

GGN - Geopark Annual Report 2024

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



Hosting and organising the 1st Portuguese Language UNESCO Global Geoparks Forum, supported by the Public Intermunicipal Consortium Seridó Geopark, Rio Grande do Norte State Government and local municipalities, in the Currais Novos municipalities

2. GEOPARK FIGURES

Number of Geopark staffs: 09 including 01 geoscientist

Number of visitors: 10,000 average visitors per year.

Number of Geopark events: 46 participations in events with presentations, lectures and talks, but 10 events organised and directly promoted (Bolsa de Turismo de Lisboa 2024 with an exposure stand, FEMPTUR 2024 with a stand, Anniversary of the 2nd year of UNESCO Global Geopark recognition, 4th Brazilian GeoDia, 1st Forum of Portuguese Language UNESCO Global Geoparks, I Exposition of Seridó Geopark Geoproducts, RuralTur 2024, National Tourism Saloon 2024, Photographic Exposition Seridó Geopark, 6th Seridó Geopark Meeting).

Number of school classes realize Geopark educational programmes: 24 lectures regarding the

geopark were promoted in different territory's schools and outside territory schools.

Number of Geopark press release: 17

3. GEOPARK ACTIVITIES

Major achievements in 2024

- Partnership with the State Tourism Secretary of Rio Grande do Norte;
- Divulgating the Seridó UNESCO Global Geopark in international tourism and scientific events;
- Service execution of the touristic, visual communication, and interpretation signalling;
- Development of a marketing strategic plan for the territory;
- Promotion of the 1st Geoproducts Exposition of the Seridó UNESCO Global Geopark;
- Capacitation and training of local artisans in an annual capacitation program along the six municipalities in the geopark.

Contribution towards GGN - Networking and participation

- Technical visit to the Lavreotiki UNESCO Global Geopark, Greece,
- Mediation of GEOLAC Network Workgroup lectures on Women's Empowerment and Leadership in Geoparks;
- Technical visit to the Maestrazgo UNESCO Global Geopark, Spain;
- Promotion and realization of 1st Forum of Portuguese Language UNESCO Global Geoparks, bringing all Brazilian and Portuguese UGGps to the event;
- Participation in the 7th GEOLAC Conference, Caminhos dos Cânions do Sul UNESCO Global Geopark.
- Support for geoparks' projects and aspirations in Brazil and Panamá;
- Meeting with the technical team of Unzen Volcanic Area UGGp;
- Participation in the 7th GEOLAC Conference organized by the Caminhos dos Cânions do Sul UGGp;

Management and Financial Status

- Elaboration of the Marketing Action Plan 2024-2029, produced through the stakeholders' and visitors' sights;
- Advances towards the creation of an Agency of Sustainability Seridó Geopark through the LIDER Program developed by SEBRAE and public institutions;
- About BRL 271,270,94 or USD 46,246.54 was the total financial income registered in the financial movements of the public management instance;
- Regarding the external funds support within the internal, it was registered a total at about

BRL 389,822.10 or USD 70,394.23.

Geoconservation

- Discovery and studies of new Pleistocene Megafauna fossils occurrences in new potential geological sites, the discoveries were made by the rural local inhabitants from Parelhas municipality;
- Research regarding the relationship between geodiversity and geoheritage with extractive environments, especially in active mines and quarries, to keep an open dialogue to promote tourism and education, i.e., Mina Brejuí and Boqueirão geosites;
- Signalling installation containing geosites' interpretation and instruction of expected behavior in trails;

Sustainable tourism (Geotourism)

- Promotion of the 1st Geoproducts Exposition of the Seridó UNESCO Global Geopark;
- Divulgation in a stand of the Brazilian National Tourism Saloon 2024;
- Promotion of the RuralTur 2024 event on rural tourism;
- Receiving the first technical visit of the Vivejar Institute, a tourism operator focused on Community-Based Tourism, which led to the first expedition scheduled for 2025.

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

- Training on Artisans, Territory, and Geodiversity in rural communities of the six municipalities of the geopark, focused on the stimulation of the creation of new handicrafts based on local geoheritage and cultural heritage;
- Multipliers of geodiversity knowledge on the Seridó Geopark program between partners and basic education;
- Mapping of geological risks in all 21 inventoried geosites, culminating in a technical report publication.

Strategic partnership

- Technical cooperation with the Oeste UGGp;
- Meeting with Youth Caatinga UNESCO Biosphere Reserve representatives;
- Partnership with the Brazilian Geological Survey to develop technical investigation on risks and promotion of geodiversity in the geopark;
- Agreement with the State Secretary and the State Company of Tourism in the Rio Grande do Norte to the international promotion of the geopark, marketing plan, and artisans'

- capacitation;
- Meeting and advances for the cooperation agreement with the State Environment and Sustainable Development Institute (IDEMA).

Promotional activities

- Presentation of the territory at two international tourism fairs – the BTL Lisboa 2024 and the FITUR Madrid 2024, both with other Latin American Global Geoparks;
- Development of the Multipliers Program on Public Engagement, Geotourism and Visibility of the Seridó Geopark, generating web series of videos, website (visitegeoparqueserido.com.br), new social media platforms, and many other results;
- Participation in regional and national fairs to promote the geotourism, geoproducts, and local partners;
- Promotion of the RuralTUR 2024 and the 6th Seridó Geopark Meeting, exposing the highlights in terms of geotourism and associated production in the territory.

4. CONTACTS

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