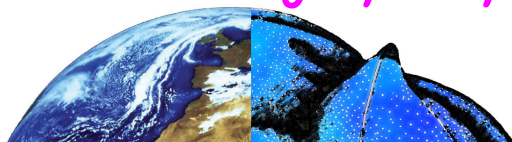


Cruziana



ବ୍ୟାଞ୍ଜନ ଘରାଣି in ପ୍ରକୃତ ନିର୍ଦ୍ଦେଶ
monthly report of the Geopark Naturtejo Meseta Meridional



n. 36!



In this issue: – Geosweet's Final in the Pine Forest Fair – Hot Geology in summer- National Environment Award to Portas de Ródão Natural Monument – New interpretive Centre of Tejo Internacional Natural Park *and more...*

www.geoparknaturtejo.com



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

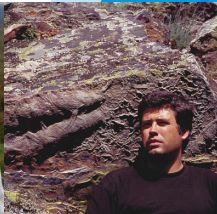
Let's talk about Geopark visibility. What do you mean with "visibility"? For me the "visibility" of a Geopark is quantified by the combination of material and immaterial visibility, both in the territory and outside. Material visibility is composed by museums and interpretive centers where your outstanding geodiversity is interpreted to all publics in a more or less interactive way; by interpretive panels and signs in your geosites and pedestrian trails, as well as any interactive multimedia device; signs that allow to access to the geotourist facilities; different kinds of accessibilities and tourist facilities; leaflets, guidebooks and books about Geopark's heritage; merchandising. Now, let's see what immaterial visibility is. Immaterial visibility is given by your daily work with the community, helping to build projects...or footpaths with your bare hands. It is to involve locals in activities related with Geopark and provide thematic events, temporary exhibitions during all the year more than one per week...as average! It is to attract thousands of visitors with Geopark activities. It is to create with the municipalities the European Geoparks Week that is becoming a tremendous success. It is to provide information and training to local people, students, tourism stakeholders, policemen....It is to support your partners to qualify business. It is to develop functional educational programmes that attract thousands of students and support the schools from the territory in annual projects; or going to schools talk about geo-subjects and geological heritage. It is to organize local to international meetings improving communication of scientific and management actual topics among communities and the territory. It is to create tourism packages that are being sold by local tourist companies to international tour operators and bringing new visitors and new ideas to the territory. It is to participate in the most important tourism fairs and congresses but also in local fairs and workshops. Immaterial visibility is to be constantly present in local to international media promoting the best we have to share. It is to be awarded by national and international institutions. But is also to support projects for sustainable local development from other institutions operating in your territory providing technical assistance. It is to protect and qualify geosites, different kinds of heritage but also the landscape that is always endangered. It is to burst research and develop own geoscientific research and publish it in specialized journals. It is to allow research results to reach the general public through magazines, newspapers or books. It is to have an informative and comprehensive website in more than the mother language where everyone can find information concerning the territory, events, EGN, educational programmes, geotourist events and, at the same time, to work as a portal to all the events happening in the Geopark and organized by others. It is to participate in the daily life of EGN. Immaterial visibility is to prepare applications to EU funding programmes with your partners. It is to help to change national laws and create opportunities for the region. Visibility is to live your Geopark everyday. Naturtejo Geopark is considered an example in many of these issues and followed by others, being invited as inspiration by several Geopark projects all over the world. This is the visibility a Geopark must have.

By the way, congratulations to Cruziana Report: 3 years presenting and criticizing with honesty and freedom the daily life of a Geopark included in the European Geoparks Network

Geopark Naturtejo Meseta Meridional is...



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



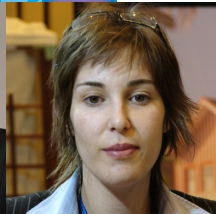
Carlos Neto de Carvalho
Geologist
Scientific Coordinator
Researcher



Rui Marques
Biologist
Marketing



Rafael André
Economist
Financial Planner



Cristina Preguiça
Journalist
Administrative



Jesus Alarcón
Commercial
Agent for Spain



Fatima Rodrigues
Agronomist Engineer
Tourism/Communication



Eliane Antunes
Financial Manager
Tourism/Webpage



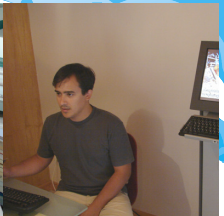
Alice Marcelo
Accountant
Administration assistant



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...

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6060-101 Idanha-a-Nova

Naturtejo – Tourism Company
Rua Conselheiro Albuquerque, 4 Cave C
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1) *Activities*

28th July – **Portas de Ródão Natural Monument awarded.** Since 1999 the Portuguese Confederation of Environment Associations attributes the Environment National Award “Fernando Pereira” to individualities and institutions recognized for major achievements concerning protection of the environment. This year Associação de Estudos do Alto Tejo with Nisa and Vila Velha de Ródão municipalities were awarded with an honour prize for the classification of Portas de Ródão as Natural Monument. The Award was presented in Lisbon with the presence of the mayors.

1st August – **The new Fadagosa Thermal spa open the doors.** Health and Well-being is a tourism niche growing fast in Portugal. The most appreciated activities are related with thermal spas. Hot springs and mineral waters were attributed therapeutic properties. The so called “Sacred Fountains” were hot springs and iron/sulphur-rich waters and were very popular for centuries, leading to the development of cities. There are several important springs in the Naturtejo Geopark recognized for the quality of the mineral waters. One of most important sources is Fadagosa, the “smelly spring” due to the high-content in sulphur in the mineralized contact between tardi-Variscan Nisa granite and Neoproterozoic phyllites and greywackes. Since the 17th century this spring is explored in a nice thermal spa of popular architecture. Now Nisa municipality has an important two-stage project for the development of a complex of spa with modern facilities and a hotel. The first part of the project is opening the doors to old costumers and new visitors looking for moments of pure rest far from urban stress.



7th August – **Geosweet finals in the Pine Forest Fair.** Once again Pine Forest Fair demonstrates to be one of the most important local fairs in the region. More than 30000 people visited the fair between 5th and 9th August. Naturtejo Geopark was well represented with a promotional stand but this time we surpass any expectancy. The Geosweet contest was presented to media in the Oleiros stand for the final evaluation. The Geosweet contest was organized by Oleiros municipality for the last European Geoparks Week and since then many local people and companies found the best recipes to represent the landscapes and heritage of Oleiros with a sweet taste. Carlos Neto de Carvalho was invited to evaluate the sweets and find the three winners. The jury was also composed by Cláudia representing Oleiros municipality and Maria Proença, famous expert in Gastronomical History of Portugal. The jury followed the evaluation check-list and tasted very professionally all the sweets for one and half hours with the enthusiasm of the assistance and the nervous of some of the participants. And the

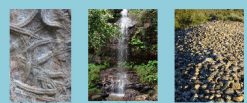
winner was...the Daisies (As Margaridas) developed by the geoteachers of Oleiros Middle School. The cake is not very geological but the geologist was not deciding alone...and the sweet is very good indeed!



8th August – **Among trunks of wood and stone.** Geology in Summer is a highly participated program from the Science and Technology Foundation that every summer raises awareness of thousands of participants about the impact of geosciences in society. The visits are guided by professors, local teachers and students, as well as professional geoscientists, to museums and interpretive centres, thematic parks, universities and labs, as well as to outcrops. For Naturtejo Geopark the participation in Geology in Summer takes part of its duties since before the beginning of the project. It is a very effective way of attract tourists for experiencing field geology with geologists. It is becoming also an effective way to establish stronger cooperation with institutions from the territory. So Naturtejo Geopark started it Geology in Summer activities with the Living Science Centre of Proença-a-Nova, dedicated to the Forest. 19 people were guided by Carlos Neto de Carvalho, Joana Rodrigues and two rangers from the Science Centre through the geological history of the Geopark and the evolutionary history of plants. They walked in the Portas de Almourão geosite and talked about the impact of human needs upon ecosystems that can be very delicate. Then they visited the fossil Annona-trees from House of Artes of Tejo and finished the morning with a nice picnic near the river. In the afternoon they stopped to discuss under a 400 years old olive tree protected as living monument of public interest and placed right in front of the Mother Church of Montes da Senhora. Once protected by religion and now protected by law and treated only by experts. Finally they all got the opportunity for a pleasant visit to the Living Science Centre to learn how forest is treated in the present days...

O Geopark Naturtejo da Montanha Meridional é um território com um Património Geológico de excepção, com relevante valor científico, educativo e estético, conjugado com aspectos ecológicos e histórico-culturais de forma integrada numa estratégia de desenvolvimento local sustentável.

Uma imensidão de tempo revelada no espaço... 600 milhões de anos preservados em rochas e paisagens que se estendem por mais de 4000 km². Lugares fantásticos, onde a natureza avassaladora é celebrada num encontro de culturas perpetuado por milhares de anos. Uma região onde a Mãe Terra foi particularmente generosa.



As Redes Europeia e Global de Geoparks, sob os auspícios da UNESCO, têm como objectivo a troca de experiências e ferramentas para a conservação, valorização e divulgação do Património Geológico, numa perspectiva de desenvolvimento sustentável.

A Rede Europeia de Geoparks conta com 34 geoparks espalhados por 13 países, entre os quais o Geopark Naturtejo da Montanha Meridional, em Portugal.

2009 **geologia no verão**

Dos barrocais ao Inselberg
Granítico de Monsanto

Monitores: Carlos Neto de Carvalho, Joana Rodrigues



9th August – **From granite boulders to the Inselberg of Monsanto – take 1.** During a very hot morning 8 participants of Geology in Summer programme visited with Carlos Neto de Carvalho assisted by Joana Rodrigues the best of the granite from Monsanto and how geology intruded local culture to provide some of the best stories



10-14th August – **More than tourists...friends!** Once you start to detail on the Geopark you find an immensity of places to visit and very genuine and friendly locals. Once you are a recurrent visitor you are treated as friend. This is what happened with Joana and her family. For their third visit we prepared a very special tour, a mix of absolute rest and adrenaline. The first days were spent in João Geraldes' Casa do Forno guest house with a donkey ride in Tejo Internacional Natural Park and the rare opportunity of seeing griffon vultures nesting in the Vultures Trail. During the geodinner they tasted Earth Slices and enjoyed other traditional delicacies. Next day was time to meet another friend, Carlos Neto de Carvalho, this time for exploring Conhal do Arneiro Roman Mine under very hot conditions and to have a refreshing kayak adventure in Portas de Ródão Natural Monument. There was even time for discovering the Fonte das Virtudes sandy island and to take a swim in Tejo waters with an amazing and silent view of the Portas de Ródão. Nuno from Incentivos Outdoor was very friendly providing a nice boat trip for free. Dinner was superbly served in Vale Mourão restaurant and finally Joana's family found a nice bed to rest in the traditional village of Oliveiras. In the last day they explored the botanic treasures of Orvalho Geotrail with Manuela Catana in the fresh valley of Água d'Alta waterfall and visited the Álvaro schist village located in a bend of Zêzere meandering river. Maybe Joana and family come back again? For sure we want to meet them again...maybe Miguel, Catarina or Mariana follow the track and become geoscientist...or find their own ways of doing great things for our Earth!

13th August – **Boat trip and aquatic fossils.** Tiago Oliveira guided a family of 5 people in the boat trip to Portas de Ródão Natural Monument and the Fossils Trail of Penha Garcia Ichnological Park.

14-16th August – **Boat trip and aquatic fossils, again.** Tiago Oliveira guided a family of 4 people in the boat trip to Portas de Ródão Natural Monument and the Fossils Trail of Penha Garcia Ichnological Park. These are the most famous geosites of Naturtejo Geopark.

15th August – **Boat trip and aquatic fossils, again and again.** Pedro Martins guided a couple in the boat trip to Portas de Ródão Natural Monument and the Fossils Trail of Penha Garcia Ichnological Park. These are some of the most important geosites of Naturtejo Geopark and the gates for discovering the true beauty of this territory.



15th August – **Tejo Internacional Natural Park Interpretive Centre fresh and new.** Castelo Branco has the new environmental interpretive centre right in the leisure centre of the city. The major theme is Tejo Internacional Natural Park and is composed by 14 interactive kiosks explaining about geodiversity and biodiversity of the Park, tourism facilities and a virtual trip in the Tejo River; 3 of the kiosks are devoted to geology, hydrology and soils. This interpretive centre was formally opened by the Mayor of Castelo Branco and the Minister of the Environment that defended Castelo Branco as national example for conservation of heritage and investment in interpretation. The building is now also the headquarters for the local services of the Institute for Nature Conservation and the interpretive centre is expected to be an excellent tool for educational programs, namely organized by Naturtejo Geopark.

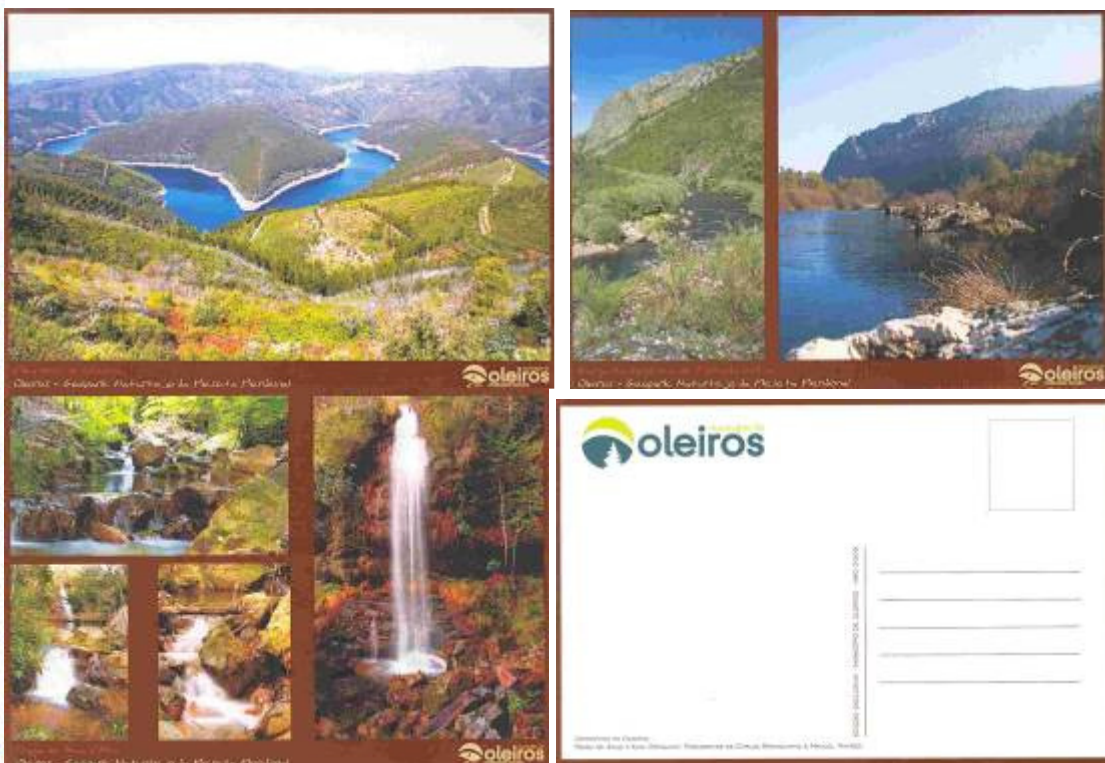


22nd August – **Among river pebbles and pelitic hornfelds.** Another very hot day for Geology in Summer (surely too hot, with temperatures well above 40°C...) with the participants finding concepts and local examples of geodynamics, granite geomorphology, igneous and metamorphic petrography, field geology, mining history, hydrology and local culture guided by Carlos Neto de Carvalho and the local volunteers, the geologist João Geraudes, the one-thousand-job José Joaquim and assisted by Joana Rodrigues. At the end and very surprisingly without anyone hurt all people got the opportunity to test Casa do Forno swimming pool and to taste the delicacies from the geobakery.



23rd August – **From granite boulders to the inselberg of Monsanto- take 2.** The end of the afternoon was perfect to walk till after the sunset on the granite landscapes of Monsanto inselberg to talk about granite and people. Carlos Neto de Carvalho assisted by Joana Rodrigues were the interpreters of a magnificent geological setting.

The best postcards: GEO-collection



“I Live in a Geopark!!!” From the children of Oleiros



2) Geopark's Impact in Media

Newspapers/Magazines

August (Ensino Magazine) - "Fossils Trail"

August (O Reflexo) - "Revealing Earth memory in the Naturtejo Geopark"

August (O Concelho de Vila Velha de Ródão) – "Associação de Estudos do Alto Tejo and Nisa and Vila Velha de Ródão municipalities receive Nacional Award of Environment"

4th August (Povo da Beira's first page) - "Centre Region with 500 million euros for investment in the scope of PROVERE"

4th August (Povo da Beira) – "Environmental Interpretation Centre opened"

4th August (Povo da Beira) – "Quercus identifies new species of dragonflies in Beira Interior"

5th August (Alto Alentejo) - "Fadagosa Thermal Complex – opening party"

5th August (Gazeta do Interior) - "National Award for Environment – Heritage protection distinguished with prize"

5th August (Gazeta do Interior) – "Programs in the region with 500 million euros"

6th August (Reconquista) - "Penha Garcia Templar"

6th August (Reconquista) - "PT Club organizes challenge in Idanha-a-Nova"

6th August (Reconquista) - "Naturtejo already reaches Portalegre"

6th August (Reconquista) - "Portas de Ródão gives award"

13th August (Reconquista's first page) - "Monforte mines waiting for the light of tourism"

13th August (Reconquista) - "Naturtejo wants to promote monument"

13th August (Reconquista) - "Euros by millions for tourism and heritage"

13th August (Reconquista) - "XIV Feira Raiana, European Geoparks Conference and International Film Festival"

25th August (Povo da Beira) - "Nisa and Vila Velha de Ródão receive National Award of Environment"

26th August (Expresso do Pinhal) – "Geosweet contest reveal talents"

27th August (Reconquista) - "Geosweet sweetens Oleiros"

TV

7th August (RTP 1 national television) – Armino Jacinto was interviewed for the show Verão Total about Centro Cultural Raiano, the Geopark's headquarters. The show was all dedicated to Idanha-a-Nova.



8th European Geoparks Conference
Naturtejo Geopark(Portugal)

"New challenges with Geotourism"
Idanha-a-Nova, 14-18th September 2009

Geoparks & Tourism
Geotourism & Local development
Geoparks & Science
Geoconservation best practices & wrong ways
Marketing strategies for a stronger EGN brand
Man & Nature: Cultural landscapes
Strong vs weak points in a Geopark
New geoparks & their intors

Feira Raiana
The 2nd International Geoparks Fair
Cultural nights with local people
inspired in Nature Tourism
Dare to come?

www.geoparknaturtejo.com



XIV FEIRA RAIANA
Desenvolvimento Local e Cooperação Transfronteiriça

"TURISMO DE NATUREZA"
15-20 de Setembro de 2009
IDANHA-A-NOVA

18ª Conferência Europeia de Geoparks
Feira do Geopark
Banco do Turismo
FIP - Feira Film Internet Festival
Plano de Desenvolvimento
Exposição: Tecnologias
Exposição: Museus
Atividade: Música



Idanha Film and Internet Festival 2009