

# GGN - Geopark Annual Report 2020

## 1. GEOPARK IDENTITY

**Geopark name, country, regional Network:** GRANADA UNESCO Global Geopark, SPAIN, European Geoparks Network)

**Year of inscription / Year of the last revalidation:** 2020/ 2024

Representative photo with caption (from the most important event this year)



## 2. GEOPARK FIGURES

**Number of Geopark staffs:** 7 staffs including 1 geoscientist

**Number of visitors:** Due to the pandemic situation and the restrictions of mobility during last year, the number of the visitors to the major geosites, museums and visitor centers are 31.711.

**Number of Geopark events:**

Management body:

- Informative meetings about the Geology of the Granada Geopark at the Educational permanente Centre of María de Luna de Baza
- Informative meeting about the Granada Geopark in Benamaurel municipality
- 4 radio interviews
- Celebration IV European Week of Geoparks - Granada Geopark
- Geological route through the Guardal River canyon
- Public presentation of the Itinerant exhibition of the Granada Geopark and beginning



- of the rotation through the municipalities of the territory
- Celebration of the recognition of Granada Geopark

#### Cooperative organization:

- Collaboration in the elaboration of the Guide for the Hydro-geology of Granada
- Participation in the annual ECTN (European Cultural Tourism Network) conference
- Participation in the "Day of women and girls in science"
- Visits by students from the Guadix Art School to the Valles del Río Fardes Paleontological Station

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

- Environmental education project "History of the earth never walked" with the participation of 200 students
- Program of guided visits for students: 6 visits by groups of 50 students of primary and secondary education to the paleontological station within the framework of the educational program launched by the management body
- Celebration of the II children's drawing contest of the Granada Geopark, with the participation of 99 primary school students.

#### **Number of Geopark press release:**

- 16 Press releases

### **3. GEOPARK ACTIVITIES**

#### **Major achievements in 2020**

- The recognition of the Geopark as member of the Global Geoparks Network
- Preparation of the geological guide for the Granada Geopark
- Construction and development of web and Intranet for the Granada Geopark Outreach Center Network
- Design and implementation of a Strategic Online Marketing Plan
- Program for the valorization of local products "Sabores del Geoparque" organizations of several meetings with local producers



- Development of the General Regulations of the "Granada Geopark" Brand for use by companies in the territory
- Online reputation study of the Granada Geopark

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

- Participation at the two virtual meetings of the GGN (July and September)
- Participation at the two virtual meetings of the EGN (June and September)
- Contribution to the Spanish UGGP booklet (FITUR)
- Participation at the two virtual meetings of the Spanish Geoparks forum and the one virtual meeting of the Spanish national committee of Geoparks.

### **Management and Financial Status**

The Provincial Council of Granada, for all intents and purposes, is the legal entity responsible for its management body.

The Provincial Council of Granada, in order to guarantee a bottom-up approach in the Granada's Geopark, has signed an agreement that allows the participation of all the agents of the territory in the decision-making process and in the management of the project. Several committees have been created for this purpose, such as the coordination committee (with representation of all the signatories of the agreement), the technical committee and several working groups: scientific, institutional, educational and socioeconomic.

The Provincial Council of Granada, in order to ensure the sustainability of the Geopark, undertakes to provide sufficient annual funding to guarantee its operation and develops an active and collaborative policy with the participating entities in the different committees and working groups, especially with the Local Action Groups of the Granada's Geopark that manage rural development programs with the LEADER approach. These entities provide additional funding for the implementation of the actions included in the Master Plan of the Granada's Geopark 2018-2023. This Master Plan has been designed, also, through a process of active participation of social and economic, public and private entities of the Granada's Geopark area.



The expenses and investment realized during this period:

**1. The provincial Council of Granada:**

Annual expenses 117.064,61€

Approval investment project from the Ministry of Tourism (Intelligent signaling): 385.000,00€

Approval investment project from Local Action Group of Guadix (local touristic signaling):  
120.000,00€

**2. Provincial Tourism Board:**

Formative programme and design of touristic maps expenses: 24.508,18€

**3. Local Action Groups:**

Implementation of their Local Development Strategies.

**Geoconservation**

- Geological Guide of the Granada Geopark
- Analysis and evaluation of new LIGs
- Analysis and expansion of the contents of the LIG inventory

**Sustainable tourism (Geotourism)**

- Edition of tourist map, map of the network of outreach centers and children's map of the Granada Geopark
- Tourist map-block of the Granada Geopark. Edition and distribution 72,000 copies

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

- Workshops with environmental agents for the design and analysis of the state of conservation of lig and creation of an action protocol
- Design didactic unit on paleontological heritage station P-1 Valles del Río Fardes



### **Strategic partnership**

Our primary strategic partnership:

- Regional Government through the provincial delegation of Tourism
- University of Granada
- University of Jaén
- Local development group of Guadix
- Local development group of Altiplano
- Local development group of Los Montes
- Community of municipalities of Guadix
- Community of municipalities of El Marquesado
- Community of municipalities of Baza
- Community of municipalities of Huéscar
- County Council of Granada
- Entrepreneurs Association altiplano of Granada
- Tourism association altiplano of Granada
- Hospitality and tourism association of Guadix
- Entrepreneurs Association of Guadix
- Andalusian touristic caves Association
- Entrepreneurs Association of Huéscar
- Association for sustainable tourism of the altiplanicies granadinas

### **Internal meetings:**

4 Meetings Coordination committee of the Granada Geopark

8 Meetings technical committee of the Granada Geopark

### **Promotional activities**

- Development of the "Geopark Corners" to be located in all the information points and divulgation Centers of the Granada Geopark: Geopark Corner, consisting of panels with basic information about it and informative documentation (maps, etc.), which They will be located in all the museums, interpretation centers and tourist information



offices of the territory, (belonging a Network of Geopark Heritage divulgation Centers), to facilitate the task of acting as information points for it.

- Maintenance, improvement and updating of website content, 2020
- Management and revitalization of the user community in the social networks of the Granada Geopark (Facebook, Twitter, YouTube and Instagram), 2020
- Investment in positioning (SEO positioning and monthly SEM campaigns)
- Design and implementation of a Strategic Online Marketing Plan
- Special action plan to strengthen online communication
- Design and launch of specific campaigns to promote the territory on social networks
- Participation in the event "Talking about Twitter" in person and through RRSS. Celebration of raffle on Twitter and prize consisting of various outdoor activities in the Geopark. It is an annual event, worldwide, that the social network Twitter organizes in Granada, for two days of conferences on the newest topics of the moment and which impact is of great promotional value for the Geopark.
- Organization of an act to disseminate the recognition of the Granada Geopark by UNESCO (10th/july/2020). Placement of flags of the Geopark in all the town councils of the territory
- Informative dossier layout about the Granada Geopark
- Design and production of various merchandising products

#### 4. CONTACTS

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