

Suggestions for the GGN Action Plan by the Portuguese UNESCO Global Geoparks

STRATEGIC ACTION 1 GGN operation

- To strengthen the operation of the Working Groups, with more regular activity: presentation of specific objectives and tasks and evaluation of their work
- Encourage the participation of the different members in the WGs
- To encourage more collaborative work at a distance in WGs, creating more formal online moments of networking
- To encourage the development of good practice guides/toolkits by the WGs
- To create a WG to help new aUGGps
- To create a WG to support revalidation processes (discussion of questions and doubts)
- To create a tool kit for a better use of GGN, UNESCO, Geoparks and Regional Networks logos

STRATEGIC ACTION 2 Global Geoparks Network and UNESCO Global Geoparks

- To promote initiatives together with UNESCO, regarding other UNESCO designations, other UNESCO networks and MIDAs

STRATEGIC ACTION 3 GGN Regional Geopark Networks

- Encourage the participation of all the members in the different WGs

STRATEGIC ACTION 4 GGN National bodies

- To promote initiatives to exchange good organisational practices between National bodies

STRATEGIC ACTION 6 GGN Initiatives

- To rethink the Youth Forum, specifically the participants' age. 16-29 is a very wide range, from teenagers to young adults, corresponding to very different stages of life

- Establish and/or share the operating regulations of the Youth at Global Forum, so that adjustments can be made at regional and local level
- Create an international Photography contest about the UGGp

STRATEGIC ACTION 7 Geopark activities on SDGs

- Create a tool to assess the effectiveness of achievement of the SDGs in Geoparks, eventually integrated into the Geopark SDGs Platform already planned

STRATEGIC ACTION 9 Capacity building activities

- To rethink the Seminars for Geopark Evaluators, possibly with a longer duration, divided into smaller groups, and in specific topics, including a more practical component of case study discussions

STRATEGIC ACTION 10 Marketing and Promotion

- To rethink the digital marketing strategy, adapted to the specificities and trends of each platform and segmented by audience
- To create and implement a detailed Communication and Promotion Plan for the GGN Geoparks for the period 2024-2025, with the collaboration of communication and marketing professionals
- Reinforce the marketing and communication strategy to increase the visibility of the UGGp brand
- Improve the visual identity (design) of some materials produced, particularly printed publications