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# CRUZIANA

GEOPARK NATURTEJO DA MESETA MERIDIONAL-EUROPEAN AND GLOBAL GEOPARK - MONTHLY REPORT

**In this issue:** – Regional Working Group on Desertification in the Geopark  
– Learnscapes bring 200 to Naturtejo Geopark – European Festival Awards  
with Ecology Award to Boom – II National Congress of Geotourism of  
Venezuela with the support of Geopark...and more!



**Olá/Hola/Ciao/Bonjour/Γειά σου/Hallo/God Dag/Salut/Zdravo/Hello/Ahoj/Helo/Helló/ Hei**

One more year, more austerity measures in Portugal, more diversity of actions and communication by Naturtejo Geopark. Even Cruziana Report is different. Reporting with open mind everything is happening in, and with Geopark, during the month, Cruziana is now widening linguistic frontiers to foster cooperation and understanding of the work carry on in this territory. Our associates and partners deserve to know us even better and they must find visibility in the national markets and those represented by the European and Global Geoparks networks. They are already many territories bonded by the rocky will of the Geological Heritage. This is our scaling strategy to networking: in to out and back. For that purpose, the expansion of the Geopark concept in the Naturtejo territory can not stay for the freedom of the words, expanding in the linguistic diversity of Cruziana Report. We are closing the first approach to road signaling of the Geopark, including identification and interpretation of all geomonuments, in the three main languages Portuguese, English and Spanish. Naturtejo Geopark Educational Programmes has a new image with Geonaturalschools. The new tourism packages "Routes by the Geopark" are based even more in our geodiversity, in the traditional know-how and products to satisfy an increasing number of tour operators promoting the Geopark. We look for new markets this year and we are developing new tools to enthusiasm our tourists. The entire Geopark image at the www is going to change in 2011, with even more tools to explore the territory. The Landscape Festival included in the European Geoparks Week is going to bring new surprises and strength municipal relationships. The associates and the Centre of Portugal Tourism Region are working closer for a stronger Naturtejo Geopark brand. For building a common territory, the Geopark never forgets the importance of common decisions, developing thematic seminars and workshops, inside and abroad, investing in research and presenting the results.

Fostering the results of networking, Naturtejo Geopark happily embraced the initiative of the European Geoparks Network to develop national forums for cooperation among Geoparks under the auspices of UNESCO. With the growing of the Network, the borders for cooperation are wider but, at the same time, may become weaker. National forums are showing that local action strengths international dialogue, stimulating the inner market and public opinion for the importance of the geoparks as innovative territories for sustainable development in rural areas. For this scope, it was with joy that we received the invitation of the National Commission for UNESCO to constitute the Portuguese Geoparks Forum.



Despite Portugal has currently only two geoparks Naturtejo Geoparks always supported new geopark projects since their very beginning of before that, as an approach to strength the Geopark concept under national, regional and even local authorities, which has shown remarkable results, with the Arouca Geopark and the geopark projects of Azores and Porto Santo, as well as the strong wish of inclusion in Naturtejo Geopark Naturtejo by the surrounding municipalities. A National Forum with more geoparks and better geographic (geo)diversity is needed for an effective cooperation, with the development of common projects that may be significant for local communities education and economy. However, Naturtejo associates and partners yearn for growing their business to the international markets which, by proximity and importance for Portugal commercial balance of trade, that mean Spain. Since 2007 Naturtejo Geopark seeks for a useful and profitable approximation of the Iberian Geoparks. Something was done since then, strengthen debate and sensitization of local communities, promoting the Iberian Geoparks of the European and Global Geoparks Networks in regional and international tourism fairs and even trying to set up an application to Interreg SUDOE that could take advantage of funding mechanisms specific for the SW Europe. Following and sharing the guidelines and cooperation expected by the European Geoparks Network, the Iberian Geoparks Forum desired by the present seven operating European Geoparks from Iberian Peninsula, due to their geographic, cultural and economic relationships, and through specific European mechanisms for development, may have a decisive role of credibility and quality, in the near future, for the Geopark concept in Europe and in the world. Together, they may find more effective solutions to the regions and demands where each one of these Iberian Geoparks are included and work for. This is networking, according to UNESCO.

# ACTIVITIES OF THE MONTH



**January - II National Congress of Geotourism of Venezuela with the support of Naturtejo Geopark.** The Fundación Geoparques de Venezuela is organizing between the 11-14 May, the II National Congress of Geotourism, this year under the theme "The socialization of the Geological-Mining Heritage and diversification of local economy". Being considered already as a reference for Latin America, this Congress expects more than 450 participants interested in the sustainable use of the Geological and Mining Heritage for the benefit of communities. "Taking under priority the serious global crisis that includes: climate change, lost of biodiversity, rural depopulation and overgrowing of urban areas, soil overexploitation and degradation by out-of-control use of pesticides; the sustainable development, by exploring natural resources in ways to generate economic and social wealth without compromising the rights of future generations, is nowadays seen as a demand more than just an idea." Geotourism can be envisaged as approaches to diversify local economy, at the same time promoting traditional activities and finding alternatives to rural abandon. The National Congress of Geotourism is developed as a forum open to discussion in Venezuela and the other countries of Latin America and Caribbean, showing the initiatives and good practices carried on in this region of the world and strengthen them through sharing of experiences. The Congress will be organized in the beautiful State of Yaracuy, where a Geopark is being developed by local authorities with the support of Fundación Geoparques de Venezuela, with the support of CORYATUR and Fondoturismo Yaracuy. This event dedicated to the Geological and Mining Heritage and its tourist applicability in a sustainable frame is totally financed by the Yaracuy State, by the Corporación Yaracuyana de Turismo, by Fondoturismo Yaracuy and by the Instituto Nacional de Turismo, and registration is totally free! This shows the excellent work that has been made by Fundación Geoparques de Venezuela in the last years for public dissemination of the importance of the Geological and Mining Heritage as vector for development, according to the paradigms of the Global Geoparks Network under the auspices of UNESCO. Everyone is invited to submit abstracts and to join the discussion rooms on Geotourism, Geoparks, Geological and Mining Heritage, Nature Interpretation and Environmental Education. The Naturtejo Geopark is honored to take part of the Scientific Commission of the National Congress of Geotourism, where is going to present its model for development under the European Geoparks Network. Participants from Latin America and Caribbean countries, as well as from geoparks of the Global Geoparks Network, are especially welcomed! More information in [www.fundaciongeoparquesdevenezuela.blogspot.com](http://www.fundaciongeoparquesdevenezuela.blogspot.com) or by [congresogeoturismo@gmail.com](mailto:congresogeoturismo@gmail.com).



**January – Casa do Forno and Incentivos Outdoor strength the corporative image of the Geopark.**

Two of the Naturtejo Geopark partners have been particularly active in the territory by their work in close connection with the Geopark. Casa do Forno from Salvaterra do Extremo has changed its business approach to develop the concept of Geohome: the family-style B&B that offers the best Geoenvironment. Casa do Forno, as a privileged place for welcoming tourists looking for contact with Nature, offers a friendly environment with a family of geologists, innovative geogastronomic experiences and the best trails discovering Tejo Internacional Nature Park. With the annual organization of the TTransgeopark ecological off-road and the active participation as rangers in the Geopark educational programmes, Casa do Forno is now working at the communication level in a common image associated to Naturtejo Geopark. One may find more information in [www.casadoforno.com.pt](http://www.casadoforno.com.pt). The active tourism company Incentivos Outdoor establishes its business Dynamics in the frame of Naturtejo Geopark and Portas de Ródão Natural Monument. Responsible for the brands GeoTrekking, GeoCircuitos, and VirVer- Tourist Packages, with products such as Kayaking in the Geopark or “There’s gold at Foz!”, presented three years ago in the Lisbon International Tourism Fair with the experience and explanations about the traditional gold panning at the Schist Village of Foz do Cobreão, which is already a reference for the Geopark; selling the Scholar Tours in the Geopark, Incentivos Outdoor has been expanding the presence in the territory, operating high-quality restaurants and local lodging, with an increasing volume of business and tourists that is becoming very important for the tourism of the region. Soon, the Earth Store will be a reality, promoting traditional products of the Geopark. March will bring many surprises. More information in [incentivosoutdoor.blogspot.com](http://incentivosoutdoor.blogspot.com) or by [visit.geopark@gmail.com](mailto:visit.geopark@gmail.com).

**January – Naturtejo Geopark with discounts and weekends for free.**

Yes, it is! Naturtejo Geopark follows the very desirable sales season in the period of austerity. With the Historical Villages of Portugal, and the support of the partners, Naturtejo Geopark is asking less 15% in the weekend packages “Routes by the Geopark”, and less 50% in traditional food tasting experiences at the territory. With Ensino Magazine newspaper, Geopark will be offering by lottery weekends to the visitors of the main Portuguese events dedicated to education, teaching and youth: Futurália (in Lisbon), Qualific@ (in Oporto) and Fitec (Batalha). This combined promotional action will reach a total of 160000 visitors.

**January – EarthWater@ from the core of the Geopark.**

“If you’d the chance, would you change the world?” This is the main motive of EarthWater, an international initiative for helping the United Nations Food Programme. At the end of 2008, EarthWater Portugal was launched by Luis Figo Foundation. The aim is simple: “Water for water”. 100% of the profits goes for cleaning water projects in África. Beiravicente, a company from the village of Vicente da Beira exploiting the water brand Fonte da Fraga – The pure water from Gardunha rocks - joined the project, placing in the market the Água da Terra brand. Fonte da Fraga brand is social and environmentally responsible, providing jobs for 60 people from this village from the North of the Geopark.

**January – Naturtejo Geopark in the Business Network International.** BNI is a professional organization for business and referral. The only purpose of the BNI group is to generate more business for the members without any commission. At an international level, BNI has more than 5100 groups and 110000 members all over the world. BNI Confidence was founded at Castelo Branco in the end of the last year, being the first group from inland of Portugal. It has responsible professionals wishing to pass and receive business. Among them and for their enterprises, it is generated more than 2000000€ annually. Naturtejo and some of its partners are taking part of the BNI Confidence where, on a weekly basis, commercial dynamics are generated by Networking. But not everything is business in this net cooperation. Recently Naturtejo has its opportunity to present the Geopark and tourism potentialities, by the enthusiasm of Armindo Jacinto. BNI Confidence promoted also a solidarity dinner for businessman to help Acreditar/Believe – Association of Parents and Friends of Children with Cancer.

**9th January – RTP visits Castelo Branco.** . The “House Staff of RTP”, brought 70 people from the national public television to visit the city of Castelo Branco with Fátima Rodrigues, including the castle, the Francisco Tavares Proença Júnior Museum and the Paço Baroque Garden.

**12th January – European Festival Awards prized Boom.** The music and art festival hosted at the heart of the Naturtejo Geopark was awarded the most ecological from Europe, being also the only Portuguese festival nominated for the European Festival Awards, presented this year in Holland. Boom Festival is organized at Idanha-a-Nova since 2002. In August last year, the theme was “Water”, and attracted more than 80% of foreign participants, which meant the most international festival organized in Portugal. The ecological issues are fundamental for Boom. The construction of the festival recycles materials from other festivals such as Rock in Rio Lisboa or the Festival de Banda Desenhada da Amadora. In 2007 the project “Your oil music” was launched, through which cooking oil used by the inhabitants of Idanha-a-Nova has been collected, which is then reused to power the generators of the festival. The Boom has developed compostable toilets, which exempt the use of water, making even the water treatment baths and washes using bacteria. This award joins the other two awarded in 2008 and 2010 under the Outstanding Greener Festival Award. More than 350,000 public votes decided the prizes of the European Festival Award this year. Boom Festival was invited by the UN to join the United Nations Environment Music & Stakeholder Initiative



**12th January – Azambuja Municipality studies environmental interpretation centres at the Geopark.** The Councilor for Education and Planning of the municipality of Azambuja, in the region of Ribatejo, Ana Ferreira and his technical team moved up to the Geopark to analyze the existing environmental interpretation centers. This visit follows the good relations existing between the two entities and that resulted in educational programmes of schools from Azambuja made since 2007 in the Geopark. Carlos Neto de Carvalho followed this visit, which provided information about the development projects of the Environmental Interpretation Center of Castelo Branco and the Alive Science Centre from Proença-a-Nova, from its origin to its implementation, through technical and councilors responsible for these infrastructures. In the Living Science Center dedicated to the forest, the group was met by the Vice Chairman of Naturtejo, Councilman João Manso. This visit will result in the first environmental interpretation center of Azambuja, with which the Geopark promises to cooperate.



### **19-20th January – Naturtejo Geopark making business in the Portugal stand at FITUR.**

Once again the Naturtejo Geopark was represented in one of the largest tourism fairs in the world, FITUR Madrid. For the first time since its integration into the European Geoparks Network, the Naturtejo Geopark was not with their own stand on behalf of the Network and the Iberian Geoparks. The economic crisis and austerity measures imposed in Portugal a very careful management of existing resources. But this does not mean that the Naturtejo Geopark abdicate of its presence. Being a Tourist Brand from the Centre of Portugal, the Naturtejo Geopark was represented at the Portugal stand that this year was considered the best of FITUR. Through our agent in Spain, Jesus Alarcon, Armindo Jacinto and Tiago Oliveira presented the new "Geopark Routes 2011" to Portuguese and Spanish tour operators, with very positive results already expected this spring.



### **20-21st January – Iberian Seminar on Desertification creates Regional Working Group in the Geopark.**

The National Focal Point of the United Nations Convention to Combat Desertification and the National Forest Authority, with support from the Ministry for Agriculture and Rural Development of Extremadura organized with the support of Naturtejo Geopark at Raiano Cultural Centre head office the Iberian Seminar " Successful Cases in Combating Desertification: Desertification, Abandonment and Rural Depopulation - Interventions at the Borderland. About 100 researchers, politicians, technicians and students from the borderland region began by visiting the Center for the Arts and Crafts of Quinta dos Trevos and the Vale Feitoso Chasing Farm, near Penha Garcia.

The seminar was attended by the Secretary of State for Forestry and Rural Development of Portugal, the Director General for Sustainable Development of Rural Areas of Spain and the Secretary General of Rural Development Government of Extremadura. Armindo Jacinto presented Naturtejo Geopark and its impact on social and economic development in the region. This seminar resulted in the creation of the Regional Working Group for Desertification, which is part of the Executive Armindo Jacinto, and will be headquartered in the Geopark.



**26th January – Educational Programme between quartzites and granites.** “The fossils of Penha Garcia and the boulders of Monsanto” was a fieldtrip intended for the 38 students and 6 teachers of two high-schools of Leiria, the Escola Secundária Domingos Sequeira and Escola Secundária Rodrigues Lobo, led by Catarina Loureiro.



**28-30th January – “Educational Landscapes”:** conference on environmental education in the Geopark. About 200 people, among teachers, researchers, technicians, cultural animators and students, participated in the XVIII Pedagogical Conference of Environmental Education for Sustainability which took place in the Management School and the Raiano Cultural Center, in Idanha-a-Nova. The theme of the event, “EDUCATIONAL LANDSCAPES” – may be defined as “places where a learning program was designed to allow its users to interact with the environment”. The conference organizers were in charge of the Portuguese Association of Environmental Education (ASPEA) together with the Town Hall of Idanha-a-Nova, the Naturtejo Geopark and the Management School of the Polytechnics Institute of Castelo Branco. They had the support of the Portuguese Environmental Agency (APA), the National UNESCO Commission, among others.

The conference schedule was extremely rich in activities, workshops, movies, exhibits, field-trips, talks and posters presented by the participants as well as invited speakers. 4 field trips took 159 participants to discover the Penha Garcia Ichnological Park, the Monsanto Inselberg, the Historical Village of Idanha-a-Velha and the birdlife of Salvaterra do Extremo and Segura.



PA credited training action entitled "OUTDOOR LEARNING" occurred simultaneously for Kindergarten, Elementary and High School teachers. The Geopark was represented by two talks of Manuela Catana, Catarina Loureiro and Joana Rodrigues.

In the scope of the Environmental Education Conference, included in the Annual Project "The trees and rocks of our School", several art workshops were created by the Educational Service of the Idanha-a-Nova Municipality and the Naturtejo Geopark for 130 students of 7 classes from the primary school of Idanha-a-Nova. These workshops were centered on the forests theme.

The Conference participants were invited to visit the scientific illustration exhibit "Endangered Borderland Portraits", in the presence of the exhibit's author, the scientific illustrator Fernando Correia. This exhibit displays, in short, the reality of the Portuguese forests as platforms for the sustainability of biodiversity, as well as some natural heritage - fauna and flora - of Idanha-a-Nova. Through 25 panels comprising the travelling exhibit "Biodiversity", it is shown the importance of biological diversity, man's dependency of it, the threats it is under, and each citizen's contribution to counteract the abuse it is being subjected to.

The cultural entertainment of the XVIII Pedagogical Conference of Environmental Education for Sustainability was performed by presenting the documentary "Naturtejo Geopark – an Oasis in Europe" and acting of the Adufe women players from Monsanto. The Conference "GEOschools – innovative practices in Geosciences teaching", that is going to be organized by Naturtejo Geopark in November under a EU project, was presented during the Conference.



# GEOPARK'S IMPACT IN MEDIA

## Newspapers & www

- January/February (Jornal de Oleiros) – “Forest for all!”
- January (Ensino Magazine) – “Weekend at Geopark”
- January (www.turismodocentro.pt) – “Geotourist Calendar 2011”
- 5th January (Gazeta do Interior) – “Incentivos Outdoor rises 60%”
- 10th January (aquemealemtejo.blogspot.com) – “Geopark Naturtejo in the Mines and Sites of Mining and Geological Interest Guide of Portugal”
- 18th January (Povo da Beira) – “Boom Festival awarded European prize for the most ecological festival”
- 19th January (Gazeta do Interior) – “Iberian Seminar – Good practices against desertification discussed at Idanha-a-Nova”
- 19th January (Gazeta do Interior) – “Boom Festival awarded”
- 20th January (Reconquista) – “Successful cases fighting against desertification”
- 20th January (Reconquista) – “Ecology awards again Boom”
- 25th January (País Positivo magazine of Jornal Público newspaper) – “Iberian seminar “Fight against desertification, rural desertion and depopulation – borderland interventions”
- 26th January (Gazeta do Interior) – “Rural desertion “of concern” in Portugal
- 27th January (Reconquista) – “Portugal is on time to save the inland”
- 28th January (Ecosfera.Publico.clix.pt) – “Debate on Portas de Ródão”

## TV

- 21st January – (RTP1 national TV, Portugal em Directo news) – “Iberian Seminar at Idanha”

## **SCIENTIFIC CONTRIBUTIONS FOR GEOSCIENCES**



- Catana, M.M. & Loureiro, C. – A GEONATUR escola do Geopark Naturtejo. Resumos das XVIII Jornadas Pedagógicas de Educação Ambiental da ASPEA, Idanha-a-Nova, 2 pp. [www.aspea.org](http://www.aspea.org)

- Rodrigues, J. & Neto de Carvalho, C. – Geopark Naturtejo: uma abordagem diferente de comunicar patrimónios. Resumos das XVIII Jornadas Pedagógicas de Educação Ambiental da ASPEA, Idanha-a-Nova, 3 pp. [www.aspea.org](http://www.aspea.org)

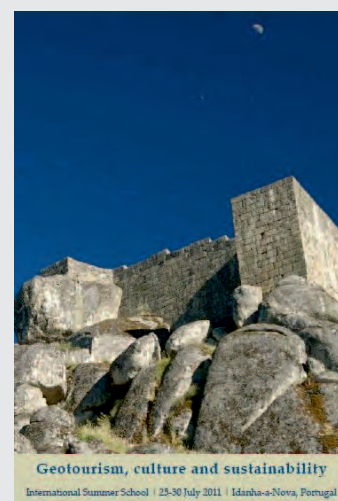


## PROMOTION FOR THE GENERAL PUBLIC

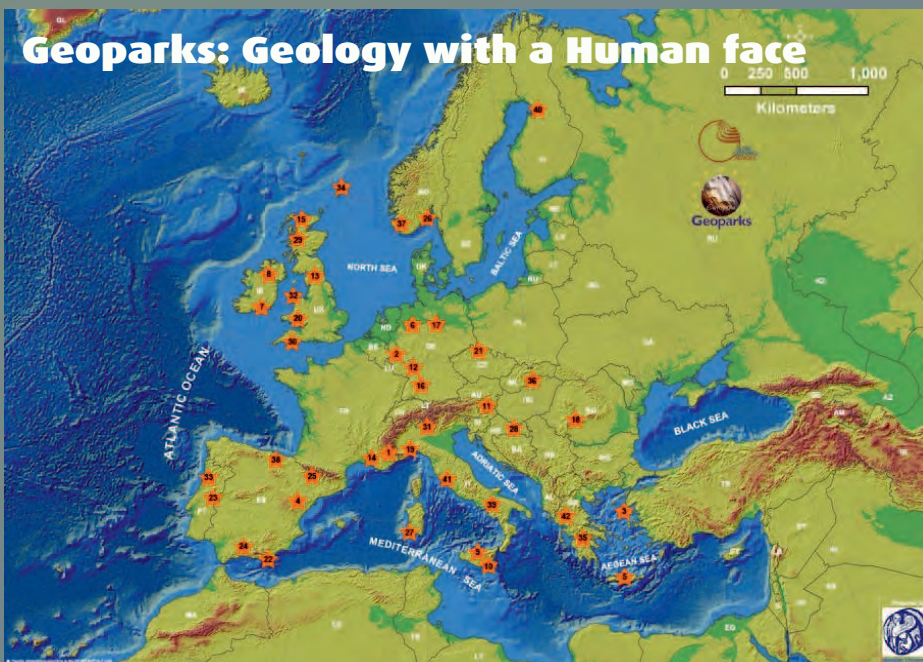
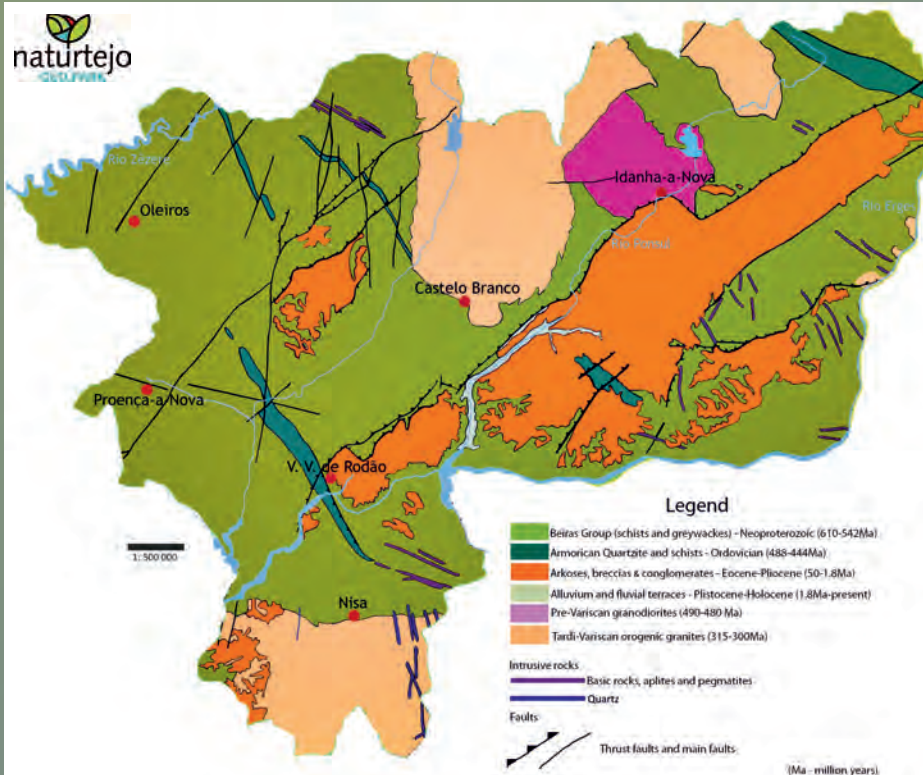
- Falhas, S. (2010) – Aldeias Históricas de Portugal – Guia Turístico. Olho de Turista, 352 pp.
- Neto de Carvalho, C. – Geopark Corner. Diario de Teruel.
- Rodrigues, J.C. – Geologia à nossa volta. Jornal de Oleiros.
- Colecção de postais “...aqui tão perto” dos Geomonumentos do Geopark Naturtejo.



[www.fundaciongeoparquesdevenezuela.blogspot.com](http://www.fundaciongeoparquesdevenezuela.blogspot.com)



[www.dct.uminho.pt/cct/summerschool](http://www.dct.uminho.pt/cct/summerschool)



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