

GGN - Geopark Annual Report 2022

1. GEOPARK IDENTITY

Geopark name, country, regional Network: Platåbergens UNESCO Global Geopark, Sweden, European Geoparks Network

Year of inscription / Year of the last revalidation: 2022



2. GEOPARK FIGURES

Number of Geopark staffs: 3 staffs including 1 geoscientist

Number of visitors:

Ekehagens forntidsby: 22 600

Falbygdens museum: 10 000

Varnhem: 100 000

Naturum Hornborgasjön: 45 300

Vänermuseet: 21 700

Kungajaktsmuseet Älgens berg; 25 000

Lugnås Qvarnstensgruva: 4 000

Naturum Vänerskärgården: 60 000

Number of Geopark events:

We have had 37 geopark events help directly by the geopark or by a partner organization.

| When | What | Organised by geopark or by partner organisation |
|---------|--|---|
| 26/2 | Guided tour – Kungslena, Varvsberget | Partner organisation |
| 3/3 | Lecture – private, Vänersborg | Partner organisation |
| 17/3 | Digital training course | Geopark |
| 19/3 | Larger event - public pening of geopark exhibition, Karlsfors, Billingen | Geopark |
| 8/4 | Guided tour - private, Ålleberg | Partner organisation |
| 24/4 | Lecture – public, Falköping | Partner organisation |
| 28/4 | Guided tour – private, Lidköping municipality | Geopark |
| 1/5 | Guided tour - public, Vråhålan, Mösseberg | Partner organisation |
| 2/5 | Geopark exhibition, Naturum Hornborgasjön | Geopark and partner organisation |
| 2/5 | Lecture – private, Axvall | Geopark |
| 6/5 | Guided tour - public, Peneplanet, Halleberg | Partner organisation |
| 7-8/5 | Larger event - public, Vårundan, Kinnekulle | Partner organisation |
| 21-22/5 | Larger event - public, Outdoor festival, Billingen | Partner organisation |
| 28/5 | Larger event - public, music festival, Hunneberg | Geopark |
| 29/5 | Guided tour - public, Ruskella källa, Brunnhemsberget | Partner organisation |
| 1/6 | Larger event – public, Quiz walk, Ålleberg | Partner organisation |
| 9/6 | Lecture – private, Naturum Vänerskärgården | Geopark and partner organisation |
| 15/6 | Guided tour – private, Kinnekulle | Geopark |

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| 17/6 | Larger event – public, Opening of new trails, Hunneberg | Partner organisation |
| 21/6 | Guided tour – private, Silverfallet Billingen | Geopark |
| 6/8 | Larger event – public, Music concert Falköping | Partner organisation |
| 8-10/8 | Kids activity – public, GeoKids, Ekehagen | Geopark |
| 12/8 | Guided tour – private, Kinnekulle | Geopark and partner organisation |
| 18/8 | Larger event – private, celebration of the UNESCO approval | Geopark |
| 19/8 | Larger event – public, festival at Älleberg | Geopark |
| 24/8 | Lecture – private, Skövde | Partner organisation |
| 27/8 | Larger event - public, Grästorpskalaset | Partner organisation |
| 4/9 | Guided tour - public, Åsle tå | Partner organisation |
| 6/9 | Lecture – public, Hunneberg | Geopark |
| 18/9 | Guided tour - public, Hunneberg | Partner organisation |
| 25/9 | Guided tour - public, Älleberg | Partner organisation |
| 2/10 | Guided tour - public, Stolan, Billingen | Partner organisation |
| 4/10 | Guided tour – private, Kinnekulle | Geopark |
| 5/10 | Lecture – public, Skara | Geopark |
| 6/10 | Live event, Geodiversity Day | Geopark |
| 17/11 | Lecture – public, Ekehagen | Geopark |
| 29/11 | Lecture – private, Lidköping | Geopark |

Number of school classes realize Geopark educational programmes:

Through our partner organization Vänermuseet 1400 students has participated in the programme 2-5-8 for sustainable development. We have arranged one GeoKids summer camp with 20 participants.

Number of Geopark press release: 2, one for the UNESCO status in April and one for our celebration in august.

3. GEOPARK ACTIVITIES

Major achievements in 2022

2022 was largely defined by the fact that in April we finally received the official announcement from Unesco: we were approved as Sweden's first Unesco global geopark! This was recognised in various ways during the year, mainly with a celebration at Karlsfors gård in August.

During the year, the geopark had three employees, Anna on part-time (parental leave) until June, and Sofia and Henrik part-time. In addition, we have brought in consulting help on occasional occasions.

We have had two major EU projects underway, one ongoing since 2020 funded by the Swedish Agency for Growth and a new one for 2022 financed by two Leader areas. We sent in an application for two new EU projects, one financed by the Swedish Agency for Agriculture and one within Erasmus.

The application from the Swedish Agricultural Agency was approved and will be starting 1/1 2023. The Erasmus application reached a reserve spot but will be resubmitted in 2023.

In September we finally attended a European geopark conference in Italy. We travelled by train both ways as part of our attempt to reduce climate impact.

Together with our guides, we have organised several plateau mountain hikes. We have had a very successful Geo-kids camp together with the Ekehagen ancient history village. We have also, in collaboration with Visit Skaraborg begun work on so called "plateau mountain tours", where we will be offering destinations and experiences in the geopark as part of various travel packages. In November, we were happy to receive the award "Sustainability Stride of the Year" awarded by the West Sweden Tourist Board.

Contribution towards GGN - Networking and participation

In August we participated in the European Geopark Conference in Italy. We took the train both there and home.

Sofia participated in a 10-day intensive digital course with the theme "UNESCO Global Geoparks and Geotourism" organised by UNESCO and the Global Geoparks Network.

Since the approval, Anna is a member of the GGN Advisory Committee and has participated in several digital meetings. We have also had digital meetings with the other Nordic geoparks.

In the autumn, we sent in a joint application for Erasmus funds together with a geopark in Austria. The application reached a reserve spot but will be resubmitted in 2023.

Management and Financial Status

During the year, we have not made any changes in terms of personnel or organisational structure. Anna has been on parental leave part-time until June and then started working full time. Henrik has worked 80%. Sofia temporarily went down from 75% to 60% during the

autumn.

During the year, we had a digital meeting with the stakeholder council, 4/3. We have had three meetings with the steering group (they have also participated in the stakeholder council), digitally 1/3, in-person 7/6 as well as in-person 25/10. We had a digital meeting with the geology reference group 24/4. We had an in-person meeting with the reference group for local development 26/10.

During the year, the Geopark's finances have been divided into different accounts: one for core operations, an EU-funded project from the Agency for Growth, and one for the EU-funded project from Leader. The basic operations have had a total funding of 1.6 million SEK, but this too is largely project funding from various sources. In the long run funding for basic operations needs to increase to around 2.5 million SEK to give us operational peace of mind.

Sustainable tourism (Geotourism)

During 2022, the work in this project has continued to support hospitality companies and nature tourism companies. Meetings with the guide network have continued as well as the provision of support related to hikes and by being available for answering questions etc. We have also developed "geopark tours" where visitors can experience the plateau mountain landscape and the geopark in line with different themes.

In collaboration with the organisation Visit Skaraborg, the tours were posted on the website Västsverige.com and places where visitors can eat and stay were added. In August, it became clear that the Platåbergen Geopark was Skaraborg's nominee for the Sustainability Stride of the Year. In November, the finals took place - and we won! The annual Sustainability Stride award (a municipal initiative) is awarded within the hospitality industry in West Sweden. The award is given by the West Sweden Tourist Board as part of The Sustainability Stride – an initiative for a sustainable hospitality industry.

Promotional activities

We have participated in several events throughout the year. One was the spring run at Kinnekulle, where we participated with an information tent. We also participated in the Outdoor Fair in Billingen. In May we also participated in a music festival in Hunneberg. In August we participated in Grästorpskalaset. We also had the opportunity to build an exhibition about the geopark, the geology and industrial history at Karlsfors gård, which is open to the public Thursday-Sunday.

A mini-exhibition was made for Naturum Hornborgasjön. A traveling exhibition

was also created and has been on display at the town hall in Lidköping as well as at Lidköping's library, and has now moved to Centrumhuset in Götene.

In connection with being designated Sweden's first Unesco global geopark, we participated in a digital celebration organised by Unesco and the global geoparks network, GGN. Just like all new geoparks – we had an item on the agenda where we had the opportunity to present our geopark. We held a speech, showed a slide show, and had live music by the artist Gaeya. In April, we also had a live broadcast together with Grästorp's municipal commissioner, atFloutsikten, Hunneberg, to draw attention to the award.

In August, we celebrated the Unesco designation at Karlsfors gård. Speeches were held by the Chair of the UNESCO Council Lena Sommestad, Acting County Governor Lisbeth Schultze, the CEO of the Tourism Board, politicians etc. Here too we had live music by the artist Gaeya. A total of approx. 120 guests attended the celebration.

At Alleberg we celebrated the next day in a joint event with Falköping municipality.

It was a joint celebration of the annual Glider Aircraft Day, and the opening of new hiking trails on the mountain.

4. CONTACTS

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