

# GGN - Geopark Annual Report 2017

## 1. GEOPARK IDENTITY

- Geopark name, country, regional Network: UNESCO Global Geopark Odsherred, Denmark (Europe)

Year of inscription / Year of the last revalidation:

- 2014 / -

Representative photo (from the most important event this year):



The opening of the visitor's field on Lammefjord, exposing the traditions of the agriculture in the area.

## 2. GEOPARK FIGURES

Number of geopark staffs:

- 4 staffs, including 1 geoscientist

Number of visitors:

- Every summer, the area have approx. 100,000 visitors to the area, amongst which the majority in one way or another use the open landscape as a recreational area

Number of geopark events:

- In 2017, Geopark Odsherred held approx. 110 guided events, fairs, educational schemes, mainly carried out by members of the secretariat

Number school classes realize geopark educational programmes:

- ~ 60 classes

Number of geopark press release:

- ~ 25 (most of our marketing come in the shape of newspaper articles and the likes, and these way exceed the specific press releases in numbers)

### 3. GEOPARK ACTIVITIES

Major achievements in 2017:

- Realization of the Geopark Visitor's field and theme trail around the inner part of the Lammefjord area.
- Decision on the final design of the (the future) information points in the geopark, and the provision of finances for the first two of these

Contribution towards GGN - Networking and Participation:

- Contributed to the regional newsletter, spring
- Participated in both CC Meetings and EGN Conference on the Azores

Management and Financial status:

- Employment of new staff; experience designer
- New financial agreement with the municipality for the next four-year period

Geoconservation:

- No specific contributions, due to the fact that it is no issue in the geopark at present

Sustainable tourism (Geotourism):

- New products from our geoguides, approx. 50 guided tours
- Guided theme related tours focusing on the geology of the area
- Developing of new signature products focusing on the correlation between geology and wine

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

- New programme on sustainable use of the natural basis of society (as a new programme in our new education and dissemination department)
- Many new educational programmes, however not directly related to the above mentioned topics

Strategic Partnership:

- Have ventured into approx. 30 partnerships over the last few years, of which three are strategic, amongst other the Dragsholm Castle (Michelin awarded

restaurant and major user of local produce)

Promotional activities:

- Geopark Festival 2017; approx. 100 activities over three days; approx. 13500 participants
- Grand Cru Festival, celebrating harvest and local produce; approx. 2500 participants for ~10 activities

4. CONTACTS:

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