

GGN - Geopark Annual Report 2021

1. GEOPARK IDENTITY

Geopark name, country, regional Network:

Saimaa UNESCO Global Geopark, Finland, European Geoparks Network

Year of inscription / Year of the last revalidation: 2021 / YYYY

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

2. GEOPARK FIGURES

Number of Geopark staffs: 3 staff members including geoscientist

Number of visitors: Number of visitors in main visitor centers and main info points: 148 139.

Number of visitors in gas station in member municipality Juva where is Saimaa Unesco Global Geopark`s info point: 2,100000 visitors.

Number of visitors in geosite the Saimaa Sea Trail through esker terrain which has a calculator: 12 316.

Number of Geopark events: 15 events held by management body. 6 held by supported organizations. And in tens and tens events where manager was taken part as a speaker or was doing cooperation.

Number of school classes realize Geopark educational programmes: 7 school educational events and five of them were taken place in EGN week.

Number of Geopark press release: Press releases was written only 3 but number of journals where Saimaa Geopark`s name was announced was 149 and from those in international media six times. In 2020 number of journals where Saimaa Geopark`s name was announced was 75.

3. GEOPARK ACTIVITIES

Major achievements in 2021

- To get UNESCO Global Geopark status
- To have 97 local business partners
- To launch augmented reality tour which gives information about geology in 3D, what is Geopark, What is UNESCO Global Geopark, What is Saimaa UNESCO Global Geopark. Where first inhabitant`s game. What happened in 1700 when Swedish king and Russians Queen battled in Saimaa Geopark`s area. Where was done the biggest air battle between Finland and Russian in 1939? (In Ruokolahti in major fault zone) and how Lake Saimaa has affected to industrialism in area and in Finland.
- To build up a Georangers education

Contribution towards GGN - Networking and participation

- Taken part in digital conferences in February and in January

Management and Financial Status

- Annual membership fee is 150 000 euros, project fees 122 000 euros. Surplus for the financial year was 8176 euros.

Geoconservation

- Establishing a board to recreational areas on November 2021. Boards idea is to do cooperation with recreational areas stakeholders and maintenance in communications, to get project money to maintain areas and to protect areas.

Sustainable tourism (Geotourism)

- Saimaa Geopark has now 97 Saimaa Geopark Partners – local business partners. Every month we have a workshop from different aims to our partners.

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

- We don't have any NEW things because we have a lot of everything allready

Strategic partnership

- Everything what we do is based on strategic partnership. Every move manager makes its about strategy. Sometimes strategy does not full fill but mostly. In year 2021 we were consentrating to our local businesses and as you see, it was worth it. 97 business partners is quite a huge number. And we are continuing that work because that is the reason Saimaa Geopark exist: to give vitality to rural areas.

Promotional activities

- We had several promotional activities: In Finland biggest newspaper, was taken part to commercial campaign in social media. But the best results we got from Outdoor Active-nature tourism portal. All Saimaa Geopark`s content was risen up 5,2 million times in internet sites (number does not contain Google search). And our local business partner`s products rise over million times in internet sites. She paid to us 100 euros for using our license. And Saimaa Geopark paid 2000 euros for using this license. Quite a good effort.

4. CONTACTS

Manager: Heli Rautanen heli.rautanen@saimaageopark.fi

Geologist: Kaisa-Maria Remes till 13.12.2021