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Naturtejo Geopark enlarges presence in the Social Networks
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CRUZIANA

NATURTEJO UNESCO GLOBAL GEOPARK - E-Magazine



MONTHLY ACTIVITIES

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Organização
das Nações Unidas
para a Educação,
Ciência e Cultura



Naturtejo da Meseta Meridional
Geoparque
Mundial da
UNESCO

January - Naturtejo Geopark enlarges presence in the Social Networks. Naturtejo Geopark kicked off in the Social Networks in 2009, with a Facebook page (@naturtejogeopark), which still maintains today. In 2012 a Youtube channel was created (www.youtube.com/c/GeoparkNaturtejoMundialdaUNESCO) and currently has about 84 000 views and presents promotional videos, reports, documentaries, webinars and also several Playlists that aggregate UNESCO Global Geoparks' contents from all over the world, as well as suggestions for educational resources or videos about the Geopark territory. In the same year the ISSUU platform was also created (<https://issuu.com/geoparknaturtejo>), a library with almost 190 titles from Naturtejo Geopark, which hosts publications in digital format, as the E-Magazine Cruziana Report, the Cultural Agenda, Congress proceedings and abstract books, brochures and magazines.

The Instagram profile (https://www.instagram.com/geopark_naturtejo/), dedicated to a younger audience who likes to travel, was created in 2014 and is undoubtedly the social network that currently generates more engagement and interaction. Note that Instagram is used in all phases of the traveller's buying journey, from finding inspiration to sharing experiences.

Also in late 2020, the LinkedIn page was created (linkedin.com/company/geoparknaturtejo) aiming to deepen networking and reaching a professional, academic and institutional audience.

In January 2021 Naturtejo Geopark arrived at Twitter (@Geo_Naturtejo), the 280 characters network, with the challenge of increasing its notoriety and approaching the public.

The presence in social networks is a key element of the marketing strategy of Naturtejo Geopark, trying to reinforce the brand among several types of public, in more formal and in more informal contexts. These platforms allow the wide content sharing at high speed and allow a greater interaction between the Geopark, the visitors, the communities and the partners.

After the beginning of the pandemic, in March 2020, the interaction in some social networks doubled, bringing new challenges in the digital presence, to which Naturtejo Geopark responded with the initiative #GeoparkNaturtejoEmCasa.

GEOPARQUES UNESCO PORTUGAL

AÇORES - AROUCA - ESTRELA - NATURTEJO - TERRAS DE CAVALEIROS

January 3rd - Launch of the UNESCO Geoparks - Portugal pages. The 5 Portuguese UNESCO Global Geoparks have started a joint communication strategy for social networks, in order to institutionally strengthen and give more visibility to the brand and also share relevant information and promote these effervescent territories. The UNESCO Geoparks - Portugal (@GeoparquesPT) are, in this first phase, present on Facebook, Instagram, Twitter, Youtube and LinkedIn.

At a time when social networks assume an increasing importance in society and that a new reality of isolation and social distancing is going through, due to the pandemic of COVID-19, the online presence is an opportunity to make Geoparks better known to a wider audience.

Through a Working Group dedicated to Communication, composed by elements of the five Portuguese Geoparks, a structured and segmented strategy is being developed and implemented, addressed to different audiences, in the different platforms.

January 19th - ODSlocal Platform. The ODSlocal Platform is a mobilizing and inclusive project that includes, among other components, a dynamic online portal, which allows visualizing and monitoring the progress in each municipality in Portugal (in those who adhere to the platform) in relation to the Sustainable Development Goals (SDGs), a Capacity Building Plan and a cycle of events. The ODSlocal platform aims to facilitate the implementation of SDGs in municipalities. In this meeting, boosted by 2 technicians of the ODSlocal Team, in which Manuela Catana participated as focal point of the Municipality of Idanha-a-Nova, functionalities and products, work methodology, activities to be developed and calendar of actions to be developed in 2021 by the Platform management team were addressed.

January 21st - 1st online meeting of the Working Group "Educational Resources - of the Guide of the Portuguese Geological and Mines Sites (RMPIGP)". At the meeting of the Working Group for the development of educational resources of the RMPIGP, some proposals for the reorganisation and simplification of the guide "Educational resources for the school year 2021/2022" were discussed. In it 9 representatives from some RMPIGP partners that integrate the recently created Working Group "Educational Resources" participated. Representing Naturtejo Geopark was its responsible for the educational programs, Manuela Catana.



21 de Janeiro - Webinar "Ciência Cidadã em Geoparks Mundiais da UNESCO".

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January 21st - Webinar "Citizen Science in UNESCO Global Geoparks". The Webinar 'Citizen Science in UNESCO Global Geoparks' promoted by Estrela Geopark was held and in this event the importance of citizen science initiatives and the involvement of the public and communities in scientific research in geoparks was discussed. Representatives of the UNESCO Global Geoparks Naturtejo, Arouca, Azores, Terras de Cavaleiros and Estrela, as well as the Aspiring Geoparks Oeste and Algarvensis and the UNESCO National Commission participated. Naturtejo Geopark was represented by the Scientific Coordinator, Carlos Neto de Carvalho, who made known initiatives developed in the territory.

January 26th - 3rd Digital Forum of the European Geoparks Network. The third digital forum of the European Geoparks Network took place once again with representatives of the European UNESCO Geoparks and observers from different parts of the globe. The aim of this forum was the presentation of examples in the areas of adaptation to climate change and examples of activities developed by different geoparks during the pandemic. Carlos Neto de Carvalho participated representing Naturtejo Geopark.

January 26th - + Sustainable Tourism Plan 20-23. Naturtejo Geopark, together with all the Portuguese UNESCO Global Geoparks, contributed to the public consultation of the + Sustainable Tourism Plan 20-23 of Tourism of Portugal.

This document is intended as a strategic benchmark through which Tourism of Portugal assumes responsibility for mobilising stakeholders and society to promote sustainability in Tourism in Portugal. The Plan will act with a focus on the 17 Sustainable Development Goals, of the United Nations Agenda 2030 and is aligned with the objectives of the Tourism Strategy 2027 and the World Tourism Organization responsible tourism sector recovery policy, post COVID-19. According to the guidelines of the WTO Global Tourism Crisis Committee, the responsible recovery of the sector will enable it to resume activity even stronger and more sustainable.

Portuguese Geoparks proposed actions and projects for the Plan's 4 Axes of Action: Structuring an increasingly sustainable offer (I), qualifying the sector's agents (II), promoting Portugal as a sustainable destination (III) and monitoring sustainability metrics in the sector (IV), committing to collaborate closely with Turismo de Portugal and the various entities and agents involved.

The Plan, presented in October 2020, was in public consultation until 26 January 2021.

January 29th - Webinar 'Development and Implementation of the Contingency Plan COVID-19' Historical Villages of Portugal. Following the implementation of the COVID-19 Tactical Operational Response Plan in the Historical Villages of Portugal, the first webinar with the purpose of drafting the COVID-19 Contingency Plans took place. This action had the participation of Carla Jacinto, representing Naturtejo Geopark.

IMPACT OF GEOPARK IN MEDIA



TV & Radio

January 28th (SIC NOTÍCIAS) – Over 600 dinosaur footprints discovered near Cabo Espichel, in Sesimbra

Newspapers & www

January ((European Geoparks Network Newsletter) - Naturtejo UNESCO Global Geopark (Portugal): Be member of SmartFarmer platform to promote local producers

January 23rd (El País) - Iberian Pig - The father of the “pata negra”

January 24th (www.Diariodehuelva.es) - The origin of a species of wild boar dating back 106.000 years is located on the Huelva coast.

January 26th (Diário Digital) – Penamacor: Award-winning documentary presented by the Municipality on Malcata Mountain

January 27th (Gazeta do Interior) – Municipality of Idanha rehabilitates walking trails

January 27th (Gazeta do Interior) – SIC - Documentary shows Malcata Mountain

January 28th (Diário de Notícias) – Over 600 dinosaur footprints discovered near Cabo Espichel, in Sesimbra

January 28th (Observador) - Over 600 dinosaur footprints discovered near Cabo Espichel, in Sesimbra

January 28th (CM Jornal) - Over 600 dinosaur footprints discovered near Cabo Espichel, in Sesimbra

January 28th (Jornal de Notícias) - Over 600 dinosaur footprints discovered near Cabo Espichel, in Sesimbra

January 29th (MacauBusiness.com) – Portugal: Over 600 dinosaur footprints discovered near Cape Espichel

January 2021 - (O Concelho de Vila Velha de Ródão) – The High Tejo Studies Association initiated the edition of number 13 of its digital magazine, Açafa online, freely accessible through the shortcut: https://www.altotejo.or/acaafa/acaafa_n13.html

SCIENTIFIC CONTRIBUTIONS FOR THE GEO PARK AND THE GEOSCIENCES



- Frey, M.L. – Geotourism – Examining tools for sustainable development. Geosciences, 11, 30. <https://doi.org/10.3390/geosciences11010030>

PROMOTION FOR THE GENERAL PUBLIC



Ciência Cidadã em Geoparks Mundiais da UNESCO WEBINÁRIO MESA REDONDA



21_JAN_2021 Plataforma Zoom 17h30

Moderadora: **Maria Vicente** (Plataforma de Ciência Aberta - Município de Figueira de Castelo Rodrigo)

Participantes:

- Geoparques Mundiais da UNESCO e Geoparques Aspirantes
- Comissão Nacional da UNESCO



Campanha de Verão

4 a 31 de julho de 2021

- Escavações Arqueológicas
- Campo 1: Bateria das Baterias I
4 a 17 de julho
- Campo 2: Capela Velha do Peral
12 a 24 de julho
- Campo 3: Sepultura megalítica a identificar
19 a 31 de julho
- Exposição de materiais arqueológicos
19 e 31 de julho
- Proença-a-Nova: Arqueologia e Património Construído
24 de julho, apresentação do livro
- Conferências
14 e 21 de julho
- Visita de Estudo
18 de julho
- Jantar em aldeia de xisto
15 e 22 de julho
- Contactos para informações:
+351 939 127 478 (Câmara Municipal)
altoitejo@gmail.com
archaeologicalfieldcamps-portugal.pt



2021 Proença-a-Nova International Archaeological Field Camp Campo Arqueológico de Proença-a-Nova

Portugal



(Fotografia de Maria Montalva, Vista da Bateria das Baterias I no decorrer da campanha de 2018)

PROMOTION FOR THE GENERAL PUBLIC



**SECOND CALL FOR APPLICATIONS
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OPENS ON 16 NOVEMBER 2020

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With the support of the Erasmus Programme of the European Union

WEBINAR | 15 HORAS | 26 DE FEV. | 2021
www.facebook.com/cm.macedodecavaleiros

TURISMO, AGRICULTURA E VALORIZAÇÃO DO INTERIOR

PROGRAMA:

15H00 - Sessão de abertura
Benjamin Rodrigues, Presidente da Câmara Municipal de Macedo de Cavaleiros
Rita Marques, Presidente de Câmara do Turismo

1ª Painel
15H30 - "O Impacto da agricultura no desenvolvimento do turismo do interior"
Francisco Sarmento, Presidente da Associação para o Desenvolvimento Territorial - FAD
Carla Alves, Diretora Regional da Agricultura e Pescas do Norte (DRANP)

2ª Painel
16H00 - "Os produtos endógenos como fator de atratividade do destino"
Isabel Ferreira, Secretária de Estado da Valorização do Interior
Luís Pedro Martins, Presidente do B3 Porto e Norte
Joana Rodrigues, Geóloga - Geopark Natúrego Mundial da UNESCO

16H30 - Debate

Moderação
Antónia Morais, Chefe de Divisão do Turismo e Promoção do Território do CMCM

GEOPARK TERRAS DE CAVALEIROS

CM MACEDO DE CAVALEIROS
www.cm.macedodecavaleiros.pt



UNESCO
United Nations Educational, Scientific and Cultural Organization

UNESCO Global Geoparks

2nd GGNDIGITAL FORUM

23-24 FEBRUARY 2021
12:00 - 14:00 GMT

GLOBAL GEOPARKS NETWORK

PROMOTION FOR THE GENERAL PUBLIC

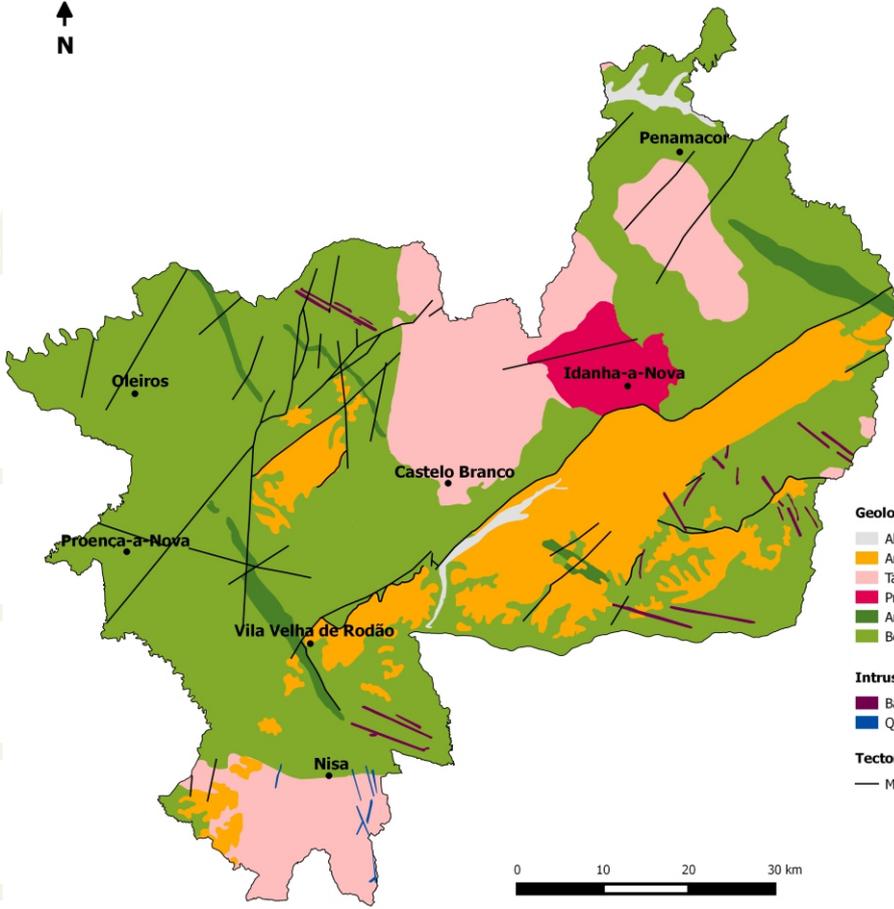


#GeoparkNaturtejoEmCasa



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-  <https://www.linkedin.com/company/geoparknaturtejo/>



Geoparks: Geology with human face





Edition - Geopark Naturtejo, 2021
Coordination - Carlos Neto de Carvalho
Texts - Carlos Neto de Carvalho, Joana Rodrigues,
Carla Jacinto, Manuela Catana
Photos - Jesus Salazar Cabrera, EGN
Clipping - Carla Jacinto e Alice Marcelo
Design - Layer [Design and Print Studio]
Translation - Carla Jacinto
Editing - Joana Rodrigues



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GEOPARK NATURTEJO DA MESETA MERIDIONAL EUROPEAN AND GLOBAL GEOPARK MONTHLY REPORT

www.geoparknaturtejo.com

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