

1. GEOPARK IDENTITY

Cliffs of Fundy UNESCO Global Geopark

Nova Scotia, Canada

- A member of the Canadian Geoparks Network
- Received our UNESCO designation on July 10, 2020.
- We have attached two photos from our Celebration Event for the Designation
 - Ribbon cutting with our partners
 - Indigenous drummers

2. GEOPARK FIGURES

Number of Geopark staffs: We have 3 staff members including 1 Geoscientist.

Number of visitors: The total number of visitors to our Geopark is difficult to estimate, especially during this past year of the COVID pandemic, however, a very active media campaign brought great attention to our Geopark locally in the Province of Nova Scotia. Our Welcome Centre at Economy reported 20% increase in local travellers this past summer. Both Provincial Parks located within the Geopark reported record numbers of visitors and campers in the summer of 2020. In addition, the Provincial Park at Cape Chignecto reported 650 trail users on one of their trail systems this year. Bed and breakfast accommodation providers reported more visitors in the fall season than they have had before. We are working to establish a method to collect visitor number information in a more efficient manner.

Number of Geopark events:

- Celebration for our Designation was held with 150 people attending in August 2020, featuring the participation of the indigenous Mi'kmaw community.
- Our first Annual General Meeting was held with 40 people attending in October 2020.
- We held numerous virtual Zoom meetings with partners for the purposes of planning and governance development.
- Other in-person events were cancelled because of COVID.
- Social Media Virtual Celebrations included the following:

- Global Climate Action Day
- Family Literacy Day
- Mi'kmaw History Month
- Carleton University GeoHeritage Day

Number of school classes realize Geopark educational programmes:

None this year due to COVID restrictions.

Number of Geopark press release:

We circulated 9 press releases between June of 2020 and February of 2021. These press releases went to newspapers and radio stations as well as Chambers of Commerce and our municipalities (a total of 28 outlets) and generated much interest in Global Geoparks and the newly designated Cliffs of Fundy. Topics of the press releases included:

- Announcement of our UNESCO Global Designation
- Celebration Event for our Designation
- Opening of our Office
- Hiring of Staff
- Updates on our Board Membership and Governance
- Recruiting for Committee Members
- Employment Search for a Geoscientist
- Employment Search for an Administrative Assistant
- Announcement of the Development of our GEOfood Program

3. GEOPARK ACTIVITIES

Major achievements in 2020

- Designation as a UNESCO Global Geopark.
- Hiring an Executive Director.
- Hiring process for Geoscientist undertaken.
- Opening our official office space.
- Completing a Governance Review.
- Commissioning a consultant to develop our Interpretive Strategy.
- Began work on a Marketing and Branding Strategy.
- Developing new partnerships (some virtually for now).
- Active participation in the Canadian Geoparks Network (our Executive Director is the Secretary for the CGN).

- Holding our first Annual General Meeting.
- Site Assessments completed of our geosites.
- International Media interviews by Conde Nast Traveller (Top 21 Places to Visit in 2021) and the National Geographic Traveler from the U.K.

Contribution towards GGN - Networking and participation

- Participation in Digital Forums
- Engagement with MAGMA Geopark, Norway exploring the potential of a joint art project.
- Exploration of participation in the GEOfood program.
- Raising awareness locally of Global Geoparks and UNESCO.
- Creating awareness of GGN “Days” through social media:
 - International Day of the World’s Indigenous Peoples
 - International Mountain Day
 - 5th Session of the UNESCO Geoparks Council

Management and Financial Status

- We have a Board of Directors of 14 people and a robust committee structure.
- We received financial support from 2 municipalities, as well as the provincial and federal governments.

Geoconservation

- Terms of Reference was established for our Geoconservation Committee, which will involve all key members of parties responsible for conservation within the Geopark.
- Board Member was appointed to this committee.
- The committee is working on the development of a Geoconservation Statement that we can incorporate on our website and other messaging.

Sustainable tourism (Geotourism)

- In spite of the global pandemic, the new designation as a UNESCO Global Geopark brought much attention to the area within the Province. Tourism NS featured the Geopark in targeted advertising arising from the pandemic.
- We promote sustainable tourism practices such as Leave No Trace, respecting private property, respecting the land, and buying local.

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

- We have been collaborating with the local school system, various universities, the municipalities, and our outside stakeholders to develop messaging and establishing best practices.

Strategic partnership

Our primary strategic partnerships are the following:

- Confederacy of Mainland Mi'kmaq
- Fundy Ocean Research Centre for Energy
- Cape Chignecto Provincial Park
- Five Islands Provincial Park
- Fundy Discovery Site
- Welcome Centre in Economy
- Fundy Geological Museum
- The Art Lab
- Municipality of the County of Colchester
- Municipality of the County of Cumberland
- N.S. Communities, Culture and Heritage
- Atlantic Canada Opportunities Agency
- Dalhousie University
- Bay of Fundy Ecosystem Partnership
- Canadian Wildlife Service
- Multiple small communities located along our Fundy shore

Promotional activities

- Social Media: very active presence on FaceBook and Instagram, successfully engaging the local community.
- Tourism NS RADIATE campaign brought 2 sets of influence travellers to the Geopark to promote us a destination. Tourism NS also helped us to develop a wide variety of tourism packages and itineraries which they co-promote on their website.
- Press Releases as listed above.

4. CONTACTS

Manager: Beth Peterkin (Executive Director)
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Geoscientist: Caleb Grant (staff)
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Geologist: John Calder (Board Member)
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6FT
APART



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ASPIRING
Geopark

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the adventure.

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The banner features a collage of images: a rugged cliff face, a boat on the water, and a map of the Fundy region. A white plastic chair is positioned in front of the banner, with a pink ribbon tied to its leg.

