

GGN - Geopark Annual Report 2020

1. GEOPARK IDENTITY

Geopark name, country, regional Network: Villuercas-Ibores-Jara UNESCO Global Geopark, Spain, European Geoparks Network)

Year of inscription / Year of the last revalidation: 2011 / 2019



Opening ceremony of the new road and geological itinerary to La Villuerca (July 2020). President Ms. Charo Cordero In Memoriam.

2. GEOPARK FIGURES

Number of Geopark staffs: 5 staffs including 4 geoscientists and a tourism professional.

Number of visitors: 80,000.

Number of Geopark events: 28 during the EGNWeek. 30 during GEODISEA (3 weeks of promotional activities). 2 Institutional events.

Number of school classes realize Geopark educational programmes: 14

Number of Geopark press release: 20

3. GEOPARK ACTIVITIES

Major achievements in 2020

- New marketing Plan. Many digital events because of the COVID-19 pandemic.

Contribution towards GGN - Networking and participation

- Visit of aspiring geoparks: Campo de Calatrava (Castile La Mancha, Spain), Luarca (Asturias)
- Visit of a representative of the Imbabura Geopark, Ecuador
- Articles in the Magazine of the European Geoparks Network
- Participation in webinars organized by different UGGps and aUGGps: Mixteca Alta, MX; Nevado del Ruiz, CO; Geoparks of Chili.
- 11th European Geoparks Week
- Meeting of the European Network of Geoparks..
- 1st Digital Course of the Global Geoparks Network.
- 1st Digital Forum of the European Geoparks Network
- Spanish Geoparks Forum. Villuercas director elected as new coordinator.

- Digital Forum of the Global Geoparks Network.
- Online meeting of the GEOFOOD project
- Oficial Visit from Molina – Alto Tajo UGGp
- LEADER Cooperation Project with Spanish LAGs and Geoparks

Management and Financial Status

- Meeting of the Geopark Council on February. Adoption of the annual Plan and budget.
- Four meetings of the Territorial Commission (Geopark Steering board) during the year.

Geoconservation

- Fieldwork and digital meeting of the Scientific Committee. Working on the proposal of new geosites in Campillo de Deleitosa.

Sustainable tourism (Geotourism)

- Inauguration of the Geological itinerary to La Villuerca.
- Opening of Calls for LEADER Grants
- Drafting of the musealization project of the Sos Baynat Geominer Museum
- Installation of new interpretive panels for the geopark network of trails.
- Geodyssey geotourism events.
- New Information and Interpretation Center “Flora y Fauna” in Alía

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

- Celebration of the Geolimpiada in Guadalupe.
- #AprendeConGeopaca (#LearningWithGeopaca) Digital activity.
- Guide Course in Geoparks
- European project ENGIE. Equal opportunities; European project PANGEA master.
- Celebration of international days: Museum, Earth, Mountains,...

Strategic partnership

- Active Employment Policies meeting with the Employment General Director of the Autonomous Community of Extremadura, Geopark staff, and local stakeholders.

Promotional activities

- FITUR: GGN Stand. 2020-21 Presentation of the Catalog of Tourist Services, of the magazine “Discover the Spanish Geoparks”.
- New Villuercas-Ibores-Jara UGGp Guide: Easy-to-read edition.
- International Ornithology Fair in Monfragüe: Natural sites and Cultural sites guides
- Social Media Campaigns: # GeositeOfTheDay and #RespiraGeoarques.
- Presentation of the Marketing Plan.
- 8000 facebook followers. 6800 twitter followers. 2600 followers on Instagram

4. CONTACTS

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