

GGN – National Fora/Committees Annual Report 2022

1. IDENTITY

National Fora/Committee: Forum of UNESCO Global Geoparks in Germany,
escherh@lkos.de

Year of inscription: 2016

2. MEMBERS

Speaker: Hartmut Escher, UGG TERRA.vita, escherh@lkos.de

Co speaker: Jutta Weber, UGG Bergstraße Odenwald, j.weber@geo-naturpark.de

Members:

Chair Joachim Leonhard,

Marie-Louise Frey; WH Messel Pit, expert

Larissa Arras; UGG Bergstraße Odenwald

Julia Franzen, Andreas Schüller, UGG Vulkaneifel

Henning Zellmer, Klaus George; UGG Harz-Braunschweiger Land-Ostfalen

Nancy Sauer, K. Löwen ; UGG Muskauer Faltenbogen

Sylvia Reyer-Rohde; UGG Inselsberg-Drei Gleichen

Heike Burkhard, Günther Zwerger; UGG Ries

Tobias Fischer; UGG TERRA.vita

3. ACTIVE APPLICATIONS

Active application in your country:

Actually there is no active application in Germany

Territories that you are advising:

The Forum as such is not advising other territories. Individual UGG members do so on an individual basis and on request.

4. ACTIVITIES

- Marketing concept for German National Geoparks

In Germany a strong cooperation between National Parks, Biosphere Reserves and Natureparks exists under a new label called National Natural Landscapes (NNL). A consultant was asked to answer the question, if the Geopark concept is a perfect fit for the label. Within half a year several workshops were organized and delivered important results. Although it seems that Geoparks don't fit the core NNL definition, being huge protected areas, the marketing results were remarkable. The Geoparks agreed on a vision statement, positioning statement, brand personality, emotional benefits, wording, USP etc.

- Filmproject about German UGG's

A small budget was provided to the forum by the German NatCom, to develop a storybook for an explanatory film about German UGG's.

- Mission statement for German UGG's

The Forum finalized a short paper about our mission statement

- Letter to Federal Minister of Economics

A letter was addressed to the Ministry of Economics to ask for support to raise awareness of UGG's in Germany

- Two meetings with National Geopark Committee

The speaker of the Forum joined two meetings of the NGC, dealing with formal steps concerning the revalidation of three Geoparks in 2023 (Vulkaneifel, Muskau Arch and TERRA.vita). During the second meeting potential fields of cooperation addressing actual needs of society were discussed in an initial stage (to be continued in 2023 in strong collaboration with the forum).

- ESD project of German UGG's with German Environmental Foundation

Every UGG is expected to deal with ESD. In accordance with this goal, a two year project is coming to a closing state. Each UGG will address a special dilemma, relevant in the Geopark. Workshops were carried out, results have been presented during the conference in Sesia Val Grande, curricula for different ages and target groups will be developed.

- Celebration of official recognition of Ries as UGG

In July the new UGG Ries invited to a large ceremony, receiving the UNESCO documents after a long application process. Several members of the Forum joined the festivities, proudly welcoming the eighth UGG in Germany.