

GGN - Geopark Annual Report 2023

1. GEOPARK IDENTITY

Geopark name, country, regional Network:

Seridó UNESCO Global Geopark, Brazil, Latin America and Caribbean Geoparks Network

Year of inscription / Year of the last revalidation:

2022



Participation of the Seridó UNESCO Global Geopark delegation, formed by Executive Director Janaina Medeiros, Scientific Coordinator Marcos Nascimento, Adjunct Scientific Coordinator Matheus Silva and Geoscientist Silas Costa, in the 10th International Conference of UNESCO Global Geoparks, in Marrakech, Morocco.

2. GEOPARK FIGURES

Number of Geopark staffs:

5 staffs including 1 geoscientist directly hired by the territory management consortium.

In addition to these, the team is complemented by a technical committee composed by six representatives from the municipalities, a communication coordinator and a scientific committee with 22 members.

Number of visitors:

Based on the visitors' formular register (https://geoparqueserido.com.br/?page_id=9675), filled through tourism and local guides, the territory was visited approximatively by 7.000 visitors in 2023. This number just represent the quantity of visitants exclusively regarding the geopark territory visitation and their different natural and cultural attractions. Summed to this quantity is also present the visitants that weren't guided by theses tourism professionals and visited by themselves the Seridó UGGp.

Number of Geopark events:

The Seridó UGGp staff was participated on the 59 events in 2023, being 6 promoted at the territory and planned by the geopark's management staff, and other 53 realized externally or internally with different partners.

Number of school classes realize Geopark educational programmes:

Totally were 20 scholar groups involved with the educational programmes, highlighting the following institutions:

Municipal School Ausônio Araújo = 2 groups (4th and 5th levels)

Municipal School Justino Dantas = 3 groups (5th to 7th level)

State School Manoel Salustino = 1 group (10th level)

State School Captain Mor Galvão = 3 groups (9th to 10th level)

State School Ester Galvão = 6 groups (2th to 5th level)

Municipal Scholl Salustiano Medeiros = 4 groups (9th to 10th level)

Number of Geopark press release: (JANAÍNA)ok

Throughout 2023 several communication companies began to publish news and communications about the geopark, out of a total of 69, namely:

Print Midia and Internet

AGECOM/UFRN = 14

Agora RN = 5

G1 = 3

Saiba Mais = 4

Tribuna do Norte = 1
Turismo em Foco = 1
UOL = 5

TV Program

Jornal Nacional (TV Globo) = 1
Jornal Globonews (Globonews) = 1
Balanço Geral (TV Tropical) = 1
TV Ponta Negra = 1
Inter TV Cabugi = 3
Sidys TV = 6
Our Podcast with councilor Iranilson Medeiros, TV Câmera – 1
Good morning RN, from INTER TV - Globo Affiliate – 1
Interbio program – 3
Start News Program – 1

Radio Program

Radio Currais Novos – 6
Radio Ouro Branco – 5
Radio 95 FM – 6

3. GEOPARK ACTIVITIES (CADA UM PREENCHA O QUE LEMBRA)

Major achievements in 2023

- Participation, for the first time, in the International Conference on UNESCO Global Geoparks, Marrakech, Morocco;
- Agreement to strengthen tourism promotion with EMPROTUR;
- Publication of state law No. 11,384/2023, which establishes, in the official events calendar of the Rio Grande do Norte state, the “Seridó Geopark State Day”, to be celebrated every April 13th;
- Screening of the Periscópio program with a documentary about the Seridó Geopark on a national broadcaster, TV Cultura;
- Surveys on the geodiversity of the geopark by the Geological Survey of Brazil (SGB/CPRM);
- Multiple founding of SEBRAE and FAPERN for training, geotourism, handicraft, textile, and educational projects;
- International technical visitations in UNESCO Global Geoparks by the scientific and technical

committee members;

- 2023's MTur Best Academic of Tourism Award for our Scientific Coordinator Marcos Nascimento.

Contribution towards GGN - Networking and participation

- Participation in the International Conference on UNESCO Global Geoparks (Marrakech, Morocco);
- Participation in the GEO-Schemas Project;
- Participation in the GGN General Assembly (Marrakech, Morocco);
- Visit of the Geolac network coordinator, Eugenio Bidondo, to the Seridó Geopark;
- Participation in the XI International PROGEO Symposium (UK);
- Technical visit to Oeste UGGp (Portugal) and celebration of one year of official partnership enrolment;
- Technical visit to Azores UGGp (Portugal);
- Technical visit to Arouca UGGp (Portugal);
- Technical visit to Naturtejo UGGp (Portugal);
- Participation in the event commemorating the 6th year of approval of the Mixteca Alta UGGp;
- Participation in the Geolac virtual meetings;
- Participation in the Araripe UGGp Scientific Committee as guest;
- Support for the aspiring geoparks in Brazil;
- Establishment of the Brazilian Network of UNESCO Global Geoparks;
- Participation in the First Brazilian Meeting on UNESCO Global Geoparks.

Management and Financial Status

- The financial conditions, with revenue and expenditure, of the Seridó UGGp, are in balance. The total revenue is sufficient to needs related to conservation, education and tourism, as well as infrastructure maintenance.
- The main budget of the Seridó Geopark Intermunicipal Public Consortium was BRL TUR168,000. External financing from partners was BRL 1,016,756.84. Fixed expenses were BRL 155,445.28.

Geoconservation

- Dialogue with different entrepreneurs, especially in the wind energy area, about the geological heritage of the Seridó Geopark and negotiations to mitigate impacts;
- Meetings with IDEMA (state environmental agency) and city halls for environmental negotiations and promotion of the creation of environmental protection units in the territory;

- Several lectures were given, also with participation in events, in the territory and other locations, to present the geological heritage of the geopark and its importance;
- Continuous dialogue with owners of private areas where some geosites are located, with the aim of maintaining orderly visitation and environmental conservation;
- Development of basic preliminary projects for visitation planning infrastructure;
- Completion of the executive project for tourist and informative signage for all geosites, expected to be implemented in 2024;
- Disclosure and celebration of commemorative dates such as World Earth Day, World Environment Day and Geodiversity Day; Geotechnical project for risk analysis at geosites by the Geological Survey of Brazil (SGB/CPRM);
- 3D modeling of geosites;
- Photo competition for students and professors of Architecture on the landscape, culture and geomorphology of the Seridó Geopark.

Sustainable tourism (Geotourism)

- Some highlights in the sustainable tourism by the Seridó UGGp staff effort in the development of sustainable touristic routes based on the community-based tourism, such as the expeditions promoted by the Vivalá company with integrated visitations with the nature and local communities.
- Holding a meeting with the director of Andarilho da Luz to plan Andarilho da Luz expeditions with visitors from Brazil and Latin America in our territory.
- Training in geotourism and sustainability for tourism guides.
- Carrying out the women on trail action with quilombola communities in our territory.

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

- Continuous program and meetings with territory leaders developed in partnership with SEBRAE, formatting an Agenda of Sustainability to the Seridó UGGp;
- Project The Five Senses of the Seridó Geopark partnerships with mining, energy and construction private companies for supporting the educational program and subprograms such the “I Belong to the Seridó Geopark” for primary education and the distribution of educational materials;
- Practices on Geotourism and Sustainability capacitation to improve guides knowledge about nature and culture interpretation in the Seridó UGGp, besides the qualification of new local tourism guides professionals, with founding of SEBRAE and FAPERN and reaching 50 participants;

- Capacitation on Heritage and Tourism education for the Negros do Riacho Quilombola traditional black community, with founding of SEBRAE and FAPERN;
- 2nd edition of the Geological Games, celebrating the Brazilian Geologist's Day and integrating students from technical education in mining and introducing the theme Mineral Resources as part of the Seridó UGGp's geological heritage;
- Promotion of the 5th Seridó Geopark Meeting, exposing and meeting the Seridó UGGp's geoproducts, partners, scientific and technical committee;
- Some results can be seen at the link - https://geoparqueserido.com.br/?page_id=9319

Strategic partnership

Seridó UGGp has partnerships that make it possible to develop numerous actions focused on tourism, education and conservation, currently counting with strong support of:

- Municipal and state managers [City Halls, City Councils, third sector entities (guides associations, craftsmen), Rio Grande do Norte State Government, State Secretary of Tourism-SETUR, Potiguar Tourist Promotion Company-EMPROTUR, State University of Rio Grande do Norte-UERN, Institute for Sustainable Development and Environment-IDEMA, State General Attorney-PGE];
- Federal entities (Federal University of Rio Grande do Norte-UFRN, Federal Institute of Rio Grande do Norte-IFRN, Brazilian Geological Survey-CPRM, Institute for the National Historic and Artistic Heritage-IPHAN); and
- The Brazilian Service to Support Micro and Small Enterprises-SEBRAE;
- National Service of Commercial Learning-SENAC;
- Association of Municipalities of the Micro Region of Eastern Seridó-AMSO;
- Brazilian Bar Association for the Rio Grande do Norte-OAB/RN
- Cariri Regional University-URCA

But mainly with the support from the communities inserted in the territory, the Seridó UGGp began to become reality and to become concrete as a sustainable development project in the countryside of Rio Grande do Norte, through the use of abiotic (geodiversity) and biotic (biodiversity) diversities and local cultural aspects, thus uniting the natural and cultural heritage.

Promotional activities

- Territorial promotion by the Seridó UGGp staff through the social networks with Instagram, Facebook, X and Youtube, engaging more than 5,000 accounts monthly and reaching 15,000 followers on Instagram – turning the most followed geopark account in the American continent;
- Stand and participation on the following touristic fairs: 9th Rio Grande do Norte's

Municipalities and Touristic Products Fair, 28th International Handicraft Fair of Natal, Lisboa Travel Market 2023, 1st Currais Novos handicraft fair, 1st Cachaça Festival of Currais Novos, 19th Winter Festival of Cerro Corá, 2023's ABETA Summit, 2023's MTur National Room of Tourism;

- Gastronomy, culture and art in the Mirante Casa di Taipa fair in the Lagoa Nova municipality, with founding of SEBRAE and FAPERN;
- Celebration of the 1st Year as UNESCO Global Geopark and state and municipal Seridó UGGp's day;
- Seridó UGGp documentary release as a production of TV Cultura;
- Release of the music album "O Canto do Geoparque Seridó" with thematic musics about the Seridó UGGp municipalities, geosites and geological heritage, with founding of SEBRAE and FAPERN;
- Vivalá Sustainable and Experience Tourism expeditions.

4. CONTACTS

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