.4	Education programmes (Please give details)	100		
	Maximum Total	400	0	0
4	Overlapping UNESCO designations			
4.1	Your Geopark overlaps partly or totally with a World Heritage Site and/or Biosphere Reserve (If yes, please provide justification and evidence on how UNESCO Global Geopark status will add value by being both independently branded and in synergy with the other designations)	Yes/No		

Natural and Cultural Heritage Subtotal

Maximum Points

1000

Self Assessment

0

Evaluators' Estimate

0

Total Points Awarded For Section I: Geology and Landscape

Maximum Points

3000

Self Assessment

0

Evaluators' Estimate

0

Please provide requested lists and details, but do not send entire publications, brochures, etc. (these should be provided only to field evaluators)

II. Management Structure		Points Available	Self Assessment	Evaluators' Estimate
1 How is the Geopark's management structure organised?				
1.1	Does the Geopark have a clear and well-defined boundary? (Please give details)	50		
1.2	Does the Geopark have a well-defined and effective management structure able to take and implement decisions to enhance protection of Geological Heritage and promote sustainable regional development for the Geopark area? (Please give details)	50		
1.3	Is the Geopark staff employed directly, or indirectly by Geopark partners? (Please elaborate)	50		
1.4	Does the Geopark have an independently administered budget? (Please give details)	50		
Maximum Total		200	0	0
2 Does a management or Master Plan exist?				
2.1	Management or Master Plan exists (not older than 10 years) (You should refer to the main components in accompanying documentation)	40		
Maximum Total		40	0	0
3 The Master Plan - What components does it include?				
3.1	Earth Heritage (Geosite and Landscape)	10		
3.2	Other Natural and Cultural Heritage	10		
3.3	Links between Natural and Cultural Heritage	10		
3.4	Tourism development (infrastructure and activities)	10		
3.5	Education activities	10		
3.6	Local development	10		
3.7	Regional products (agrotourism)	10		
3.8	Community links	10		
3.9	Funding	10		
3.10	Marketing strategy	10		
3.11	Strengths and weaknesses analysis of management and administration	20		
3.12	An audit of the geological and other resources	20		
3.13	Do you have specific targets for goals in the following areas? (Identify specific goals)			
	Geology	5		
	Landscape protection	5		
	Tourism "geotourism"	5		
	Agriculture and forestry	5		
3.14	Analysis of opportunities for local and/or regional development	10		
Maximum Total		160	0	0
4 Does your Geopark have a Marketing Strategy?				
4.1	Strategy exists (not older than 10 years) (You should refer to the main components in accompanying documentation)	50		
Maximum Total		50	0	0
5 A Geopark should protect its geological heritage and create sustainable geotourism. What has been done to fulfil this duty?				
5.1	Defined areas which will be the focus of tourism development	25		
5.2	Defined areas where no tourism is allowed (with focus on protection and research)	20		
5.3	Measures taken to regulate and reduce traffic (restricted access, central parking lots, traffic guiding system, signposting etc.)	15		
5.4	Environmental friendly hiking path system	10		
5.5	Clearly defined cycle or other trails such as bridleways or river trails	10		
Maximum Total		80	0	0
6 Are there any initiatives or working groups that discuss promotion of natural and cultural heritage? (SELF AWARDED total cannot exceed 20)				
6.1	Regular "Working Group" meetings on specific topics	20		
6.2	Individual cooperation and contracts between the Geopark, tourism organisations and other interest groups	10		
6.3	Other regular activities, not described by the answers above	10		
Maximum Total		20	0	0
7 Has your Geopark area received any awards or other formal recognition for its activities in the field of geodiversity, conservation or sustainable geo-tourism during the last five years? (SELF AWARDED total cannot exceed 100)				
7.1	International awards (name and date of award)	100		
7.2	National awards (name and date of award)	50		
7.3	Other (e.g. from industry) (name and date of award)	20		
Maximum Total		100	0	0
8 Are competent geological and scientific experts available to promote further scientific research?				
8.1	At least one person with a degree in geosciences or other related discipline in the permanent staff (employed directly) (Add 10 points for each geoscientist)	40		
8.2	At least five people with a degree in geosciences or other related discipline on the staff of the Geopark (employed by partner)	25		

8.3	Additional experts exist in the permanent staff (e.g. biologists)	10		
8.4	Regular and formal joint activity with at least one scientific institution (University, National Geological Survey)	20		
8.5	Regular consulting is maintained by:			
	Persons with a scientific background in geosciences	15		
	Persons with experience in geosciences	10		
	Amateurs available from local community	5		
8.6	How many different scientific disciplines are represented in the expert network?			
	< 5	5		
	> 5	10		
8.7	Does a marketing expert exist? If not, who does the work?	5		
8.8	Does a press office exist? If not, who does the work?	5		
8.9	Are staff members available to run field trips/guided walks?	5		
Maximum Total		150	0	0
9	Does your Geopark area have the following infrastructure?			
9.1	Museum within the area of the Geopark managed by yourself or a partner in your organization	100		
9.2	Information centre within the area of the Geopark	80		
9.3	'Info-kiosks' or other 'local information points' within the area that provide information about the Geopark, its aims and work	40		
9.4	Information panels within the area	40		
9.5	Geological trails within the area of the Geopark (which have been developed by the Geopark, or the Geopark has been involved in developing)	40		
Maximum Total		200	0	0

Total Points Awarded For Section II: Management Structure	Maximum Points	Self Assessment	Evaluators' Estimate
	1000	0	0

III. Information and Environmental Education		Points Available	Self Assessment	Evaluators' Estimate
1 Research, information and education scientific activity in Earth sciences within the territory				
1.1	At least one scientific/academic institution working in the Geopark's area	50		
1.2	At least one student final report (mapping etc.) on the Geopark's area per year	40		
1.3	At least one PhD thesis on the Geopark's area within the past three years	50		
1.4	At least five scientific or tourism focused academic papers from work within the Geopark's area during the last 5 years	40		
Maximum Total		180	0	0
2 Do you operate programmes of environmental education in your Geopark area?				
2.1	Does your permanent staff include specialists in environmental education, who undertake such work as part of their main role within your team?	50		
2.2	Do you operate at least one formal education programme? (Please outline the nature of the programme(s))	30		
2.3	Do you contribute to at least one formal education programme developed by other organisations? (Museums, etc.)	20		
2.4	Do you offer personal and individual programmes for children visiting the Geopark's area?	20		
2.5	Do you operate a special programme for primary/elementary school classes?	20		
2.6	Do you operate a special programme for secondary/high school classes?	20		
2.7	Do you operate a special programme for university students?	20		
2.8	Are there any university camps/education centres in the Geopark's area?	20		
Maximum Total		200	0	0
3 What kind of educational materials exist? (to be checked by field evaluators on site)				
3.1	Have you developed new educational material for school classes?	20		
3.2	Films, video, slideshow etc.	20		
3.3	Interactive (online) elements	20		
3.4	Different special exhibitions changing on a regular basis	20		
3.5	Special education equipment (puzzles, special constructions, etc)	20		
3.6	Do you produce other material for children below the age of 8?	20		
Maximum Total		120	0	0
4 What kind of published information is available in your Geopark area? (to be checked by field evaluators on site)				
4.1	Protection of geological heritage	20		
4.2	Geology of the area	15		
4.3	Publication linking geology, nature and culture of the area	20		
4.4	Environmentally friendly behaviour in the area	15		
4.5	Other aspects of natural history which can be found within the area	15		
4.6	Historical elements	15		
Maximum Total		100	0	0
5 Geology provision for school groups (for example, organized visits, etc.) (The SELF AWARDED total cannot exceed 100)				
5.1	Guided tours by Geopark's staff (explain and justify)	30		
5.2	Guided tours through a member organisation (explain and justify)	15		
5.3	Standard programmes, regularly offered for all park visitors (explain and justify)	10		
5.4	Limited group size (max. 30 persons per guide) (explain and justify)	10		
5.5	Are alternatives available if tours are not possible due to bad weather conditions? (explain and justify)	10		
5.6	Do programmes exist aimed at different age groups? (explain and justify)	20		
5.7	Do special scientific programmes exist? (explain and justify)	20		
5.8	Is teacher training offered in matters relating to the Geopark? (explain and justify)	20		
Maximum Total		100	0	0
6 Education – Guides (The SELF AWARDED total cannot exceed 100)				
6.1	Do you have at least one qualified expert in the Geopark's permanent staff providing guided visits that your organization has a role in developing? (explain and justify)	20		
6.2	Do you have at least one qualified expert in a partner organization providing guided visits that your organization has a role in developing? (explain and justify)	15		
6.3	Personal guides as part of the Geopark's permanent staff (explain and justify)	20		
6.4	Personal guides by partner organisation (explain and justify)	15		
6.5	Freelance guides whose training and/or programme your organization supports (explain and justify)	20		
6.6	Training courses for guides (explain and justify)	20		
Maximum Total		100	0	0
7 What kind of information do you provide to educational groups to encourage them to visit your area?				
7.1	Letters to schools and universities	20		
7.2	Brochure	20		
7.3	Press announcements (Newspapers, Radio, TV)	20		

7.4	Newspaper or newsletter	20		
Maximum Total		80	0	0
8	Do you use the internet for school programmes? What kind of service do you provide?			
8.1	Own website with general information about environmental education within the area	50		
8.2	Those responsible for the education programme may be reached by e-mail	30		
8.3	Regular electronic newsletter	20		
8.4	Up-to-date calendar of activities	20		
Maximum Total		120	0	0

Please do not send information material, brochures, etc. (these should be provided only to field evaluators)

Total Points Awarded For Section III: Education	Maximum Points	Self Assessment	Evaluators' Estimate
	1000	0	0

IV. Geotourism		Points Available	Self Assessment	Evaluators' Estimate
1 What kind of promotional material of the area is available?				
1.1	Printed material (e.g. leaflets, magazines)	25		
1.2	Popular literature for public (e.g. books, guide books)	15		
1.3	CD or video material	15		
1.4	Other promotional material or merchandise	15		
Maximum Total		70	0	0
2 In how many languages is the marketing material produced? (The SELF AWARDED total cannot exceed 80)				
2.1	English	10		
2.2	French	10		
2.3	Spanish	10		
2.4	Russian	10		
2.5	Chinese	10		
2.6	Arabic	10		
2.7	Add 10 points for each other language (explain and justify)			
2.8	Multiple languages in one publication	10		
Maximum Total		80	0	0
3 Are the information centres or exhibitions regarding the area in the Geopark's area?				
3.1	At least one information centre, managed directly by the Geopark or one of the partner organizations	30		
3.2	Info points' or similar facilities throughout the area managed directly by the Geopark or one of the partner organizations	20		
3.3	Information centre "meeting and starting" point for excursions	10		
3.4	Is the Information centre accessible for wheelchair users and does it cater for individuals with other disabilities?	10		
3.5	Personal and individual information offered to visitors about possible activities in the area	10		
3.6	Centre open to the public at least 6 days a week, all year round (if the weather permits it)	20		
Maximum Total		100	0	0
4 How is information and interpretation about the area presented at info centres, information points, etc.?				
4.1	Static display material	10		
4.2	Films, video, slideshow, etc.	10		
4.3	Interactive displays	10		
4.4	Different special exhibitions changing on a regular basis	40		
Maximum Total		70	0	0
5 Public access and facilities (SELF AWARDED total cannot exceed 100)				
5.1	Is it possible to reach the Geopark area by public transport?	50		
5.2	Do you provide your own tourist transport?	20		
5.3	Is public transport integrated with walking, cycling trails?	20		
5.4	Do you have car park facilities connected to the trails which your organization has developed?	20		
5.5	Are there toilets available in the parking areas?	20		
Maximum Total		100	0	0
6 Are visitors informed about public transport in the area and encouraged to use it before their arrival?				
6.1	Promotional material about the area (leaflets, brochures, internet) contains information about public transport	20		
6.2	The website(s) of the Geopark and/or local tourism organizations are linked to web-based timetables and transport information held by others	20		
6.3	Special offers for tourists using public transport, bicycle or other forms of sustainable transport	10		
Maximum Total		50	0	0
7 What kind of guided tours have been developed by your management body and/or partners?				
7.1	Tours for groups with special a interest in geology and geomorphology	10		
7.2	Tours take place regularly during the season	10		
7.3	Tours for a broad audience	20		
7.4	Tours for disabled visitors	10		
7.5	Available alternatives if tours are not possible due to bad weather conditions	10		
7.6	Flexible registration system (day to day basis) for participants or no registration required	10		
Maximum Total		70	0	0
8 What else do you use to inform visitors about your area?				
8.1	Easy to read interpretation panels at entrance areas and/or tourist locations	20		
8.2	There is at least one promoted trail dealing with geological subjects, developed by your team, alongside any developed by partners.	20		
Maximum Total		40	0	0
9 How is the information and are activities of different organisations co-ordinated?				
9.1	Joint information and/or promotional material	20		

		Maximum Total	20	0	0
10	Do you use the internet and what kind of online service do you provide? (SELF AWARDED total cannot exceed 80)				
10.1	Own website with general information about the area	40			
10.2	Links to other websites of tourist board, communities, local government, which provide a broad range of information on the Geopark's area.	10			
10.3	Geopark's management body may be reached by email	5			
10.4	Regular electronic newsletter	10			
10.5	Facility to order publications online	10			
10.6	Up-to-date calendar of activities	15			
10.7	Guidance for visitors on potential excursions	10			
		Maximum Total	80	0	0
11	What kind of infrastructure is available for activities such as horse riding, canoeing and cycling ?				
11.1	Network of footpaths, which include the main touristic and scientific points of interest	10			
11.2	Uniform/standard signposting of paths	10			
11.3	Regular checks of infrastructure and immediate repair guaranteed	10			
11.4	Special maps and information sheets for hikers, cyclists, etc.	10			
11.5	At least one path concerning a special subject (mining, archaeology, architecture - not previously counted in your score under another heading)	10			
11.6	Guided cycling -, walking tours, etc. provided or actively supported by a partner organization	10			
11.7	All inclusive offers (e.g. hotel, half or full board) of several days for tours (for example, hiking - and/or cycling tours) offered or actively supported by a partner organization	10			
11.8	All inclusive tour package with luggage transport of several days provided or actively supported by a partner organization	10			
11.9	There is a network of hiking/biking friendly hotels/pensions, defined by a catalogue of criteria who work in partnership with your organisation.	20			
		Maximum Total	100	0	0
12	How do you communicate the goals of geotourism, especially to those responsible for tourism?				
12.1	Direct personal meetings and/or through their involvement in your organization	10			
12.2	A regular award scheme to promote good practice	20			
12.3	The selection and nomination of official partners/mentors/sponsors	20			
		Maximum Total	50	0	0
13	Do you have the following sustainable (e.g. non car based) trails?				
13.1	Geo-trails	20			
13.2	Cultural trails	10			
13.3	Forest trails	10			
13.4	Other trails	10			
13.5	Other out-door activities not mentioned elsewhere	10			
		Maximum Total	60	0	0
14	Visitor evaluation				
14.1	Do you count visitors?	20			
	By entrance tickets / trail counters				
	By field trip participants				
	By estimation				
	By visitor survey				
14.2	Do you evaluate where your visitors come from?	20			
	By booking addresses				
	By market analysis				
	By university study				
14.3	Do you use visitor evaluation for your forward planning?	20			
14.4	Do you analyse the socio-economic profile of your visitors (families, school classes, pension groups, tourist groups, etc.)?	10			
14.5	Do you use questionnaires to assess visitors' satisfaction levels?	10			
		Maximum Total	80	0	0

Please do not send information material, brochures, etc. (these should be provided only to field evaluators)

Total Points Awarded For Section IV: Geotourism	Maximum Points	Self Assessment	Evaluators' Estimate
	1000	0	0

	V. Sustainable Regional Economy	Points Available	Self Assessment	Evaluators' Estimate
1	What efforts are undertaken to promote regional food and craft products, and to integrate the catering trade?			
1.1	Initiatives promoting food from regional and/or ecological production, which your organisation develops or actively supports	50		
1.2	Meals from regional and/or ecological production are available in restaurants	30		
1.3	The Geopark organizes markets, where mainly regional agricultural products are sold	50		
1.4	A label for regional food products or local gastronomy exists	30		
1.5	Direct marketing of regional agricultural products	40		
	Maximum Total	200	0	0
2	What efforts are undertaken to create and promote regional geotourism products?			
2.1	Initiatives to promote the production of geological replicas	50		
2.2	Casts and souvenirs from local production are available	100		
2.3	The organization or its active partners has (a) retail outlet(s) where mainly regional products are sold.	50		
	Maximum Total	200	0	0
3	How are regional crafts promoted?			
3.1	The marketing of local craft products is actively supported	50		
3.2	Local craft products are showcased	100		
	Maximum Total	150	0	0
4	What efforts are undertaken to promote links between the Geopark and local businesses? (SELF AWARDED total cannot exceed 100)			
4.1	A label for regional services/products has been developed by the Geopark or in partnership with others	50		
4.2	Direct marketing of regional products is undertaken by your organization	50		
4.3	Tourism offers include tours in collaboration with local businesses	20		
	Maximum Total	100	0	0
5	What kind of contracts are regularly offered to businesses in your area? (SELF AWARDED total cannot exceed 150)			
5.1	Services (repair, management)	50		
5.2	Design, Print	50		
5.3	Other equipment and/or services to support geotourism and interpretation, e.g. transport, display cabinets etc. (give details)	80		
	Maximum Total	150	0	0
6	Networking (SELF AWARDED total cannot exceed 200)			
6.1	A network of co-operating enterprises exists, fostered by the Geopark.	100		
6.2	There is a formal contract between the Geopark and its partners	100		
6.3	There are jointly financed projects between the Geopark, private businesses and local authorities.	50		
	Maximum Total	200	0	0

Total Points Awarded For Section V: Sustainable Regional Economy	Maximum Points	Self Assessment	Evaluators' Estimate
	1000	0	0

APPENDIX B – UNESCO GLOBAL GEOPARKS LOGO GUIDELINES



United Nations
Educational, Scientific and
Cultural Organization

Organisation des Nations Unies
pour l'éducation,
la science et la culture

BACKGROUND

At its 38th Session in Paris in November 2015, the General Conference of UNESCO approved the new statutes of the International Geoscience and Geoparks Programme (IGGP), together with the establishment of the UNESCO Global Geoparks designation within the International Geoscience and Geoparks Programme.

USE OF THE UNESCO GLOBAL GEOPARKS LINKED LOGO

National Committees for UNESCO Global Geoparks and individual UNESCO Global Geoparks are encouraged to use the UNESCO Global Geoparks linked logo in their own activities in order to promote the visibility and outreach of the programme.

The logo that a National Committee for UNESCO Global Geoparks is authorized to use is composed of:

- o The logo of UNESCO with its three inseparable elements, i.e. the temple symbol, the full name of the Organization, and the vertical dotted line;
- o The emblem of the UNESCO Global Geoparks programme;
- o The wording "name of country + National Committee".

The logo that an individual UNESCO Global Geopark is authorized to use is composed of:

- o The logo of UNESCO with its three inseparable elements, i.e. the temple symbol, the full name of the Organization, and the vertical dotted line;
- o The emblem of the UNESCO Global Geoparks programme;
- o The name of the individual UNESCO Global Geopark.

CONTACT AT UNESCO SECRETARIAT

In order to obtain information on the programme or an electronic version of the linked logo, National Committees and individual UNESCO Global Geoparks are invited to contact:

Prof Patrick Mc Keever

Secretary of the International Geoscience and Geoparks Programme Natural Sciences Sector, UNESCO

7, place de Fontenoy 75352, Paris 07 SP

Telephone: 00 33 1 45 68 41 17, Email : pj.mckeever@unesco.org

COLOURS, SIZE & LANGUAGES OF THE LOGO

The logo can be used in the colour shown above or in a transparent version for dark backgrounds. It cannot be used in other colours.

The height of the UNESCO temple symbol, which is used to measure the size of the logo, should not be featured lower than 12mm from the top point to the last step.

The logo can be used in one of the official languages of UNESCO, which are English, French, Spanish, Russian, Arabic and Chinese, or in a national language, or in a multi-lingual version combining the official languages or UNESCO or an official language of UNESCO and a national language.

CONDITIONS OF LOGO USE

The use of the UNESCO Global Geoparks linked logo is under the following provisions:

- The UNESCO Global Geoparks linked logo can only be used after the official written authorization from UNESCO.
- The UNESCO Global Geoparks linked logo should be used as illustrated above; no modifications on the graphical presentation or on the text should be made.
- The UNESCO logo must not be used for commercial purposes. The sale of goods and services for profit is considered as commercial use.
- National Committees and individual UNESCO Global Geoparks can use the linked logo for their own activities, but cannot authorize the logo to any third parties.



APPENDIX C – MANDATORY EXPENSES

Beyond regular operating expenses the following are expenses that are required of UNESCO Global Geoparks:

- Cost of evaluation (and ongoing revalidation every four years)
 - Travel, accommodations, activities, meals and transportation for two evaluators who can be coming from anywhere in the world
- Annual fee to Global Geopark Network (currently 1200 US dollars)
- Travel, meals and accommodations for attendance at one conference per year



APPENDIX D – GEOPARK CONFERENCES

- Every two years there is an International UNESCO Conference for Global Geoparks that geoparks can bid on to host the conference.
- Every other year the regional networks host conferences in their region and the conferences are open to all geoparks and aspiring geoparks to attend. Bidding processes for these conferences can be found on the regional websites on page 6.
- Regions also host workshops that are sometimes for their own members or sometimes open to all interested organizations.
- It is important to budget to attend at least one conference/workshop annually. This is a requirement of UNESCO Global Geoparks.
- You can check the websites listed in the regional network section on page 7 for complete list of current conference and workshops.

APPENDIX E – BEST PRACTICE RESOURCES



Drifting Apart, funded through the Northern Peripheries and Arctic Area Programme under the European Regional Development Fund



STONEHAMMER UNESCO GLOBAL GEOPARK

CANADA

Overview:

Centered on the port city of Saint John, New Brunswick, Canada, Stonehammer became the first North American member of the Global Geoparks Network in 2010. We tell “a billion years of stories” about planet Earth, connecting stories of geology with stories of community.

With a landscape created by the collision of continents, the closing and opening of oceans, volcanoes, earthquakes, ice ages and climate change, Stonehammer includes geological stories from the late Precambrian time a billion years ago to the most recent Ice Age, and almost everything in between. Stonehammer is about geology, but it is also about the people, society and culture. You can hike, kayak, rock climb, zip, eat and tour... you'll have fun every step of the way!

Size: 2500 km²

Current Status:

Stonehammer has been a geopark since October 2010, with a successful green card revalidation in 2014; next revalidation will be in 2018. Stonehammer became a UNESCO Global Geopark in November 2015 when geoparks became an official programme of UNESCO.

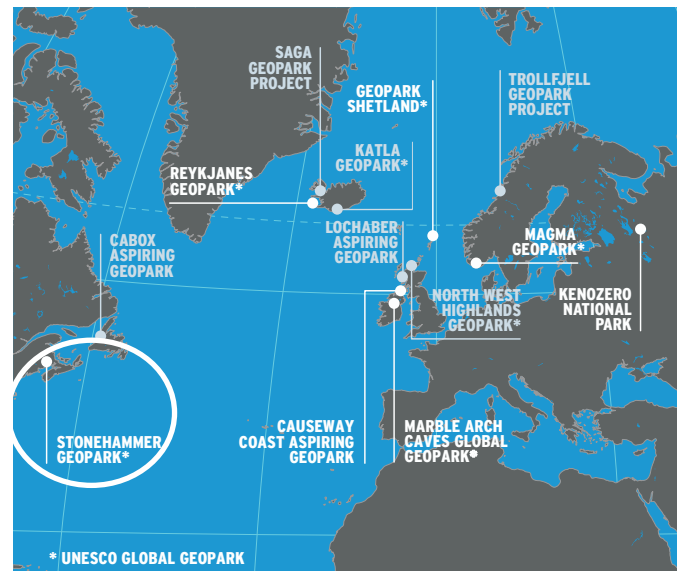
Geopark Goals:

Education: To educate our students, community and visitors about the Earth in a fun and engaging manner.

Preservation & Conservation: To ensure our students, community and visitors are aware of the value and importance of heritage legislation in New Brunswick protecting geological heritage, fossils and promoting responsible development.

International Networking: To leverage Stonehammer Geopark on the international stage through partnerships and best practice sharing.

Sustainable Economic Development: To increase visitation to geosites, experience providers and stakeholders.



Geopark Impact:

Education

- Created educational assets according to need, including an earth sciences curriculum course for provincial educators
- Taught 4500 students in 175 school visits
- Reached 1600+ kids in our 2015 & 2016 summer camp programming
- Trained 122 teachers through capacity-building workshops and materials
- Reached 10,000+ annually in the community through events and programming

Sustainable Economic Development

- Set up local tourism partnerships and helped train staff
- Created highly appealing marketing and interpretive materials, field guides, signage, online and digital presence
- Helped tourism operators (currently 11 experience providers) grow offerings and increase revenues, spurring job creation

Preservation & Partnerships

- Influenced 2010 provincial legislation to protect geological assets
- Partnered with other countries to develop shared systems, infrastructure, materials and approaches
- Mentor aspiring geoparks across Canada
- Occupy seats on the Canadian National Committee for Geoparks & Global Geopark Network

Contact:

277 Douglas Avenue
Saint John, NB E2K 1E5
Canada
info@stonehammergeopark.com



CABOX ASPIRING GEOPARK

CANADA

Overview:

Cabox Aspiring Geopark spans four distinct geological zones that were formed between the Upper Cambrian to Lower Ordovician periods during the closing of the Iapetus Ocean and formation of the Appalachian-Caledonian Mountains. From east to west they are the Ancient Continental Slope of Laurentia, Transported Continental Margin, Bay of Islands Ophiolite Complex and Little Port Island Arc Complex. Together they form the Humber Arm Allochthon and are often referred to as the Galapagos of Plate Tectonics for the role they played in confirming the theory of plate tectonics in the 1960s and 70s.

250 years ago this coastline was surveyed by British navigator, cartographer and explorer James Cook, who during five years mapping the coasts of Newfoundland produced the first large-scale hydrographic surveys to use precise triangulation to establish land outlines, which led to his selection by the British Admiralty and Royal Society to command a voyage to the South Pacific to witness the transit of Venus and search for the fabled southern continent. His 'Chart of the West Coast of Newfoundland', which includes the coastline of Cabox Aspiring Geopark, was published in London in 1768 as Cook departed on his first of three Pacific voyages.

As part of its mission, Cabox Aspiring Geopark traces the cartographic history of Newfoundland, from the earliest European explorers to James Cook, who drew the first accurate outline of the island, to geologists J.B. Jukes, Alexander Murray, James Howley and Harold "Hank" Williams (renowned for his 1978 Tectonic Lithofacies Map of the Appalachian Orogen) who in the tradition of William Smith, colored it in.



Size: 2500 km²

Current Status:

Cabox is an Aspiring Geopark and hopes to apply by 2020 to become a UNESCO Global Geopark.

Contact:

24-9 Montgomerie Street,
Corner Brook, NL Canada, A2H 2P8
caboxgeopark@gmail.com



REYKJANES UNESCO GLOBAL GEOPARK

ICELAND

Overview:

Reykjanes UNESCO Global Geopark covers the Reykjanes Peninsula in the southwestern part of Iceland, a continuation of the Mid-Atlantic Ridge, which rises from the sea at the very tip of the peninsula and diagonally crosses Iceland from the south-west to the north-east. The Geopark is an independent corporate body managed by a partnership of the five municipalities as well as six other organizations.

Size: 818 km²

Current Status:

Reykjanes has been a Global Geopark since September 2015. Next revalidation will be in 2019. Reykjanes became a UNESCO Global Geopark in November 2015 when geoparks became an official programme of UNESCO.

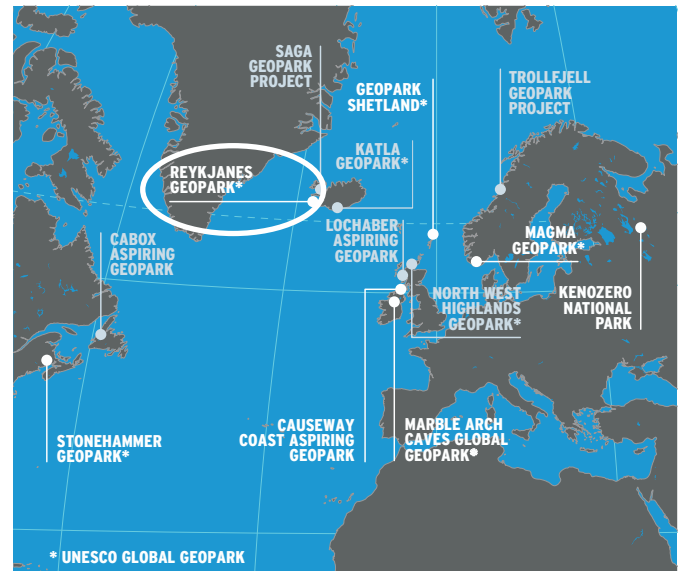
Geopark Goals:

Education: Provide accessible information to students, local community and visitors about Reykjanes peninsula and the Earth's history.

Preservation & Conservation: To raise awareness of the regions important geological and cultural heritage. Protecting geological heritage and promote responsible development. Take care of infrastructure at geosites.

International Networking: Reykjanes Geopark should be an active partner in international common projects and networking, such as European Geoparks Network and Global Geoparks Network.

Sustainable Economic Development: To increase visitations, extend the stay of current visitors and make locals prouder of their region.



Geopark Impact:

Education:

- Creation educational material in connection of geosites.
- Active social media pages with educational material.
- Cooperation with schools and educational tourism agents.

Preservation & Conservation:

- Local planning and infrastructure building at geosites.
- Influenced municipal planning to protect geological and cultural heritage.

Sustainable Economic Development:

- Creation of marketing material.
- Visitor Center and information stands in all towns.
- Partnership with Visit Reykjanes marketing the region as a geopark.
- Active involvement of companies in the integration of UNESCO in the area in years to come.

Contact:

Skógarbraut 945, 262 Reykjanesbær Iceland
info@reykjanesgeopark.is



CAUSEWAY COAST AND GLENS HERITAGE TRUST

Overview:

The Causeway Coast and Glens area includes some of the most geologically diverse landscapes on Earth. Over 650 million years of geological history are recorded in the rocks, landforms and landscapes along 100 miles of dramatic coastline from City of Derry Airport in County Londonderry to the town of Carrickfergus in County Antrim. From pre-Cambrian rocks at Murlough Bay to present day peat formation on the Antrim Plateau, much of Earth's geological history can be interpreted in the landscape. The variety of rocks, landforms and landscapes within the Causeway Coast and Glens provide evidence that continents and oceans have moved and continue move around the surface of our planet.

Size: 3000 km²

Current Status:

Causeway Coast and Glens Heritage Trust is currently engaging community stakeholders to determine if pursuing UNESCO Global Geopark status works for the region.

Contact:

27 Main Street
Armagh, County Antrim, Northern Ireland. BT53 8SL
info@ccght.org

NORTHERN IRELAND



MARBLE ARCH CAVES UNESCO GLOBAL GEOPARK

Overview:

The Marble Arch Caves UNESCO Global Geopark (MACUGG) contains some of the finest landscapes in the north of Ireland. Ranging from rugged uplands, lakes and forests through to gently rolling drumlins, the landscapes of the Geopark represent a complex Earth history dating back as far as 650 million years ago. With evidence of deep oceans long since disappeared, searing hot deserts and warm tropical oceans, of icy wastelands and waterworn caverns, the rocks and landscapes of Marble Arch Caves UNESCO Global Geopark are nothing short of amazing.

Size: 2333km²

Current Status:

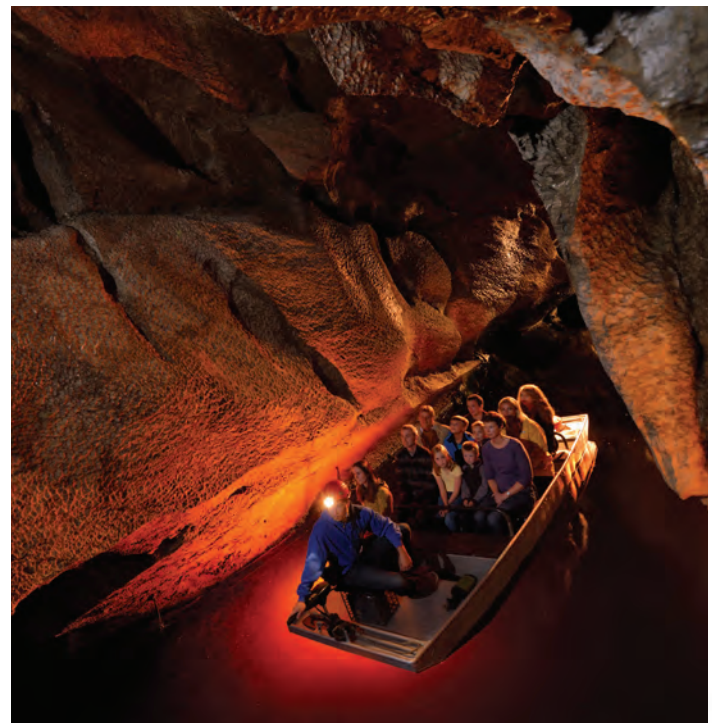
MACUGG was one of the first 8 European Geoparks formed in 2001 and automatically became a Global Geopark in 2004 when the Global Geoparks Network was formed. It became the first Global Geopark to cross an international border in 2008 and a UNESCO Global Geopark in November 2015 when geoparks became an official UNESCO programme. MACUGG have achieved successful green card revalidations in 2005, 2009, 2013 and 2017.

Geopark Goals:

- To contribute to tourism in County Fermanagh and County Cavan through the ongoing sustainable development of the Geopark.
- To utilise the Geopark to develop and promote a positive image of the region.
- To promote Earth Sciences and the protection of the environment in the Geopark.
- To provide educational opportunities for all within the Geopark.
- To maximise the benefits of the Geopark for local people.



NORTHERN IRELAND AND REPUBLIC OF IRELAND



Geopark Impact:

Education:

- Reach approximately 10,000 individuals annually through informal and formal education programmes and events.
- Operate regular teacher training workshops.
- Production and provision of educational materials.
- Delivery of an annual events programme with 60+ events per year.
- Delivery of cross-border Science Week workshops to 400 students biannually.

Sustainable Economic Development:

- First cross-border geopark anywhere in the world, creating and promoting positive relationships across the international border. Legally binding agreement between the two managing local authorities.
- Creation of 9 full time and 45 seasonal jobs through direct operation of Marble Arch Caves and management of Geopark.
- Directly increased numbers to the area through sustainable tourism (450 000 visitors to Geopark sites annually).
- Empowered local people to take ownership of Geopark through training programmes to create Geopark Guides.
- Levered over nearly 13 million euro in external funding since 2001.

Preservation and Partnerships:

- Working partnerships with statutory and non-statutory conservation organisations to protect the landscapes and features within Geopark boundary.
- Mentor aspiring geoparks worldwide.
- Occupy seats on the Irish and UK UNESCO Global Geoparks Committees, European Geoparks Network Coordination Committee and Global Geopark Networks Advisory Committee.
- Management of cross-agency working groups to achieve sustainable development of MACUGG.

Contact:

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macgeopark@cavancoco.ie

www.marblearchcavesgeopark.com



MAGMA UNESCO GLOBAL GEOPARK

NORWAY

Overview: Magma is an open landscape which falls within the municipalities of Bjerkreim, Lund, Eigersund, Sokndal and Flekkefjord in the southwest of Norway. It was designated thanks to its fascinating geology: a moon landscape composed by very hard modeled rocks called 'anorthosite'. These formations give the landscape a special character and have influenced the culture of local settlers for centuries.

Size: 2,332 km²

Current Status: Magma has been a geopark since 2010, with a successful green card revalidation in 2014; next revalidation will be in 2018. Magma became a UNESCO Global Geopark in November 2015 when geoparks became an official programme of UNESCO.

Geopark Goals: Magma Geopark is a unique geological area consisting of the municipalities of Bjerkreim, Lund, Eigersund, Sokndal and Flekkefjord located in south-west Norway. Magma Geopark is a perfect place to enjoy outdoors while learning about the geology and culture around. Magma Geopark closely work with local communities for an effective sustainable development. Magma is supporting the local economy within geo tourism activities, good practices in education and development of local products.

Geopark Impact: Magma Geopark has good impact on the local economy and development of the area. Seven years after the establishment of the Geopark (2010) the tourism data on night stays are doubled in the area. Magma established strong cooperation with local communities, tourist providers and accommodation which are Magma Geopark share holders.



Contact:

Sokndalsveien 26, 4372 Egersund
post@magmageopark.no



TROLLFJELL GEOPARK PROJECT

NORWAY

Overview:

Trollfjell is a cooperative project between the municipal boroughs of Brønnøy, Vega, Vevelstad, Sømna, Bindal and Leka, and is part of the regional tourism strategy. It aims to provide world-class activities and thrills based on the unique geological history and localities in the area. The geological features reveal exciting events in the geological history of the region. The bedrock displays evidence of an ocean that existed about 6 million years ago – the Iapetus Ocean. We can see how it first expanded and then shrank until the continents on either side collided creating a huge mountain range, which in turn was worn down by erosion. The Quaternary geology tells us about ice ages, the movement of glaciers and how the land formerly weighed down by ice is rising from the sea.

Current Status:

Trollfjell has applied to become a UNESCO Global Geopark.

Contact:

Storgata 51, 8900 Brønnøysund, Norway
audhild.b.rande@sh-region.no



Foto: Hanne Pernille And

KENOZERO NATIONAL PARK

RUSSIA

Overview:

Kenozero is an outstanding North-European cultural landscape which has preserved the traditions and ancient forms of folk art, agriculture and use of natural resources. The cultural and natural heritage of Kenozero has, throughout many centuries, avoided periods of mass destruction and preserved its historical integrity and authenticity. The most valuable geological heritage sites are an integral part of the cultural landscape of the national park.

Size: 1,397 km²

Current Status:

Kenozero is currently engaging community stakeholders to determine if pursuing UNESCO Global Geopark status works for the region.

Contact:

163000 Russia Arkhangelsk,
78, Naberezhnaya Severnoy Dviny
info@kenozero.ru



МИНИСТЕРСТВО
ПРИРОДНЫХ
РЕСУРСОВ
И ЭКОЛОГИИ
РОССИЙСКОЙ
ФЕДЕРАЦИИ



Федеральное государственное
бюджетное учреждение
КЕНОЗЕРСКИЙ
национальный парк

КЛЮЧЕВАЯ
ОРИНТОЛОГИЧЕСКАЯ
ТЕРРИТОРИЯ
МЕЖДУНАРОДНОГО
ЗНАЧЕНИЯ
(1999)



GEOPARK SHETLAND

SCOTLAND

Overview:

Think of Shetland as a giant geological 'jigsaw' consisting of four huge blocks of the Earth's surface known as terranes. Assembly of the 'jigsaw' took hundreds of millions of years and each piece had a different geological history before they all came together. As we explore Shetland's amazing geodiversity we see how it relates to other parts of the globe. Three of the jigsaw pieces that occur in Shetland also form northern Scotland. Two of these formed the roots of a vast mountain chain of Himalayan proportions which formed about 420 million years ago during an event known as the Caledonian Orogeny. The remains of these mountains have been identified in western Norway, eastern Greenland, Scotland, Northern Ireland and eastern North America.

Size: 1,466 km²

Current Status:

Shetland has been a geopark since 2009, with successful green card revalidation in 2013 and a yellow card in 2017 with next revalidation in 2019. Shetland became a UNESCO Global Geopark in November 2015 when geoparks became an official program of UNESCO.

Geopark Goals:

To conserve Shetland's rich geological heritage and demonstrate its clear links with natural and cultural heritage.

To raise awareness and increase understanding of Shetland's geological heritage.

To enhance the image of Shetland and promote sustainable development linked to geological heritage and Geotourism.

To implement Scotland's Geodiversity Charter



Shetland
UNESCO
Global Geopark



Geopark Impact:

Through the work of Shetland Amenity Trust and its partners, Shetland UNESCO Global Geopark constantly strives to preserve and enhance everything that is distinctive about Shetland's cultural and natural heritage, promoting access to it, whether physical or intellectual.

Shetland Amenity Trust was created in 1983 and has since delivered an extensive range of high quality heritage and culture projects, in partnership with a range of local, national and international agencies.

It continues to be pro-active in seeking new opportunities and identifying new funding sources, to further enhance the heritage and culture experience for local Shetland people and visitors to our islands.

It is part of a community which takes great pride and pleasure in our cultural and natural heritage, embracing traditions, dialect and our physical environment in all of our activities.

Contact:

Shetland Amenity Trust
Garthspool, Lerwick, Shetland, ZE1 0NY
info@shetlandamenity.org



LOCHABER ASPIRING GEOPARK

SCOTLAND

Overview:

Lochaber is famous for its spectacular scenery. Many geological features of national and international importance can be seen right across Lochaber, ranging from a deeply eroded volcano on Rum in the west, to the amazing Parallel Roads of Glen Roy in the east.

Size: 4,648km²

Current Status:

Lochaber was officially recognized in April 2007 when Lochaber was awarded geopark status. Lochaber left the network in 2011 and is now in the process of reapplying.

Contact:

55A High St, Fort William, Scotland PH33 6DH
info@lochabergeopark.org.uk



NORTH-WEST HIGHLANDS UNESCO GLOBAL GEOPARK

SCOTLAND

Overview:

The North West Highlands Geopark is a sparsely populated region of Northern Scotland, UK. It aims to be a successful social enterprise that develops Scotland's best geo-tourism attractions and activities with raw outdoor experiences. This will bring people and money into the area to help entrepreneurial communities develop and grow.

It seeks to contribute to child, youth and adult development through engaging activities based on the science, nature and history around us. It promotes conservation and sensitive interpretation of our geological and historical heritage to ensure it is still here for the generations to come.

The North West Highlands Geopark is notable for containing the oldest rocks in Western Europe, evidence of a Precambrian meteorite impact and the Moine Thrust – a rock feature which puzzled and fascinated geologists for centuries and is the birth place of modern mountain building theory.

Size: 2000km²

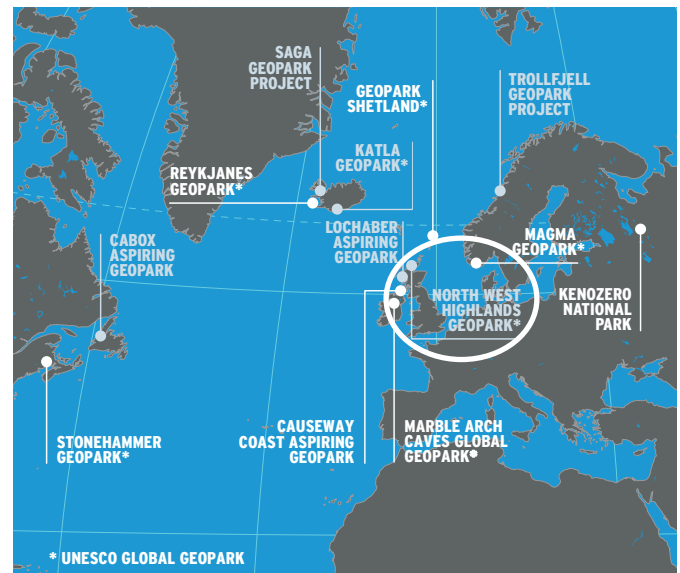
Current Status:

The North West Highlands of Scotland have been a Geopark since 2004, we received a green card in 2015 and anticipate our next revalidation in 2019.

Geopark Goals:

Education

- We are better educated, more skilled and more successful, renowned for our research and innovation.
- Our young people are successful learners, confident individuals, effective contributors and successful citizens
- Our children have the best start in life and are ready to succeed.
- The NWHG promotes and supports the development of world class scientific research programmes and activities related to our geological heritage, and the subsequent interpretation and dissemination of that research to the wider public.



Conservation

- An updated Local Geodiversity Action Plan which can be of practical use to the community when conservation and development issues arise
- A cultural research strategy which identified gaps in knowledge that will inform university partners
- A stronger Marine Protected Area
- A strengthened, empowered crofting and fishing industry
- Visitors engage more with the local area, landscape, culture and people during their visits

International Networking

To form partnerships for knowledge transfer and sharing best practice; to ensure our communities are not left behind and have a voice on the international stage. Pursuing international business opportunities and project funding for the benefit of our communities.

Sustainable Economic Development

To engage and work with stakeholders to realise the full potential that our geological heritage offers to our communities and the area's economy.

Geopark Impact:

Education

Since our last revalidation: Every school age child living in the Geopark has had the opportunity to engage with university research during Earth Science Week. We have delivered a Soil Fertility Research Project for Ullapool Highschool Geography students and run an ongoing adult education course. Each

year we offer a series of guided walks and lectures and we have a dedicated Earth Science exhibition in our visitor center.

Sustainable Economic Development

We have recently set up a project to develop business partnerships in the Geopark to help business and community groups to capitalise on the UNESCO Global Geopark label. We aim to work in partnership with our development and tourism agencies and work closely with our regional destination marketing group, the North Coast 500 to promote the North West.

Conservation and Partnerships

We have a close relationship with our environment agency, Scottish Natural Heritage. Together with SNH we developed a Local Geodiversity Action Plan which helps us to monitor our geological heritage and ensure sensitive development. We promote the geological and fossil codes within our geopark and via our website and social media to researchers. Our Geopark always attends the United Kingdom Committee for UNESCO Global Geoparks and chairs the Scottish Geoparks Partnership. We are looking to set up a UNESCO sites consortium in Scotland, working with UNESCO Biosphere Reserves who have similar management and fundraising challenges to ourselves.

Contact:

Dr Laura Hamlet
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ASSOCIATE PARTNERS



New Brunswick Museum, Canada



Geological Survey of Newfoundland and Labrador, Canada



University Centre of South Iceland, Iceland



The Geological Survey of Northern Ireland, Northern Ireland



The Geological Survey of Ireland, Republic of Ireland



Cavan County Council, Republic of Ireland



Fermanagh and Omagh District Council, Northern Ireland



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- NGU -

Geological Survey of Norway, Norway