

GGN Working Group on Tourism

IMPLEMENTATION OF THE LONG TERM STRATEGY 2025-2027

| Pillar 1: Preserving Our Earth, Environment and Resources | | | | |
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| Key 1. Climate Change Adaptation– Roadmap for Resilience | | | | |
| ACTION | GGN BODY | ACTION PLAN 2025-2027 | INDICATORS | EXPECTED RESULTS |
| 1. Raising General Community Awareness on Climate Change | | | | |
| 2. Encouraging Population's Actions on Waste Management and Recycling Material Use - Introducing zero plastic policy. | | | | |
| 3. Analyzing UGGps Energy Use | | | | |
| 4. Evolving the Network's Operation | | | | |
| 5. Adoption of a GGN Carbon Offset Policy and Procedure | | | | |
| 6. Collecting and using of Carbon Offsetting | | | | |

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| 7. Promoting Annual UGGp action plan on climate change adaptation | | | | |
| Key 2. Protecting and Conserving Geoparks Heritage, Geodiversity, Biodiversity and Resources | | | | |
| ACTION | GGN BODY | ACTION PLAN 2025-2027 | INDICATORS | EXPECTED RESULTS |
| 1. Raising General Community Awareness on Geopark Heritage and enhancing links between all types of heritage | | | | |
| 3. Protecting and Conserving Geological Heritage | | | | |
| 4. Collaborating on the management of Protected Natural Areas and Protecting Biodiversity | | | | |
| 5. Promoting Cultural Heritage and enhancing links between all types of heritage | | | | |
| Key 3. Collaborating on the management of Water Resources | | | | |
| ACTION | GGN BODY | ACTION PLAN 2025-2027 | INDICATORS | EXPECTED RESULTS |

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| 1. Encouraging sustainable management of Water Resources in Geoparks | | | | |
| 2. Promoting conservation of existing water sources | | | | |
| 6. Sustaining rivers and healthy water-dependent ecosystems | | | | |
| Key 4. Protecting Ocean and Marine Ecosystems | | | | |
| ACTION | GGN BODY | ACTION PLAN 2025-2027 | INDICATORS | EXPECTED RESULTS |
| 1. Protecting coastal resources and combat marine pollution in Geopark | | | | |
| 2. Reducing plastic pollution in the oceans and coasts | | | | |
| 3. Supporting Marine Protected Areas (MPAs) | | | | |

| Pillar 2: Strengthening Communities: Fostering Inclusion and Resilience | | | | |
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| Key 5. Promoting Geoparks as implementation fields for the SDGs and their extended programme beyond 2030 | | | | |
| ACTION | GGN BODY | ACTION PLAN 2025-2027 | INDICATORS | EXPECTED RESULTS |
| 1. Continuation of the activity of the GGN SDGs working group at international, regional and national levels | | | | |
| 2. Reporting from each Geopark on its contribution to SDGs | | | | |
| 7. Creation of a GGN Report on the contribution of Geoparks to SDGs | | | | |
| Key 6. Empowering local communities and strengthening Geopark management | | | | |
| ACTION | GGN BODY | ACTION PLAN 2025-2027 | INDICATORS | EXPECTED RESULTS |
| 1. Ensuring the participation of Local Communities in Geoparks management | | | | |
| 2. Strengthening the Geopark management body staff and partners (increasing of the number of staff, budget, number of partners) | | | | |
| 3. Ensuring the gender equality as a basic framework in the | | | | |

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| Geopark operation and communication of Geopark | | | | |
| 4. Ensuring the involvement of the young generation in all levels of Geoparks is essential to for the development and prosperity of these territories in the future | | | | |
| 5. Ensuring the recognition and representation of Indigenous communities in Geoparks | | | | |
| 6. Documenting and promoting local knowledge, traditions, and intangible heritage | | | | |
| 7. Creating policies and tools to preserve and promote local languages | | | | |
| 8. Working to confront demographic challenges in rural areas | | | | |
| Key 7. Mitigating Natural Disasters | | | | |
| ACTION | GGN BODY | ACTION PLAN 2025-2027 | INDICATORS | EXPECTED RESULTS |
| 1. Strengthening the activity of the GGN Geohazards working group activity at the international, regional networks and national and community levels | | | | |
| 2. Creating specific tools designed for the population as | | | | |

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| well as for schools to help them detect risks and respond effectively (e.g., Creating a comic book designed to help local populations in poor rural areas detect signs of possible landslides) | | | | |
| 3. UGGp action plan on geohazards and disaster mitigation | | | | |
| 4. Preparation of an annual GGN report on geohazards and climate change | | | | |

| Pillar 3: Optimizing GGN, Building Capacity, Leadership, and Global Impact | | | | |
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| Key 8. Building Capacity, Strengthening Skills and Expertise across GGN | | | | |
| ACTION | GGN BODY | ACTION PLAN 2025-2027 | INDICATORS | EXPECTED RESULTS |
| 1. Comprehensive and coordinated planning of the capacity building activities. Creation of an annual calendar by GGN in collaboration with UNESCO Secretariat for capacity building: aspiring Geoparks, Geopark evaluators, Geopark managers | | | | |
| 2. Capacity building activities for aspiring Geoparks: address the uneven distribution of UGGps and expand the GGN, in particular in African, Middle East, Central Asian countries, small islands developing states (SIDS), etc. | | | | |
| 3. Capacity building activities for Geopark evaluators: proving and maintaining the quality of evaluators as well as recruiting qualified volunteers who want to contribute to maintaining the quality of the IGGP | | | | |
| 4. Capacity building activities for Geopark Managers: | | | | |

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| intensive courses for new managers of the GGN members | | | | |
| 5. Supporting capacity-building activities for GGN members at regional and national levels | | | | |
| 6. Developing GGN digital tools for its members (Geoparks Educational e-Library, Geoparks e-Learning Database) | | | | |
| Key 9. Uplifting Leadership and Organizational Capacity of GGN | | | | |
| ACTION | GGN BODY | ACTION PLAN 2025-2027 | INDICATORS | EXPECTED RESULTS |
| 1. Strengthening GGN's management structure and statutory bodies operation to ensure its long-term partnership with UNESCO. Strengthen functionality of the GGN, building on the achievements of the GGN over the past 20 years | | | | |
| 2. Strengthening networking among UGGps at regional and national levels | | | | |
| 3. Enhancing regional and national connections between UGGps with thematic targets to improve the quality and outcome of the GGN, emphasizing the use of GGN logo | | | | |

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| 4. Communication and promotion of the UGGp concept. Developing user-friendly materials (e.g., comics, videos, publications) to clearly communicate the UGGp concept and language to local communities | | | | |
| 5. Empowering national GGN Networks and strengthen their connection and collaboration with the National Commissions for UNESCO and the National Delegations at UNESCO | | | | |

| Pillar 4: Strengthening Global Partnerships for Sustainable Development | | | | |
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| Key 10. Ensuring Quality in the International Geo-sciences Geoparks Programme IGGP | | | | |
| ACTION | GGN BODY | ACTION PLAN 2025-2027 | INDICATORS | EXPECTED RESULTS |
| 1. Facilitating the GGN's tasks in relation to the IGGP | | | | |
| 2. Facilitating the roster of Evaluators in conjunction with UNESCO / IGGP Secretariat | | | | |
| 3. Organizing advisory missions in aspiring and yellow-card holding Geoparks | | | | |
| 4. Supporting activities co-organized in conjunction with UNESCO / IGGP Secretariat | | | | |
| 5. Strengthening the position of the IGGP in member states in relation to other UNESCO programmes | | | | |
| 6. Strengthening collaboration with IGCP | | | | |
| Key 11. Strengthening Collaboration with UNESCO Site Designations | | | | |
| ACTION | GGN BODY | ACTION PLAN 2025-2027 | INDICATORS | EXPECTED RESULTS |
| 1. Developing a collaborative proposal for joint activities between site UNESCO designations | | | | |

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| 2. Promoting the resources and the potential of the UGGps as sustainable developing territories | | | | |
| Key 12. Enhancing International Cooperation | | | | |
| ACTION | GGN BODY | ACTION PLAN 2025-2027 | INDICATORS | EXPECTED RESULTS |
| 1. Strengthening collaboration with UNESCO, the World Tourism Organization - UNWTO, the International Union of Geological Sciences - IUGS, the International Union for Nature Conservation - IUCN, with other international relevant organizations (i.e. ICOMOS, IGU etc.) | GGN ExB GGN WG Tourism WG Communication / Social Media | <p>Developping a slogan promoting and enhancing GGN/Geoparks as sustainable tourism experience/destination</p> <p>Participation in tourism fairs like ITB to promote GGN/Geoparks as sustainable tourism destinations through direct promotion (distribution of brochures etc...) and indirect valorization enhancing through tourism agencies (inclusion in the offers)</p> <p>Developping a strategy to contact and approach national and international travel agencies/organizations inviting them to include/mention GGN/Geoparks in the offers</p> | <p>Use of mascot in activities, publications and for events</p> <p>Contact numbers at fairs incl. total Fair participants to indicate the importance of the Fair participation</p> <p>Report on strategy activities and strategy paper</p> | <p>Highlighting and promote GGN/Geoparks as sustainable tourism destinations of excellency Generating a clear message to be seen as tourism destinations</p> <p>Highlighting, promoting and including Geoparks as sustainable tourism destinations of excellency</p> <p>Highlighting, promoting and including Geoparks as sustainable tourism destinations of excellency</p> |

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| | | <p>Creation and use of a mascot as communicational and promotional tool for GGN/Geoparks as sustainable tourism destination/experience</p> <p>Regional network tourism promotional booklets publishing (Geoparks travel guides) with the same templates (to be seen as a strong network)</p> <p>Improvement and development of visitgeoparks.org as an essential tool for promoting Geoparks</p> <p>Creation, strategy and management of visitgeoparks accounts on various social media (contents and social media to be defined)</p> <p>Special issue of the Journal Sustainability on Sustainable Geotourism: Economic</p> | <p>Use of mascot in activities, publications and for events</p> <p>Report on activities to create regional network tourism promotionsl booklets</p> <p>Report on website improvements</p> <p>Report on account development and Social Media statistics</p> <p>Open access articles and dissemination</p> | <p>Identifying GGN/Geoparks with a common funny approach that can be developed through promotional tools and channels, etc (digital and not digital)</p> <p>Highlighting Geoparks as sustainable tourism destinations by booklets distribution and dissemination through multiple channels...with a common approach to be internationally identified</p> <p>Follow up the analysis results, improvement of the website that needs to be an experience and invitation to visit Geoparks</p> <p>Online and social media are essential to promote Geoparks. Permanent content to share will raise GGN/Geoparks as tourism destinations.</p> |
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| | | and Environmental Benefits for Rural Development | by an international publisher and the possibility to produce a book with 10 or more articles that may be distributed among the universities collaborating with the geoparks and top ranking universities | Present innovative examples of Geotourism developed by Geoparks and raise the profile of Geoparks as sustainable tourism destinations among the scientific community and students on Tourism, Rural Development and Environment Conservation |
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