



GOVERNO DO ESTADO DO CEARÁ
UNIVERSIDADE REGIONAL DO CARIRI – URCA
GLOBAL GEOPARKS NETWORK- GGN
GEOPARK ARARIPE
GGN - ANNUAL REPORT 2020



1- GEOPARK IDENTITY

- • **Geopark name, Country:**

Araripe UNESCO Global GeoPark, Brasil, Latin American and Caribbean Geoparks Network.

- • **Year of Registration / Year of the last assessment:**

Registration in 2006; Last assessment in 2019.

- • **Photo representing the most important event of the year:**



Photos 01 and 02: Action to distribute fabric masks and basic-needs grocery package to the residents of the communities of the territory's geosites, Community of the Kariri Indians of Sítio Poço Dantas and members of the Crato Recyclers Association. Source: Araripe Collection UNESCO Global Geopark.

2- GEOPARK

- **GeoPark Team:**

7 Officials, permanent, outsourced from URCA and transferred from other institutions; 8 Collaborators, Professors and Coordinators; 23 Paid interns and developing mandatory curricular internship; 3 Professional Technological Extension Scholars. (in this item, we inverted the word order and numbers).

- **Number of Visitors in the year:** 200 (two hundred) thousand visitors at the Colina do Horto geosite.
- **Number of events organized and in cooperation:** 22 Events.
- **Number of schools served by the education program:** 34 schools.
- **Number of press releases:** 120 releases sent to the press and interviews given to radio, TV's, magazines and printed newspapers.

3- GEOPARK'S MAIN ACTIVITIES

- **Greatest achievements in 2020:**

1. Extension of MAPP ((Monitoramento de Ações e Programações Prioritárias do Governo do Estado do Ceará - Monitoring of Priority Actions and Schedules of the Government of the State of Ceará) to fund activities; 2. Celebration of partnership with Portugal Estrela Geopark for the development of actions of common interest; 3. Action to safeguard fossil logs from the Jurassic period; 4. Seat in the coordination of the Latin American and Caribbean Network of geoparks. 5. Realization of the II National Seminar of Indigenous Peoples of Cariri Cearense, on a virtual way.



- **Contributions to GGN - Networking and participation:**

1. Realization of the Latin American and Caribbean Geotourism Day;
2. Participation as members of the Gender discussion group created by UNESCO's Latin American and Caribbean Geoparks Network;
3. Participation in the Geowebinar: Cosmovision of the original pueblos and sustainable development in the territories of the Geoparks of Latin America and the Caribbean;
4. Participation as members of the discussion group on indigenous peoples created by the UNESCO Latin American and Caribbean Geoparks Network;
5. Celebration of partnership with Portugal Estrela Geopark;
6. Participation in the 1st Digital Forum of the UNESCO Geoparks Network - GGN;
7. Elaboration of a project / proposal to host the 10th UNESCO International Geoparks Conference in 2023 in the territory of Araripe GeoPark;
8. Celebration of the International Day of the World's Indigenous Peoples with the holding of the II National Seminar of the Indigenous Peoples of Cariri;
9. Participation as coordinating member of the GEOLAC Network.

- **Administration and financial status:**

Amount spent: R \$ 732,995.48 (seven hundred and thirty two thousand nine hundred and ninety five reais and forty eight cents).

- **Activities developed by Geoconservation:**

1. Actions to safeguard fossil material;
2. Technical activities for the establishment of the new Santa Fé and Caldeirão da Santa Cruz do Deserto geosites, in Crato-CE;
3. Requalification and Reconditioning Project for the Araripe UNESCO Global Geopark Geosites;
4. Preparation of educational content for posts, lives, conversation circles, lectures and round tables;
5. Improvement of methodologies for integrated environmental diagnostics.

- **Activities related to Sustainable Tourism:**

1. Realization of the GeoPark Araripe Racing Circuit - Cariri Extremo Mountain Bike and Trail Run, Sítio Barreiras stage - Missão Velha;
2. Participation of the Focal Group SUSTAINABLE TOURISM BRASIL / FRANCE;
3. Realization of Webinars and lives with themes focused on Sustainable Development and Geotourism;
4. Update of the tourist inventory of the Municipality of Crato;
5. Participation in the meetings of the Councils for Sustainable Development and Tourism in the Region;
6. Conducting research together with the geosite communities on sustainability according to the SDGs;
7. Classification and certification of Geoproducts to encourage entrepreneurship in the communities of the Araripe UNESCO Global Geopark;
8. Implementation of systematic actions on reverse logistics of solid waste with the communities of geosites;
8. Support in the formation of tourism guides;
9. Support the consolidation of tourism agencies in the territory;
10. Strengthening partnerships with the hotel chain and other segments of the tourist trade (bars, restaurants and leisure parks).

- **New education programs in geoconservation:**

- 1- Educar-fossil (Fossil-Education) Program: Development and production of a collection of thematic educational booklets addressing the various groups of fossils found in the Araripe Basin.
- 2- Andanças Culturais (Cultural Wanderings) Program, in partnership with the Federal University of Ceará, aiming to give technical support to the activities that aim to serve the communities through the promotion of guidance on trails; Lessons in geosites and educational practices with registered participants.
- 3- Creation of an ECOCARIRI platform with weekly updates and production of educational, journalistic and informational content, targeting users of social networks;
- 4- Live Streams program: Thematic educational live streams addressing issues related to the geopark, or specific themes referring to commemorative dates, such as the day of the water, the Earth, the Environment.



- **New disaster risk reduction programs:**

1- Establishment of the Preventive Assessment protocol in Araripe UNESCO Global Geopark: This protocol was developed using the Priority Matrix method already established. A new method of conception / evaluation of ecosystemic and integrated health. The method is already in application. Link: <https://www.mdpi.com/2076-3263/11/2/61>

2- Araripe UNESCO Global Geopark Application: Developed in partnership with Faculdade Paraíso and its Center for Technological Extension, it is in beta - tests phase. The application will be aimed at public use and allows to draw diagnostics on any geosites, providing a report of the user's environmental perception, which allows to be considered by the Geoconservation team.

- **Strategic partnerships:**

Prefeitura municipal de Crato – CE (Crato City Hall); Prefeitura Municipal de Juazeiro do Norte – CE (Juazeiro do Norte City Hall); Prefeitura Municipal de Barbalha – CE (Barbalha City Hall); Prefeitura Municipal de Missão Velha – CE (Missão Velha City Hall); Prefeitura Municipal de Nova Olinda – CE (Nova Olinda City Hall); Prefeitura Municipal de Santana do Cariri – CE (Santana do Cariri City Hall); Jamacaru District Parish (in Missão Velha); Community associations of geosite locations; FLONA trail conductors; Universidade Federal do Cariri – UFCA; Instituto Chico Mendes - ICMBio; Companhia de Gestão dos Recursos Hídricos – COGERH (Water Resources Management Company); Departamento Nacional de Produção Mineral - DNPM; Associação de Pesquisas e Preservação de Ecossistemas Aquáticos – AQUASIS (Association of Research and Preservation of Aquatic Ecosystems); Serviço Brasileiro de Apoio as Micro e Pequenas Empresas – SEBRAE (Brazilian Micro and Small Business Support Service); Serviço Social do Comércio – SESC (Social Service of Commerce); Fundação Casa Grande; TV Verdes Mares Cariri; Iu-á hotel; Arajara Park; Cariri Extremo; Escola de Saberes de Barbalha – ESBA (Barbalha School of Knowledge); State Secretariat of Cities; Secretary of Science, Technology and Education of the State of Ceará; Tourism secretary; Secretary of Culture of the State of Ceará; Portugal Estrela Geopark.

- **Promotion activities:**

Thematic lives during the pandemic; Realization of the Geopark Araripe Cariri Extremo Racing Circuit; Publication of the My Cariri Booklet: English for Receptive Tourism in the territory of Araripe Geopark; Publication of Geonews, institutional newsletter; Publications and posts on social networks: Facebook, Instagram, Youtube, Araripe UNESCO Global Geopark website and Universidade Regional do Cariri - URCA; Thematic exhibition at the Center for Interpretation and Environmental Education - CIEA; Participation in events, in person before the pandemic and afterwards in a virtual way; Distribution of folders, books and thematic booklets;

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