

Cruziana

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monthly report of the Geopark Naturtejo Meseta Meridional

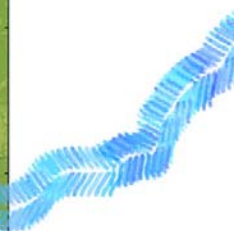
n. 32!

In this issue: – International Day of Earth broadcasted from the Geopark to all Portugal – Latinamerican students observe Naturtejo Geopark - Forest clubs challenged – Geointerview with Trilobite.Aventura *and more...*

www.geoparknaturtejo.com

Olá/Hola/Ciao/Bonjour/Γειά σου/Hallo/God Dag/Salut/Zdravo/Hello

Partnership is not easy to manage even when is benign and destined for success. The National Commission of UNESCO for Portugal has been playing an essential role for communication of national geodiversity among society since UNESCO Geopark was introduced in Portugal by Naturtejo. The National Committee for the celebrations of the International Year of Planet Earth was headed since its very beginning by National Commission of UNESCO which established fruitful contacts among different sectors of Society. Several hundreds of activities from local to international expression were organized during the triennium by hundreds of partners from schools to environmental and cultural associations and agencies, museums and, of course, geoparks. RTP national public television was one of these partners. With RTP National Commission for UNESCO got the opportunity to prepare for the International Day of Earth a full day broadcast about International Year of Planet Earth, and the National Day of Geological Heritage celebrated with the Geoconservation Prize awarding every year municipal best practices by ProGEO-Portugal and National Geographic-Portugal. After the visit of the Deputies from National Assembly and National Commission for UNESCO, they gave the honor to Naturtejo Geopark of hosting the full-day broadcast. 22nd April came and the broadcast was suddenly shortened to be one of the main themes of an afternoon “talk-show” whose public target is mostly retired and housekeepers. The main theme was still the International Day of Earth and Naturtejo Geopark was the central topic to illustrate it but no one from the National Commission for UNESCO was invited to be present in the studio to talk about the International Year of Planet Earth celebrations. Even the interest of the State Secretary of Environment to talk about the importance of the day was declined by RTP. The Geoconservation Prize was attributed to Porto city but the lack of important politicians during the ceremony prepared with ProGEO-Portugal got no interest from the national public television. We certainly lost a good opportunity to raise awareness about so many important activities we are developing about Portuguese Geological Heritage. Moving many thousands of people, International Year of Planet Earth should have more interest from the public television. Naturtejo Geopark won but IYPE in Portugal failed to be better known by our Society, as a reference for cooperation management (even if operated with a so small budget) and a success in the divulgation of our Geological Heritage to sectors of Society so distant from it.



Geopark Naturtejo Meseta Meridional is...



Armino Jacinto
Agronomist Engineer
Chairman of Naturtejo
Vice-president of Idanha

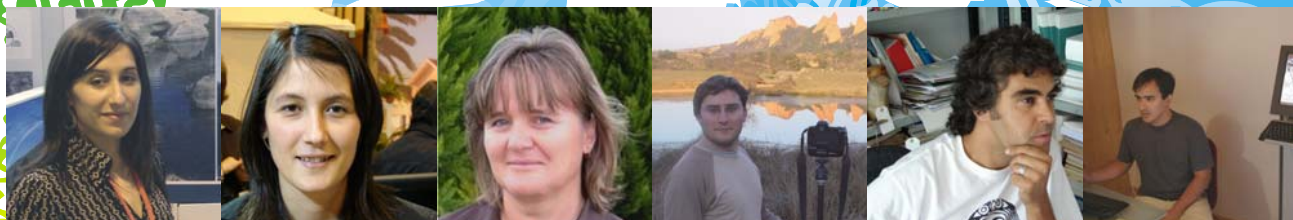
Carlos Neto de Carvalho
Geologist
Scientific Coordinator
Researcher

Rui Marques
Biologist
Marketing

Rafael André
Economist
Financial Planner

Cristina Preguiça
Journalist
Administrative

Jesus Alarcón
Commercial
Agent for Spain



Fátima Rodrigues
Agronomist Engineer
Tourism/Communication

Eliane Antunes
Financial Manager
Tourism/Webpage

Alice Marcelo
Accountant
Administration assistant

Pedro Martins
Ecotourism
Tourism/Photographer

Eddy Chambino
Anthropologist
Researcher

Nuno Capelo
Marketing
Marketing/Designer



Manuela Catana
Teacher of Natural
Sciences
Educational Programs

Ana Rita Mota
Tourism
Tourism Planner/Events

Miguel Costa Silva
Doctor of Law

Tiago Oliveira
Management
Events

Pedro Dias
Environment Engineer
Planner/Tourism Fairs

Joana Rodrigues
Geologist
Geoheritage

The team work!

Where...

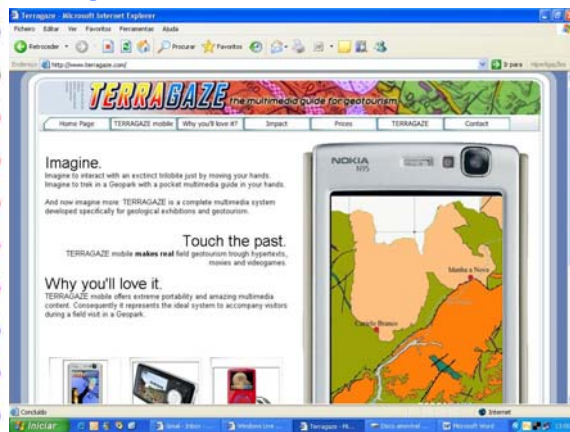
Centro Cultural Raiano – Geopark Headquarters
Av. Joaquim Morão
6060-101 Idanha-a-Nova

Naturtejo – Tourism Company
Rua Conselheiro Albuquerque, 4 Cave C
6000-161 Castelo Branco

Contact us! tel: +(351)277 202 900
fax: +(351)277 202 944
email: geral@naturtejo.com

www.geoparknaturtejo.com

1) Activities



– **TERRAGAZE mobile selected as a "good practice for geological mediation"!, Digne-les-Bains (France).** Again Naturtejo Geopark is recognized by its innovative conceptions. This time Nathalie Cayle from University Savoie quoted TERRAGAZE mobile in her brilliant presentation about good practices of geological mediation in field. But what is the TERRAGAZE concept? According to Andrea Baucon's creative website www.terragaze.com the concept of TERRAGAZE is simple and immersive: the visitor moves in front of the screen, and his actions have effect on the game. TERRAGAZE is a virtual reality / computer vision system developed specifically for geological exhibitions and geotourism. The concept of TERRAGAZE is innovative and engaging: the input device is the body of the visitor! The Naturtejo Geopark's exhibition "From Trilobites to Man" that was successfully presented in Lesvos Petrified Forest European Geopark was the starting point of a great idea. But there is also the portable version of TERRAGAZE, the TERRAGAZE mobile: touch the past! You are walking in the wilderness of a Geopark. You take your mobile phone, you touch a button and you get:

- interactive geotouristic maps
- hypertexts explaining the geological heritage
- videos with 3-D reconstructions of prehistoric life
- information about natural attractions and geomonuments
- audio guides explaining the landscape
- ...and much more interactive content (videogames, photo galleries, ...)

These are only some possibilities offered by TERRAGAZE mobile, a complete multimedia system for your mobile phone!

Why you'll love it?

There are 5 reasons to love TERRAGAZE mobile. The first, and most obvious, is the nature of TERRAGAZE mobile: a field guide of the Geopark in your pocket! You'll love the Team: experts in multimedia and geology.

Andrea Baucon - the creator / project leader of TERRAGAZE - is actively involved in scientific research, education of Geology and multimedia. Collaborators include geoscientists with experience in geotourism and education. With these competences, TERRAGAZE has a high graphical impact, it is scientifically accurate and it provides modern and coherent educational contents

TERRAGAZE mobile makes real an innovative concept in geotourism: field visits are accompanied by highly multimedia content. TERRAGAZE mobile enables you to provide engaging contents for the visitors of the Geopark. Movies, hypertexts, photos, music, sounds, videogames: this is the future of field geological education!

TERRAGAZE mobile is an effective way to promote your Geopark: every visitor will remember this intense, immersing virtual experience. With TERRAGAZE mobile, your Geopark can be potentially promoted worldwide!

TERRAGAZE mobile is developed for mobile phones, but it can be compatible with many other portable devices such as palm computers and iPod. Applications can meet MWBP standards and mobileOK certification (the World Wide Web Consortium recently promoted the MWBP - Mobile Web Best Practices - which states the standards for ideating, designing, publishing a mobile web site). The prototype for Naturtejo Geopark is in a continuum development: now TERRAGAZE is now GPS powered. When you reach a geosite, a voice starts to speak (and you have also text and images to illustrate the description of the heritage). It can be applied to car geotourism (it works well on car's GPS), cyclotourism and, of course, hiking.

Anyway TERRAGAZE and TERRAGAZE mobile can be developed by any European Geopark while in Naturtejo geopark is still a project waiting for funds...



1st April – **Multidisciplinary formation by the fossils of Penha Garcia and the boulders of Monsanto.** 19 people from the Rural and Environmental Tourism Course for formation and education of adults came to learn with Manuela Catana about examples of tourism geography, territory management, tourism in protected areas, regional agriculture, culture, communication and media. These students belong to the Commercial, Industrial and Services Association from Castelo Branco, Idanha-a-Nova and Vila Velha de Ródão.

6th April – **University of seniors look for fossils.** The Senior University of Salvaterra de Magos visited the Ichnological Park of Penha Garcia and the Boulders Trail of Monsanto. 48 enthusiastic elders from the discipline of Geology(!) were guided by João Geraudes and Tiago Oliveira.

7th April – **Couples visiting the Fossils Trail.** Once more a couple visited the already famous Ichnological Park of Penha Garcia through the Fossils Trail with the help of municipal tourism guides.



9-11th April – **Latinamerican students observe the Geopark.** A group of 7 Master students from the University of Madrid with Roigar López as leader came during the Holy Week holidays to study Naturtejo Geopark. This multidisciplinary group was very heterogeneous, with representatives from Venezuela, Costa Rica, Republic Dominican, Colombia, Puerto Rico, Catalonia and Ecuador, but all shared the same curiosity to learn more about Protected Areas in Geoparks. So, with a geoconservationist approach first they visited Portas de Almourão geomonument with Daniela Carvalho from University of Minho which is preparing a graduation thesis about the protection of the area as Natural Monument. Carlos Neto de Carvalho and Joana Rodrigues chaired all the interesting discussions developed in place about natural and cultural sites of Portas de Almourão. They have also the opportunity to know more about the administrative and scientific work of the Geopark. Next day, the group visited the Ichnological Park of Penha Garcia by the «Fossils Trail». Then, they had lunch in the «Casa do Forno» Geo-Bakery & Guest House at Salvaterra do Extremo. The «Earth Slices & Orogenic Toasts» was a good excuse for discussion about geotourism with the owners and Geopark' staff. Later they were amazed by the Gryphon Vultures flight and nesting at Salto da Cabra. The last day was time to visit the Monsanto *inselberg* by the Boulders Trail (Monsanto, Historical and the Most Portuguese Village). The Historical Villages Programme for conservation of cultural heritage was presented by Joana Rodrigues. Then they took profit of the geo-circuit boat trip to the heart of the Natural Monument of Portas de Ródão. The final discussion around beer about the implement of Geoparks for development of social projects was highly emotive with the opportunity for the entire group to exchange ideas and critical opinions about Naturtejo Geopark philosophies and management structure. Roigar López stayed until 15th to sign the new Protocol for Cooperation between Naturtejo Geopark and Fundación Geoparques de Venezuela. One of the main aims of this revised Protocol is to technically support the development of geoparks and geotourism initiatives in Venezuela. He took also the opportunity to help inventorying the collection of trace fossils from the House of Fossils of the Penha Garcia Ichnological Park.

18th April – **Boat Trip to Portas de Ródão Natural Monument.** 26 friends from the Botanical Garden of Ajuda in Lisbon enjoyed the flora diversity of Portas de Ródão through a boat trip.

21st April – **Rounded table on Tourism and local environment at the University of Évora.** The Students association of Tourism and Development graduation organized a discussion meeting on tourism. Joana Rodrigues presented Naturtejo Geopark, the geotourist companies and potentialities of Naturtejo Geopark.



22nd April – **The International Day of Earth celebrated from the Naturtejo Geopark to all country.** Broadcasted directly from Penha Garcia Ichnological Park by RTP1 national TV hundreds of locals participated in the celebration of the International Day of Earth. Celebrations started with a visit of young pupils to the Ichnological Park of Penha Garcia to commemorate the National Day of the Geological Heritage. 46 so happy and curious 6-7 years old pupils from Padres Redentoristas College of Castelo Branco did the visit with Manuela Catana and Joana Rodrigues. From the castle was possible to follow their discovers deep into the gorge. At the end they met a group of 15 pupils from the local Primary School and painted together with supreme creativity fossil models previously made in other ateliers with them. Later they all got the opportunity for a horse and donkey ride and experienced outdoor sports with Trilobite.Aventura. When the “Portugal em Directo” talk-show started having as main theme “Geopark Naturtejo and the International Day of Earth” hundreds of locals were in the Penha Garcia gorge viewpoint to follow the interviews. Rui Marques and Jorge Fialho, the director of the new movie about the Geopark, were the studio guests in Lisbon talking with emotion about the Geopark’s landscapes and culture. Meanwhile, Armindo Jacinto and Joana Rodrigues presented the Geopark live from Penha Garcia. Carlos Neto de Carvalho guided the tour to find the outstanding landscapes of Gardunha granite mountain and Portas de Ródão Natural Monument, showing the geodiversity across the Geopark. Manuela Catana with the help of pupils presented the enthusiastic educational programs of the Geopark. The old ladies inspired all with traditional songs followed by “adufe” rhythms. There was time also to present local legends related with *Cruziana* trace fossils and local products. An evening to celebrate proximity between Geo and Society in all the country, and Geopark among the local community.




23rd April – **Local School learn about Geology and Biology in the Tejo valley.** Manuela Catana and Joana Rodrigues guided 51 students from the 11th grade of Biology and Geology Amato Lusitano High School, Castelo Branco, and their 3 teachers into Portas de Ródão by boat. After the picnic lunch they had time to be introduced to the landscape evolution in the Archeology Museum of Ródão and visited the fossil trees.

23rd April – **1st TransNaturtejo presented.** Naturtejo is supporting the first 4WD event that will cross all the territory of the Geopark. The “AlenTTerra” organization established in Nisa is expecting 150 participants for this tourist trip of motos, quads and all terrain cars. The event was presented to press in Castelo Branco with the presence of Armindo Jacinto.

23-24th April – **Naturtejo in the Seminar “Mobility in Medium-size Cities and Rural Areas.** Rita Mota was responsible for a promotional stand about Naturtejo Geopark in a very representative Seminar of our condition.



29th April - **Past & Present Forest Challenge takes students to the field.** 41 students from 4 forest clubs participated in the District Forest Challenge organized by Naturtejo Geopark in cooperation with PROSEPE-Castelo Branco, at Vila Velha de Ródão. They all come from Geopark municipalities. Carlos Neto de Carvalho, Joana Rodrigues and Manuela Catana developed the event. The first challenge was to walk and identify autochthonous flora and possible fossil trees in Tojeira Farm with the help of their teachers. It was a great opportunity to use the knowledge gained throughout the year. Unfortunately not a single fossil was found but many species of plants were identified. After the picnic in the nice place of



Bico do Açafrão there was time for the Challenge called Friendly Olive Tree. Groups had to search for hidden messages in secular olive trees from Senhora da Alagada and answer to them. Cucos forest club from Oleiros school summed more points and won the Challenge being considered the Forest Club 2009 by Naturtejo Geopark. After the prize distribution by all clubs all went to Rei Wamba Castle viewpoint to admire birds nesting in Portas de Ródão Natural Monument.



Ricardo Mendonça and Nuno Silva, 29 years old, are both teachers of Physical Education and live in the region. Last year as partners they developed the outdoor company Trilobite – Adventure, Leisure and Tourism, Ltd., in Penha Garcia, right in the heart of Naturtejo Naturtejo. This successful company presents an innovative image in rural context and an enterprise dynamics spreading by all country

Cruziana: How did you get the idea to create the company Trilobite.Aventura?

Trilobite.Aventura: The idea started as a challenge to put in practice the experience we acquired working together in the area, but this time by our own risk since we're working for other companies for a long time. Since teachers are having a difficult period to find places in schools, and after presenting the project, we established a measure of pros and cons of an investment of this size and decided to go for it. Presently, and having the know-how we have today we only regret not have been started sooner since it's being, by all points of view, a very positive and successful experience.

Cruziana: Why Penha Garcia for establishing Trilobite.Aventura?

Trilobite.Aventura: Penha Garcia comes out in a natural way. For some years we are developing work, at different levels, in this so beautiful village.



trilobite.aventura

Trilobite.Aventura logo (in: www.trilobite.pt)

Cruziana: What are the aims of the company?

Trilobite.Aventura: We have as main aims the sustainable development of our activity, the growth and strength of our position in the market, not only in a regional but a national level, since we are working all over the country and, above all contribute for the recognition, divulgation and dynamics of Geopark Naturtejo Meseta Meridional and the village of Penha Garcia.

Cruziana: What are the main offers of Trilobite.Aventura?

Trilobite.Aventura: The Trilobite offers a much diversified set of activities in order to follow the needs of our customers. We have horse and donkey rides, traditional meals, walking trails during the day and night, and with revivals, paintball, historical theatre, rope maneuvers, birdwatching, traditional games, among others.



Climbing in the Ordovician cliffs (in: www.trilobite.pt)

Cruziana: What are the benefits with Naturtejo Geopark?

Trilobite.Aventura: Both Trilobite.Aventura and Naturtejo Geopark seek the promotion of the territory, to exponentially attract national and abroad tourism, to improve and raise awareness of the territory, having in mind the security and quality of services provision to customers. Thus, by the fact of both work following the same principles brings effective benefits to our relationship and, above all, guarantees satisfaction to all our visitors.

Cruziana: How Trilobite.Aventura as company does interact and can contribute for the dynamic of Penha Garcia community?

Trilobite.Aventura: It is being our intention to help local people by several ways. Now, we have a local working for us and some of our suppliers are also from the village. We always try to work with local companies, concerning restaurants, service providers or lodging.



Slide in the Ichnological Park of Penha Garcia (in: www.trilobite.pt)

Cruziana: What are the main problems you are facing by have a company far from the coast and main cities?

Trilobite.Aventura: Mostly the hinterland stereotype may scare and put some doubts to investment. However, of course nothing is easy and needs a lot of research work, but we are dynamical and imaginative young people which give strength to fight against the consequences of the stereotype. We are not going against the current; we are opening new ways to be successful!



Trilobite.Aventura 1st Birthday cake

Cruziana: With a so suggestive logo what is your relationship with trilobites?

Trilobite.Aventura: Both logo and name, like the location of the company, happened to us in a natural way. With our activities effectively exploring all the area where trilobite traces are found we may tell they are our inspiration. Every time we are surrounded by those millions of years of history, there is always a detail reminding us how wonderful and extraordinary is all that heritage under the auspices of UNESCO, and hopefully we also may leave our traces, our brand in the region but not only ...

Cruziana: Do you think the existence of the European Geoparks Network may bring benefits to small local companies?

Trilobite.Aventura: We do think so! If we manage to work all in partnership local companies will have more activities to follow increasing numbers of visitors, with an increase of monthly incoming, meaning development, more investment and more jobs...



Donkey ride

Cruziana: What innovations are you thinking about for the future?

Trilobite.Aventura: Now we are developing efforts to bring products and services for the region, which will create paradigms and burst tourism a lot. But we won't tell our secrets...



Medieval Ricardo and Nuno in historical reconstitutions (in: www.trilobite.pt)

Cruziana: In what ways are geological attractions explored in your activity?

Trilobite.Aventura: Besides routes with geological interest, we have also several products with activities involving puzzles or replica of trilobites.

Cruziana: What advices would you leave for Naturtejo Geopark and European Geoparks Network?

Trilobite.Aventura: We hope you continue to do the excellent work done until now and for all needed Trilobite.Aventura is supporting with its highly qualified team, knowing that

together and better we can follow our dreams and conquer our aims

Visit Trilobite.Aventura in www.trilobite.pt.



Find more differences with our kids...



Cruziana

3) Geopark's Impact in Media

Newspapers/Magazines

- Autumn/Winter (Schist Villages Magazine) - "Schist Routes"
- April (Ensino Magazine) - "Naturtejo is international example"
- April (Ensino Magazine) - "Historical Villages route"
- April (Autohoje TT& Aventura Magazine) - "A different look"
- 1st April - (Gazeta do Interior) - "UNESCO Commission in the Geopark"
- 1st April - (Gazeta do Interior's first page) - "Portas de Ródão already Natural Monument"
- 2nd April - (Reconquista's first page) - "Portas de Ródão are Natural Monument"
- 2nd April - (Reconquista) - "Earth Festival is coming"
- 8th April (Gazeta do Interior) - "Louriçal do Campo - village close to Gardunha mountain"
- 8th April (Gazeta do Interior) - "Trans-Geoparks unite municipalities during the European Earth Festival"
- 9th April (Reconquista) - "Young people discover heritage in Ródão"
- 9th April (Reconquista) - "Water in images"
- 22nd April (Gazeta do Interior) - "First 4WD route in the Geopark municipalities"
- 23rd April (Reconquista) - "Through lands beyond Tejo"
- 23rd April (Reconquista) - "Birds already have a guidebook in Idanha"
- 23rd April (Reconquista) - "D. Afonso Henriques in Monsanto"
- 29th April - (Gazeta do Interior) - "European Earth Festival Oleiros 2009"
- 30th April - (Reconquista) - "Oleiros does European Earth Festival"
- 30th April - (Reconquista) - "By lands beyond Tejo"

TV

- 22nd April ("Portugal em Directo" from RTP national TV) - Direct show from Penha Garcia to commemorate the International Day of Earth focusing Naturtejo Geopark. Several members of the team were interviewed both in Lisbon and in several geosites.

Radio

- 1st April (Radio Elvas) - Joana Rodrigues is interviewed about the European Earth Festival 2009 for this regional radio from the south of Portugal.



Call for papers: deadline is 15th June. Register now!!!

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