

# GGN - Geopark Annual Report 2022

## 1. GEOPARK IDENTITY

**Geopark name, country, regional Network:** Villuercas-Ibores-Jara UNESCO Global Geopark, Spain, European Geoparks Network.

**Year of inscription / Year of the last revalidation:** 2011 / 2019



**New geosite: Geological, natural a cultural site: The Count's Bridge.**

## 2. GEOPARK FIGURES

**Number of Geopark staffs:** 5 staffs including 4 geoscientists and a tourism professional. Other administrative staff.

**Number of visitors:** 90,000. Estimate. About 30,000 overnight visitors.

**Number of Geopark events:** 6, among them EGNWeek, Geodiversity exhibition. 3 organized by cooperative organizations.

**Number of school classes realize Geopark educational programmes:** 20 educative centers (primary and high schools), so called "Geocenters".

**Number of Geopark press release:** 32

## 3. GEOPARK ACTIVITIES

### Major achievements in 2022

New geosites with interpretive panels. New geopark agreement. Participation in new Master Plan.

### Contribution towards GGN - Networking and participation

Digital Course on UNESCO Global Geopark; GEOfood project. Educational working group; Communication working group. Revalidation missions. Advice to new aspiring UGGp.

**Spanish Geoparks Forum:** Eight meetings in 2022: (Villuercas-Ibores-Jara UGGp director, Jose M<sup>a</sup> Barrera re-elected as coordinator for two years. Management of the 2022 SGF Action Plan.

Among the activities: Digital marketing strategy; Spanish Ecotourism Club; preparation of the Open Days of the Spanish Geoparks Forum; Volcanism seminar in El Hierro; book on caves and karst in Spanish geoparks; project on Spanish Geoparks Tourism Experiences.

**Meetings of the EGN/GGN:** GGN Advisory Committee Meeting. 45<sup>th</sup>. EGN meeting. De Hondsrug UGGp. Netherland; 8th GGN Annual General Assembly for Accounts; 16th EGN European Conference and Coordination Committee. Sesia Val Grande UGGp. Italy.

### **Management and Financial Status**

- Celebration of the Geopark Council: o Approval of the 2022 Action Plan.
- Working group with people in charge of the Information and Interpretation Centers.

### **Geoconservation**

- New works for a guide of Intangible cultural heritage.
- Geological itineraries. Fieldwork.
- PANGEA European Master's degree: fieldwork and presentation day.
- New geosites interpretation.

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

- Marketing plan.
- XIII European Week of the Villuercas-Ibores-Jara UNESCO Global Geopark.
- Seminar for new geo-tourist experiences. Publication as a result.

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

- Geopark centres exchanges.
- Collaboration with the Biosphere Reserves of Extremadura.
- Seminar InterCPR UNESCO territories. Education for sustainable development.

### **Strategic partnership**

- Several meetings of the Territorial Committee (Geopark Steering Committee).

### **Promotional activities**

- Attendance of FITUR, FIO (International Birding Fair) an JATO (Rural Fair).
- Marketing Plan activities.
- Facebook @GeoparqueVilluercas. 10014 followers. Twitter (@VilluercasGPark. 7383 followers. Instagram (@villuercasgpark). 3095 followers. Youtube Channel: Villuercas Ibores Jara UNESCO Global Geopark

## **4. CONTACTS**

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