

# GGN - Geopark Annual Report 2020

## 1. GEOPARK IDENTITY

**Geopark name, country, regional Network:** Famenne-Ardenne UNESCO Global Geopark, Belgium, European Geoparks Network

**Year of inscription / Year of the last revalidation:** 17<sup>th</sup> April 2018



Information boards in municipality centres

## 2. GEOPARK FIGURES

**Number of Geopark staffs:** 3 staffs including 1 geoscientist(s)

**Number of visitors:** Total number of the visitors to the Cave of Han: 188.304

**Number of Geopark events:** 3

**Number of school classes realize Geopark educational programmes:** 9

**Number of Geopark press release:** 8

## 3. GEOPARK ACTIVITIES

### Major achievements in 2020

- A brand new range of Famenne-Ardenne UGGp panels were placed during the end of 2020 :
  - Placement of the first "Welcome" signs
  - 10 Generic signs in the centres of the municipalities

These new signs inform visitors that they are entering the territory of a UNESCO Global Geopark. The generic panels will provide them with initial information on what the Famenne-Ardenne UNESCO Global Geopark is and direct them to other information channels.

## **Contribution towards GGN - Networking and participation**

- The Geopark participated to all the webinars/digital forum organized by the GGN.

## **Management and Financial Status**

- We received funding of 47.900 € from our partner municipalities. We also received our annual subsidy of 150.000 € from our regional government and 7.164€ from provincial government.

## **Geoconservation**

- We have implemented a recurring geoconservation action on one of our emblematic geosites "*Le Gouffre de Belvaux*" with several of our partners. The specificity of the Belvaux swallow hole, where the entire river Lesse is lost (which makes it one of the biggest swallow hole in Europe), means that the waste carried by the river is inevitably trapped at the entrance to the swallow hole. To eliminate this pollution, a significant deployment of human and material resources is necessary.

## **Sustainable tourism**

- The network of our partners has grown considerably, allowing our visitors to benefit from a wide and varied offer of local tourism actors (tourist sites, local producers, restaurateurs, accommodation, etc.), in compliance with a sustainable economic, ecological and social charter. We are determined to continue to expand this "family" of Geopark partners, giving our visitors the opportunity to enjoy a range of quality, scientifically documented, sustainable and environmentally friendly tourist attractions and facilities

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

- We had the opportunity to present the Famenne-Ardenne Geopark in an informative way at scientific events, in partnership with our experts. It should be noted that a large number of scientific outings were cancelled during the year 2020 due to the coronavirus.
  - " Study on stalagmites in Belgian caves is underway in order to validate the national seismic hazard " (Aurélié MARTIN's thesis project) The Geopark Famenne-Ardenne support in the first field campaign started this month in and on the Han Cave
  - Participation in the evening debate on the biodiversity crisis, both terrestrial and marine. on the initiative of the Belgian French and German speaking commission for UNESCO
- We continued to carry out educational activities with students in higher education, but we also gave lectures and field visits to a secondary school in the area:
  - Implementation of the "Geopark Ambassadors" project with the students of the Geo4 option of the Institut Saint-Laurent in Marche-en-Famenne
  - Location of EducTour Isalt 250 Isalt students (which will be cancelled due to the corona virus)

- We also gave educational conferences for our inhabitants and/or professionals in the tourism sector:

Conference at the Mont des pins "The Famenne-Ardenne UNESCO Global Geopark in Durbuy" - Geology, archaeology, tourism development and partners"

Training morning with all the territory's reception offices

### **Strategic partnership**

- On the basis of our partner charter, a control grid with objective criteria (mandatory and optional) and an agreement, we have labelled 3 "Geopark's Partners":
  - Geopark Partner labelling - Domaine de Villers Sainte Gertrude
  - Geopark Partner labelling - Brasserie Saint-Monon
  - Geopark Partner labelling - La Gourmandise

We currently have 77 different partners.

### **Promotional activities**

- In 2020, we continued to develop our facebook page "Famenne-Ardenne Unesco Global Geopark" through several publications relating the various activities organised by and with the Asbl (2269 followers on 18/11/20). We also continue to communicate with our Instagram account and we have considerably increased our number of followers compared to 2019.

We also continue to feed our website [www.geoparkfamenneardenne.be](http://www.geoparkfamenneardenne.be) with various content: scientific articles, photos, videos and partner information. Our website is now fully translated into NDLS, GB and ALL.

- Facebook account Famenne-Ardenne Unesco Global Geopark
- Instagram account [geoparkfamenneardenne](https://www.instagram.com/geoparkfamenneardenne)
- Website [www.geoparkfamenneardenne.be](http://www.geoparkfamenneardenne.be)

During the various confinements of 2020 and especially in between, we have focused on increasing strong communication on our social networks. Here are the specific actions related to this:

- Launch of the campaign to support local partner producers.
  - Launch of the 8 Geobalades promotion campaign in 4 languages
  - Launch of the "Discover Famenne-Ardenne IUGG" week for Globe Bloggers
- Distribution of a Geopark informative brochure to all the inhabitants of the Geopark.  
National and local distribution of a free Geopark's map for tourists.

## **4. CONTACTS**

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