

# GGN - Geopark Annual Report 2022

## 1. GEOPARK IDENTITY

**Geopark name, country, regional Network:** Swabian Alb UNESCO Global Geopark, Germany, European Geoparks Network

**Year of inscription / Year of the last revalidation:** 2015 / 2021



Inauguration of the Park School Essingen as a Geopark school

## 2. GEOPARK FIGURES

**Number of Geopark staffs:** 4 staff including 2 geoscientists

**Number of visitors:** The total number of visitors is difficult to determine, because visitors who use the self-guided tour " Journey through Earth's history " cannot be recorded. The spa " Panorana Therme Beuren" a Geopark info center on the subject of thermal waters and regional geology, counted over 500 000 visitors. Most of the 27 infocenters had between 1000 and 70.000 visitors each. In total, more than 1 million people visited the Geopark info centres.

The 12 show caves and the visitor mine together counted about 140,000 visitors. Most of them report that they are almost back to pre-pandemic levels. The SAT (Swabian Alb Tourism association) states that between January and October 2022 approximately 4.5 million overnight stays were recorded in the area of the Swabian Alb.

**Number of Geopark events:** 34 (management body) and 463 (cooperative organization)

**Number of school classes realize Geopark educational programmes:** Currently 9 Geopark-schools work with the management body of the UNESCO Global Geopark.

**Number of Geopark press release:** 25

### 3. GEOPARK ACTIVITIES

#### Major achievements in 2022

- Development of Masterplan 2022-2026 UNESCO Global Geoparks Schwäbische Alb
- Relaunch and going live of the new Geopark Website
- Inauguration of two new info centres
- Inauguration of two new geopoints (Journey through Earth's history)
- Inauguration of two new Geopark Schools

#### Contribution towards GGN - Networking and participation

- Participation on the 45th EGN Meeting, Hondsrug UNESCO Global Geopark
- Participation on the 46th EGN Meeting, Seisa Val Grande UNESCO Global Geopark
- Contribution to GGN publication "Geodiversity in UNESCO Global Geoparks"
- Contribution to GGN publication "Geoparks and oceans"
- Participation on GGN workshop "water management"
- Contribution to EGN magazine Nr. 19 Theme: "Progress in a time of crisis"
- Contribution to EGN magazine Nr. 20; Theme: "Adapting to the "new normal"
- Facilitator of EGN World soil day 2022

#### Management and Financial Status

- Dr Sandra Teuber is manager of the Swabian Alb UGGp.
- Geopark is mainly financed by the members of the association, which are 10 counties, 3 communities and 3 associations. Additional funding was secured for 2022 and 2023/24 via third-party funding provided by the Ministry of Food, Rural Areas and Consumer Protection Baden Württemberg (Ministerium für Ernährung, ländlicher Raum und Verbraucherschutz Baden Württemberg).

#### Geoconservation

- Continuation and completion of collaboration project with community of Urach, scientists of different universities and members of other associations to develop a holistic visitor guidance

concept for the Urach waterfall and its protected lime tufa, which had to cope with overtourism during the pandemic years.

### **Sustainable tourism (Geotourism)**

- Updated reprint (new UNESCO logo) of the two print products launched in 2021 – the “Cave Explorer Map” for children and the "Geopark Explorer Map". Both brochures were already out of print by mid-2022.
- Continued cooperation with the SAT (Swabian Alb Tourism association) to develop the region holistically and create a sustainable visitor guidance concept.
- Participation in the online conference on sustainable mass tourism "Digitally supported visitor guidance strategies in busy destinations"

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

- A workshop for nature and landscape guides on the topic of regional building blocks in historic buildings and how they reflect regional geology. The use of historic and modern building materials and the topic of sustainable cities and communities (SDG 11) were addressed and discussed.
- Workshop for the teachers of the Geopark schools on the topic of geodiversity. Sediments from the Swabian Alb were examined and determined using practical methods. As important multipliers, the teachers were sensitized to the topic of geotope protection and the careful handling of fossils.
- Continuation of the joint ESD project with the other German UGGPs, which deals with sustainability dilemmas and concrete offers to communicate them.

### **Strategic partnership**

- Continuation of the round table established in 2021 with the other UNESCO stakeholders within the Geopark : Biosphere reserve Schwäbische Alb and the three Cultural Heritage sites.
- Continued cooperation with the SAT (Swabian Alb Tourism association) to develop the region holistically and create a sustainable visitor guidance concept.
- Participation in the working group "ESD pilot community Alb Donau Kreis" (one of the ten counties of the Geopark)

## Promotional activities

- Participation in the CMT, one of the biggest international tourism fairs, could unfortunately not take place, as the fair was cancelled due to Covid-19 pandemic.
- Relaunch and going live of the Geopark Website [www.geopark-alb.de](http://www.geopark-alb.de) (now fully responsive, according to new Geopark CI, new approach integrating sustainability as pillar of the geopark).
- Steady newsfeed on Geopark website (24 News per year)
- Big Geopark festival of all info centers and further partners at the info centre ALBGOLD nature garden (Trochtelfingen). It took place in parallel with the Biodiversity Day which was organized by ALBGOLD.
- The press work of the Geopark office was reorganized and shifted to the network partners. Press releases are now only issued by the Geopark office on Geopark-wide topics such as evaluation or the Geopark festival. The local network partners (counties, municipalities) inform local press and media, for example on the inauguration of Geopoints, info centres or Geopark schools. This resulted in about sixty press clippings.  
One big feature on “Ways of water” in the Tourism Magazine of Baden-Wuerttemberg including feature videos.
- Expansion of communication via social media (facebook and Instagram) and setting of Geopark relevant agendas: continuation of the Social Media Campaign “Ways of Water, continuation of the Social Media Campaign “Puzzles of Nature”, Social Media Campaign during the EGN-weeks on the topic “The Swabian Alb through the ages” (110 posts altogether).
- Equipment of info centres with additional five booklets completing the information boards, about the topics “A journey through earth’s history”, “Geoparks worldwide – in best company”, “Geoparks info centres – the network” and “Living Landscapes”.
- Equipment of two info centres with five additional information boards on special topics. (Thermal water, geothermal anomaly of the Swabian Jura, silicified corals, the origin of limestone, local geological phenomena)
- Design and creation of Annual Report 2022 highlighting major activities and distribution to the Geopark-wide multiplier network (important internal communication tool).

## 4. CONTACTS

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