



GEOPARQUE  
VILLUERCAS  
IBORES JARA



PROGRESS  
REPORTS  
2011-2015

## 2011 Annual Report Villuercas-Ibores-Jara Geopark



The Villuercas-Ibores-Jara Geopark was recognized in 2011 by the EGN and GGN. It was an important year for the educational project. In the picture, the children of the Guadalupe School in the commemorating act of recognition as an European and Global Geopark (including a Norwegian souvenir!).

1. The Villuercas-Ibores-Jara Geopark was recognized by the European and the Global Geoparks Networks during the European Conference held in Langesund, Norway. All partners agreed that the high degree of joint work, the good coordination between government and private institutions and the social consensus were the values that enabled this success.
2. The “Geocentros” educational project was held in a large number of schools in the territory. The information given to the management teams and the teacher’s training made easy the organization of workshops and geosites’ interpretation paths with the students.
3. The provision of Geopark’s facilities has continued. During the year it was opened the Interpretation Centre of the Castañar de Ibor’s Cave. Also the Costanaza phosphorite Mine was adapted for visit. New works began for new equipments such as the reception center for visitors and other interpretation centers.
4. The campaign to raise Information and public awareness coordinated by the LEADER group Aprodervi (Geopark partner) was maintained throughout the year: Social support to the proposed Geopark lived moments of brilliance. The facebook page added about 1400 enthusiastic adherents (<http://www.facebook.com/#!/Groups/165864893440526/>). The campaign “All with the Geopark” reached all the villages whose city councils put commemorative banners on the facades. The newsletter “Villuercas Ibores Jara” kept the geopark info updated. (<http://aprodervi.blogspot.com/p/periodico-comarcal.html>).

## 2012. VILLUERCAS IBORES JARA GEOPARK (SPAIN)



*The new Visitor Reception Center in Cañamero.*

### **Major achievements of geopark in 2012**

- Adequacy of the ancient schools of Cañamero as new Visitor Reception Center of Geopark. Inauguration of this center.
- Completion of construction adequacy of Logrosán Costanaza Mine (Phosphorite Vein) and his laboratory. Installation of interpretation equipment. Logrosán.

### **Contribution towards the work of the EGN**

- Communications for EGN Book, EGN magazine and Arouca European Conference.
- Reception of the Aspiring Geopark El Hierro (Canary Island) delegation. Information and observation of the management structure, geosites, and geotourism.

### **Management structure and financial status**

- Meeting of the Villuercas - Ibores - Jara Geopark Executive Committee. Annual Report. Appointment of new members of the Education and Science Committee. Agenda 2013.

### **Conservation (geoconservation) strategy**

- Meeting of the Scientific and Educative Committee. 2012 scientific activities schedule. Enlargement of the geopark scientific papers and PhD works database.
- Design and development of new pedagogical materials: a collection of rocks, minerals and fossil replicas, and teaching aids for conducting workshops. Distribution to primary schools and secondary in the Geopark territory.

### **Strategic partnership**

- Attendance at meetings of "Geoemployment" project (FEADER) with several partners.

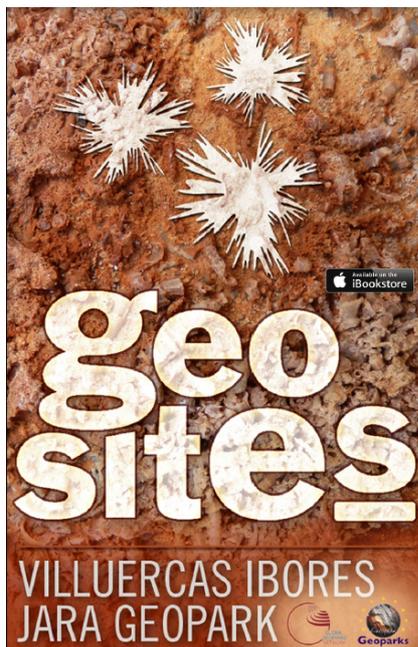
### **Marketing and promotional activities**

- Geopark promotion within the tourism promotion events of the County Council of Cáceres in Lisbon, Leon, Valencia and Santiago de Compostela.
- Geopark famtrip of Portuguese operators and of bloggers linked to the tourist site minube.com. Up to 60,000 people have been able to follow it through Twitter.

### **Sustainable economic development**

- Certification criteria and training for the Tourist Product Club "Geopark" (Tourspain methodology for international promotion as Ecotourism Companies).
- Training certification on Tourism Quality for sixteen geopark companies, one museum and one Interpretation Centre.

**2013 annual report  
VILLUERCAS-IBORES-JARA GEOPARK (SPAIN).**



*The iBook "Geosites".*

**Major achievements in 2013**

- Editing of a geopark's resources Reference Manual for the companies participating in the Geopark's Tourist Product Club.
- Development and printing of the Geosites' Guide of the Villuercas-Ibores-Jara Geopark.
- Adequacy and inauguration of the interpretation room of the Carnival of Souls (geopark intangible assets) of Villar del Pedroso and the interpretation room of the lime kilns of La Calera in Alia.
- Presentation of the multi-touch book version of the Villuercas-Ibores-Jara Geopark Geosites' Guide as a tourist and educative tool.
- Opening of a new natural path to the geosite "Chorrera de Calabazas".

**Contribution towards the work of the EGN**

- Participation in the 31th and 32th EGN Coordination Committees. Contributions to the EGN Magazine.
- Contributions to the Fossils workgroup.

## **Strategic partnership**

- Spanish Geoparks Forum meeting in the Extremadura room at the International Tourism Fair of Madrid.
- Geoempleo Project activities with LEADER groups and Spanish Geoparks.
- Starting a tourist cooperative activity between Naturtejo Geopark and Villuercas-Ibores-Jara Geopark under the Cross-Border Cooperation Programme Spain-Portugal (ERDF).

## **Marketing and promotional activities**

- The Geopark in the most important tourist fairs: FITUR 2013, FIO 2013, WTM 2013.
- Fam-trip with journalists from national media, geography media and influential bloggers in the world of travel.
- As a result of the Communication Plan: the Geopark and the social networks: twitter @villuercasGPark with 450 followers. facebook: www.facebook.com/GeoparqueVilluercas with 490 fans. New webpage design: www.geoparquevilluercas.es
- Promoting Awareness: the Geoparticipation project (890 people participated in the activities),

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## 2014 annual report VILLUERCAS-IBORES-JARA GEOPARK (SPAIN).



*First Open Seminar of the Spanish Geoparks Committee in Guadalupe.*

### Major achievements in 2014

- Edition of the textbook “Conocimiento del medio natural, social y cultural del Geoparque Villuercas-Ibores-Jara (*Knowledge of the natural, social and cultural environment of Villuercas Ibores Jara Geopark*)”. A textbook for the last years of Primary Schools (Subject of Environment Awareness).
- Description of two new geosites. The Canchos Vadillo are a huge cliff over the river Gualija. They are orthoquartzites affected by the contact aureole of the Peraleda spheroidal weathering. The Rocky Wall of the Trout represents the Upper Ordovician orthoquartzites. Exceptional transverse fails can be observed. In its surroundings one of the most representative forests of *Prunus lusitanica* is preserved.
- Inauguration of the new geological and mining museum in Villuercas-Ibores-Jara Geopark. It is opened in the premises of the mine Costanaza in Logrosan.
- Organization of the First Open Seminar of the Spanish Geoparks Committee in Guadalupe.

### Contribution towards the work of the EGN

- Participation in the 33th and 34th EGN Coordination Committees. Contributions to the EGN Magazine, EGN website and GGN Newsletter.
- Villuercas-Ibores-Jara Geopark will be in charge of the Spanish Geoparks Committee vice-coordination and the communication strategies. Management of @ComEspGeoparks and [www.geoparques.eu](http://www.geoparques.eu).

## **Management structure and financial status**

- Adoption of a new cooperation agreement for the geopark management.

## **Strategic partnership**

- Speech about "Geoparks as an opportunity for territorial development" and meeting with the Guatemalan Tourism Institute, INGUAT, in La Antigua, Guatemala.

## **Marketing and promotional activities**

- The Geopark in the most important tourist fairs and advisory webs: FITUR 2014, FIO 2014, spain.info, minube.com, tripadvisor, booking, etc.
- The geopark on the net: Social Networks' evaluation: 1,651 followers on Twitter, @VilluercasGpark. 1,324 fans on Facebook, <https://www.facebook.com/GeoparqueVilluercas>. 36,407 pages visited on [www.geoparquevilluercas.es](http://www.geoparquevilluercas.es).

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## **Villuercas-Ibores-Jara Geopark**

### **Progress Report, October 2011 - March 2012**

#### **GEPARK'S ACTIVITIES.**

1. Publication of the number 40 of Villuercas Ibores Jara's Rural Newspaper with special reference to the incorporation of the Geopark in the EGN and in the GGN.
2. Commission of the Touristic Revitalization Plan of Cáceres County Council for different matters related with the Geopark project. Cáceres November, 2011 - February, 2012.
3. Media interviews on the occasion of the recognition as member of the EGN and other activities of the Geopark. November, 2011 - February, 2012.
4. On October 3 it is released the project "Eat up Our Geopark" organized by the Businessmen's Association "Geovilluercas" tourist product based on the thematic restoration of the Geopark.
5. Raising awareness activities: Bicycle touring through the Geopark organized by the Association of the Royal Way of Guadalupe and hiking route "Alfonso Onceno" with Circaetus and the mountain club "El Garigolo" of the municipality Peraleda de San Román. October, 2011.
6. Conferences on the Geopark. Regional forum on Equality of Opportunities. V Master in Rural Development of the University of Extremadura in Cáceres. Forum 21 of Citizens engagement between Villuercas Ibores Jara and the area of "Campo Arañuelo" to inform about the possibilities of the Geopark to businessmen and public institutions' representatives in charge of the area. November, 2011.
7. Raising awareness activities: Activity "Planting Trees on Cañamero" with the association "Tree Lovers" organized by Turextremadura. A hundred of bloggers specialized in natural trips planted trees in Cañamero and visited the Geopark. Circaetus organizes the trekking route "Voyage of the Villuercas". Walk to the Crag of the Villuercas; the Geopark from the Crag. Organized by several associations of the area with the participation of 50 hikers. November, 2011.
8. Regional forum of Education and Culture: Meeting with 12 directors of educational centres in Guadalupe to speak about the project "Geocentres". Second meeting in Cañamero with representatives of the educational centers of the area to explain the Geopark's educational project Geocentres in the education centre: "Fausto Maldonado". November, 2011
9. Conferences on the Geopark: the Businessmen's Association Geovilluercas organizes an informative session about the Geopark addressed to farmers, ranchers and hunters in Guadalupe. Presentation about the Geopark in the Cultural Week of Alía, with the assistance of 40 people. November, 2011.
10. Set up of multimedia points of tourist information in 18 municipalities of the area. November, 2011.

11. Set up and development of a Quality Plan called MACT in the companies associated with the Geopark. November, 2011.

12. Commemorative act for the recognition of the new Geopark Villuercas Ibores Jara with the assistance of representatives of the Geopark's protocol signatory entities. More than one hundred copies of the Geopark's EGN certificate were distributed among the participants. Guadalupe, December 1st.

13. " First Day of educational dissemination on the Geopark" of the high school "Las Villuercas" of the municipality of Guadalupe. It included presentations on the Geopark for 65 pupils from 12 to 15 years. December 22.

14. Set up of the Tourist Product Geopark Villuercas Ibores Jara Club. December, 2011.

15. Hiring of the interpretation equipments for five new museums and info-centres for visitors of the Geopark.

16. Meeting of the Executive Commission of the Geopark. Decision on the new juridical and technical structure. January, 2012.

### **Networking.**

17. From September 16 to September 22: Participation in the Annual conference of Geoparks's European Network in Langesund (Geonorveiga Geopark), Norway. Assistance to the conferences with the presentation of the communication "Geo-schools: a commitment to education in the territory of the Geopark Villuercas Ibores Jara's project" and to the assembly where the Geopark's project "Villuercas Ibores Jara" received the certificate as a official member of the European Geoparks Network and the Global Network.

18. From October 24 to October 26 Working visit to the Cultural Park of Maestrazgo (Maestrazgo Geopark) with the partners of the project "Deposits of employment in Geoparks".

19. On the 16th and 17th of December: participation in the constitution of the Geoparks's Spanish Forum in the Geopark of Maestrazgo.

## **Villuercas-Ibores-Jara Geopark**

### **Progress Report, March 2012 – September 2012**

#### **GEPARK'S ACTIVITIES.**

1. Meeting of the Scientific and Educative Committee. 2012 scientific activities schedule. Enlargement of the geopark scientific papers database Cáceres, 20th March.
2. Coordination meetings with the Tourist Association Geovilluercas: Certification criteria and training for the Tourist Product Club "Geopark" (Tourspain methodology for international promotion as Ecotourism Companies). March, April 2012.
3. Meeting with the Centers of Teachers and Resources on the geopark territory about the 2012-2013 educative project schedule. Trujillo, 28 March.
4. Delivery of training certification on Tourism Quality for sixteen geopark companies, one museum and one Interpretation Centre. Guadalupe, April 2012.
5. Geopark promotion within the tourism promotion events of the County Council of Cáceres in Lisbon, Leon and Santiago de Compostela. April and May.
6. May 27 to June 3. EGNWEEK 2012: Main activities:  
Official Opening Act of the 3th European Week in Villuercas-Ibores-Jara Geopark. Guided paths for tourist, primary schools students, political decisors and geological students in different days on the week, including the Path Festival "Itinere, the pilgrimage to Guadalupe". Geopark gastronomy week. Voluntary action on the Botanical Garden "Pedro Blanco" in Berzocana. Guided paths to the geopark rock shelters. Training course: Introduction to the Geology "Geology for all". I Technical Seminar of the Villuercas-Ibores-Jara Geopark. Logrosán. Scholar exhibition of geopark photograph. Educative Project. Public communication on "Fossils and cave paintings in Villuercas-Ibores-Jara". Workshop: Oral and cultural traditions, the intangible heritage of the geopark. Workshop: VilluerCaching; a geopark full of treasures.
7. Conference on Geopark in the Summer School of the University of Extremadura "Water Culture Seminar". Badajoz, June 25.
8. The film 'Geopark Villuercas-Ibores-Jara' get a prize at the II International Film Competition of Nature Tourism in Extremadura, Cinextur. May.
9. Geopark famtrip of bloggers linked to the tourist site minube.com. Up to 60,000 people have been able to follow the travelers experience through Twitter. Organized by the Tourism Department of Extremadura. May 2012.
10. Attendance at the First National Congress of Tourist Companies in Biosphere Reserves and Protected Areas. Monfragüe National Park. June.

11. Slideshow Presentation of the International Appalachian Trail (USA) highlighting the IAT route in west central Spain, where *"Villuercas-Ibores-Jara is the best place in Europe to admire the Appalachians Mountains"*.
12. Completion of construction adequacy of Logrosán Costanaza Mine (Phosphorite Vein) and his laboratory. Installation of interpretation equipment. Opening to the public for guided tours. Logrosán, August.
13. Edition of a new brochure map of geological sites, trails and geological recommended routes. Publication and distribution of 30,000 copies. August.
14. Completion of construction adequacy of the Villuercas-Ibores-Jara Interpretation Centre of Archaeology. Installation of equipment performance. Berzocana, September.
15. Appearance in various travel magazines and broadcast.
16. Presentation on Geoparks and Sustainable Development. Presentation on the possibilities of sustainable development of Geoparks the Territorial Action Groups and the Dominican Republic. (ICC Network project). Honduras, June.
17. Publication of the number 41 of Villuercas Ibores Jara's Rural Newspaper with special reference to the geopark activities in 2012.
18. Meeting of the Executive Commission of the Geopark. Decision on the Scientific and Educative Committee and the managing structure. September, 2012.

### **Networking.**

19. Attendance at the Spanish Forum meeting in the Basque Coast Geopark and Forum work related tasks: Article in the journal Quercus. Report to the Ministry of Agriculture and Environment and representation to UNESCO and other tasks for the dissemination of Spanish Forum of Geoparks. July.
20. Attendance at meetings of Geoempleo project in Cabo de Gata and Basque Coast Geoparks.
21. Drafting of some communications for EGN Book, EGN magazine and Arouca European Conference. May.
22. Design participation on the EGN slideshow presentation for the GREENWEEK 2012 with a contribution about the Water Ark of Guadalupe: A seven centuries old system of sustainable water management linked to a geological process.
23. Reception of the Aspiring Geopark El Hierro (Canary Island) delegation. Information and observation of the management structure, geosites, associated companies and geotourism.
24. Works for the EGN Intangible Heritage workgroup and the Tourism workgroup (use of the EGN and GGN logos on local companies or products).

## **Villuercas-Ibores-Jara Geopark**

### **Progress Report, October 2012 – March 2013**

#### **GEPARK'S ACTIVITIES.**

1. Realization of a geopark familiarization tourist trip with tour operators of Lusanova Group, Portugal (October).
2. Technical Assistance to the Biosphere Reserve of Monfragüe for designing its interpretation center on geology (October).
3. Geopark promotion within the tourism promotion events of the County Council of Cáceres in Valencia (October)..
4. Design and development of new pedagogical materials: a collection of rocks, minerals and fossil replicas, and teaching aids for conducting workshops. Distribution to primary schools and secondary in the Geopark territory (November).
5. Activities for the educational community and social groups: Interpreted route for the Disabled Association The Villuercas (September). Rio Rucas geosite interpreted route with the Cañamero Primary School (October). Castaño de Calabazas geosite interpreted route for 3rd Age Association (October). Lecture on Geopark Environmental Education in the Primary Schools of Deleitosa, Fresnedoso of Ibor, Villar del Pedroso and Aldeacentenera (November).
6. Conference about Villuercas Geopark in the Workshops “Tagus International and other natural areas of Extremadura” (November).
7. Celebration of the Coordination Committee of the Action Plan which analyzes the geopark investments (November).
8. Presentation on the Geopark in the Third Meeting of bloggers “Extremadura on the Web”, Conventual The Coria, Trujillo (November).
9. Presentation on Geopark and Geotourism strategy in the Gastronomic Workshop of Valencia de Alcántara and Tagus International (November)
10. Meeting of the Villuercas - Ibores - Jara Geopark Executive Committee. Annual Report. Appointment of new members of the Education and Science Committee. Preparation of the agenda 2013 (December)
11. Adequacy of the ancient schools of Cañamero as new Visitor Reception Center of Geopark. Inauguration of this center (December).
12. Starting the new communication plan. They put up internal communication devices (society, educational community, businesses, partners) and external communication towards ecotourism and nature conservation media (January).
13. Starting the new marketing plan. Business support for geotourism experiences design and selling in the tourism market (January).
14. Editing of a geopark's resources Reference Manual for the companies participating in the Geopark's Tourist Product Club (January).
15. Development and printing of the Geosites' Guide of the Villuercas-Ibores-Jara Geopark. It contains information on accessibility, geological interpretation and other attractions of the visit of 40 geosites. There are other chapters with complementary information (February).

16. Adequacy and inauguration of the interpretation room of the Carnival of Souls (geopark intangible assets) of Villar del Pedroso (February).
17. New companies are associated in the Geopark tourism association "Geovilluercas" which have had access to training activities (February).
18. Meeting of the Geopark educational project. Activities are decided for the first half of 2013. Among them a festival for Primary School pupils, a photo contest, workshops for teachers and guided excursions in the geopark. (February)
19. Meeting the Educational and Scientific Committee of the Geopark. It was decided to prepare a geological guide, the completion of a project called "Geoitineraries" and participation in scientific dissemination. (February).
20. Meeting in Guadalupe with the Geovilluercas entrepreneurs to work about the marketing and communication plans (February).
21. Conference on Geopark as territorial development opportunity for a region at the Rural Development Master of the University of Extremadura. (February).
22. Adequacy and inauguration of the interpretation room of the lime kilns of La Calera in Alia (March).
23. Appearance in various travel magazines, broadcast and social networks.
24. Presentation of the geosites' guide at the Bird International Fair in the national Park of Monfragüe (March).

### **Networking.**

25. Participation in drafting an article for the Journal Quercus about the Spanish Geoparks for its February 2013 issue. (December).
26. Spanish Geoparks Forum meeting in the Extremadura room at the International Tourism Fair of Madrid (January).
27. Geoempleo Project Meeting in Madrid with LEADER groups and Spanish Geoparks. (February).
28. Starting a tourist cooperative activity between Naturtejo Geopark and Villuercas-Ibores-Jara Geopark under the Cross-Border Cooperation Programme Spain-Portugal (ERDF).

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# VILLUERCAS IBORES JARA GEOPARK. SPAIN.

## Progress Report, March 2013 – September 2013

### Geopark Activities:

1. Meeting with tourist enterprises of the Geopark to explain and make with them Communication Plan and Marketing Plan. March 2013
2. Several meetings of the technical structure of the Geopark to coordinate works. March-August 2013
3. Oral communication titled “The Geopark; an opportunity for rural development” in a very little village, Deleitosa, with 50 people. March 2013
4. April. Fam-trip with journalists from national media, geography media and influential bloggers in the world of travel. Many impacts in these media as a result of the action.
5. New seventeen geotourism experiences described by the associated tourism companies as a result of the Marketing Plan
6. April. Workshop with national travel agencies specialists in nature and ecotourism: Geographica, Hacienda Huella, Nomaders, Gente Viajera, Cristal de Roca, Spainbirds, Tierra de Fuego, Taranna Viatges y Turismo Responsable.
7. Several meeting with many partners of the Geopark to organize the 4th European Week. May 2013.
8. On May 24th to 2nd of June to many activities and events a long of the territory during the 4th European Week of the Geopark
9. Oral communication titled “The Spanish Forum & European Geoparks Network” in the X National Meeting of the Geological Heritage Commission in Segovia (Spain). Many conferences between on June 10th - 15th organized by Geological Society of Spain
10. As a result of the Communication Plan: the Geopark and the social networks:
  - we are on twitter @villuercasGPark with 450 followers.
  - we are on facebook: [www.facebook.com/GeoparqueVilluercas](http://www.facebook.com/GeoparqueVilluercas) with 490 fans and a social group with 1623 followers: [www.facebook.com/groups/165864893440526/?fref=ts](http://www.facebook.com/groups/165864893440526/?fref=ts)
  - we are in google + and in pinterest
  - we have a new webpage design: [www.geoparquevilluercas.es](http://www.geoparquevilluercas.es)
11. As a result of the Communication Plan: New leaflets and communication devices:
  - An electronic newsletter.
  - Set of posters, informative dossier and diffusion leaflets.
12. Oral communication in official Master of Rural Development in University of Extremadura about Villuercas Geopark, Spanish Forum and European Geoparks Network. May and June 2013
13. Meeting with education committee to organize The Geoschool Program to the next months. June 2013
14. Meeting in Navalmodal de la Mata with a very important Hiking Club about trails in our Geoparks and activities about it. June 2013
15. Oral communication about “Geopark geological resources” in Augustobriga High School with two hundred students from different villages from the Geopark and surrounding villages. June 2013

16. Three Geo Labs in Cañamero, Castañar de Ibor and Villar del Pedroso with 100 about people (workshops with different kind of people about the Geopark, what think about it, etc. June 2013
17. Several meetings of the territorial partners; Tourism Enterprises (Geovilluercas), Municipalities (Mancomunidad de Municipios) , APRODERVI (Local Action Group) and Diputación de Cáceres to make the Action Plan and other several themes. July - August 2013.
18. Workshop about Geopark resources and geosites with children from 5 to 12 years old in a Urban Camp in Navezuelas, on the heart of our territory. August 2013.
19. Presentation of the multi-touch book version of the Villuercas-Ibores-Jara Geopark Geosites' Guide as a tourist and educative tool. A new guide for iPad devices. August.

### **Networking:**

20. Participation in the 31st coordination (on March 20th - 23rd) committee of European Geoparks Network in UNESCO headquarters in Paris and we had participates in two groups: Intangible Heritage and Mining Heritage.
21. Meeting of Cooperation Group with Spanish Local Action Groups (LEADER) Exchange and Cooperation with Central America (Red ICC) to organize a meeting on November in Guatemala about rural development experiences, Geoparks by example, with regional authorities and international organizations.
22. Several meetings of Cooperation project with 13 Local Action Groups; "Geoempleo" about Rural development in Spanish Geoparks

### **Activity by Partners:**

23. The Geopark Newspaper by APRODERVI with some news about our villages, tourism, culture, geopark, agriculture, special events, etc.
24. By APRODERVI and the Government of Extremadura: "GeoParticipación" Social participation project for rural development: all about the geopark: contests, conferences, exhibitions, geo labs, trails, geosites' visits...
25. On April 24th held in Villar del Pedroso, a little village in our Geopark, the 3rd "Geoconvivencia" Rural Conference with three hundred pupils from different schools of the Geopark. Typical games, drawing contest about geosites, paintings caves workshops, etc.
26. Several fam-trips organized by the Government of Extremadura on the Geopark with journalists, bloggers, tour operators, etc.
27. Some scientific works about Geopark in Tourism and Geography in University of Extremadura.
28. Some activities organized by Geovilluercas' companies along the year; Tapa week, trails, slow tourism, Nordic walking, starlight, bird watching, assistance to a National Seminar on Ecotourism.

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# VILLUERCAS-IBORES-JARA GEOPARK, SPAIN.

## Progress Report, September 2013–March 2014

### Geopark Activities

1. Meeting of the Geoempleo project (LEADER groups cooperation) to prepare the Geotourism International Congress in Cabra, Córdoba. 18th September.
2. Promoting Awareness: the Geoparticipation project (890 people participated in the activities):
  - Social workshop, GeoLab in Roturas de Cabañas. 26th September.
  - Forum 21 in Fresnedoso de Ibor for town's councillors. 7th November.
  - Bloggers meeting at the Geopark. 9th November.
  - Forum of Tourism in Aldeacentenera. 11th November.
3. The Geopark on TV: The educative TV serie "La aventura del saber" on RTVE (Spanish public TV Chain): <http://bit.ly/1icwvDK>. September.
4. Meeting of the Geopark Educative Project Workgroup. Agenda of the 2013-2014 activities. 30th September.
5. Welcome to professors of Paraná University, Brazil (2<sup>nd</sup> October) and Universidade Federal do Rio Grande do Sul, Brazil (4<sup>th</sup> December).
6. Conference "The LEADER Groups and the Geopark rural development strategy" Master of Rural Development, University of Extremadura. 10 October.
7. The Geopark on the regional TV "Canal Extremadura": <http://bit.ly/OvoQWJ>. November.
8. Geotourism International Congress in Cabra, Córdoba, organized by the Geoempleo Project and the Sierras Subbéticas Geopark. 29, 30th October.
9. New video production on the geosites near Castañar de Ibor: Chestnuts of Calabazas and river Ibor. November.
10. Procedure and concession of the management of the Geopark's Reception Centre in Cañamero to private companies. November.
11. Promoting the geopark's gastronomy in the "Tentación-es de Cáceres" annual event. Showcooking presented by the restaurant "Bocados del Geoparque". 30th November.
12. Edition of the textbook "Conocimiento del medio natural, social y cultural del Geoparque Villuercas-Ibores-Jara (*Knowledge of the natural, social and cultural environment of Villuercas Ibores Jara Geopark*)". A textbook for the last years of Primary Schools (Subject of Environment Awareness). January.
13. The Geopark in FITUR 2014. The geopark is considered among the best offers of natural tourism in Extremadura. The geopark's companies (Geovilluercas Tourist Association) managed their own stand. January.
14. Meeting with the Extremadura Birding Club in Logrosán. 29th January.
15. Meeting with the Geopark Educative Project Workgroup. Activities for the next months: field trips, teachers training, the joint together activity "Geoconvivencia". 11<sup>th</sup> February.
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17. Promoting the geopark on the most important tourist advisory webs: minube.com, tripadvisor, booking, etc.
18. Stand in the Extremadura Birdwatching Fair at the National Park of Monfragüe. The best fair on natural tourism in Spain. Participation in the conferences and touroperators workshops. 28th February to 2nd March.
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### **Networking**

1. Redaction of a new communication on the European Geoparks Magazine 2014. Rock Art in the Villuercas-Ibores-Jara Geopark.
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3. The Geopark Town Councils. Different activities (cultural, sport,...) promoting the Geopark.
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# VILLUERCAS-IBORES-JARA GEOPARK, SPAIN.

## Progress Report, September 2013–March 2014

### Geopark Activities

1. Meeting of the Geoempleo project (LEADER groups cooperation) to prepare the Geoturism International Congress in Cabra, Córdoba. 18th September.
2. Promoting Awareness: the Geoparticipation project (890 people participated in the activities):
  - Social workshop, GeoLab in Roturas de Cabañas. 26th September.
  - Forum 21 in Fresnedoso de Ibor for town's councillors. 7th November.
  - Bloggers meeting at the Geopark. 9th November.
  - Forum of Turism in Aldeacentenera. 11th November.
3. The Geopark on TV: The educative TV serie "La aventura del saber" on RTVE (Spanish public TV Chain): <http://bit.ly/1icwvDK>. September.
4. Meeting of the Geopark Educative Project Workgroup. Agenda of the 2013-2014 activities. 30th September.
5. Welcome to profesors of Paraná University, Brazil (2<sup>nd</sup> October) and Universidade Federal do Río Grande do Sul, Brazil (4<sup>th</sup> December).
6. Conference "The LEADER Groups and the Geopark rural development strategy" Master of Rural Development, University of Extremadura. 10 October.
7. The Geopark on the regional TV "Canal Extremadura": <http://bit.ly/OvoQWJ>. November.
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9. New video production on the geosites near Castañar de Ibor: Chestnuts of Calabazas and river Ibor. November.
10. Procedure and concession of the management of the Geopark's Reception Centre in Cañamero to private companies. November.
11. Promoting the geopark's gastronomy in the "Tentación-es de Cáceres" annual event. Showcooking presented by the restaurant "Bocados del Geoparque". 30th November.
12. Edition of the textbook "Conocimiento del medio natural, social y cultural del Geoparque Villuercas-Ibores-Jara (*Knowledge of the natural, social and cultural environment of Villuercas Ibores Jara Geopark*)". A textbook for the last years of Primary Schools (Subject of Environment Awareness). January.

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## Progress Report, September 2013–March 2014

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