

GGN - Geopark Annual Report 2017

GGN Geopark Annual Report should be two pages

1. GEOPARK IDENTITY

Geopark name, country, regional Network: MAGMA UNESCO Global Geopark, Norway, EGN

Year of inscription / Year of the last revalidation 2010/2014

Representative Photo (from the most important event this year)



2. GEOPARK FIGURES

Number of Geopark staffs: 5 staffs including 1 geologist

Number of Visitors:

120.000 overnight stays in 2017.

Number of Geopark events:

Magma participate to the local event- concert: "the music of the solar system" having the Germany Embassy as guest, Pål Thjømøe introduce the connection with the moon and Magma Geopark geological heritage.

- Participation to the local school open day for profession with more than 50 kids trying the geoVR exhibition.
- Magma Geopark participates to the Business- Students Conference in Stavanger presenting Magma Geopark and geoVR.
- Magma Geopark offer a week internship to a student from the local high school, introducing about Magma Geopark, developing turfhunt in the APP.
- Magma Geopark guide teachers and kids from Iceland exploring Magma Geopark.
- Magma Geopark had guided tour with ENI group.

- Presenting Magma Geopark for a larger group from Conoco Phillips
- Guided tour with kids from Italy, USA discovering Magma Geopark.
- Magma Geopark participates to the Business- Students Conference in Stavanger presenting Magma Geopark and geoVR.

Number school classes realize Geopark educational programmes

6 School classes.

Number of Geopark press release

More than 500 articles about Trollpikken geosite.

3. GEOPARK ACTIVITIES (bulletize)

Major achievements in 2017

Contribution towards GGN - Networking and Participation

- GEOfood criteria for GGN, agreed by EGN and development of the GEOfood web page.
- News for the EGN Newsletter and article for the EGN promotional material.
- Participation in the 7th International Conference in UNESCO Global Geoparks.
- Magma Geopark candidature to host the 8th International Conference in UNESCO Global Geoparks together with Region Stavanger.
- Participation in the European Geoparks Network Coordination Committee meeting in Burren and Cliffs of Moher, Geopark, March 2017.
- Supporting the Saarte Geopark project in Estonia attending EEA Grant Conference and project study visit, October 2016.
- Meeting of the Norwegian Committee for Geoheritage and Geoparks. Pål Thjømøe, Magma Geopark Director, was confirmed Coordinator.
- Drifting Apart EU project, meeting in Scotland.
- ESTEAM project meeting, Erasmus + funded, with Idrija UNESCO Global Geopark and Naturtejo UNESCO Global Geopark Portugal, March 2017.

- COSME H2020. Magma leader of the application involving 6 coastal Geoparks.
- ADMIRA- Creative Europe proposal with Hateg UNESCO Global Geopark.
- H2020 project financed with Magma Geopark as role model for GEOfood development.
- Norwegian Council of Minister application with Saarte Geopark project and KenoZero Russian Natural Park.
- Application to the Norwegian UNESCO Commission for opening the Magma Geopark info centre in October 2017.
- News for the EGN Newsletter and article for the EGN promotional material.
- Participation in the EGN Meeting with 2 delegates – UG Geopark Karavanke 2018.
- Participation to ITB fair- March 2018.
- Hosted the ESTEAM Erasmus + project meeting, October 2017.
- Organization of the Drifting Apart project steering group meeting- November 2017.
- Mentoring aspiring Causeway Coast & Glens Heritage Trust several skype conferences and meeting in Northern Ireland in January.
- Proposal for Creative Europe Fund together with 8 UNESCO Global Geoparks.
- RURITAGE H2020 project proposal approved, with other 5 UNESCO Global Geoparks, project will start in June 2018.
- Magma Geopark is attending the final project Conference in the Icelandic UNESCO Global Geoparks, Feb. 2018
- Magma Geopark is the co-funder and coordinator of the Trollpikken Private company for the valorization of the local geosite together with landowners and local stakeholders.
- Application to Norwegian UNESCO Commission together with GEAnorvegica UGG.

- Participation to the Norwegian National Committee for Geoheritage and Geoparks Meeting, Feb 2018.

Management and Financial status

Geoconservation

- The Trollpikken geosite has been valorized and preserved within the setting up of a new private company focused on the specific geosite, the company is led by Magma Geopark.

Sustainable tourism (Geotourism)

- Launch of the booking system within the web page.
- Development of 20 new MAGMA GEOPARK signboards with new layout including the UNESCO logo. Magma Geopark localities with information and geological description.
- Open of the Magma Geopark information centre and geoVR virtual exhibition.
- Printing of 5 biking routes and leaflets in Norwegian, English versions are ready for printing
- Opening of bike renting service for tourists.

New Education programmes on geoconservation, sustainable development and disaster risk reduction

1. Development of educational materials related with the plates tectonic and Drifting Apart storyline.
2. 36 Hours guide course for 15 official Magma UNESCO Global Geopark guides.
3. Implementation of the educational offer towards the Chinese market focused on sustainable development.

Strategic Partnership

- Magma Geopark is member in the forum for the Region and the destination company that meet every month.
- Visit to the Chinese Land and Resources Ministry for promoting Magma Geopark and the Global Geoparks Network.
- The Egersund tourism information office is closely cooperating with Magma Geopark, sharing the head quarter and the employee.
- Magma Geopark strengthen the cooperation with the Region Stavanger Destination Company, Fjord Norway and Norwegian Centre of Expertise Tourism.
- The five municipalities and two Counties which own Magma Geopark confirmed the support and the partnership for next 4 years.
- Cooperation agreement with the Jøssingfjord Science museum exhibition.
- Local hand wool craft producer is running workshop for tourist in cooperation with Magma Geopark and the products are for sale in the Tourist Information office. The produces have contract with Magma.
- Local honey GEOfood producer is starting to sell honey in the tourist information office.
- Doublethink private Company is the ICT Company for the development of geoVR Content Management System.

Promotional activities

- Development of new promotional materials for Magma Geopark.
- Cooperation with the Regional Tourist office, promotion within the UGGp logo
- Road panels – pointing on the information place with UGGp logo.
- Info panels implemented with UGGp logo on the geosites.
- Region Stavanger and a Chinese consultant supports Magma Geopark in developing tourist offer for the Chinese market for tourist and school classes.
- Promotion of Magma Geopark in local and regional tourist brochure.

- Proposal development for hosting the International Conference on Global Geoparks 2018.

4. Contacts:

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