

GGN - Geopark Annual Report 2021

1. GEOPARK IDENTITY

Geopark name, country, regional Network: Lauhanvuori - Hämeenkangas UNESCO Global Geopark, FINLAND, European Geoparks Network

Year of inscription / Year of the last revalidation: 2020

Representative photo with caption (from the most important event this year)



Celebrating the UNESCO Global Geopark designation in 26th of August 2021. Designation was given in July 2020, but the celebrations took place a year after. More than 90 persons involved in the development of our Geopark celebrated with us despite the covid-19. A special film about the birth and history of the Geopark was created for the event. Photo: Niina Rautiainen / NR Visuals

2. GEOPARK FIGURES

Number of Geopark staffs:

3 staffs including 2 geoscientists

Number of visitors: If total number of the visitors to the geopark is difficult to estimate, show the number of the visitors to the major geosite(s), museum or visitor center.

Number of visitors in the major geosite areas (2 National Parks and 1 hiking/multi use area): 119 500 visits in 2021 (34 % increase in two years, 67 % increase in five years)

Table 1. Development of the number of visitors in the Lauhanvuori - Hämeen kangas Geopark area 2016 - 2021.

Lauhanvuori - Hämeen kangas UNESCO Global Geopark	2016	2017	2018	2019	2020	2021	Increase 2019 - 2021 %	Increase 2016 - 2021 %
Kauhaneva - Pohjankangas National Park	7941	10995	11454	14240	29166	29698	109	274
Lauhanvuori National Park	11901	13767	14336	14502	22680	20510	41	72
Hämeen kangas multi use area	51927	44361	47803	60163	62669	69323	15	34
Total	71769	69123	73593	88905	114515	119531	34	67

Number of Geopark events:

Table 2. Geopark events (celebrations, opening ceremonies of trails, excursions, webinars, workshops for different target groups).

Organizer	Number of events
Lauhanvuori - Hämeen kangas UGG	24
Member municipalities of the UGG (Geopark is participating)	6
LH UGG together with other partners (e.g., Universities of applied sciences, EU projects)	8
Total	38

Number of school classes realize Geopark educational programmes:

12 school classes have participated in the educational activities organized by the Geopark. Due to the covid-19 pandemic the number of activities for the schools has been relatively low. In addition, numerous school classes have participated in the activities of the educational Geopark project run by the schools of the area.

Number of Geopark press release:

5 press releases about Geopark's and Geopark area's development and activities during 2021.

3. GEOPARK ACTIVITIES

Major achievements in 2021

- Our Sustainable development in Geopark project achieved top 5 position in its category in Rural Inspiration Award 2021 competition.
- The promotional film of our Geopark won the third price in the first GGN Film festival in Jeju
- The promotional film of our Geopark reached 10,000 viewers
- We started Geopark Ranger education in September with 19 participants (September 2021 - May 2022, 1-2 session/month)
- A beautiful film about the birth and history of our Geopark was created (duration 1 h 10 min)

Contribution towards GGN - Networking and participation

- 8 persons participated in the 9th International Conference on UNESCO Global Geoparks Jeju Island
- Two presentations from our Geopark in the Jeju conference
- Participation in GGN General Assembly during Jeju conference
- Participation in the IGCP project GEOfood as a key to increase the awareness about geoheritage for sustainable development within Geopark's local community: webinars, meetings, tasks
- Participation in GGN digital meetings (Welcoming new Geoparks,
- Participation in EGN Digital meetings (February, CC meeting in September
- Co-operation with Gea Norwegica UGGP in building an interactive stone cabinet based on their concept.
- Co-operation with Finnish Geoparks and Metsähallitus Parks & Wildlife Finland in planning communication activities, for instance Geodiversity Day
- Participating in Annual Meeting of Finnish Geographers Geodiversity Day session in co-operation with Rokua UGGP
- Participation in monthly meetings of the Geological Society of Finland

Management and Financial Status

- There has been a municipal merger in our Geopark. Instead of 10 original municipality members, there are 9 of them. There are no financial or other consequences due to the merger.
- 4 development projects (EU funded) going on managed by the Geopark (turnover about 200 000 €)
- LH UGG had 18 new business and association members (total 77)
- Geopark became member of 4 provincial Visit organizations (visibility, marketing)
- Several development cases together with universities
- Geopark had extra financing from a local foundation and from a local bank for special projects (10 000 €)

Geoconservation

- Participating in building a LAC (limits of acceptable change) management process in the Geopark area in co-operation with Metsähallitus, Parks and Wildlife Finland.

Sustainable tourism (Geotourism)

- Participation in the Sustainable Travel Finland program
- 5 Geopark member firms signed in the Sustainable Travel Finland program (Valkoinen Puu which has a certificate already, Korsuretket, SyVilla, Taikapolku and Kirkkokadun Hyvän Olon Keskus)
- Managing a cycling tourism project
- Participating in regional sustainable tourism development projects, especially cycle tourism development projects
- Co-operation with Finnish Center for Cycling Tourism in promoting cycling friendly services, for example helping companies to get the Welcome Cyclist -certificate
- Helping companies to build and develop their web shops by arranging workshops
- Developing new sustainable cycling tourism routes in the Geopark

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

- Geopark ranger education started in September
- New educational materials for secondary schools and upper secondary schools have been published

Strategic partnership

- Close regional management and development cooperation with Metsähallitus Parks & Wildlife Finland
- Research cooperation with Geological Survey of Finland and Natural Resources Institute

Finland

- Development cooperation with universities of Turku and Tampere, Universities of applied sciences of Satakunta and Seinäjoki and research institutes
- Participation in our main financiers' strategy work: Leader regions of North Satakunta and Suupohja, The Centres for Economic Development, Transport and the Environment of Satakunta and Southern Ostrobothnia
- Membership in three provincial Visit organizations

Promotional activities

- Several social media campaigns
- Maptionnaire-campaigns to help developing cycle tourism
- Travel fair campaigns
- Creating video content to Youtube
- Creating seasonal content for regional Visit organizations

4. CONTACTS

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