

# GGN - Geopark Annual Report 2022

## 1. GEOPARK IDENTITY

### Geopark name, country, regional Network:

Seridó UNESCO Global Geopark, Brazil, Latin America and Caribbean Geoparks Network

### Year of inscription / Year of the last revalidation:

2022



Mayors of the six municipalities that make up the Seridó UGGp received the Prefeito Empreendedor (Entrepreneur Mayor) award for actions in favor of the development of the geopark and its territory.

## 2. GEOPARK FIGURES

### Number of Geopark staffs:

5 staffs including 1 geoscientist directly hired by the territory management consortium.

In addition to these, the team is complemented by a technical committee composed by six representatives from the municipalities, a communication coordinator and a scientific committee with 13 members.

**Number of visitors:**

Based on the visitors' formular register ([https://geoparqueserido.com.br/?page\\_id=9675](https://geoparqueserido.com.br/?page_id=9675)), filled through tourism and local guides, the territory was visited approximatively by 10.000 visitors in 2022. This number just represent the quantity of visitants exclusively regarding the geopark territory visitation and their different natural and cultural attractions. Summed to this quantity is also present the visitants that weren't guided by theses tourism professionals and visited by themselves the Seridó UGGp.

**Number of Geopark events:**

The Seridó UGGp staff was participated on the 49 events in 2022, being 4 promoted at the territory and planned by the geopark's management staff, and other 45 realized externally or internally with different partners.

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

Totally were 32 scholar groups involved with the educational programmes, highlighting the following institutions:

Municipal School Cipriano Lopes Galvão = 5 groups (5th to 9th level)

Municipal School Castelo Branco = 2 groups (5th level)

Vivaldo Costa Institute = 5 groups (5th to 9th level)

Municipal School Ausônio Araújo = 4 groups (4th and 5th levels)

School Jesus Menino = 6 groups (5th level to 10th level)

Municipal School Justino Dantas = 3 groups (5th to 7th level)

State School Manoel Salustino = 1 group (10th level)

Municipal Center on the Rural Teaching and Education = 6 groups (2<sup>nd</sup> level to 6th level)

**Number of Geopark press release:**

Throughout 2022, especially with the recognition of the Seridó territory as a UNESCO Global Geopark, several communication companies began to publish news and communications about the geopark, out of a total of 54, namely:

*Print Midia and Internet*

AGECOM/UFRN = 13

Agora RN = 5

Folha de São Paulo = 2

G1 = 6

Jornal da USP = 1

Saiba Mais = 2

Tribuna do Norte = 11

Turismo em Foco = 1

UOL = 3

#### *TV Program*

Jornal Nacional (TV Globo) = 1

Jornal Globonews (Globonews) = 1

Balanço Geral (TV Tropical) = 1

TV Ponta Negra = 1

Inter TV Cabugi = 3

Sidys TV = 3

### **3. GEOPARK ACTIVITIES**

#### **Major achievements in 2022**

- UNESCO Global Geopark designation in 13th April of 2022;
- Agreement with SEBRAE;
- Agreement with UFRN;
- Entrance in the GEOfood Program;
- Entrepreneur Award SEBRAE;
- Award “Ecoar Sustentabilidade” 2022 in the II Contest of Good Practices on the Socioenvironmental Management in the Rio Grande do Norte state, promoted by the IDEMA-RN
- Commands of Honor and Merit and Personality Recognition of the Seridó Maganize 2022;
- Implementation of the SEBRAE LIDER Program in the Seridó UGGp;
- Studies for the execution of the sign’s touristic equipment in the Seridó UGGp territory with the funding of the Tourism Secretary of the Rio Grande do Norte’s state;
- Partnership with the Technology Mineral Center of IFRN, with the assignment of the Seridó UGGp in their dependences.

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

- Contribution towards GGN - Networking and participation – Contribuição para GGN
- Participation on the IV Chilean Geoparks and Geotourism Symposium in the Kuttralkura UGGp
- Official Partnership with Oeste aUGGp (Portugal)
- Representation on the II GEOLAC Youth Meeting
- Promotion and Participation on the Biosphere Reserves, UNESCO Global Geopark and

MapBiomass training

- Meeting with the management of the Caçapava and Quarta Colônia aUGGps
- Lecture in the II Seminar of Heritage Education in the Caminhos Cânions do Sul UGGp
- Lecture on the International Summit University on Geoparks: The Brazilian Sertão and Droughts, the Seridó example
- GEOLAC workgroups meeting
- Meetings for the National Committee of Brazilian Geoparks with the National Committee of UNESCO

### **Management and Financial Status**

- The financial conditions, with revenue and expenditure, of the Seridó UGGp, are in balance. The total revenue is sufficient to needs related to conservation, education and tourism, as well as infrastructure maintenance.
- The main budget of the Seridó Geopark Intermunicipal Public Consortium was BRL 168,000. External financing from partners was BRL 901,422.63. Fixed expenses were BRL 149,760.

### **Geoconservation**

- To celebrate the International Geodiversity Day, we held an exhibition fair with the geological heritage of the Seridó UGGp, as well as taking a stand to talk about the theme in a Quilombola Community in one of our municipalities;
- Some geosites were monitored by employees of the owner companies, collaborating with the good state of conservation of the sites. Local guides and tour conductors also contributed to monitoring the conservation status of the sites, as they tend to visit them almost daily;
- Active contribution of mining in the territory to protect sites (galleries, mining fronts) for visitation;
- Consolidation and access works in various locations and routes in the geosites;
- Dialogue and closer ties with entrepreneurs in the field of wind energy to develop actions that promote geoconservation.

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

- Some highlights in the sustainable tourism by the Seridó UGGp staff effort in the development of sustainable touristic routes based on the community-based tourism, such as the expeditions promoted by the Vivalá company with integrated visitations with the nature and local communities.

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

- The educational programs are essential for the sustainable development of the Seridó Geopark territory. Education is an important tool to provide the community with a holistic understanding of nature and its resources. Our programs translate that geodiversity is as important as biodiversity and culture in the Seridó territory, besides emphasizing that there is a part of this abiotic diversity with exceptional scientific value, the geoheritage, which must be conserved and used for the promotion of economic, social and environmental sustainability of the geopark.
- Since 2017, the Seridó Geopark counts with the initiative of the Project The Five Senses of the Seridó Geopark, which provides the students of the schools of the six municipalities of the Seridó Geopark (Acari, Carnaúba dos Dantas, Cerro Corá, Currais Novos, Lagoa Nova and Parelhas) the first contact with the geodiversity, biodiversity and cultural of the territory through talks at schools, visits to the geosites and ludic workshops, besides other several cultural activities such as geopiqueniques, science fairs and presentations of dance and cordel literature.
- Some results can be seen at the link - [https://geoparqueserido.com.br/?page\\_id=9319](https://geoparqueserido.com.br/?page_id=9319)

## **Strategic partnership**

Seridó UGGp has partnerships that make it possible to develop numerous actions focused on tourism, education and conservation, currently counting with strong support of

- Municipal and state managers [City Halls, City Councils, third sector entities (guides associations, craftsmen), Rio Grande do Norte State Government, State Secretary of Tourism-SETUR, Potiguar Tourist Promotion Company-EMPROTUR, State University of Rio Grande do Norte-UERN, Institute for Sustainable Development and Environment-IDEMA, State GeneralAttorney-PGE];
- Federal entities (Federal University of Rio Grande do Norte-UFRN, Federal Institute of Rio Grande do Norte\_IFRN, Brazilian Geological Survey-CPRM, Institute for the National Historic and Artistic Heritage-IPHAN); and
- The Brazilian Service to Support Micro and Small Enterprises-SEBRAE;
- National Service of Commercial Learning-SENAC;
- Association of Municipalities of the Micro Region of Eastern Seridó-AMSO;
- Brazilian Bar Association for the Rio Grande do Norte-OAB/RN

but mainly with the support from the communities inserted in the territory, the Seridó UGGp began to become reality and to become concrete as a sustainable development project in the countryside of Rio Grande do Norte, through the use of abiotic (geodiversity) and biotic

(biodiversity) diversities and local cultural aspects, thus uniting the natural and cultural heritage.

### **Promotional activities**

- Territorial promotion by the Seridó UGGp staff through the social networks with Instagram, Facebook, Twitter and Youtube, engaging more than 12,000 accounts;
- Stand and participation on the following touristic fairs: VIII Rio Grande do Norte's Municipalities and Touristic Products Fair, EXPONOVOS 2022, LXIII Farmer Fair, ;
- Inclusion of the Seridó UGGp announcement in the GoGeoparks website;
- Territorial and management participation in the Seridó Religious and Cultural Touristic Route and Route for Rural Tourism and Associated Production projects;
- Highlights in national and regional magazines as Revista Superinteressante and Revista Seridó,
- Welcome event for the Global Geoparks Network and Latin-American Geoparks Network entrance of the Seridó territory;
- Reception and management presentation for Raizes de Pedra Geopark Project;
- Seridó UGGp documentary record as a production of TV Cultura;
- Vivalá Sustainable and Experience Tourism expeditions;
- "Geo-routes" series with a Seridó UGGp special episode.

### **4. CONTACTS**

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