

## **ANNUAL REPORT 2020**

### **2. GEOPARK FIGURES**

**Number of Geopark staffs:** 5 staff members, including 1 geologist **Number of Visitors:** 120.000 overnight stays in the Geopark in 2020. **Number of Geopark events:** 40 guided tours

Number school classes realize Geopark educational programmes: 15

Number of Geopark events: 20 guided tours

22 **Number of Geopark press release** 7 articles

### **3. GEOPARK ACTIVITIES (bulletize)**

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

- Organized two GEOfood international digital meeting with more than 20 UGG.
- Promotion of the GEOfood criteria within the GGN, all year around.
- Development of 2 common proposals for EU funds involving 6 UGG.
- Participation in 4 applications for EU funds with other 4 UGG.
- Successfully delivered the IGCP project, financed <https://en.unesco.org/igcp/projects/726>
- Successfully delivered project with Katla Geopark -GEOfood EDU- NORA Funds.

#### **Management and Financial status**

- Magma Geopark has a positive turn over for 2020.

#### **Geoconservation**

- Opening and securing of local old mine in Hidra, public event with geologists and guided tour.

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

- Preliminary analysis for setting up the “tourist route” in Magma Geopark
- Strengthen of the local networking of Active Partners and GEOfood members
- Local working group about sustainable tourism in the Geopark.
- Strengthen cooperation with all the municipality's development offices to strengthen cooperation with the agencies in the municipalities.
- Four new Geopark localities provided with information panel and hikes.
- Conference on Sustainable tourism – Lathi Finland Green European Capital 2021.

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

1. Development of educational materials connected with the TeachOut App
2. Development of leaflets concerning United Nation Sustainable Development Goals.
3. Leaflet on GEOfood network local and international
4. Brand Manual for the Company and GEOfood
5. Sustainable strategies for mining, tourism, fish farms within the Arctic Hub H2020 project.
6. Presentatation about Antropocene

- Supporting Sara Gentilini's PhD Ecosystem Services by visiting several geopark sites in Magma Geopark and thesis development.
- Two scientific papers, in press.

### **Strategic Partnership**

- Magma Geopark is a member in the forum for the Region and the destination company.
- Strengthen the cooperation with all the municipalities development offices
- Ten GEOfood producers have signed an agreement with Magma Geopark locally.
- 25 UGG worldwide request to be a member of the GEOfood brand.
- Partnership with Norwegian Geoparks for strengthening the Geopark Programme in Norway.
- Partnership with the Jossingfjord Science Centre for developing a Geopark's geological exhibition. Opening 2022.
- Positive governmental support to all the Norwegian UNESCO Global Geoparks through the National budget for 2021.

### **Promotional activities**

- Regular articles to EGN-GGN webpages, newsletter, social media.
- Instagram campaign and newsletter for schools and local stakeholders.
- Local newspaper articles

### **4. Contacts:**

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