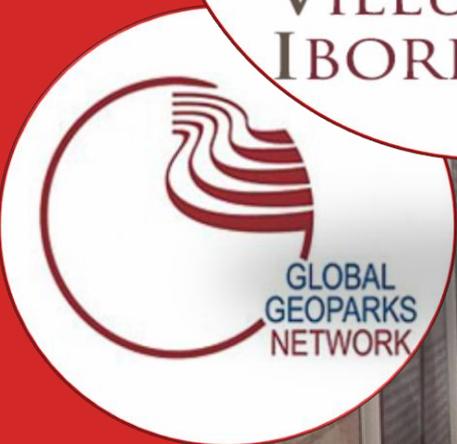


# VILLUERCAS-IBORES-JARA GLOBAL GEOPARK

## SUPPLEMENTARY DOSSIER 2011-2015 REVALIDATION PROCESS



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VILLUERCAS-IBORES-JARA  
GLOBAL GEOPARK

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## Villuercas - Ibores - Jara Geopark

This Geopark is located in the Spanish region of Extremadura, in the south-east of the province of Cáceres between the valleys of the rivers Tajo and Guadiana.

From its highest point, the crag known as “Risco de la Villuerca” (1600 m), a large part of the Geopark can be seen, essentially a mountain range of impressive regularity and beauty with numerous parallel lines of sierras and valleys orientated in a north-west to south-east direction.

As a whole, this relief system is the result of the differential erosive action that has been applied on the Precambrian and Palaeozoic rocks that were folded during the Cadomian and Hercynian orogenies. This old orogen, which was eroded and cratonised during the Mesozoic, was rejuvenated in the late Cenozoic by the Alpine orogeny producing large fractures with lifting and lowering of tectonic blocks. Finally, the current river network has shaped this territory to produce a magnificent landscape with a very characteristic geomorphology known as “*Appalachian relief*”.

On the crests of the mountains, the thick subvertical strata of *Armorican quartzites* (quartzarenite sandstones) stand out. These are the most visible rocks as they are the hardest and most resistant to the erosive processes. They constitute sedimentary witnesses of the siliceous sands of the Palaeozoic beaches. The soft crumbly lutites of the valleys preserve the fossil shells of numerous species of trilobites, molluscs, and other animals that inhabited the Ordovician and Silurian seas.

Beneath these Palaeozoic rocks lie some calcareous strata that were deposited during the Ediacaran period. They contain abundant fossils of the *Cloudina* genus. These were among the first marine metazoans to produce a biomineralised exoskeleton that allowed them to expand and colonise new habitats as precursors of the Cambrian Explosion.

To observe all these fossils species and some curious ichnofossils, the Logrosán Geomining Museum or the Visitor Reception Centre in Cañamero can be visited. Forty-five geosites have been catalogued to include geomorphological characteristics, folds and faults, river valleys, palaeontological or mineral deposits, etc. Some of them talk about the region’s mining past: the Costanaza Mine of Logrosán was adapted for visiting through guided tours. Many of the geosites are also areas of archaeological importance and contain cave paintings, Iron Age hill forts, Roman remains, or Arab castles. Finally, the Castañar de Ibor Cave stands out for its impressive speleothems of aragonite.

Its rich biodiversity has been safeguarded with protected areas designations under the *Natura-2000* Network. Nowadays they attract an increasing number of ornithological tourists. These visitors appreciate the emblematic species that nest on these lofty crests: the griffon and the black vultures, the Egyptian vulture, the black stork, the eagle owl, and the golden eagle.

Villuercas-Ibores-Jara Geopark also includes numerous sites of great cultural significance that can be visited, such as the Royal Monastery of Guadalupe which has been declared World Heritage Site by UNESCO. There are also small villages with traditional architecture and medieval churches in Gothic-Mudejar style. Popular events include the Carnival of Souls (*Carnaval de Ánimas*) of Villar del Pedroso, to mention only the most ancient and traditional one.

### A period to consolidate the geopark.

After a construction process based on the participation of its society and on the support of the private companies and the public institutions, the Villuercas-Ibores-Jara Geopark was recognised in September 2011. Four years have past and this high level of social involvement remains and facilitates the current period of consolidation. The agreement among its

members and the Action Plan are the basis of the activities' coordination that has led to an evolution in all the issues in which the geopark is engaged:

In terms of visibility and facilities to visitors the geopark has a new Visitor Reception Centre in Cañamero and five new interpretation centres to add to the Castañar Interpretation Centre and the Museum of Logrosán that were the two information centres four years ago. Furthermore, the museum was moved to a new premise earning visibility and a new collection of rocks and fossils.

The EGN/GGN recognition in 2011 included the suggestion of changing the geopark logo as it reflects a geosite that the public could not visit (due to a contamination problem). The logo represents the aragonite speleothems of the Castañar Cave. This cave was the unique geological place recognized by a protection declaration before the geopark, meaning an iconic place for the locals. There are three units in the logo representing the three territories, Villuercas, Ibores and La Jara that decided, some years ago, to share their services and development strategies. We have not changed the logo. We have intensely worked in the Castañar Cave conservation and, as a result, the cave is nowadays opened to the visitors. That constitutes a great advance in what the geopark boosts in our territory.

The geopark has gained more accessibility thanks to its more than 200 km. of trails that cross the whole territory connecting geosites with cultural and natural assets.

The works of the Scientific and Educative Committee are also noteworthy. A good number of scientific communication and PhD thesis were written and the field work has improved the knowledge about the geological heritage. Two more geosites have added and some others are in progress as a promise of places of singular scientific and aesthetic interest. The educative community have progressed in its Geocentros project. New textbooks and pedagogical tools are available for the geopark activities in the classroom.

Informative materials have been designed and delivered: leaflets about geosites, companies, villages, geological assets, maps, posters, etc. The printed and the digital edition of the geosites' guide are among the most demanded. Information is also very active on the net and in the social networks. The geopark activities are diary followed by their fans and friends that share information and images making a real and social living geopark.

For our society the life inside the Geoparks Networks is also important. The geopark representatives have participated in the meetings, conferences and common projects. They are actively participate on the conformation of the Spanish Geopark Committee and organizing its First Open Seminar with the participation of more than 200 people that come from all the Spanish regions including the islands.

Tourism companies have suffered the economical crisis but they have overcome it. New companies have increased the number of associated to the geopark tourism association and new offers for tourist are jointed into the Geopark Tourism Catalogue.

These last four years were not easy but the *Villuercas-geoparkers* strongly feel they are in the good way to have an extraordinary geopark.

## **A supplementary dossier.**

We have prepared this dossier hoping it could be useful to understand the improvements marked in the forms A and B of the revalidation procedure. In most of them, some explanations and details are demanded but the excel sheet is not the best format to read them.

We have followed the same A/B forms structure including short explanations, images and internet links when we have considered them interesting as evidence.

We wish you a good reading!

# FORM A

# I. Geology and Landscape

## 1.1 Territory

### 1. List of “Geosites” located within the territory identified for use

Villuercas-Ibores-Jara Geopark

List of geosites

|   |            |           | Scientific | Educative | Turistic |
|---|------------|-----------|------------|-----------|----------|
| Crag of La Villuerca  | 39.469466, | -5.402188 |            |           |          |
| San Cristóbal Hill  | 39.327861, | -5.501752 |            |           |          |
| Phosphorite mine “La Costanaza”                                 | 39.335695, | -5.484328 |            |           |          |
| Cassiterite mine “El Serranillo”                                | 39.345321, | -5.485272 |            |           |          |
| Fanglomerates (Rañas) of Cañamero and Alía                      | 39.368449, | -5.329919 |            |           |          |
| Fault of Puertollano  | 39.373757, | -5.330949 |            |           |          |
| Gorge of “Peña Amarilla”  | 39.471239, | -5.157964 |            |           |          |
| Limestone Kilns of “La Calera”                                  | 39.511747, | -5.253408 |            |           |          |
| Crag of “El Reloj”  | 39.523706, | -5.497910 |            |           |          |
| Crags of Las Sábanas and El Lloraoero                           | 39.441264, | -5.444867 |            |           |          |
| Source of the River Almonte                                     | 39.474808, | -5.409494 |            |           |          |
| Gorge of the River Rucas  | 39.388253, | -5.389399 |            |           |          |
| El Brazo mountain pass. Watershed slopes.                       | 39.450017, | -5.425930 |            |           |          |
| Guadalupe Valley and Valdegracia Ravine                         | 39.445969, | -5.338049 |            |           |          |
| Palaeontological deposit of Las Amoladeras                      | 39.369643, | -5.371976 |            |           |          |
| Palaeontological deposit of la Madrila ridge.                   | 39.388253, | -5.389399 |            |           |          |
| Guadarranque Syncline   | 39.477872, | -5.130413 |            |           |          |
| Gordo mountain rock and Pimpollar ridge                         | 39.369643, | -5.371976 |            |           |          |
| Fanglomerates (rañas) of Las Mesillas                           | 39.689801, | -5.454693 |            |           |          |
| Rock pass of the river Almonte                                  | 39.559639, | -5.515095 |            |           |          |
| Santa Lucía Syncline  | 39.546434, | -5.508674 |            |           |          |
| River Almonte Anticline   | 39.505480, | -5.435296 |            |           |          |
| River Ibor-Guadalupe Anticline                                  | 39.592390, | -5.412089 |            |           |          |
| Valdelacasa Anticline   | 39.635945, | -5.253991 |            |           |          |
| Fault mirror and Crag of Las Narices                            | 39.606089, | -5.459616 |            |           |          |
| Peat bog of El Hospital del Obispo                              | 39.581468, | -5.340140 |            |           |          |
| “Castañar Cave” Natural Monument                                | 39.635113, | -5.421078 |            |           |          |
| Paleobed  | 39.649554, | -5.652134 |            |           |          |
| Fracture system of La Breña ridge                               | 39.659136, | -5.656426 |            |           |          |
| Crags of El Ataque (anticline limb)                             | 39.585239, | -5.329668 |            |           |          |
| Waterfalls of Calabazas   | 39.630163, | -5.376275 |            |           |          |
| Ibor Potholes   | 39.771487, | -5.519023 |            |           |          |
| Metamorphic contact   | 39.728808, | -5.497694 |            |           |          |
| Castañar Block Slopes   | 39.625048, | -5.381596 |            |           |          |
| Magnesites of Navalvillar                                       | 39.619032, | -5.418503 |            |           |          |
| Castañar hill Palaeontological Deposit                          | 39.611759, | -5.401852 |            |           |          |
| Carbonero Crag Palaeontological Deposit.                        | 39.572140, | -5.330183 |            |           |          |
| River Viejas-Torneros Valley syncline                           | 39.468332, | -5.382564 |            |           |          |
| Palaeontological deposit of <i>Cloudinas</i> at Puente del Ibor | 39.622222, | -5.438759 |            |           |          |
| Palaeontological deposit of Sabellidites and Vendotaenids       | 39.553224, | -5.357242 |            |           |          |
| Arca del Agua watermines.                                       | 39.464459, | -5.363541 |            |           |          |
| Ravine of El Pedroso  | 39.796248, | -5.188073 |            |           |          |
| Spheroidal weathering of Peraleda                               | 39.774211, | -5.350969 |            |           |          |
| River Gualija Valley and Marialina Mine                         | 39.728451, | -5.412123 |            |           |          |
| Crags of El Vadillo   | 39.707106, | -5.410235 |            |           |          |
| Crags of la Trucha  | 39.551164, | -5.243645 |            |           |          |

## 2. Geodiversity

### 2.1 How many geological periods are represented in your area?

Eldiacan, Cambrian, Ordovician, Silurian, Carboniferous, Neogene, Quaternary.

## 2.2 How many clearly defined rock types are represented in your area?

Shale, greywacke, sandstone, quartz-arenite, aplite, granite, pegmatite, limestone, dolomite, magnesite, olistostrome, arkose, conglomerate, fanglomerate.

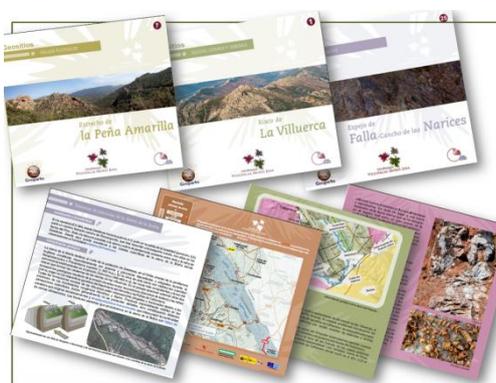
## 2.3 How many distinct geological or geomorphological features are present within your area?

Anticline, syncline, monocline, batholith, veins, fanglomerate deposits, faults, joints, paleobanks, block-slopes, unconformity (intra-Cadomian, Cambrian-Ordovician)

## 3. Public Interpretation of the Geopark's sites of interest

### 3.1 Number of sites with public Interpretation (trails, interpretation panels or leaflets)

41 of the 46 geosites have public interpretation with panels and leaflets, being the rest of them paleontological deposits not suitable for tourism. The information about geosites is also available on the net, [www.geoparquevilluercas.es](http://www.geoparquevilluercas.es) in Spanish and English. PDF versions of the leaflets are available for download in each geosite post. The full geosite guide is available in its printed version (at the information centers) and both the PDF version and free iPad multitouch version are offered on the web link [http://www.geoparquevilluercas.es/?page\\_id=2244](http://www.geoparquevilluercas.es/?page_id=2244).



### 3.2 Geosites of Scientific Importance, used for Education and used for Geotourism.

Please see the graphic data table above.

### 3.3 Non-Geological Sites used by the Geopark (intergraded in Geoparks activities).

The following geosites have also cultural or natural assets:

| Geosite                                   | Cultural or natural asset  |
|---|--|
| Crag of La Villuerca                      | Snow well historically used for making ice. Flora and fauna (birdwatching) |
| San Cristóbal Hill                        | Archeological site   |
| Phosphoryte mine "La Costanaza"           | Mining history   |
| Ravine of "Peña Amarilla"                 | Archaeological site  |
| Limestone Kilns of "La Calera"            | Mining history. Limekiln for the building of the Monastery of Guadalupe    |
| Crag of "El Reloj"                        | Calcolithic rock paintings   |
| Crags of Las Sábanas and El Lloraoero     | Calcolithic rock paintings. Birdwatching activities.                       |
| Gorge of the River Ruecas                 | Calcolithic rock paintings   |
| El Brazo mountain pass. Watershed slopes. | Era del Gato. Traditional treshing floor                                   |
| Guadalupe Valley and Valdegracia Ravine   | Historical path and palaces. Biodiversity.                                 |
| Guadarranque syncline                     | Birdwatching activities. Forests.  |
| Gordo mountain rock and Pimpollar ridge   | Old castle remains.  |
| Santa Lucía Syncline                      | Arab castle  |
| Peat bog of El Hospital del Obispo        | Pilgrimage hospital. Important flora site.                                 |
| Arca del Agua watermines.                 | 700 years old watermines   |
| Ravine of El Pedroso                      | Arab fortress  |
| Spheroidal weathering of Peraleda         | Calcolithic shelter  |
| River Gualija Valley and Marialina Mine   | Mining history. Birdwatching activities.                                   |
| Crags of El Vadillo                       | Birdwatching activities.   |
| Crags of la Trucha                        | Important site for flora.  |

### Other cultural sites integrated in the itineraries:

List of the best cultural sites and cultural manifestations:

- Archaeological site of “La Coraja” in Aldeacentenera, 5<sup>th</sup> century bC.
- Bridge on the River Almonte, in Aldeacentenera, of medieval origin.
- Church of Santa Catalina. 15th century. In Alia. Moorish architecture
- Church of San Juan Bautista, 16th century, Berzocana with relics of saints. Declared an Artistic and Historical Monument.
- Archaeological museum of Berzocana, with numerous remains of pottery, tools and utensils. It includes the so called “Treasury of Berzocana”, 8th century.
- Castle of Cabañas. 13th century, of Arab origin.
- Village of Cabañas del Castillo
- Church of Nuestra Señora de la Peña, Moorish architecture in Cabañas del Castillo
- “Herrerías” Aqueduct in Campillo de Deleitosa
- Chapel of Our Lady of Bethlehem in Cañamero
- Archaeological site of the Cañamero castle
- Photographic legacy of Eugene Smith in Deleitosa
- Inhabited village and hermitage of La Avellaneda in Castañar de Ibor
- Villuerca “Via Verde”, and buildings associated with it in Logrosán. A “Via Verde” is a disused railroad turned into a trail for walkers and cyclists.
- Logrosán Municipal Museum, with archaeological and geological exhibitions
- Archaeological site of the hill of San Cristobal in Logrosán
- San Mateo church, in Logrosán shows the best Gothic in the region.
- Rock shelters with rock paintings in the Rucas Valley
- Berzocana’s Calcolithic shelters with rock painting.
- Navatrasiera; traditional architecture.
- The funeral stele of Solana de Cabañas.
- Sculpture of Veton boars in Valdelacasa de Tajo and Villar del Pedroso.
- Church of San Pedro in Villar del Pedroso, of historic and artistic value.
- Remains and archaeological sites scattered across the territory.
- **Royal Monastery of Saint Mary of Guadalupe, UNESCO World Heritage Site 1993**
- Puebla de Guadalupe, historic and artistic village.
- Museum of sculpture, paintings and illuminated books of the Monastery of Guadalupe. It includes paintings of Zurbarán, Goya, El Greco, Pedro de Mena, etc.
- Farm Mirabel, 15th century. Rest palace of the Catholic Kings, in Guadalupe. Declared a Cultural Interest Site.
- Farm Valdefuentes, 14th century, rebuilt by King Felipe II, in Guadalupe. It is declared a Cultural Interest Site
- The “Water Ark”, an old water reservoir, 14th century, Guadalupe. Cultural Interest Site.
- Humilladero Hermitage, Mudejar style, 15th century. Cultural Interest Site.
- Pozo de la Nieve, 16th century (ice deposit), Guadalupe
- The Guadalupejo mills, Guadalupe. Cultural Interest Site.
- Fiesta de la Hispanidad, October 12th, procession of horses and knights
- Fiesta of Saint Mary of Guadalupe, September 8<sup>th</sup> . Regional Tourist Interest
- Carnival of Souls. Villar del Pedroso



### Other natural sites integrated in the itineraries:

- Forest of oaks and chestnuts and birdwatching spots can be found on the slopes of La Villuerca.
- A little valley near the fracture system of the Sierra de la Brena also belongs to Monfragüe Biosphere Reserve.
- Forest of *Quercus faginea* and *Prunus lusitanica* alongside the river Viejas near the geosite of the Fault Mirror.

- Nests of birds of prey and crustacean lichens in the crags of Peña Amarilla.
- Nests of birds of prey in the Rock pass of the river Almonte.
- Biodiversity of the River Guadalupe and Valdegracia Ravine.
- Giant Chestnuts and Portuguese laurels in the river Calabazas.
- Gallery forest of the river Ibor.
- Birdwatching at the Crags of El Reloj and Las Sábanas.
- Singular Flora of peatlands and gallery forests at Hospital del Obispo valley.
- The most important forest of *Prunus lusitanica* of the Iberian Peninsula near the Crag of La Trucha.
- Birds of Prey at the geosite of Canchos de Vadillo.
- Birdwatching in the Peña Buitrera.
- Birswatching in Cabañas del Castillo, Santa Lucía Syncline.
- Biodiversity of the River Viejas Valley.

#### 4. Relationship to existing Geoparks

##### 4.1 There is no comparison with any other existing Geopark within GGN

The Villuercas-Ibores-Jara geopark has some similarities with Naturtejo Geopark in Portugal as they both are situated within the Iberian Massif (Central Iberian Zone). They shared some geomorphological features, such as the prominent quartz-arenite ridges (Gres Armoricaín) and the spectacular spheroidal weathering landscapes. A significant difference is the presence in the Villuercas-Ibores-Jara Geopark of late Ediacaran carbonates. The lutites and calcareous rocks of the Ibor-Guadalupe anticline near Navalvillar de Ibor and Castañar de Ibor contain significant palaeontological deposits with the oldest metazoan fossils of the Iberian Peninsula. They are unique in Europe because they record one of the main events in the evolution of life: the origin and radiation of the earliest skeletal animals.

The carbonate levels of the so-called Ibor Group contain abundant examples of *Cloudina*, a tubular fossil characteristic of the end of the Ediacaran period (approx. 548 to 542 millions years ago) that was first described from Namibia in the 1960s. Few *Cloudina*-bearing deposits are known worldwide; those of the Ibor Group being the only ones in Europe. Alongside material from China the Spanish *Cloudina* is among the most important globally on account of their exceptional state of preservation, including three-dimensionally preserved specimens. The species *Cloudina hartmannae* has been found in the Ibor Group including a new species (*Cloudina carinata*) that has also been described (Cortijo et al. 2010).

## II. Geology and Landscape.

### 1.2 Geological conservation.

#### 1. Inventory and significance of Geosites can be found in your area.

##### 1.1 At least one geosite of international significance geology and geomorphology.

The following geosites are representative of what is proposed in the annex VIII-II of the 42/2007 Spanish Law on Natural Heritage and Biodiversity as one of the SPANISH GEOLOGICAL CONTEXTS OF GLOBAL RELEVANCE (Fluvial net, fanglomerate deposits and Appalachian landscapes of the Iberian Massif):

- La Villuerca Mountain rock
- Fanglomerates (Rañas) of Cañamero and Alía
- Guadarranque Syncline
- Fanglomerates (rañas) of Las Mesillas
- Santa Lucía Syncline
- River Almonte Anticline
- River Ibor-Guadalupe Anticline
- Valdelacasa Anticline
- River Viejas-Torneros Valley syncline

We propose the first two geosites as the most representative. La Villuerca as the best place to show the Appalachian landscapes and the Fanglomerate deposits (rañas) of Cañamero as the best example of these Pliocene-Pleistocene giant sedimentary deposits.

In addition, we propose the paleontological deposits of Cloudina as a third geosite of international significance as detailed above.

### **1.2 At least five geosites of national significance**

The annex VIII-I of the Spanish Law 42/2007 on Natural Heritage and Biodiversity deals with THE SPANISH GEODIVERSITY. The first list of this annex is entitled as THE MORE REPRESENTATIVE SPANISH GEOLOGICAL UNITS: Among them we find:

- Structures and unique geological formations of the Variscan Orogen in the Iberian Massif.
- Deposits, soil and unique forms of modeling representative of the action of the current climate and past.
- Deposits and singular modeling forms of fluvial and aeolian origin.
- Karst systems.

The following geosites are representative of what is proposed in this annex:

- La Villuerca Mountain rock
- Fanglomerates (Rañas) of Cañamero and Alía
- Ravine of “Peña Amarilla”
- Source of the River Almonte
- Gorge of the River Rucas
- El Brazo mountain pass. Watershed slopes.
- Guadalupe Valley and Valdegracia Ravine
- Guadarranque Syncline
- Gordo mountain rock and Pimpollar ridge
- Fanglomerates (rañas) of Las Mesillas
- Rock pass of the river Almonte
- Santa Lucía Syncline
- River Almonte Anticline
- River Ibor-Guadalupe Anticline
- Valdelacasa Anticline
- “Castañar Cave” Natural Monument
- Crag of El Ataque (anticline limb)
- Ibor Potholes
- Castañar Block Slopes
- River Viejas-Torneros Valley syncline
- Ravine of El Pedroso
- Spheroidal weathering of Peraleda
- Crag of la Trucha

### **1.3 At least 20 geosites of educational interest and used by schools and universities.**

Please see the graphic table above (List of Geosites). Those geosites are part of different educative itineraries and are included in the textbook for Primary and Secondary Schools. At the university levels, there are some itineraries which have been proposed by the university departments.

### **1.4 Do you have a geosites database for the Geopark?**

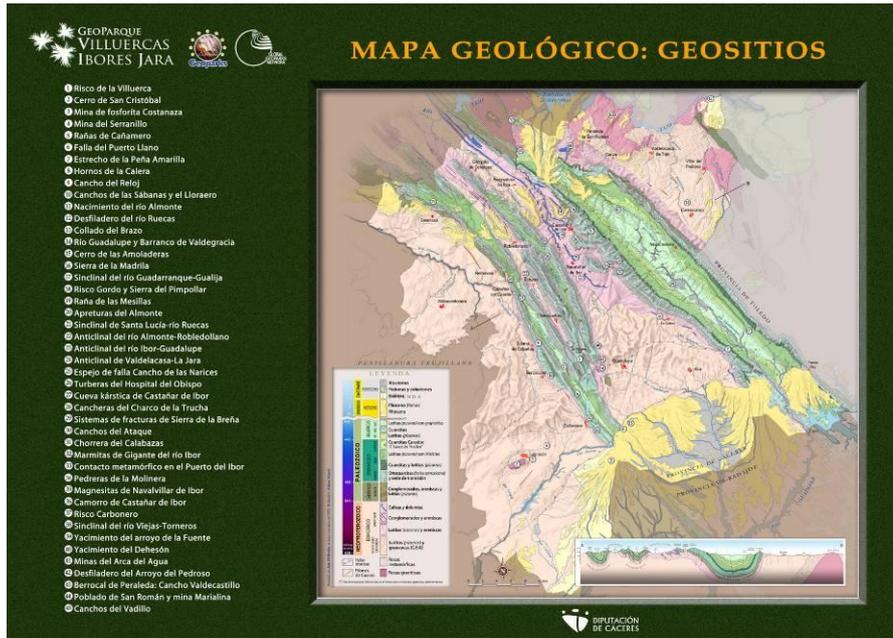
Please click on the link below for the database:

[http://www.geoparquevalluercas.es/?page\\_id=2766&lang=en](http://www.geoparquevalluercas.es/?page_id=2766&lang=en)

### **1.5 Do you have a geosites map for the Geopark?**

You can get the Geosites Map on the link below:

<http://www.geoparquevalluercas.es/mapa-de-geositios/>



## 2. Strategy and legislation to protect against damage of geological sites and features (one answer only)

2.1 The entire territory has legal protection because of its geological values.

2.2 Part of the area is protected by law for its geological interest.

The Castañar Cave is protected under the Regional Act: [DECRETO 114/1997, de 23 de septiembre, por el que se declara Monumento Natural la Cueva de Castañar.](#)

Note: The Environment General Directorate (Government of the Autonomous Region of Extremadura) is in the redaction phase of a Conservation Plan for the Geological Heritage of Villuercas-Ibores-Jara and, also, of the management plans for all the territories with a recognition in the framework of Natura 2000.

2.3 Prohibition of destroying and removing parts of the geological heritage.

The geological and paleontological heritage is protected by law.

## 3. How are the geosites protected against misuse and damage?

3.1 General announcement of regulations against misuse and damage for the entire Geopark area.

Protection of paleontological deposits is regulated by a national law. General protection is ruled by the Spanish Act 42/2007 on Nature Protection and by the Management Plans of the territories under Natura 2000 Network.

3.2 Announcement of regulations against misuse and damage at individual sites of the Geopark

In this sense, paleontological deposits are not published as tourist places. There are not leaflets of these geosites.

Some specific geosites have leaflets with specific information about the correct use of the geological and paleontological heritage and fostering environmental awareness.

3.3 Use of observation posts, guarding and patrolling by wardens

The special unit for nature conservation of the Spanish Police (SEPRONA-Guardia Civil) and the Environment Agency of the Government of Extremadura are in charge of guarding and patrolling.

3.4 Provision for enforcement of regulations (no digging and collection) in website, flyers, etc.

A responsible behavior call is made in some flyers and in the geosites' guide. Also in some geosites' entries on the site web.

### **3.5 Offering collecting of geological specimens under supervision at selected sites.**

The collecting of geological specimens is not allowed.

## **4. What measures are carried out to protect geosites and infrastructure against damage and natural degradation?**

### **4.1 Regular maintenance and cleaning.**

Environment General Directorate of the Government of Extremadura and the Municipalities are in charge of the maintenance of the area.

### **4.2 Conservation measures.**

There are special measures regarding the Castañar Cave. Surveillance and research are covered in the framework of a special agreement between the University Complutense of Madrid and the Government of Extremadura.

### **4.3 Protective measures (preparation, sealing to avoid natural degradation)**

Some infrastructures have been prepared to access to the geosites.

## **III. Geology and Landscape**

### **1.3 Natural and Cultural Heritage**

#### **1. Natural Rank.**

##### **1.1 International Designation in part of the Geopark territory (Please give a list and justification)**

**Seven Birds Special Protection Areas -SPAs (Zonas de Especial Protección para las Aves, ZEPAs) of the Nature 2000 Network (Dir. 79/409 EEC):**

- Sierra of Villuercas and Valle of Guadarranque, ES4320039
- Puerto Peña and Sierra de los Golondrinos, ES4310009
- Llanos de Zorita and Sierra Brava Reservoir, ES00000333
- Riberos del Almonte, ES00000356
- Valdecañas Reservoir, ES00000329
- Monfragüe and the surrounding pasturelands, ES0000014
- Vegas del Rucas, Cubilar, and Moheda Alta, ES00000408

**Eight Sites of Community Importance (Habitats Directive) (Lugares de Interés Comunitario, LIC). Nature 2000 Network. (Dir. 92/43 CEE):**

- River Guadalupejo, ES4320070
- River Rucas Alto, ES4320029
- Sierra de las Villuercas and Valle de Guadarranque, ES4320039
- Sierra de Cabezas de Águila, ES4320035
- Pasturelands of the Rucas and the Cubilar. ES4320005
- Monfragüe. ES4320077
- River Almonte. ES4320018
- Márgenes de Valdecañas, ES4320068

12 km<sup>2</sup> located in Deleitosa municipality are also belonging to **Monfragüe Biosphere Reserve**. The Geopark borders the Biosphere Reserve to the northwest.

##### **1.2 National designation in part of the Geopark territory (Please give a list and justification)**

The administrative competency on nature conservation and on official designations has been transferred from the Spanish National Government to the Autonomous Regions. In Spain, only

National Parks enjoy a national designation but also in these cases the management is ruled by the regions.

### **1.3 Regional designation in part of the Geopark territory (Please give a list and justification)**

- **An ecological and biodiversity corridor:** River Guadalupejo (D. 62/2003 of 8th May) characterised by its landscape and ecological value and its perfect state of conservation
- **Several monumental trees:** The Oak of La Nava, Portuguese Laurels of La Trucha, Juniper of Carrascalejo, Mesto (*Quercus suber* x *Quercus ilex* s. *ballota*) of Berzocana and Chestnut trees of Calabazas.

### **1.4 Local designation in part of the Geopark territory (Please give a list and justification)**

No local designations exist in the Spanish laws.

## **2. Cultural Rank.**

### **2.1 International Designation in part of the Geopark territory (Please give a list and justification)**

The Royal Monastery of Guadalupe. UNESCO World Heritage Site since 1993.

### **2.2 National designation in part of the Geopark territory (Please give a list and justification)**

Puebla de Guadalupe and Royal Monastery: National Monument since 1943.

Churh of Berzocana: National Monument and Historical Monuments since 1977.

### **2.3 Regional designation in part of the Geopark territory (Please give a list and justification)**

Churh of Berzocana: Cultural Interest.

Valdefuentes Farm of Guadalupe: Cultural Interest.

Humilladero hermitage. Cultural Interest.

Mirabel farm. Cultural Interest.

Archeological remains of San Cristobal in Logrosán. Cultural Interest.

### **2.4 Local designation in part of the Geopark territory (Please give a list and justification)**

No local designations exist in the Spanish laws.

## **3. Promotion and maintenance of Natural and Cultural Heritage**

### **3.1 Promotion of the links between Geological Heritage sites and the existing Natural and cultural sites within the Geopark (Prove with examples) (Please give details)**

The description of each geosite in the Geosites Guide (printed and iPad versions), the individual leaflets and the information on the website have a geological interpretation and, as added to it, the description of other cultural and natural assets.

The links are also clearly visible at the interpretation Centers of Logrosán, Cañamero, Berzocana, Alía, Castañar de Ibor and Villar del Pedroso.

Some initiatives have been developed linking birdwatching and geosites all around the geopark.

### **3.2 Interpretation (Please give details)**

Different Interpretation Centers have been opened since 2011:

- Interpretation Center of the Costanaza Mine in Logrosán.
- Geomining Museum of Logrosán.
- Visitors Reception Center of Cañamero.
- Archeological Interpretation Center in Berzocana.
- Interpretation Room of the limekilns of La Calera.
- Interpretation Room of the Carnival of Souls in Villar del Pedroso.

- Fossil Interpretation Room of Navatrasierra.

### 3.3 Communication (Please give details)

- The Geopark Journal <http://elperiodico.aprodervi.com.es/>
- The geopark is very active in SM (Facebook and Twitter) very useful to communicate and promote events. Among them there are seminars, fieldtrips, etc., that obviously link Natural, Cultural and Geological heritage.
- The main website [www.geoparquevilluercas.es](http://www.geoparquevilluercas.es) and the local websites.

### 3.4 Education programmes (Please give details)

**Geocentros (Geoschools)** is the name given to the Villuercas- Ibores-Jara Geopark educational project . This project involves all the centers in the territory which aims to **improve the knowledge of the geological, natural and cultural heritage of Villuercas-Ibores-Jara in the school**. The comprehension of this knowledge will undoubtedly contribute to the conservation of this heritage by society, from school age. Geocentros is a joint initiative of the Ministry of Education and Culture, Government of Extremadura, Cáceres Provincial Council and the University of Extremadura. Educational institutions participating in the project are: Rural Schools, Primary and High Schools, Adult Lifelong Education Centers and the Teacher Support Centers of Trujillo and Navalmoral. The Geocentros project considers the Geopark as a great experimental classroom that allows the realization and exchange of experiences, assessment and cooperation between schools. Information and communication technologies are key tools in this project.

The project is coordinated by a **working group** comprising representatives of the Unit for Educational Programs (Regional Ministry of Education), the Teacher Support Centers of Trujillo and Navalmoral, the director of Primary School of Cañamero and the Geopark staff. He is assisted by the Geopark Scientific and Educative Committee.

The director of Cañamero Primary School has assumed functions of coordinating the participation of all centers in the activities. The program is organized under the methodology of the Ministry of Education, as a seminar, also called Geocentros, from which several activities are scheduled. The methodology fosters the exchange of practice and reflection among participants. It is complemented by a Google+ community in order to share information, questions, activities, documentary material, files and resources.

**The provision of educative materials is considered the first experience or achievement of the past years.** Some educative cards were initially designed consisting of maps of the area, landscape evolution, major historical events and artistic values. Special cards promoting learn-and-play issues were also adapted for children. Those materials let practical classroom activities related with the paleontology, geology, history and culture of the Geopark. Especially pleasing to children were the trilobites replicas and the reproduction of the rock paintings.

The experience of the first teaching materials and their application in the classroom has led to more tangible teaching tools as the popularly called "**Geobox**", an educational briefcase containing a collection of rocks and minerals characteristic of the Geopark. Fossils' replicas were also included. All the items had their own didactic cards.

Finally, during the 2013-2014 scholar year, the **textbook Environmental Awareness of Villuercas- Ibores-Jara Geopark** was launched. It is a lively illustrated book as a complement for Environmental Awareness subjects in the final years of Primary education and the Secondary level subjects of Natural and Social Sciences. It is a book used in the classroom providing pupils an approach to the standard issues using examples extracted from their own territory and heritage.

Most of the participating centers have organized educational activities and seminars during the European Geopark Network Weeks. The most emotional point is the celebration of the **Geoconvivencia**, a dayful celebration activity that joins together several Primary School every year.

To programme the educative activities for the school year 2014-2015, the Teacher Support Centers of Naval Moral and Trujillo opened the so called “Geocentros” Seminar. In this framework the following activities are developed and coordinated:

- **Compilation of school activities** following the textbook Environmental Awareness of Villuercas- Iborez-Jara Geopark . The aim is to share these activities among the participant teachers and their schools and, eventually, to publish them (new Activity book).
- **Development of practical activities.** Those will be the testing of the activities described above or the development of new ones using new chapters of the textbook.
- **The Geoconvivencia 2015.** In addition to the recreational or geological activities scheduled for that day, an exhibition area is reserved for each school so they have a place where to show to the others the results of the workshops and activities that have been carried out during the school year in relation to the Geopark. All participating schools and students will receive a special recognition for their work.
- **Field trips and geology workshops .** Visiting the geological sites or improving the capacity of the teachers to interpretate geological issues as petrology, paleontology, geological history, relief formation, etc.
- **Visibility of the Geopark at school.** The schools participating in the seminar will have the quality of “Geocentros”. A sign to remember their membership in the “Geocentros Network ” will be installed on their facade. Similarly, an act of signing the Charter of European Geoparks will be a classroom activity. Finally, the Chart will be exposed as a picture at the entrance of the school.

## II. Management Structure.

### 1. How is the Geopark's management structure organised?

#### 1.1 Does the Geopark has a clear and well defined boundary?

Yes. The geopark boundaries are the same of the Municipalities Association (Mancomunidad) of Villuercas-Ibores-Jara. In Spain a “mancomunidad” is a free association or commonwealth of municipalities. A mancomunidad is a legal personality that constitutes a local entity within the national legal framework, to which those municipalities delegate some of their functions and powers.

In this case, the Mancomunidad is a geopark partner. It represents all the local municipalities. Having only one local administration for the whole territory facilitates the management. There are seven municipalities in Villuercas, seven in the territory of Ibores and five in La Jara.

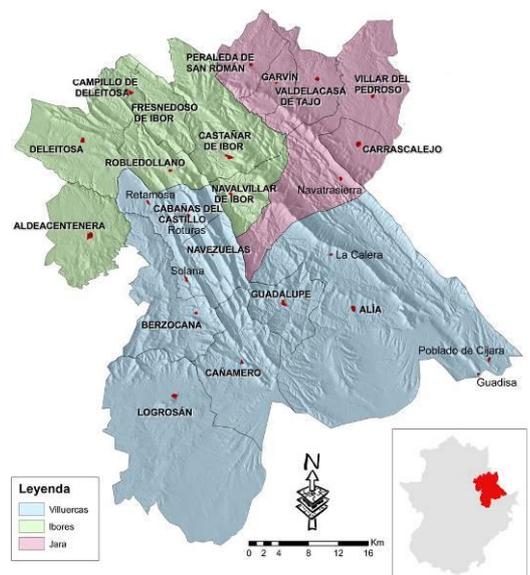
The boundaries are also the same for the LEADER Group APRODERVI (Rural Development Group). APRODERVI is also a Geopark local partner.

#### 1.2 Does the Geopark have well defined and effective management structure able to take and implement decisions to enhance protection of Geological Heritage and promote sustainable regional development for the Geopark area?

The Geopark management is the responsibility of the Council of the province of Caceres. This leading role is closely executed with all the regional partners that have signed the Collaboration Agreement for the Villuercas-Ibores-Jara Geopark Management.

The regional Institutions that participate in the geopark management are:

- The Council of the Province of Caceres. Responsible for legal representation, direction and administrative management.
- The Government of the autonomous region of Extremadura. General Directorates for Environment (responsible for natural and geological heritage conservation and protection), Tourism (responsible for the marketing plan and tourism promotion), Rural Development (responsible for sustainable development in cooperation with the LEADER Group APRODERVI), Education (responsible for the educative project) and Cultural Heritage (responsible for cultural heritage conservation and protection).
- The University of Extremadura. Responsible for the Scientific Direction and the participation at the Scientific and Educative Committee.
- The municipalities (Mancomunidad) of the Villuercas-Ibores-Jara territory.
- The LEADER Group APRODERVI. Responsible for the sustainable development strategy of Villuercas-Ibores-Jara.
- The Villuercas-Ibores-Jara Geopark Tourism Business Association -Geovilluercas-. Responsible for geotourism services.



- The Geological Association of Extremadura, AGEX. Responsible for the Scientific deputy direction and the participation at the Scientific and Educative Committee.

All of them are committed in the Geopark objectives and activities. The activities are decided in the Geopark Council in which they participate. They also participate in a Territorial Commission that, monthly, monitor the decisions taken by the Council.

The president of the Council of the Province of Cáceres is the president of the Geopark. He is supported by a technical structure that is composed of a technical and scientific staff.

### 1.2 Is the Geopark staff employed directly or indirectly by Geopark partners?

The geopark staff is employed directly by the geopark partners:

**Director:** José María Barrera Martín-Merás. Biologist. Council of the Province of Cáceres. He is an expert in Earth Sciences education and divulgation. He has promoted several educative and socioeconomic projects linked to protected areas.

**Scientific Director:** Teodoro Palacios Medrano. PhD in Geology. Paleontologist. He is director of the Paleontology Department of the University of Extremadura.

**Deputy Director:** Javier López Caballero. Geographer of the LEADER Group Aprodervi. Professor at the University of Extremadura. He is responsible for the sustainable development strategy of Villuercas-Ibores-Jara

**Scientific Deputy Director:** Juan Gil Montes. Geologist. President of the Geological Association of Extremadura.



José María Barrera  
*DIRECTOR DEL GEOPARQUE*



Javier López Caballero  
*SUBDIRECTOR*



Teodoro Palacios  
*DIRECTOR CIENTIFICO*



Juan Gil Montes  
*SUBDIRECTOR CIENTIFICO*

### 1.3 An independently administered budget.

The budget is closely related to the Action Plan. The budget is composed by the individual budget of each public administration member. All of them are integrated in the Action Plan. The Action Plan has an annual program, in line with the annual public budgets.

## 2. Does a management or Master Plan exist?

### 2.1 Management or Master Plan exists (not older than 10 years)

The Action Plan is the main management procedure. It consists of several lines of activity that content the different actions annually programmed. Each action has assigned an organization (geopark's member) responsible for its execution and its correspondent cost. The development of the Action Plan is conducted in a complementary way by the geopark's members. Each participating institution runs the activities of which it has the assigned responsibility within the Action Plan, using its financial and administrative means. There are no transfers between partners or between them and other institutions. So, the Action Plan includes the whole activities that the partners execute based on their own projects and resources.

The Action Plan is approved in an annual basis and regularly evaluated. The complementarity of the activities are studied in detail by the Geopark Council (to avoid overlapping) and are coordinated by the staff. Such complementarities become visible and transparent through a division of the Action Plan into different axes and measures. The 2011-2015 Action Plans are offered as complementary information as an annex to this document (in Spanish).

As a model of informative transparency, the current Action Plan and budget can be seen on the website: <http://www.geoparqueivilluercas.es/?p=3024&lang=en>

### 3. Master Plan Components - What components does it include?

The Action Plan is divided in the following lines of activity:

- Management Structure.
- Heritage Conservation
- Tourism information facilities and equipments
- Geotourism and marketing.
- Other actions of sustainable development.
- Educative project “Geocentros”.
- Networking.

All the matters comprised in the items 3.1 to 3.12 are integrated on the 2011-2015 Action Plans. See them in annex (Spanish). The SWOT Analysis referred on 3.11 is not available because management and administration are monthly followed by the territorial commission and annually by the Geopark Council. The minutes are available on the net <http://www.geoparquevilluercas.es/la-comision-territorial/>

3.1 Earth Heritage (Geosite and Landscape).

3.2 3.2 Other Natural and Cultural Heritage.

3.3 3.3 Links between Natural and Cultural Heritage.

3.4 Tourism development (infrastructure and activities).

3.5 3.5 Education activities. Educative project activities.

3.6 Local development. Promotion of tourism companies. Social awareness.

3.7 Regional products (agrotourism)

3.8 Community links

3.9 Funding.

3.10 Marketing strategy.

3.11 Strength and Weakness Analysis of Management and administration.

3.12 An audit of the geological and other resources.

#### 3.13 Do you have targets for the following goals?

The geopark annual goals have been decided in the meeting of the Geopark Council (see minutes of the GC meeting held in January 2015 GC (available on the website <http://www.geoparquevilluercas.es/el-consejo-del-geoparque/>). Among them:

Geology: To promote research, safety and conservation taking in account the paleontological deposit inventory.

Landscape protection: To improve the access to several geosites: Risco La Villuerca, the mirror fault-Cancho de las Narices, the Aperturas of river Almonte, the Canchos de Vadillo, the Cancho Valdecastillo, the Gorge of El Pedroso among others.

Tourism “geotourism”: To promote new geological itineraries. To give visibility to the tourism companies publishing a Catalogue of Tourism Offers. To edit a complementary cultural sites’ guide.

Agriculture and forestry: There is not a Geopark objective but the DG Environment (Government of Extremadura) reported that in 2015, 600.000 euros will be invested in forestry in Alía.

#### 3.14 Analysis of local/regional development potentials

This kind of analysis is a responsibility of the LEADER group APRODERVI. It has an analysis and a strategic plan for 2007-2014. In 2015 APRODERVI must present a new territorial analysis and strategic plan till 2020 in correspondence with the EADRF (UE Fund) program. This new plan will be focused on the geopark strategy as a model for developing Villuercas-Ibores-Jara.

### 4. Does your Geopark have a Marketing Strategy

#### 4.1 Strategy exists (not older than 10 years)

The Marketing plan has the following activities:

- Brand building.
- The Geopark tourism product development.
- Development of complementary products: nature, religious, cultural, culinary, wine tourism, agrotourism.

- To create new tourism experiences
- To promote segmented marketing activities
- To improve the main website
- To promote Blog/ Press / Fam trips
- Professional Technical Seminar
- To describe core ideas for Communication strategy.
- Calendar of tourism events
- Media promotion.
- Promotion in collaboration with the geoparks networks.
- Marketing in collaboration with prescribers
- Marketing in collaboration with operators
- Marketing in collaboration with other web platforms
- Establish a new cycle of training-advisory-recognition of companies following the methodology of “tourism product club”.
- Boost the acquisition of the logo "European Geoparks" by tourism companies.

## **5. Geopark should protect its geological heritage and create sustainable geotourism. What has been done to fulfil this duty?**

### **5.1 Definition of areas which will be the focus of tourism development**

The main areas for geotourism are:

- The Costanaza Mine in Logrosán.
- The geological area of Berzocana.
- The Visitor Center and the Rucas Defile in Cañamero.
- The mount of La Villuerca in Guadalupe.
- The watermines of Arca del Agua in Guadalupe.
- The Castañar Cave and its Interpretation center in Castañar de Ibor.
- The Calabazas area in Castañar de Ibor.
- The Cabañas Castle in Cabañas del Castillo.
- The Rock Pass of the river Almonte in Cabañas del Castillo.
- The Ravine of El Pedroso in Villar del Pedroso.
- The Guadarranque syncline and the Fossil Interpretation Room of Navatrasierra.
- The Ravine of Peña Amarilla in Alía.
- Granite boulders of Peraleda de San Román.
- River Gualija in Peraleda de San Román.

### **5.2 Definition of areas where no tourism is allowed, (with focus on protection and research)**

All the paleontological deposits are closed for tourism. Some of them are reserved for educational activities. Most of them have only scientific relevance.

### **5.3 Measures taken to regulate and reduce traffic (restricted access, central parking lots, traffic guiding system, signposting etc.)**

There are signposts in the main areas.  
No additional measures are necessary.

### **5.4 Environmental friendly hiking path system.**

More than 200 km of paths have been opened and signposted.

### **5.5 Clearly defined cycle or other trails such as bridleways or river trails.**

The Natural Path of river Tagus and the Natural Path of Las Villuercas are clearly defined as cycle tracks.

## **6. Are there any initiatives or working groups who discuss promotion of natural and cultural heritage**

### **6.1 Regular "Working Group" meetings on specific topics**

The main “working groups” are the Territorial Commission (steering committee of the Action Plan) and the Scientific and Educative Committee. Both of them discuss and promote actions about natural and cultural heritage.

## 6.2 Individual cooperation and contracts between the Geopark, tourist organizations and other interest groups.

There exist a regular cooperation between the geopark and different organizations in order to promote the geopark assets including natural and cultural heritage.

As examples on the net:

<http://www.minube.com/rincon/geoparque-villuercas-ibores-y-jara-a738361>

<http://www.spain.info/es/que-quieres/naturaleza/espacios-naturales/geoparque-villuercas-ibores-jara.html>

<http://www.magrama.gob.es/es/desarrollo-rural/temas/red-rural-nacional/rrn-fitur.aspx>

[http://www.magrama.gob.es/es/ceneam/grupos-de-trabajo-y-seminarios/turismo-sostenible/club\\_producto\\_ecoturismo\\_%28turespa%C3%91a%29\\_tcm7-215559.pdf](http://www.magrama.gob.es/es/ceneam/grupos-de-trabajo-y-seminarios/turismo-sostenible/club_producto_ecoturismo_%28turespa%C3%91a%29_tcm7-215559.pdf)

<http://soyecoturista.com/entorno-natural/geoparque-villuercas/>

## 6.3 Other regular activities, not described by the answers above.

It is important to include here the activities with local associations and local interest groups carried out by the member APRODERVI:

<http://geoparticipacion.blogspot.com.es/>

## 7. Has your Geopark area received any awards or other formal recognition for its activities in the fields of geodiversity, conservation or sustainable geo-tourism during the last five years?

7.1 International awards (name and date of award)

7.2 National awards (name and date of award)

The geopark was awarded as example of good practices in rural tourism by the Spanish Ministry of Rural Development: <http://www.geoparquevilluercas.es/?p=2405>.

7.3 Other (e.g. from industry) (name and date of award)

## 8. Are competent geological and scientific experts available to promote further research work on a scientific basis?

8.1 At least one person with a degree in geosciences or other related discipline in the permanent staff (employed directly) (Add 10 points for each geoscientist).

Scientific Director: Teodoro Palacios Medrano. PhD in Geology. Paleontologist.

Scientific Deputy Director: Juan Gil Montes. Geologist.

8.2 At least five people with a degree in geosciences or other related discipline on the staff of the Geopark (employed by partner)

8.3 Do additional experts exist in the permanent staff (e.g. biologists)

Director: José María Barrera Martín-Merás. Biologist.

Deputy Director: Javier López Caballero. Geographer.

8.4 Regular and formal joint activity with at least one scientific institution (University, National Geological Survey).

University of Extremadura.

University Complutense of Madrid.

8.5 Regular consulting is maintained by: The Scientific and Educative Committee

Persons with scientific background in geosciences

- Teodoro Palacios Medrano. Geologist. Professor. University of Extremadura.
- Manuel Rodríguez Cancho. Geographer. Professor. University of Extremadura.
- Susanne Schnabel. Geographer. Professor. University of Extremadura.
- Sören Jensen. Paleontologist. Professor. University of Extremadura.

Persons with experience in geosciences

- José María Barrera Martín-Merás. Biologist. Council of the Province of Cáceres.
- Juan Gil Montes. Geologist. Geological Association of Extremadura.

- Pedro Muñoz Barco. Geologist. DG Environment. Government of Extremadura.
- Magín Murillo Fernandez. Geologist. Secondary School Teacher.
- Eduardo Rebollada. Geologist. Government of Extremadura.

**Amateurs available from local community. Other professionals of the Scientific and Educative Committee:**

- Ricardo Blanco Portillo. Biologist. Ministry of Tourism.
- Javier López Caballero. Geographer. Aprodervi. Professor. University of Extremadura.
- Antonio González Cordero. Archaeologist. Secondary School Teacher.
- Fernando Durán Oliva. Biologist. Secondary School Teacher.
- Jesús M. Vázquez Domínguez. Graduate in Fine Arts. Secondary School Teacher.
- José Julio García Arranz. Archaeologist. Professor University of Extremadura.
- Paloma García Cerro. Graduate in Tourism. DG Tourism. Government of Extremadura.
- Pedro Alfonso Diosdado. Primary School Teacher.
- José Antonio Montero. Forest Engineer. Businessman.
- Joaquín Araujo Ponciano. Naturalist. Writer.

**8.6 How many different scientific disciplines are in the expert network.**

- 6 geologists.
- 3 geographers.
- 3 biologists.
- 2 Archeologists.
- 1 Graduate in tourism.
- 1 Graduate in Arts
- 1 Forest Engineer.
- 1 Writer in Natural issues.

**8.7 Does a marketing expert exist? If not who does the work?**

- Raquel Búrdalo Giménez. Graduate in Tourism. Provincial Council of Cáceres.
- Paloma García Cerro. Graduate in Tourism. DG Tourism. Government of Extremadura.

**8.8 Does a press office exist? If not who does the work?**

The press office of the Council of the Province of Cáceres is in charge of the relationships with the media.

Deputy Director, Javier López, is in charge of the news online and the social media networks as Community Manager.

**8.9 Are staff members available to run field trips/guided walks?**

- Scientific and educative field trips are guided by the Scientific Staff.
- Some educative field trips are guided by recognized tourism companies.
- Geotourism field trips are always guided by recognized tourism companies.

**9. Does your Geopark area have the following Infrastructure?**

**9.1 Museum within the area of the Geopark managed by yourself or a partner in your organization**

- Interpretation Center of the Costanaza Mine in Logrosán.
- Geomining Museum of Logrosán.
- Visitors Reception Center of Cañamero.
- Interpretation Center of the Castañar Cave.
- Archeological Interpretation Center in Berzocana.
- Interpretation Room of the limekilns of La Calera.
- Interpretation Room of the Carnival of Souls in Villar del Pedroso.
- Fossil Interpretation Room of Navatrasierra.

**9.2 Information Centre within the area of the Geopark**

All the museums and interpretation centers are information centers as well.  
The main one is the Visitor Reception Centre of Cañamero.

**9.3 'Info-kiosks' or other 'local information points' within the area carry information about the Geopark and its aims and work.**

The main one is the Tourism Office located in Guadalupe.

**9.4 Information panels within the area.**

There are signpost in the main entrances and roads. Panels are useful in the hiking paths and geosites.

**9.5 Geological Trails within the area of the Geopark which the Geopark has developed or been involved in developing.**

- Geological itinerary to La Villuerca.
- Geological itinerary to the Ravine of Peña Amarilla.
- The International Appalachian Trail.
- Isabel la Católica Path
- Alfonso Onceno Path
- Ravine of El Pedroso and Tagus Natural Path
- Berzocana geosites and rock shelters Path

### III. Information and Environmental Education

#### 1. Research, information and education scientific activity in Earth sciences within the territory

##### 1.1 At least one scientific/academic institution working in the Geopark's area.

University of Extremadura.

##### 1.2 At least one student final report (mapping etc.) in the Geopark's area per year.

TITLE: Geoparque Villuercas-Ibores-Jara, una oportunidad de desarrollo sostenible.

BY: Rodrigo Dominguez Hoyas

University of Extremadura, School of Geography.

DATE: 22-10-2013 EVALUATION: 9/10

DIRECTOR: Javier López Caballero.

##### 1.3 At least one of PhD thesis on Geopark's area within the past three years

TITLE: Formación de dolomita y otros carbonatos magnésicos en condiciones de exposición subáerea. La Cueva de Castañar de Ibor (Cáceres)

BY: Andrea Martín Pérez

University Complutense of Madrid, School of Geological Sciences

DATE: 19-1-2012 EVALUATION: Cum Laude

DIRECTOR: A.M. Alonso Zarza

TITLE: La diagénesis de los espeleotemas de las Cuevas de Castañar y Basajaún Etxea, Navarra. Implicaciones para el estudio del registro paleolimático.

BY: Rebeca Martín García

University Complutense of Madrid, School of Geological Sciences

DATE: 16-11-2012. EVALUATION: Cum Laude.

DIRECTOR: A.M. Alonso Zarza

TITLE: Estudio de los primeros metazoos mineralizados del registro geológico.

BY: Iván Cortijo

University of Extremadura, School of Sciences. Department of Paleontology.

DATE: -09-2015. EVALUATION:.

DIRECTOR: Teodoro Palacios Medrano.

##### 1.4 At least five scientific or tourism focused academic papers from the work within the Geopark's area during last 5 years.

Alonso-Zarza Ana M. et al., Structural and host rock controls on the distribution, morphology and mineralogy of speleothems in the Castañar Cave (Spain). *Geol. Mag.* 148 (2), 2011, pp. 211-225. Cambridge University Press. [\[DOWNLOAD\]](#)

Alvarado Corrales, Eduardo. TURISMO UNIVERSAL Y ACCESIBLE. EL GEOPARQUE DE LAS VILLUERCAS. *Papeles de Geografía*, 57-58 (2013), 17-33 [\[DOWNLOAD\]](#)

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## 2. Do you operate programs of environmental education in your Geopark area?

### 2.1 Does your permanent staff include specialists in environmental education, who undertake such work as their main role within your team.

- José María Barrera Martín-Merás. Biologist. Council of the Province of Caceres.
- Juan Gil Montes. Geologist. Geological Association of Extremadura.
- Fernando Durán Oliva. Biologist. Secondary School Teacher.
- Pedro Diosdado. Primary School Teacher.

### 2.2 Do you operate at least one formal education programme (please outline the nature of the programme(s))

**Geocentros (Geoschools)** is the name of the Villuercas- Ibores-Jara Geopark educative project . It is a project that involves all the centers in the territory which aims to improve the knowledge of the geological, natural and cultural heritage of Villuercas- Ibores-Jara in the school. The incorporation of this knowledge will undoubtedly contribute to the conservation of this heritage by society, from school age. Geocentros is a joint initiative of the Ministry of Education and Culture, Government of Extremadura, Cáceres Provincial Council and the University of Extremadura. Educational institutions participating in the project are: Rural Schools, Primary and High Schools, Adult Lifelong Education Centers and the Teachers Support Centers of Trujillo and Navalmoral. The Geocentros project considers the Geopark as a great experimental classroom that allows the realization and exchange of experiences, assessment and cooperation between schools. The technologies of information and communication are key tools in this project.



The sign "Geocentros" Network" at the primary schools' doors.



The GGN/EGN Certificate and the Charter in the wall.

The project is coordinated by a **working group** comprising representatives of the Unit for Educational Programs (Regional Ministry of Education), the Teachers Support Centers of Trujillo and Navalmoral, the director of Primary School of Cañamero and the Geopark staff. He is assisted by the Geopark Scientific and Educative Committee.

The director of Cañamero Primary School has assumed functions of coordinating the participation of all centers in the activities. It is organized under the methodology of the Ministry of Education, as a seminar, also called Geocentros, from which various activities are scheduled. The methodology fosters the exchanges of practice and reflection among the participants. It is complemented by a google+ community in order to share information, questions, activities, documentary material, files and resources.

### 2.3 Do you contribute towards at least one formal education programme developed by other organisations. (museums etc.)

- Contribution with the Programme "Conoce Extremadura" (Knowing Extremadura) by the General Directorate of Environment [http://extremambiente.gobex.es/index.php?option=com\\_content&view=article&id=309&Itemid=201](http://extremambiente.gobex.es/index.php?option=com_content&view=article&id=309&Itemid=201)
- Contribution to the field trips of the Postgraduate studies on Rural Development and Tourism. University of Extremadura.
- Activities organized by the Villuercas-Ibores-Jara Municipalities Association (local commonwealth) as a geopark member.

- Activities organized by the LEADER Group APRODERVI: Chestnut week, Geoparticipation on the school.

#### 2.4 Personal and individual program offered to children visiting the Geopark's area

- Activities for children are offered at the visitor centre in Cañamero, the interpretation centre of the Castañar Cave and at the Costanaza Mine in Logrosán.
- Leaflet for children visiting the area edited by de Tourism Service.
- Special offers by the geotourism companies (Natural, Casa Rural Baños, Las Lucias and others).

#### 2.5 Do you operate a special program for primary/elementary school classes?

The Geocentros programme above referred. It includes a special annual offer for a guided visit is offered by the geopark in collaboration with the Extremadura General Directorate for Education. Primary school applications must include a preparatory didactical unit. The geopark offers them pedagogical materials for preparing the visit in the classroom.

#### 2.6 Do you operate a special program for secondary/high school classes

The Geocentros programme above referred. A special offer for a guided visit is offered by the geopark in collaboration with the Extremadura General Directorate for Education. Secondary school applications must include a preparatory didactical unit. The geopark offers them pedagogical materials for preparing the visit in the classroom.

#### 2.7 Do you operate a special program for university students?

Javier López, Deputy Director, is also professor at the University of Extremadura, Postgraduate programme on Rural Development. This programme have field trips that are operate by the geopark.

#### 2.8 Are there any university camps/education centres in the Geopark's area.

Primary Schools:

- C.E.I.P. Licinio de la Fuente (Alía) .
- C.E.I.P. Fausto Maldonado (Cañamero).
- C.R.A. Montellano (Garciaz).
- C.E.I.P. Reyes Catolicos (Guadalupe)
- C.E.I.P. Ntra. Sra. del Consuelo (Logrosán) .
- C.R.A. La Jara (Villar del Pedroso).
- C.E.I.P. Rodrigo Dávila Martín (Castañar de Ibor).
- C.R.A. Las Villuercas (Deleitosa).
- C.E.I.P. Ntra. Sra. Candelas (Fresnedoso de Ibor).
- C.E.I.P. Virgen de Guadalupe (Navalvillar de Ibor).
- C.R.A. Quercus (Aldeacentenera)

High Schools:

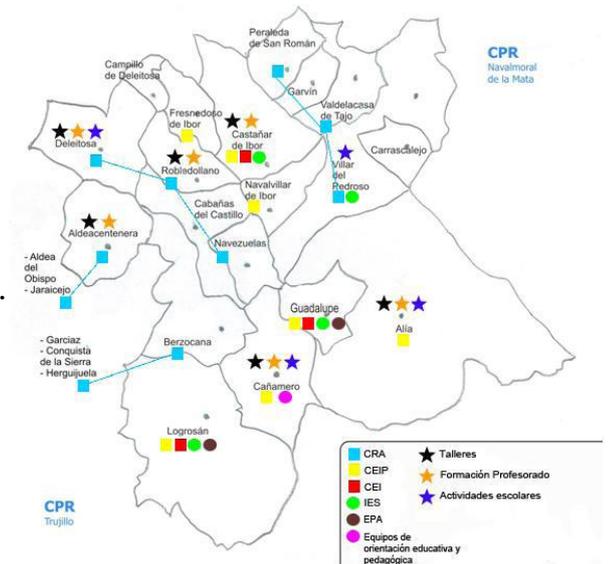
- I.E.S.O. Las Villuercas (Guadalupe).
- I.E.S. Mario Roso de Luna (Logrosán) .

Adults Education:

- Aula E.P.A. de Guadalupe (Guadalupe).
- Aula E.P.A. de Logrosán (Logrosán) .

Centers of Pedagogical Resources and Teachers' Support:

- C.P.R. de Trujillo.
- C.P.R. de Navalmoral de la Mata.



### 3. What kind of educational materials exist?

#### 3.1 Have you developed new educational material for school classes?

The textbook *Environmental Awareness of Villuercas- Ibores-Jara Geopark* is a lively illustrated book that complements the subjects of Environmental Awareness in the final years of primary education and the Secondary level subjects of Natural and Social Sciences. It is a book used in the classroom allowing the pupils an approach to the standard issues using examples extracted from their own territory and heritage.

It is available in printed edition. The PDF version is available on the siteweb: [http://www.geoparquevilluercas.es/?page\\_id=2851&lang=en](http://www.geoparquevilluercas.es/?page_id=2851&lang=en).

#### 3.2 Films, video, slideshow etc.

Slideshows are available.

Video are available on the interactive book.

#### 3.3 Interactive elements/ internet.

The iBook GEOSITES is designed for iPad devices. It has an interactive multitouch format with a large amount of images, videos, graphics and other didactics tools that help to understand the geopark best values.

<https://itunes.apple.com/es/book/geositios/id687549166?mt=11>

#### 3.4 Different special exhibitions changing on a regular basis.

A special exhibition about the geological history of Villuercas-Ibores-Jara including maps and paleontology panels is installed in different villages.



#### 3.5 Special education equipment (puzzles, special constructions, etc)

One of the more tangible teaching tools is the popularly called “Geobox“, an educational briefcase containing a collection of rocks and minerals characteristic of the Geopark. Fossils’ replicas were also included. All the items had their own didactic cards.

#### 3.6 Do you produce other material for children below 8 years?

Some educative cards were designed consisting of maps of the area, landscape evolution, major historical events and artistic values. Special cards promoting learn-and-play issues were also prepared for children. Those materials let practical classroom activities related with the paleontology, geology, history and culture of the Geopark. Especially pleasing to children were the trilobites replicas and the reproduction of the rock paintings.

### 4. What kind of published information is available in your Geopark area?

#### 4.1 Protection of geological heritage

#### 4.2 Geology of the area

#### 4.3 Publication linking geology, nature and culture of the area

#### 4.4 Environmentally friendly behaviour in the area

#### 4.5 Other aspects of natural history which can be found within the area

#### 4.6 Historical elements.

The main published information are the geosites Guide (printed and iPad versions) and the Textbook mentioned above. Besides, the geosites have individual leaflets. The geological assets have also an individual leaflet as well as other particular information about the geopark. The books have integrated information linking geological, natural and cultural assets and promoting a heritage friendly behavior (educative approach).

Geopark map (info about paths, infocenters, geosites, roads and villages are included).

Self guided tour of Guadalupe and its surrounding area.

Geopark Posters.

Geopark resources. A compilation of natural, cultural and geological geopark's assets.

Birdwatching map of Villuercas-Ibores-Jara

Birdwatching guide.

Just published in 2015: Architecture of Guadalupe. A book including the historical town, the Royal Monastery and other buildings with designation as Cultural Interest.

In preparation (2015 Action Plan):

- Geological guide of Villuercas-Ibores-Jara.
- Ornithological guide of Villuercas-Ibores-Jara.
- The Villuercas-Ibores-Jara Earth Book.

## **5. Geology provision for school groups. For example, organized visits etc.**

### **5.1 Guided tours by Geopark's staff**

A special annual offer for a guided visit is offered by the geopark in collaboration with the Extremadura General Directorate for Education. Primary and High school applications must include a preparatory didactical unit. The geopark offers them pedagogical materials for preparing the visit in the classroom. The field trip is organized for the geopark's staff taking in account the didactical unit, the age of the participants and the time available for the visit.

### **5.2 Guided tours through a member organization.**

Some companies are specialized in guided tours. They are members of Geovilluercas (the tourist companies association -Geopark member- that provides tourist services to the geopark). They have coursed training activities that are certified by the geopark. The geopark promotes guided tours for schools using these companies' services.

Field trips for schools and young people are organized by the Villuercas-Ibores-Jara Municipalities Association (local commonwealth) as a geopark member.

Activities organized by the LEADER Group APRODERVI: Chestnut week, Geoparticipation on the school.

### **5.3 Standard programs, regularly offered for all park visitors.**

The standard guided tours are offered by the tourism companies. This is a decision taken by the Geopark Council in order to promote sustainable development through the geopark certified companies. The companies that provide guided tours can be found at the Geopark's Tourism Services Catalog, [http://www.geoparquevilluercas.es/?page\\_id=1562](http://www.geoparquevilluercas.es/?page_id=1562), on the Geopark's site web: [http://www.geoparquevilluercas.es/?page\\_id=860](http://www.geoparquevilluercas.es/?page_id=860) or directly, on the siteweb of the Geovilluercas Association: <http://www.geovilluercas.org/>

### **5.4 Limited group size (max. 30 persons per guide)**

The tours guided by the geotourism companies are usually in groups of limited size. Some school groups have a size between 20 and 50 participants. In these cases the group is accompanied by their own teachers and a geopark's guide.

### **5.5 Are alternatives available if tour impossible due to bad weather conditions?**

There are some alternatives at the information and interpretation centers, the Costanaza Mine and activities in local premises (for example, the Cultural Houses existing in all the villages). Nevertheless, bad weather conditions are only likely in winter in few geosites as the crag of la Villuerca.

### **5.6 Do programs exist for different ages?**

The activity program is different depending on the scholar year. There are didactic cards for the youngest and didactic books and materials for the rest

### **5.7 Do special, scientific programs exist?**

There is no a published scheduled agenda of the scientific field trip to the geopark. Nevertheless, there are periodic scientific field trip that are published

some days before in order to facilitate the participation of the scientific community, experts of the local companies and other partners.

**5.8 Is teacher training offered in matters relating to the Geopark.**

Teacher training is offered by the geopark staff in collaboration with the Centers for Teachers' support (Regional Ministry of Education). The seminars are annually programmed and cover different matters: geology, geosites' interpretation, pedagogical materials and fieldtrips.

**6. Education - Guides**

**6.1 Do you have at least one qualified expert in Geopark permanent staff providing guided visit that your organization has a role in developing?**

The Geopark director and the Geopark Deputy Scientific Director (geologist) are in charge of some special guided tours organized by the geopark (presstrip. Blogstrips, scientific exchanges, etc.).



**6.2 Do you have at least one qualified expert in partner organization providing guided visit that your organization has a role in developing?**

Geopark partners have trained staff who offer specialized tours organized by the Geopark; education, tourism or sustainable development, scientific or educational field trips. There are qualified experts in geotourism, birdwatching, cultural assets and natural landscapes.

**6.3 Personal guides in Geopark permanent staff(explain and justify)**

Id that 6.2

**6.4 Personal guides by partner organisation(explain and justify)**

Most of the guided tours are organized by the tourism companies associated in Geovilluercas. Trained guides are available in these companies.

**6.5 Freelance guides whose training and / or program is supported by your organization (explain and justify).**

No freelancers at the moment.

**6.6 Training courses for guides (explain and justify)**

Different courses have been developed since 2011 and certified. The first one generated a special geopark tourism club. The last is called Rangers of the Geopark. It has a good group of people very interested in the geopark labor possibilities (and very active in facebook!). The course has been organized by the Leader Group ARPODERVI with the collaboration of the University of Extremadura and 120 hours of training.



Some companies and APRDERVI have developed private courses on natural guidance. Finally some courses for unemployed people have been developed with a grant of the Employment Service of the Government of Extremadura.

## 7. What kind of information do you provide to educational groups, which encourage them to visit your area?

### 7.1 Letters to schools and universities.

A special annual offer for a guided visit is offered by the geopark in collaboration with the Extremadura General Directorate for Education. Primary and High school applications must include a preparatory didactical unit. The field trip is organized for the geopark's staff taking in account the didactical unit, the age of the participants and the time available for the visit. The university have communication through the professors that are members of the Scientific and Educative Committee. Nevertheless geopark exhibitions are usual at university premises.

### 7.2 Brochure.

The geopark offers to the schools pedagogical materials for preparing the visit in the classroom. PDF brochures and books are available on the website for free download.

### 7.3 Press announcements (Newspapers, Radio, TV).

Press announcements are too expensive and it is not practical nor effective. We prefer direct contact with the educative community. Nevertheless press media follows actively the geopark publishing scopes over the main events.

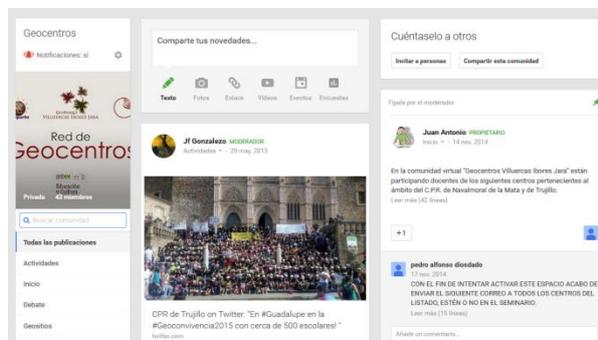
### 7.4 Newspaper or newsletter.

We have a newspaper that nowadays is also digital. <http://elperiodico.aprodervi.com.es/>

## 8. Do you use the internet for school programmes? What kind of service do you provide?

### 8.1 Own website with general information about environmental education within the area.

The geopark website [www.geoparquevilluercas.es](http://www.geoparquevilluercas.es) has a special access to the educative project. But as a tool of communication for every participant in the educative project a Google Community has been useful: <https://plus.google.com/u/0/communities/116457450117993623061?cfem=1> All the professors and their educative centers integrate in this website their advances and activities carried out during the scholar year. Visitors can observe these activities and download ideas or pedagogical cards.



### 8.2 Those responsible for the education programme may be reached by E-Mail.

The responsible can be reached by mail and by the educative web.

### 8.3 Regular electronic newsletter.

The educative website is in fact a newsletter because it is updated regularly by the Centers for Teaching Support. It is not a classic newsletter that we consider it less efficient than the web or the social networks.

### 8.4 Up to date calendar of activities.

Updating is made on the web Google Community.

## IV. Geotourism

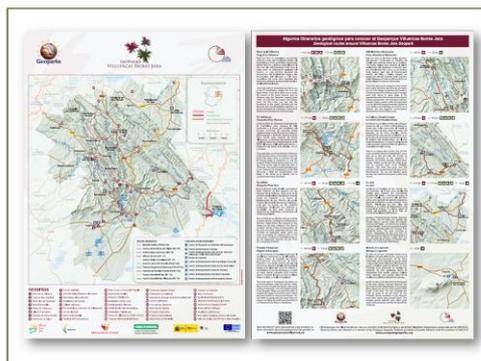
### 1. What kind of promotional material of the area takes place?

#### 1.1 Printed material (e.g. leaflets, magazines).

A local newspaper produced by the LEADER Group APRODERVI is available.

A large collection of printed materials is available for free in the geopark infocentres and Tourism Office:

- Map including trails and geosites.
- Birdwatching material.
- Leaflets of each geosite (there are not leaflets about the paleontological deposits).
- The villages inside the geopark.
- Geopark geological notes.
- What is a Geopark?
- Trails' brochures.
- 3D map (in progress)
- Bird and Birdwatching Guide.



#### 1.2 Popular literature for public (e.g. books, guide books)

- The Geopark Geosites' Guide
- Songs and traditions within the Geopark.
- The Chestnut Cookbook.
- The routes of river Guadiana.
- Guadalupe and its surroundings self-guided tours.

#### 1.3 CD or video material;

- Traditional songs of Guadalupe
- The Villuercas-Ibores-Jara Canal in Youtube includes official and fan videos.
- Video clip produced by the province of Cáceres Tourism department.
- Special 3D video are projected at the infocenters in Cañamero and Castañar de Ibor.
- A new collection of promotional videos is nowadays in progress (2015 Action Plan).

#### 1.4 Other promotional material or merchandise;

- Merchandising is annually produced linked to the educative activities and the EGN Week (T-shirts, caps, pencils, bags,...).
- Non-official apps for smartphone were produced by some geopark's fans.
- Audio guides are in progress (2015 Action Plan).

### 2. In how many languages is the marketing material produced?

The promotional material is published both in Spanish and English. Some of them are bilingual editions.

### 3. Do information centres or exhibitions concerning the area exist in the Geopark's area?

#### 3.1 At least one information centre, managed directly by the Geopark or one of the partner members of your organization.

There are some information and interpretation centres in the geopark.

The main one is the Visitor Reception Centre in Cañamero. It was built adapting the premises of the old Primary School. Now it has a new modern module that rooms the welcome hall in which the information about geosites, trails, companies and European geoparks' corner can be found. Other rooms are used for the dissemination of knowledge and interpretation of the geopark main geological assets, exhibitions and multimedia. A second building, close to the first, provides other services.

Two centres are specific of their geosites though they also provide general info about the geopark. The first one is located in Logrosán. It consists on some facilities around the Costanaza Mine, a mine of phosphorite -opened for visitors-, that was one of the most important in Europe in the early 20<sup>th</sup> century. The ancient laboratory was adapted as a interpretation center and, close to it, another old building rooms nowadays the Geominer Museum "Sos Baynat". The town council of Logrosán has made lots of investments to improve these resources turning them into a little resort called "Mines of Logrosán".

The other one is placed in Castañar de Ibor and provides information and interpretation of the Castañar Cave. This little grote is a Natural Monument due to their impressive collection of speleothems. The Interpretation Center offers a free guided visit including a 3D video and a room with replicas of the main speleothems.

Other little centres are located in different villages along the geopark in connection to many other resources. In Berzocana we have a centre referred to archaeology. In La Calera, there is an interpretative room of the old limekilns. Besides, the centre in Villar del Pedroso tells about a cultural asset, the Carnival of Souls -a traditional and different carnival that takes place in this village-. Finally, in Navatrasierra, a room in the old Primary School is dedicated to fossils. It is located in one of the most famous trilobites' valley in Spain: the Guadarranque syncline.



### 3.2 Existing 'info points' or similar facilities throughout the area managed by directly by the Geopark or one of the partner members of your organization.

The main one is the Tourist Office in Guadalupe whose staff has been trained on the geopark issues. All the town halls have digital information devices and some of them also provide visitors with printed materials. Almost all rural tourism lodges have geopark info available for their guests.

### 3.3 Information centre "meeting and starting" point for excursions.

There are some excursions from Cañamero VRC to the Risco Gordo, to the Ruecas Defile or to the Isabel la Católica trail.

There are excursions for kids from the Castañar Cave Center to the Calabazas Chestnuts and waterfalls geosite.

The Green way and the Villuercas trail set off from the Costanaza Mine.

The Berzocana Archaeology Centre is the starting point to several paths to the geosites and other geopark assets near this village.

### 3.4 Is the Information centre accessible for wheelchair users and does it cater for individuals with other disabilities?

Public centres must be accessible by law.

**3.5 Personal and individual information offered to visitors about possible activities in the area.**

Activities are published and promoted mostly by social networks (Facebook and twitter). They are also published on the main website and on the members' sites.

**3.6 Centre open to the public at least 6 days a week, all year round weather permitting.**

Centres are opened. Some of them do open only four days a week.

**4. How is information and interpretation about the area presented in info centres, information points etc?**

**4.1 Static display material.**

Mostly interpretative panels and graphics but tables and cabinets exhibiting rocks, minerals and fossils are also available.

**4.2 Films, video, slideshow etc.**

Different devices are available for visitors: 3D projections and computers.

**4.3 Interactive displays**

Interactive screens for searching info.

**4.4 Different special exhibitions changing on a regular basis.**

Two travelling exhibitions are available.

There are exhibition rooms available for special events.



**5. Public Access and facilities**

**5.1 Is it possible to reach the geopark area by public transport.**

Visitors can reach the main villages by public bus. Nevertheless the timetable is appropriated for the locals and serves to their purposes. Visitors often use their own vehicles or try to rent a car in Cáceres or Madrid.

**5.2 Do you provide your own tourist transport.**

As other tourism services, in order to promote rural development, the geopark links visitors to the companies associated in Geovilluercas. Some of them own specific vehicles needed for visiting the geopark since many of the geopark's rural paths are not appropriated for private cars but for 4x4 and they need an expert driver and guide.

**5.3 Is public transport integrated with walking, cycling trails.**

In terms of proximity, public transport and trails are integrated as well as any other tourism services. There is not a plan or leaflet promoting this integration.

**5.4 Do you have car park facilities connected to the trails which you have developed.**

There are some parking facilities in most visited areas. Trails have lots of entries but there is no problems of parking in the villages.

**5.5 Are there toilets available in the parking areas.**

Only in the parking of Guadalupe.

**6. Are visitors informed about public transport in the area and encouraged to use it before they come?**

**6.1 Promotional material about the area (leaflets, brochures, internet) contains information about public transport.**

Visitors can find this sort of information in the geopark newspaper and on the official website. Most of the local websites also have this information.

**6.2 Websites of the Geopark and/or local tourism organizations are linked to web-based timetables and transport information held by others.**

The geopark website: [http://www.geoparqueilluercas.es/?page\\_id=2331](http://www.geoparqueilluercas.es/?page_id=2331).

**6.3 Special offers for tourists using public transport, bicycle or other forms of sustainable transport.**

No

**7. What kind of guided tours have been developed by your management body or your partners?**

**7.1 Groups with special interests in geology and geomorphology**

University field trips.

Postgraduate courses on Tourism and Local Development.

High School field trips of Natural Sciences subjects.

Geological Association of Extremadura.

Tours for teachers' training courses.

Tours for geological and geomorphological societies.

**7.2 Tours take place regularly during the season**

There are scientific, educational and tourism regular tours in all seasons.

**7.3 Tours for a broad audience.**

There are scientific, educational and tourism regular tours in all seasons.

**7.4 Do you offer tours for disabled visitors.**

Not specially.

**7.5 Alternatives available if tour impossible due to bad weather conditions.**

The Info and Interpretation Centres are good alternatives to get to know the geopark features and also some of the cultural assets within the area.

**7.6 Flexible registration system (day to day basis) for participants or no registration necessary.**

The Castañar Cave need a registration in order to visit the cave. There is enough info on the net. Costanaza Mine and Castañar Cave Interpretation Centre need pre-booking for groups. For the rest no registration is needed.

## 8. What else do you use to inform visitors about your area.

### 8.1 Easy to read interpretation panels in entrance areas or at Tourist locations.

There are welcome signs and information panels at the entrance of the villages. Other interpretative panels are situated in several points alongside the trails or in the very geosites.

### 8.2 There is at least one promoted trail dealing with geological subjects, developed by your team, alongside any developed by partners.

There are different trails whose information can be downloaded from the website.

For example:

Trail to La Villuerca.

Trail to the Defile of Peña Amarilla.

The town council of Berzocana has developed a trail bringing together different geological assets around the geosite “Crag of Las Sábanas”.



## 9. How are information or activities of different organisations co-ordinated

### 9.1 Joint information or promotional material

The activities are coordinated by the Territorial Commission (see the section about the management structure) a steering body that meets every month to coordinate and follow the results of each of the actions programmed. It includes technical representatives of all the geopark members that have responsibilities on the execution of the activities. Their minutes are published on the website in order to spread the information.

Special events, as the EGN Week or the Chestnut week, have their own leaflet including the information about all the activities and their responsible organization.

Other activities are promoted on the social media.

## 10. Do you use the internet and what kind of service do you provide?

### 10.1 Own website with general information about the area.

The main information is on the official website [www.geoparquevilluercas.es](http://www.geoparquevilluercas.es).

As far as tourism is concerned the website provide information on:

- How to reach the geopark.
- The information centers.
- What to see: the geosites.
- Recommended trails.
- Accommodations and restaurants.
- How to reach the geotourism companies for guided tours and other activities.
- Maps.
- Facilities to download information in PDF.

### 10.2 Links to other websites of tourist board, communities, local government, which provide a broad range of information on the Geopark's area.

Links are available to:

- The Provincial Council of Cáceres, Tourism Service.
- The Official tourism website of the Government of Extremadura.
- The Geovilluercas Tourism Companies Association.
- The LEADER Group APRODERVI

### 10.3 Geopark management may be reached by email

There is a special contact form on the website to prevent SPAM.

### 10.4 Regular electronic newsletter

A regular newsletter is published by the LEADER Group APRODERVI “El periódico del Geoparque Villuercas-Ibores-Jara”. Furthermore the social networks (Facebook and twitter) are commonly used by fans and visitors.

**10.5 Facility to order publications on-line**

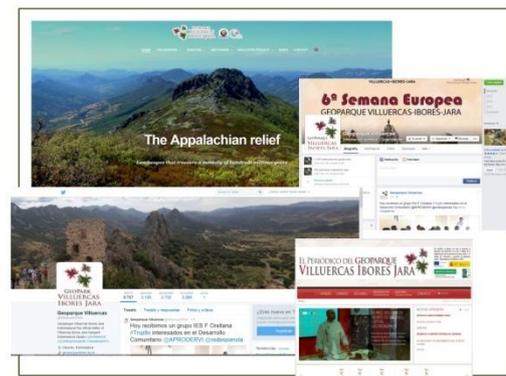
Visitors can download the main publication (free of charge) from the website. For other demands the online contact form is useful.

**10.6 Up to date calendar of activities**

The website is regularly updated.

**10.7 Guidance for visitors on potential excursions**

As it was already stated, guidance for visitors is a matter of the tourism companies associated in Geovilluercas. The guide tours are provided by them. Visitor can reach these companies through the official website and the Geovilluercas website.



**11. What kind of infrastructure is available for activities such as horse riding, canoeing and cycling?**

**11.1 Network of footpaths which include the main touristic and scientific points of interest**

There is a network of trails that are certified by the Mountain Sports Federation of Extremadura (FEDME) including some information about the possibilities for horse riding.

**11.2 Uniform/standard signposting of paths**

The trail network, above referred, has standard signposting.

**11.3 Regular checks of infrastructure and immediate repair guaranteed**

Unfortunately there is not a regular service for reparations but a period of guarantee after the signpost installation.

**11.4 Special maps and information sheets for hikers, cyclists, etc.**

There are some topo-guides that can be downloaded from the website.

**11.5 At least one path concerning a special subject (mining, archaeology, architecture) not previously counted in your score under another heading**

There are more than 200 km of certified paths including:

- Mining: Villuercas Green Way and Villuercas Natural Path: Costanaza Mine of Phosphorite.
- Archaeology: Path to the Rock Paintings of Berzocana.
- Architecture: The Royal Path of Guadalupe. Maybe the oldest and historic path of the region. It includes the old pilgrimage “hospitals” in several villages on the way to Guadalupe and the Royal Monastery (WHS 1993)

**11.6 Guided cycling, walking, etc. tours, provided or actively supported by a member organization**

Cycling: the services provided by some tourism companies associated to Geovilluercas include bicycles, meals and refreshment en route, entry to the interpretative centres, local travels and insurances. Electric bicycles and self-guided tours are also available.



Climbing: Facilities to climbing education in special geosites.

Walking: The services comprise: local travels in 4x4 to the start zones, guide, assistance, insurance, geological interpretation. Other services available: Birdwatching, Phototrails, etc.

Sports: Canoeing, horse riding.

Agrotourism.

**11.9 There is a network of hiking/biking friendly hotels/pensions, defined by a catalogue of criteria who work in partnership with your organisation.**

There is a printed and digital edition of the Geopark Tourism Services Catalogue. It includes information on the different offers and segments that can be found in the geopark and all the companies that provides those services including accommodations and restaurants.

**12. How do you communicate the goals of Geotourism, especially with those responsible for tourism.**

**12.1 Direct personal meetings or through their involvement in your organization.**

The activities are communicated and coordinated by the Territorial Commission (see the section about the management structure) a steering body that meets every month to coordinate and to follow the results of each action programmed. It includes technical representatives of all the geopark members that have responsibilities on the execution of the activities. As far the Tourism Organizations are concerned they participate on this Commission the General Directorate of Tourism (Government of Extremadura), the Tourism Service of the Provincial Council of Cáceres and the Tourism Companies Association Geovilluercas. Their minutes are published on the website in order to spread the information.

**12.2 A regular award scheme to promote good practice.**

No regular award scheme is available in the geopark but the geopark itself was considered as example of good practices in rural tourism by the Spanish Ministry of Rural Development: <http://www.geoparquevilluercas.es/?p=2405>.

**12.3 The selection and nomination of official partners/mentors/sponsors**

Some tourism companies were certified as members of the **Geopark Tourism Product Club**, and due to this fact, they are also members of the exclusive **Ecotourism in Spain Club** promoted by the Spanish Tourism Institute. In this sense, the geopark is included on [www.spain.info](http://www.spain.info) (the main Spanish tourism website) and on the Ecotourism website [www.soyecoturista.com](http://www.soyecoturista.com).



**13. Do you have the following sustainable (e.g. non car based) trails?**

Most of the tourist activities in the geopark are non car based activities. Nevertheless, some trails need the support of 4x4 vehicles in order to reach the zone in which these activities take place.

**13.1 Geo-trails**

**13.2 Cultural trails**

**13.3 Forest trails**

**13.4 Other trails**

**13.5 Other out-door activities not mentioned elsewhere.**

Canoeing, horse riding, cycling, climbing, birdwatching.

## **14. Visitor evaluation**

### **14.1 Do you count visitors?**

- By entrance tickets / trail counters
- By field trip participants?
- By estimation?
- By visitor survey?

### **14.2 Do you evaluate where your visitors come from?**

- By booking addresses?
- By market analysis?
- By university study?

### **14.3 Do you use visitor evaluation for your forward planning?**

### **14.4 Do you have analysis of the socio-economic profile of your visitors (families, school classes, pension groups, tourist groups, etc)?**

### **14.5 Questionnaire on visitors' satisfaction levels?**

In general, the tourism survey is a responsibility of the Tourism General Directorate (Government of Extremadura) through the Tourism Regional Observatory. The information that this Observatory gathered for their reports on the Villuercas-Ibores-Jara Geopark is collected through:

- Data of occupancy collected through information provided by 36 lodging establishments.
- Data of tourist behavior: collected through surveys of travelers at the Tourist Office of Guadalupe and the Visitor Centre Geopark in Cañamero.

The statistical variables analyzed are the following:

Trader-travellers, overnight stays, occupancy rate and average stay (National visitors and Foreign National visitors -NRA's- ), socio-economic profile; visitor frequency; Information for the visit; motivation; trip characteristics; booking of tourism products and services; visited areas; tourism expenditure; evaluation of tourist services and suggestions for improvement.

With this information monthly, quarterly and annual reports are prepared. In addition, special weekends and relevant tourist events are analysed. Nowadays, the observatory try to add new information centres and companies as a data providers in order to have better and more objective results. For example in order to have Demand Analysis.

## V. Sustainable Regional Economy

### 1. What efforts are undertaken to promote regional food and craft products, integrating the catering trade?

#### 1.1 Initiatives promoting food from regional and/or ecological production, which your organisation develops or actively supports.

The geopark member APRODERVI is in charge of promoting local foods. These local foods are integrated within new tourism experiences linked to the new trends on gastronomy tourism. Two tourist paths have been promoted in collaboration with the producers and other public and private organizations. More than 15 local businesses take part of each tourism product (producers, lodging and restaurants).

The first one is the Path of the Iberian Ham. It is an initiative that joins together producers of the Region of Extremadura and the north west of Andalucía (the main territory for the Iberian pork livestock). Iberian Pig has its own Protected Origin Designation called “Dehesa de Extremadura”. [www.rutajamoniberico.es/](http://www.rutajamoniberico.es/)

The second one is the Path of the Guadiana Riverbank Wines. The methodology is similar but the producers are in the Geopark and in the province of Badajoz (also in the Region of Extremadura). The wines have their Protected Origin Designation “Ribera del Guadiana”. [www.rutadelvinoriberadelguadiana.es](http://www.rutadelvinoriberadelguadiana.es).

Villuercas-Ibores Honey and Los Ibores Goat Cheese have been also promoted by the geopark members. The provincial Council of Cáceres and the General Directorate of Tourism are very active in the promotion of the local products and gastronomy associated to them.

Furthermore, studies on perspective of the local Olive oil and chestnut culture have been carried out by APRODERVI.

#### 1.2 Meals from regional and/or ecological production are available in restaurants.

Many restaurant associated to Geovilluercas have “Geomenus” with local and ecological products.

#### 1.3 The Geopark organizes markets, where mainly regional agricultural products are sold.

No markets are organized by the geopark but there are local street markets in the main villages. Direct selling from producer to consumer is available.

#### 1.4 A label for regional food products or local gastronomy exists

The labels are always official in order to protect origin and quality. Some producers are interested in integrating the geopark label to their products though.

Local products have these designations:

- Honey: Miel Villuercas-Ibores. [www.domiellvilluercasibores.com](http://www.domiellvilluercasibores.com).
- Wine: Vinos Ribera del Guadiana.
- Cheese: Queso de los Ibores. [www.quesoibores.org](http://www.quesoibores.org)
- Iberian Pig: Dehesa de Extremadura.
- Lamb: Corderex.
- Veal: Ternera de Extremadura.

#### 1.5 Direct marketing of regional agricultural products is promoted

The promotion of local food and gastronomy is an activity of the Marketing Plan 2015.

### 2. Which efforts are undertaken to create and promote regional geotourism products?

#### 2.1 Initiatives promoting geological replicas production exist

#### 2.2 Casts and souvenirs from local production are available.

The craftsmanship of Guadalupe is known for its goldsmiths foundries and handmade copper work: pitchers, shovels and buckets, bed-warmers, etc. Traditional textile works

can also be found, as embroidery and lace, as well as pottery and wickerwork. There are lots of stores and shops where to buy wonderful pieces of brass, copper or embroidery.

**2.3 The organization or its active partners has a retail outlet or outlets where mainly regional products are sold.**

The geopark itself had a boutique at the Visitors Center to sell local products but it was finally closed. The reason for that was that the geopark cannot be a competence for the local shops. So, nowadays, some little companies, among them some members of Geovilluercas, have shops in order to sell local products.

**3. How are regional crafts promoted?**

**3.1 The marketing of local craft products is actively supported.**

Local craft is managed by craftsmen owning their main shops in Guadalupe.

**3.2 Local craft products are showcased.**

The Provincial Council of Cáceres manages a Regional Craft Permanent Exhibition in Guadalupe to promote regional crafts.

**4. What efforts are undertaken to promote links between the Geopark and local businesses?**

**4.1 A label for regional services/products has been developed the Geopark or in partnership with others**

As it was said above, labels are regional and official. Nevertheless, some informal agreements have been to use the geopark logo in products and services. As a result, different businesses use it in their websites.



**4.2 Direct marketing of regional products is undertaken by your organization.**

A technical assistance for designing gastronomy tourism experiences is available. Special promotion is done in the professional channels of tourism promotion.

**4.3 Tourism offers include tours of collaboration with local businesses**

Local businesses are included in the geopark website and are joined all together in the geopark tourism services catalogue.

**5. What kind of contracts are regularly offered to businesses in your area?**

**5.1 Services (repair, management):** Video and pictures production, web management...,

**5.2 Design, Print:** Printing and Design in Cañamero

**5.3 Other equipment and services to support geotourism and interpretation, e.g. transport, display cabinets etc.:** Tourist bus and 4x4 cars are available.

**6. Networking**

**6.1 A network of co-operating enterprises exists, fostered by the Geopark.**

The cooperation is a reality within the Association Geovilluercas that is a geopark member. They cooperate by offering different services (guided tours, lodging, restaurant) or sharing the clients when it is necessary.

**6.2 There is a formal contract between the Geopark and its partners.**

The geopark has signed an agreement with Geovilluercas.

**6.3 There are joint projects, financed, between the Geopark private businesses and local authorities.**

Some of the Geotourism activities within the Action Plan are co-financed such as Tourism Fairs (FITUR, FIO, and some others).

# FORM B

# I. Contribution to the Work of the Geopark Network

## 1.0 Participation in Geopark Conferences and Networking

### 1. Participation in Geopark Conferences and Networking

#### European Geoparks Conferences

- **10<sup>th</sup> EGN Conference in Langesund, Geanorvegica Geopark, Norway 2011.**

##### Participants:

- Samuel Fernández. On behalf of the president of the Provincial Council of Cáceres. Local Development Department.
- José María Barrera Martin-Merás. Provincial Council of Cáceres. Coordinator of the Geopark Project (Villuercas-Ibores-Jara).
- José María Corrales Vázquez. Biologist. PhD in Geography and Territory Planning. Professor of Didactics of Experimental Sciences. University of Extremadura. Scientific Director of the Geopark Project (Villuercas-Ibores-Jara).
- Javier López Caballero. Geographer. LEADER Group of Villuercas-Ibores-Jara.
- Manuel Mendigutía. European affaires unit. Provincial Council of Cáceres.

##### Contribution to the Conference:

- Barrera J. M., Corrales J.M. *“Geo-schools: a commitment to education in the territory of the Geopark Villuercas Ibores Jara’s project”* .

- **11<sup>th</sup> EGN Conference in Arouca Geopark, Portugal 2012.**

##### Participants:

- José María Barrera Martin-Merás. Biologist. Director of the Villuercas-Ibores-Jara Geopark.
- Iván Cortijo. Paleontologist. Area of Paleontology. University of Extremadura.
- Javier López Caballero. Geographer. Rural Development Group of Villuercas-Ibores-Jara and Geopark subdirector.

##### Contributions to the Conference:

- Barrera J. M., López J. and Rosado M.J. *“New facilities for the geopark’s interpretation, information and tourism in Villuercas Ibores Jara (Spain)”*.
- Corrales J.M., Barrera J. M. *“Accessible geoparks, geoparks for all”*.
- Cortijo I. *Deposits of Cloudina carinata in Villuercas Geopark*.

- **12<sup>th</sup> EGN Conference in Ascea. Cileno, Vallo di Diano e Alburni Geopark, Italy 2013.**

##### Participants:

- José María Barrera Martin-Merás. Biologist. Director of the Villuercas-Ibores-Jara Geopark.
- Javier López Caballero. Geographer. Rural Development Group of Villuercas-Ibores-Jara and Geopark subdirector.

##### Contributions to the Conference:

- Barrera J. M., Gil Montes, J., López J. *“The multi-touch book version of the Villuercas-Ibores-Jara Geopark Geosites’ Guide as a tourist and educative tool”*.

## **International Geoparks Fair**

Participation in the EGN Stand on FITUR 2015, the International Tourism Fair in Madrid. Villuercas-Ibores-Jara and Naturtejo Geoparks shared the EGN representation.

## **Network Internal Meetings:**

The two representatives of Villuercas-Ibores-Jara have participated in all the Coordination Commission meetings during the last four years period: Subbéticas Geopark, Arouca Geopark, Paris UNESCO, Cilento e Vale di Diano, Sobrarbe, Harz and the last one, also in Paris UNESCO.

Furthermore, we have actively participated in the creation and development of the Spanish Geopark Forum, nowadays renamed as Spanish Geoparks Committee, SCG. The Geopark has organized two of its meetings that were held at the stand of Extremadura in FITUR in 2013 and in Cañamero (Geopark Visitor Reception Centre) in 2014. After the SCG meeting in Sobrarbe (March 2014) the Geopark director became the SCG vice-coordinator and the SCG deputy director is responsible for SCG communication activities.

### **1.1 Participation in common projects**

- Geoempleo (EADFR) was a cooperation project among the Spanish LEADER groups and the Spanish geoparks 2012-2103.
- Tajo Internacional (POCTEP) Ref: 0337\_TI\_II\_4\_E. Leader: Provincial Council of Cáceres. The project has different objectives among which cooperation between Naturtejo and Villuercas-Ibores-Jara geoparks was included.
- Wonders of ancient life: A book resulting from the fossil EGN group in which Villuercas-Ibores-Jara took part.

### **1.2 Participation in common activities**

#### **Common Activity**

##### **EGN Weeks**

The geopark has actively participated in the organization of the EGN Week during the last four years. From a leadership position, the geopark coordinated the activities organized by the geoparks members. In all these editions, the activities for the local awareness were carried out by the municipalities of the Mancomunidad Villuercas-Ibores-Jara. The educative community had a extraordinary participation highlighted by the “Geoconvivencia” (a celebration educative day that joins together several primary and high schools through the development of activities linked to the geopark). The tourism companies proposed special offers to visitors including discounts, innovative activities and “geomenus” at the restaurants. Scientific and technical seminars were also organized. Last one used the motto “geodissey” and wants to extend some activities to next autumn.

##### **Common Exhibition**

The geopark took the opportunity to participate in the two commons exhibitions that were held by the UNESCO headquarters in Paris alongside with the 31<sup>st</sup> and 35<sup>th</sup> editions of the EGN CC.

In Spain, the geopark organized a common exhibition in Guadalupe as a mean to introduce the geoparks to the participants on the 1<sup>st</sup> Open Seminar of the Spanish Geoparks Committee.

##### **Knowledge Transfer**

- In 2012, the geopark welcomed a large delegation of the “Cabildo de El Hierro” before they decided to become an aspiring geopark. They were accompanied by representatives of the Spanish Tourism Ministry and the Island vice-president. The agreement among the public administration to promote the geopark and the participation of the private companies were showed in correspondance with their demands. A two days fieldtrip completed the visit to understand what a geosite is and its geotourism and educative use.
- Geopark deputy director has participated in two capacity building missions in Guatemala and in the Dominican Republic in 2014 and 2015 in which he has given some speeches and

has attended meetings with local representatives about the geopark as a model for a sustainable development.

- Minor delegations of Brazil and Nicaragua have visited the geopark to attend some little meetings looking for information and methodology. Social and educative actions were the most demanded.

### 1.3 Participation in common communications Common Activity

#### EGN Magazine



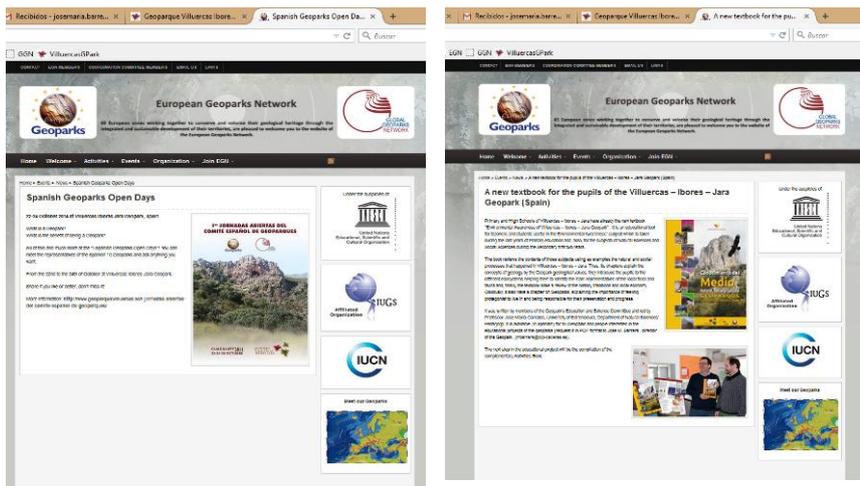
EGN Magazine No 9 Contribution: The Villuercas-Ibores-Jara Geopark by Juan Gil, José M Barrera, José M. Corrales and Javier López.

EGN Magazine No 10 Contribution: The scientific cooperation in the Villuercas-Ibores-Jara Geopark by José M Barrera and Javier López.

EGN Magazine No 11 Contribution: Rock Art in the Villuercas-Ibores-Jara Geopark by José Julio García Arranz and Hipólito Collado.

EGN Magazine No 12 Contribution: Improving teaching resources in Villuercas-Ibores-Jara Geopark.

#### Contribution with an article to EGN Website



Two articles were sent to the EGN website about the presentation of the textbook in a Educative Seminar and another one about the organization of the 1<sup>st</sup> Open Seminar of the Spanish Geoparks Committee.

## Common Website

Villuercas-Ibores-Jara Geopark is the webmaster of the Spanish Geopark Committee. It is responsible for the design, management and common contents. Each Spanish geopark is responsible for its information, that is afterwards uploaded by Villuercas Geopark to the server. [www.geoparques.eu](http://www.geoparques.eu).



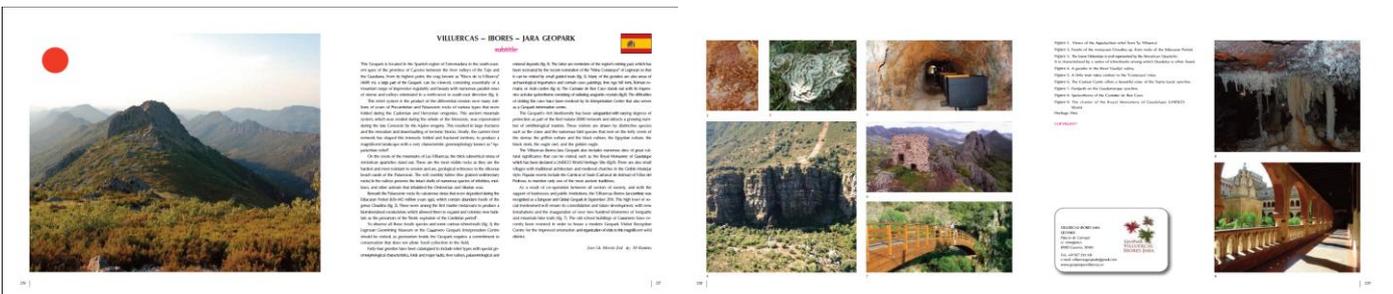
## Others

Villuercas-Ibores-Jara Geopark is responsible for the Social Networks management of the Spanish Geoparks Committee. Not only for the design but for the animation, news, and fan number improvement.

In Twitter: @ComEspGeoparks. In Facebook: spanishgeoparkscommittee



The geopark has sent a contribution to the second edition of the GGN Coffee Book (yet unpublished).



## II. Management Structure and Financial Status

### 2.0 Management Structure

#### Description of management structure, organization and legal status

The Geopark management is the responsibility of the Council of the province of Cáceres (Diputación Provincial de Cáceres).

Spain is divided into fifty provinces. A Provincial Council is a Public Administration responsible, since 1836, for the government and administration of a province. The Provincial Council of Cáceres provides direct services to citizens and technical, economic and technological support to the councils of the 222 municipalities existing within the province. The main services are related to local development, road maintenance, legal services and promotion of culture.

The leading role of the Provincial Council of Cáceres is closely executed together with all the regional partners that have signed the **Collaboration Agreement for the Villuercas-Ibores-Jara Geopark Management**. This Agreement is of an administrative nature. Its interpretation and development are under the administrative laws. The signing parties have expressed its submission to the administrative jurisdiction in the terms set out in the Article 8.3 of the Law 30/1992 on Legal Regime of Public Administrations and Common Administrative Procedure.

The regional **Institutions that participate** in the geopark management are:

- The Council of the Province of Cáceres.
- The Government of the autonomous region of Extremadura. General Directorates for Environment, Tourism, Rural Development, Education and Cultural Heritage.
- The University of Extremadura.
- The municipalities of the Villuercas-Ibores-Jara region.
- The LEADER Group APRODERVI.
- The Villuercas-Ibores-Jara Geopark Tourism Business Association “Geovilluercas”.
- The Geological Association of Extremadura, AGEX.

All of them are committed in the Geopark objectives and activities. The activities are decided in the **Geopark Council** in which they participate. They also participate in a Territorial Commission that, monthly, monitor the decisions taken by the Council.

The president of the Council of the Province of Cáceres is **the president** of the Geopark. He is supported by a management structure that includes technical and scientific staff.

In order to achieve the Geopark objectives an **Action Plan** is approved in an annual or multi-annual basis. It is regularly evaluated. The development of the Action Plan is conducted in a complementary way by the participating institutions. The Action Plan has an annual program, in conformity with the annual public budgets.

Each participating institution runs the activities assigned in the Action Plan, using its financial and administrative means. There are no transfers between partners or between them and other institutions.

The Action Plan includes the whole activities that the partners execute using their own projects and resources. The complementarity of those activities are studied in detail by the Geopark Council, Such complementarities become visible and transparent through a division of the Action Plan on different axes and measures.

The activities on the Action Plan are annually approved by the Geopark Council. They are coordinated by the staff and followed and evaluated by a Territorial Commission that meets monthly as a steering committee. The Territorial Commission is composed by representatives of the members.

This Agreement was signed in 2014 and it is the continuation of the former Agreement for the creation and management of the Villuercas-Ibores-Jara Geopark signed in 2009. The methodology of management is similar but there was a change on the members belonging to this. The Spanish Tourism Institute was a member since 2009 and it decided not to carry on with it in order to have the same relationships as with the rest of the Spanish Geoparks. The Geological Association of Extremadura became a new member in 2014 as a recognition of its close collaboration since the geopark creation.

## 2.1 Management Structure Staff

Following the 11<sup>th</sup> agreement clause regarding the members' engagements, the staff is provided by different organizations and contracted directly by them.

### Scientific Staff (permanent):

7. Dr. Teodoro Palacios Medrano. Geologist. Professor. University of Extremadura. Scientific Director.
8. Mr. José María Barrera Martín-Merás. Biologist. Council of the Province of Cáceres. Geopark Director. EGN representative.
9. Mr. Juan Gil Montes. Geologist. Geological Association of Extremadura. Scientific Deputy Director

### Technical Staff (permanent)

10. Mr. Javier López Caballero. Geographer. Aprodervi. Professor University of Extremadura. Geopark Deputy Director. EGN representative.

### Administrative Staff (permanent)

General administrative staff is provided by the Provincial Council of Cáceres. All the members that finance activities of the Action Plan have their own administrative staff (as they are Public Administrations). In the Provincial Council of Cáceres there are two administrative officers shared with other projects.

### Rangers

Rangers are usually private workers linked to the Geovilluercas Tourism Companies Association (Geopark member). They have followed special training courses and their companies have a geopark recognition. There are no official rangers in the staff. Nevertheless, the staff guide special field trips: scientific, training courses and special events.

## 2.2 Financial Stability

**Description of financial status** This section reviews the financial situation of the Geopark and its long term financial viability. Please provide a brief summary of how the financial status of the Geopark has changed since the official designation as a Global Geopark or after the last revalidation event.

The Geopark Agreement has solved the critical situation certain Spanish Regions are suffering for the last few years due to the global economical crisis. We cannot forget that our Region, Extremadura, is the poorest region in Spain. Furthermore, Villuercas-Ibores-Jara shows low rates of development because of its traditional economy and its low population density. Knowing that, Public Administrations are been strongly engaged in the improvement of this territory using the geopark as a major strategy.

The graphic table on the next page shows the evolution of the annual budget in correspondence with the Action Plan and the available funds. In its first years, since 2009, the project of geopark had an extraordinary source of funding from the Tourism Product Plan. This plan was a special agreement signed among the Spanish Institute of Tourism (Tourspain), the Government of Extremadura, the Provincial Council of Cáceres, the municipalities and the Companies Association of the Villuercas-Ibores-Jara territory. Its main objective was the

economy revitalization using tourism strategies. Its funds were available until 2013 and had a big importance in terms of geopark infrastructure building.

Since the official designation as a Geopark, each member entity has different financial contributions depending on their political and administrative competences. The whole of these contributions are included in the annual Action Plan.

It is obvious that the table reflects only the public investments that had a direct application on the geopark development. For example, there were funds applied for the General Directorate of Environment to the conservation of natural resources (conservation of the territories under Natura 2000 Network) that are not reflected on the Action Plan. It is the same case for the maintenance of rural roads made by the General Directorate of Rural Development or some investments made by some town councils in order to improve their environments. These actions, that are executed in the normal framework of these public administration, are beneficial for the geopark and were communicated by these members to the Geopark Council in order to coordinate the public initiatives but there were not decided as a part of the Action Plan approved by the Geopark Council.

## ACTION PLAN 2011-2015

| Programmes                               | 2011              | 2012                | 2013              | 2014              | 2015                |
|--|-------------------|---------------------|-------------------|-------------------|---------------------|
| Management Structure.                    | 72.300,00         | 75.300,00           | 75.300,00         | 78.100,00         | 115.300,00          |
| Heritage Conservation.                   | 354,59            | 19.381,90           | 83.056,47         | 94.011,39         | 234.763,27          |
| Tourism information and infrastructures. | 643.033,76        | 763.912,88          | 355.763,04        | 254.731,98        | 252.703,70          |
| Geotourism promotion and marketing plan. | 95.870,00         | 144.601,98          | 149.472,98        | 88.899,29         | 253.459,90          |
| Other actions of sustainable development | 77.783,26         | 65.716,15           | 74.895,76         | 134.863,51        | 126.912,85          |
| Educative project "Geocentros"           | 3.000,00          | 22.996,94           | 9.509,00          | 16.514,32         | 37.417,00           |
| Geoparks networks, participation.        | 28.564,97         | 22.803,04           | 31.000,00         | 28.824,00         | 31.889,00           |
| <b>TOTALS</b>                            | <b>920.906,58</b> | <b>1.114.712,89</b> | <b>778.997,24</b> | <b>695.944,48</b> | <b>1.052.445,71</b> |

| Financial Sources                                  | 2011              | 2012                | 2013              | 2014              | 2015                |
|--|-------------------|---------------------|-------------------|-------------------|---------------------|
| Provincial Council of Cáceres                      | 27.300,00         | 37.300,00           | 61.800,00         | 70.875,99         | 166.826,00          |
| General Directorate of Turism                      | 8.550,00          | 16.033,50           | 49.294,41         | 210.655,74        | 150.000,00          |
| General Directorate of Rural Development           |                   |                     |                   |                   | 11.858,00           |
| General Directorate of Environment                 |                   | 14.881,90           | 49.153,47         | 89.483,39         | 116.619,39          |
| General Directorate of Cultural Heritage           |                   |                     | 9.438,00          |                   | 27.200,00           |
| LEADER Group APRODERVI                             | 107.783,26        | 104.676,15          | 118.558,76        | 179.494,53        | 551.942,33          |
| Town Council of Logrosán and other administrations |                   | 129.602,00          | 261.536,84        | 117.434,84        |                     |
| University of Extremadura UEX                      | 28.000,00         | 28.000,00           | 28.000,00         | 28.000,00         | 28.000,00           |
| Tourist Product Plan.                              | 749.273,32        | 784.219,34          | 201.215,77        |                   |                     |
| <b>TOTALS</b>                                      | <b>920.906,58</b> | <b>1.114.712,89</b> | <b>778.997,24</b> | <b>695.944,48</b> | <b>1.052.445,71</b> |

Both Provincial Council of Cáceres and the General Directorates of the Government of Extremadura are public Spanish funds. The LEADER Group APRODERVI promotes investments that include funding of the European Agricultural Fund for Rural Development (EAFRD). The Tourist Product Plan was equally funded by the Government of Extremadura, the Provincial Council of Cáceres and the Tourism Institute of Spain.

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

### **Geopark management structure.**

The Provincial Council of Cáceres is responsible for the management structure. Furthermore, the management structure is strongly shared and supported by the regional and local public administration and by the local companies. All of them being geopark members included in the Geopark Agreement. That results in a strong structure of coordination of the public and private initiatives under the geopark framework. The Geopark Council as the most important executive board and the Territorial Commission as steering board are the decision maker bodies.

### **Geopark financial status.**

The Geopark Agreement ensures the stability of the annual Action Plans and their funding. The annual Action Plan is decided in the last months of the previous year and approved by the Geopark Council on January of each year. The geopark funding are public funds.

### **Significant policy changes since designation/last revalidation.**

The Geopark Agreement was renewed on 2014 as a guarantee of stability.

### **Geopark Staff - number of new jobs created.**

Taking in account that the geopark staff has a dependence on the public administration members, no new jobs were created but a nomination of public workers to reinforce the staff. It was not possible or not necessary for two reasons: Firstly, the Spanish Act on Public Budgetary Stability (that was approved in consequence of the public deficit during the global economical crisis) had reduced or banned the creation of new jobs within public administrations. Secondly, following the 11th clause of the Geopark Agreement about the members' engagements, the staff is provided by different organizations from their own scientific and technical human resources.

It does not imply that the geopark staff cannot increase its number of professionals. In fact, former Scientific Director, Prof. José M<sup>a</sup> Corrales, was substituted by Prof. Teodoro Palacios with the assistance of a Deputy Scientific Director, Prof. Juan Gil Montes, both of them geologist. Furthermore, Geopark Director, José M<sup>a</sup> Barrera, is now assisted by a Deputy Director, Prof. Javier López, geographer, expert in sustainable development.

### **Comment on the improvement of the financial stability of the Geopark since designation/last revalidation**

The geopark funding is guarantee by the public administration members, as it is stated at the Geopark Agreement. As it can be visible at the financial graphic table, the general annual budget is around 1 million euros with a decrease on the worst years of economical crisis.

### III. Conservation (geoconservation) Strategy

This section measures the success of conservation (geoconservation) initiatives undertaken by the Geopark since the official designation as a Global Geopark or after the last revalidation event.

#### 3.0 Conservation (geoconservation) Strategy

**Conformation that geological material is not being sold by the Geopark partners YES / NOT**

No geological material is sold in the geopark.

An application to sell little pieces of phosphorite as a souvenir is made by the Costanaza Mine of Logrosán management board. The phosphorite has its origin in the mine quarries abandoned more than half a century ago. No decision is made until the EGN/GGN takes a decision about the waste material.

**Has the Geopark experienced any significant successes with regard to conservation issues?**

The most relevant successes are related with the most fragile geosites on the geopark:

- The Castañar Cave was closed to the public at the moment of the evaluation as a new geopark due to a contamination by fungus spores. That contamination was caused by the vomit of a tourist that felt a sudden sickness inside. It was so harmful for some crystal speleothems as the aragonite eccentrics. The cave was carefully cleared, closed and monitorized in order to control all the climate variables. Finally, as a result of the conservation works, the Castañar Cave was newly opened for tourists. All the equipment to monitor the inside conditions are still installed having a total control for the best conservation of this natural asset. The conservation works were possible thanks to a special agreement between the Government of Extremadura (geopark's partner) and the CSIC (the National Committee of Scientific Researchs). Finally, two doctoral thesis and some scientific communications have been written on the Castañar Cave over the last few years.
- The research about the Ediacaran fossils has had different successes. Firstly, the description of the new species *Cloudina carinata* by Iván Cortijo, Teodoro Palacios and Sören Jensen (university of Extremadura and members of the Geopark's Scientific Committee) has enlighten the shape of one of the first metazoan with a mineralized exoeskeleton. This is the basis of the PhD thesis of Iván Cortijo in which, a description of the paleontological deposits and their relevance are included. But, besides that, an olistostrome situated on the Northeast of the geopark has been newly identified as a *Cloudina* deposit. This place is complemented with some other geological and ecological assets in its surroundings. This addition is good enough to be proposed as a new geosite.

Other works about geosite, geological o paleontological conservation:

- In terms of conservation of the mining resources, an installation of security was installed in the Costanaza Mine. That lets the visitors feel safe inside while they are learning about the hard experience of being miner in the early 20<sup>th</sup> century.
- The waterfalls of the river Calabazas have been protected with a viewpoint that protects both, visitors and geosite. A new path to it was also opened.
- The paleontological inventory has been revised. The inventory is not public. Some paleontological deposits are recognized as geosites but most of them are not opened to a general knowledge. For example, near 40 trilobites deposits are inscribed in the Guadarranque Syncline.
- A new Plan of Geopark Conservation is included in the 2015 Action Plan. It is carried out by the General Directorate of Environment (Government of Extremadura) with the help of private geological companies and the support of the Scientific and Educative Committee. The new Plan wants to anticipate the 2016 new status, in which the UNESCO recognition will have, as a consequence, the declaration of the Spanish geoparks as protected areas under the 42/2007 Spanish Act on Natural Heritage. (In progress).

**Has the Geopark experienced any significant problems with regard to conservation issues?**  
Not specially.

#### **Number of sites conserved since designation/last revalidation**

The number of sites has been increased in two geosites: Canchos del Vadillo and Cancheras de la Trucha.

### **3.1 Initiatives taken to improve the links between geodiversity and cultural, biological and other associated heritage**

#### **Organisation of Geopark events at cultural sites**

Many of our geological assets are linked with cultural sites. That is the reason why most of the geopark's events are related with this places. Some examples:

- The First Open Seminar of the Spanish Geoparks Committee was organized in Guadalupe. A visit to the Royal Monastery was included.
- The Congress of the Spanish Society on Geological and Mining Heritage was held in Logrosán (archeological and geological site).
- Several educative events as the Geoconvivencia have been organized in cultural places as can be seen in the image.
- Encuentro Guadalupe Enclave peregrino (Seminar: Pilgrimage to Guadalupe) including some speeches about the historical paths to Guadalupe and their relationship with the geopark.

#### **Inclusion of cultural sites in geological trails**

Itineraries:

- The trail "Isabel la Católica (PR-CC-242)" includes the visit to the "Cueva Chiquita" a rock shelter with Calcolithic paintings, to the Santa Catalina hermitage and, finally, to the Royal Monastery of Guadalupe.
- The trail "Cabañas del Castillo -Ortijueta (PR-CC-144)" includes the historical place of Cabañas and its Arab castle.
- The trail "Rock Painting of Berzocana (SL-CC-254)" take its name from the abundant rock shelters with paintings of the Calcolithic period that can be seen in the Crags of Armoric Quartzites. In Berzocana, the start point, two cultural sites are located: the Interpretation Centre of the local archeology and the Churh declared Cultural Site by the Government of Extremadura.
- The Ieronimus Trail (GR 118) communicate two historical monasteries: Yuste and Guadalupe.
- The Royal Trail of Guadalupe is a pilgrimage trail that communicates Madrid with Guadalupe since more than 500 years. Nowadays it is also a trail included within the geopark catalogue.
- The itinerary to La Villuerca includes cultural assets as the Humilladero hermitage or different old installations that provided water and ice to the village of Guadalupe and the Royal Monastery: a Snow Well and a water reservoir called "Water Ark".
- Furthermore, there exists a trail net of old pilgrimage paths that nowadays are also walked through by geotourists.

#### **Inclusion of sites of ecological interest in geological trails**

The itineraries include all the ecological sites that are related in the chapter A-I, 3.3:

- Forest of oaks and chestnuts and birdwatching spots can be found on the slopes of La Villuerca.
- A little valley near the fracture system of the Sierra de la Brena also belongs to Monfragüe Biosphere Reserve.
- Forest of *Quercus faginea* and *Prunus lusitanica* alongside the river Viejas near the geosite of the Fault Mirror.
- Nests of birds of prey and crustacean lichens in the crags of Peña Amarilla.

- Nests of birds of prey in the Rock pass of the river Almonte.
- Biodiversity of the River Guadalupe and Valdegracia Ravine.
- Giant Chestnuts and Portuguese laurels in the river Calabazas.
- Gallery forest of the river Ibor.
- Birdwatching at the Crag of El Reloj and Las Sábanas.
- Singular Flora of peatlands and gallery forests at Hospital del Obispo valley.
- The most important forest of *Prunus lusitanica* of the Iberian Peninsula near the Crag of La Trucha.
- Birds of Prey at the geosite of Canchos de Vadillo.
- Birdwatching in the Peña Buitrera.
- Birdwatching in Cabañas del Castillo, Santa Lucía Syncline.
- Biodiversity of the River Viejas Valley.

#### **Organisation of nature observation events at geological sites**

- Birdwatching is practiced in many geological sites: La Villuerca, Crag of Las Sábanas, Cabañas Castle at Santa Lucia Syncline, Peña Amarilla Ravine, Crag of Vadillo, etc. Many tourism companies are specialized in birdwatching.
- Mushroom educational activities are promoted in Cabañas del Castillo and Guadalupe in autumn by teachers.
- Chestnuts Week is annually promoted by APRODERVI as an event celebrating the chestnut harvest around the 1<sup>st</sup> November.

### **3.2 Summary**

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

The geopark has mainly worked in its most fragile geological assets: the Castañar Cave and the paleontological deposits. It is a relevant success the opening of the Castañar Cave to visitors, not only because it is an extraordinary and amazing cave but also because the 2011 EGN/GGN recommendation in the recognition letter was related with this cave: In what the marketing was concerned the EGN recommended a change of the geopark logo because it was a reference of a closed geosite. The solution was not a new marketing plan development but the investment in some conservation works.

The fossils of *Cloudina* are a landmark in the animal evolution. The description of a new genus and new paleontological deposits mark a great advance in terms of conservation.

Other works were carried out. A new Plan of Geopark Conservation is already in progress.

#### **Geological and cultural heritage**

The geopark integrate cultural and natural assets in trails, events, publications, training and communication. The geopark cannot forget that encompasses a WHS site, tenths of archeological sites (rock shelters, castle and remains of old civilizations) and most of its territory is recognized under the Natura 2000 Network.

## IV. Strategic Partnerships

### 4.0 National Partnerships

#### Organisation

##### Museums

- Museo de Ciencias Naturales CSIC
- Museo geominero Sos Baynat
- Museo Geológico de Extremadura de Mérida

##### Geological Survey

- IGME.
- CSIC.

##### Universities

- University of Extremadura
- University Complutense of Madrid

##### Tourism Agencies

##### Co-operative ventures

##### Institutions

- Government of Extremadura.
- Municipalities of Villuercas-Ibores-Jara.
- LEADER Group APRODERVI

##### Scientific and Conservation Organizations

- Sociedad Española de Geomorfología
- Sociedad Geológica de España.
- Sociedad Española Patrimonio Geológico y Minero.
- Geological Association of Extremadura. AGEX.
- Conservation Association ADENEX

### 4.1 International Partnerships

#### Organisation

##### With other Global Geoparks

- Naturtejo Geopark (Portugal). UE Operational Programme for Cross-border Cooperation: Spain - Portugal, 2007-2013.
- Stonehammer Global Geopark (Canada). Scientific cooperation.
- Sanqingshan Global Geopark (China). Twinning Agreement.

##### With International Organisation (UNESCO, IUGS, Europarks, Eurosites etc...)

# Naturtejo Geopark (Portugal). UE Operational Programme for Cross-border Cooperation: Spain - Portugal, 2007-2013.

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## ACUERDO ENTRE BENEFICIARIOS

PARA LA REALIZACIÓN DEL PROYECTO:

ACRÓNIMO: TI  
 TÍTULO: TÆJO INTERNACIONAL

**REUNIDOS:**

- D. **Juan Andrés Tovar Mena** en calidad de Presidente, representante legal del OADL de la Diputación de Cáceres, designado por el presente documento como Beneficiario Principal del Proyecto.
- D. **Álvaro José Cachucho Rocha** en calidad de Presidente, representante legal del Municipio de Idanha-a-Nova, como Beneficiario nº 2 del Proyecto.
- D. **Arnaldo Jorge Pacheco Brás** en calidad de Vereador, representante legal del Municipio de Castelo Branco, como Beneficiario nº 3 del Proyecto.
- D. **Domingos Manuel Bicho Torráo** en calidad de Presidente, representante legal del Municipio de Penamacor, como Beneficiario nº 4 del Proyecto.
- Dña. **Maria do Carmo de Jesus Amaro Sequeira** en calidad de Presidenta, representante legal del Municipio de Vila Velha de Ródão, como Beneficiario nº 5 del Proyecto.
- Dña. **Maria Gabriela Pereira Menino Tsukamoto** en calidad de Presidenta, representante legal del Municipio de Nisa, como Beneficiario nº 6 del Proyecto.
- D. **António Manuel Grincho Ribeiro** en calidad de Presidente, representante legal del Municipio de Castelo de Vide, como Beneficiario nº 7 del Proyecto.
- D. **José Fernando da Mata Cáceres** en calidad de Presidente, representante legal del Municipio de Portalegre, Beneficiario nº 8 del Proyecto.
- D. **Victor Manuel Martins Frutuoso** en calidad de Presidente, representante legal del Municipio de Marvão, como Beneficiario nº 9 del Proyecto.
- D. **Jorge Manuel Martins de Jesus** en calidad de Presidente, representante legal del Municipio de Gavilão, como Beneficiario nº 10 del Proyecto.
- D. **Guillermo Crespo Parra** en calidad de Director General, representante legal de la Junta de Extremadura - Dirección General de Medio Natural, como Beneficiario nº 11 del Proyecto.
- D. **Antonio Giberteau Cabanillas** en calidad de Director General, representante legal de la Junta de Extremadura - Dirección General de Desarrollo Rural, como Beneficiario nº 12 del Proyecto.

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Es responsabilidad del partenariatado formado por los beneficiarios tratar los litigios entre beneficiarios, incluyendo los que pudiera existir entre los beneficiarios y el Beneficiario Principal. Si, pese a todo, las diferencias no pueden solucionarse en el seno del partenariatado, serán objeto de análisis y decisión por los órganos de gestión del Programa.

**ARTÍCULO 12 – CONTENCIOSOS**

Este convenio se rige según la legislación vigente en el país donde se encuentre la sede social del Beneficiario Principal, con la salvedad de las disposiciones del acuerdo sobre las leyes aplicables a las obligaciones contractuales 80/334/CEE firmado en Roma el 19 de junio de 1980. El tribunal competente será el correspondiente a la sede social del Beneficiario Principal.

**ARTÍCULO 13 – VIGENCIA DEL ACUERDO**

La vigencia de este convenio está condicionada a todos los efectos a la aprobación de la candidatura del proyecto para su financiación en el marco del Programa Operativo de Cooperación Transfronteriza España - Portugal.

Toda modificación de este convenio durante la ejecución del proyecto deberá ser aprobada por el Comité de Gestión y comunicada por escrito a la Autonomía de Gestión, a través del Secretariado Técnico Conjunto, de forma previa a su aplicación.

Redactado en Cáceres el día 29 de diciembre de 2010

Los abajo firmantes declaran haber leído y aceptado el presente convenio.

| Nombre de la Entidad  | Nombre y Función del Firmante                        | Firma y Sello                |
|---|--|------------------------------|
| Organismo Autónomo para el Desarrollo Local Diputación de Cáceres | Juan Andrés Tovar Mena<br>Presidente                 | <i>(Signature and Stamp)</i> |
| Municipio de Idanha-a-Nova  | Álvaro José Cachucho Rocha<br>Presidente             | <i>(Signature and Stamp)</i> |
| Municipio de Castelo Branco                                       | Arnaldo Jorge Pacheco Brás<br>Vereador               | <i>(Signature and Stamp)</i> |
| Municipio de Penamacor  | Domingos Manuel Bicho Torráo<br>Presidente           | <i>(Signature and Stamp)</i> |
| Municipio de Vila Velha de Ródão                                  | Maria do Carmo de Jesus Amaro Sequeira<br>Presidenta | <i>(Signature and Stamp)</i> |

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Dña. **Ana Parralajo Sánchez** en calidad de Directora General, representante legal de la Junta de Extremadura - Dirección General de Turismo, como Beneficiario nº 13 del Proyecto.

D. **Miguel Ángel Campos Rodas** en calidad de Director General, representante legal de la Junta de Extremadura - Dirección General de Urbanismo y Ordenación del Territorio, como Beneficiario nº 14 del Proyecto.

D. **Ángel Rafael Pacheco Rubio** en calidad de Director Gerente, representante legal de la Junta de Extremadura - Servicio Extremeño Público de Empleo, como Beneficiario nº 15 del Proyecto.

D. **Tito Rosa** en calidad de Presidente, representante legal del Instituto para la Conservación de la Naturaleza y la Biodiversidad, I.P., como Beneficiario nº 16 del Proyecto.

D. **Armindo Jacinto** en calidad de Presidente, representante legal de Naturtejo - EIM, como Beneficiario nº 17 del Proyecto.

D. **Carlos Javier Rodríguez Jimenez** en calidad de Consejero, representante legal del de la Consejería de los Jóvenes y el Deporte, como Beneficiario nº 18 del Proyecto.

VISTO el Reglamento (CE) Nº 1083/2006 del Consejo de 11 de julio de 2006 por el que se establecen las disposiciones generales relativas a los Fondos Estructurales, que contempla en los artículos 3 y 4 para el Objetivo de Cooperación territorial europea la intensificación de la cooperación transfronteriza a través del Fondo Europeo de Desarrollo Regional (FEDER), y el artículo 7 en el que se establecen las zonas subvencionables a efectos de la cooperación transfronteriza.

VISTO el Reglamento (CE) Nº 1989/2006 que modifica el anexo III del Reglamento (CE) Nº 1083/2006.

VISTO el Reglamento (CE) Nº 1341/2008 del Consejo de 18 de diciembre de 2008 por el que se modifica el Reglamento (CE) 1083/2006 en lo que respecta a determinados proyectos generadores de ingresos.

VISTO el Reglamento (CE) Nº 284/2009 del Consejo de 7 de abril de 2009 por el que se modifica el Reglamento (CE) 1083/2006 por lo que se refiere a determinadas disposiciones relativas a la gestión financiera.

VISTO el Reglamento (CE) Nº 1080/2006 del Parlamento y del Consejo de 5 de julio de 2006 relativo al Fondo Europeo de Desarrollo Regional, que recoge en su artículo 6 las prioridades de la Cooperación territorial europea; y en el Capítulo III las "disposiciones particulares en relación con el Objetivo de Cooperación territorial europea".

VISTO el Reglamento (CE) Nº 397/2009 del Parlamento Europeo y del Consejo de 6 de mayo de 2009 que modifica el Reglamento (CE) 1080/2009 por lo que se refiere a la subvencionabilidad de las inversiones en eficiencia energética y energías renovables en las Viviendas.

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| Nombre de la Entidad   | Nombre y Función del Firmante                         | Firma y Sello                |
|--|---|------------------------------|
| Municipio de Nisa  | Maria Gabriela Pereira Menino Tsukamoto<br>Presidenta | <i>(Signature and Stamp)</i> |
| Municipio de Castelo de Vide   | António Manuel Grincho Ribeiro<br>Presidente          | <i>(Signature and Stamp)</i> |
| Municipio de Portalegre  | José Fernando da Mata Cáceres<br>residente            | <i>(Signature and Stamp)</i> |
| Municipio de Marvão  | Victor Manuel Martins Frutuoso<br>Presidente          | <i>(Signature and Stamp)</i> |
| Municipio de Gavilão   | Jorge Manuel Martins de Jesus<br>Presidente           | <i>(Signature and Stamp)</i> |
| Dirección General de Medio Natural                                       | Guillermo Crespo Parra<br>Director General            | <i>(Signature and Stamp)</i> |
| Dirección General de Desarrollo Rural                                    | Antonio Giberteau Cabanillas<br>Director General      | <i>(Signature and Stamp)</i> |
| Dirección General de Turismo   | Ana Parralajo Sánchez<br>Directora General            | <i>(Signature and Stamp)</i> |
| Dirección General de Urbanismo y Ordenación del Territorio               | Miguel Ángel Campos Rodas<br>Director General         | <i>(Signature and Stamp)</i> |
| Servicio Extremeño Público de Empleo                                     | Ángel Rafael Pacheco Rubio<br>Director Gerente        | <i>(Signature and Stamp)</i> |
| Instituto para la Conservación de la Naturaleza y la Biodiversidad, I.P. | Tito Rosa<br>Presidente                               | <i>(Signature and Stamp)</i> |
| Naturtejo  | Armindo Jacinto<br>Presidente                         | <i>(Signature and Stamp)</i> |
| Consejería de los Jóvenes y el Deporte                                   | Carlos Javier Rodríguez Jimenez<br>Consejero          | <i>(Signature and Stamp)</i> |

Modelo de acuerdo entre beneficiarios  
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## Stonehammer Global Geopark (Canada). Scientific cooperation.



Dear Sir/Madam;

I am very pleased to say that over the past few years Villuercas Ibores Jara Geopark, Spain and Stonehammer Global Geopark, Canada have been conducting collaborative scientific research through the efforts of Drs. Teodoro Palacios and Sören Jensen, both members of the scientific committee for the Villuercas Ibores Jara Geopark in south central Spain. I am the Provincial Palaeontologist for New Brunswick, Canada and also a Board Member/Geoscientist with Stonehammer Global Geopark, Canada.

Our two geoparks share similar Early Paleozoic geology and both Drs. Palacios and Jensen have been working for several years on Cambrian palaeontology in Stonehammer Global Geopark, applying their expertise in microfossils and trace fossils. We have collaborated on conference presentations and a research paper published in 2011 in the journal *Stratigraphy*. We have very recently submitted another manuscript for publication.

Drs. Palacios and Jensen have been working with support from the New Brunswick Museum. Microfossil samples resulting from the research are repositied in the type collections of the New Brunswick Museum, located within Stonehammer Global Geopark.

Sincerely,

Randall F. Miller, Ph.D., P.Geol.  
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Head, Geology and Palaeontology Section  
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# Sanqingshan Global Geopark (China). Twinning Agreement.



## Twinning Geoparks Arrangement between Sanqingshan Global Geopark of The People's Republic of China and Villuercas-Ibores-Jara Global Geopark of Spain

中国三清山世界地质公园与西班牙维鲁卡-伊博-哈拉地质公园世界地质公园姊妹公园协议

### Protocolo de Hermanamiento de Geoparques entre el Geoparque Global Sanqingshan de la República Popular de China y el Geoparque Global Villuercas-Ibores-Jara de España

中国三清山世界地质公园与西班牙维鲁卡-伊博-哈拉世界地质公园通过建立合作公园项目，寻求在地质公园管理、地质保护和教育等方面进一步的合作。

The two global geoparks here – Sanqingshan Global Geopark of China and Villuercas-Ibores-Jara Global Geopark of Spain – seek to further cooperation in geopark management, geoconservation and education through the establishment of a Twinning Geoparks Arrangement.

Los Geoparques Globales de Sanqingshan (China) y Villuercas-Ibores-Jara (España) están interesados en colaborar en materias como gestión, geoconservación y educación mediante el establecimiento de un Protocolo de Hermanamiento de Geoparques.

#### 建立姊妹公园的目的

1. 交流地质公园在发展、管理和维护方面的经验。
2. 交流地质公园在科研方面的成果并分享成果。
3. 交流在地质博物馆、展览、当地学校和社区进行科普的经验，其中包括交流如何创建地质博物馆展陈手段以及如何运用到中小学校的办法。
4. 交流地质公园在推广方面的经验，共同制作双语（汉语和西班牙语）宣传材料，共同推广两个地质公园。
5. 交流建立地质公园合作伙伴的经验。
6. 交流地质公园能力建设方面的经验。
7. 交流地质公园设施管理和维护方面的经验。

#### GOALS OF THE RELATIONSHIP

1. Exchange of experiences on development, monitoring, and evaluation of geopark management plans.
2. Exchange of experiences on scientific research on geoparks and sharing the findings.
3. Exchange of experience on scientific popularization in geo-museums, exhibitions, local schools and communities including the exchange of methodologies to create new tools for tourism geological interpretation and for their use in the Primary and Secondary Schools.
4. Exchange of experience on promotion, cooperation to produce bilingual (Chinese and Spanish) outreach material on the geoparks and joint promote the two geoparks.
5. Exchange of the experience on the partnership of geoparks.
6. Exchange of experiences on capacity building programs in

#### OBJETIVOS DE COOPERACIÓN:

1. Intercambio de experiencias en el desarrollo, seguimiento y evaluación de planes de gestión de geoparques.
2. Intercambio de experiencias de investigación científica en geoparques compartiendo los resultados.
3. Intercambio de experiencias de divulgación científica en geo-museos, exposiciones, colegios y sociedad incluyendo el intercambio de metodologías para la creación de herramientas para la interpretación geoturística y para su uso en la educación primaria y secundaria.
4. Intercambio de experiencias de promoción y cooperación para producir materiales bilingües sobre los geoparques (en chino y español) para la promoción conjunta.
5. Intercambio de experiencias de trabajo asociativo de geoparques.
6. Intercambio de experiencias de

- the geoparks.
2. Exchange of experiences in management and maintenance of geopark facilities.
3. Other appropriate exchanges as agreed upon by the Manager of Sanqingshan Global Geopark and the Manager of Villuercas-Ibores-Jara Global Geopark.

- asesoramiento para la creación de nuevos geoparques.
7. Intercambio de experiencias de gestión y mantenimiento de los centros del geoparque.
8. Otros intercambios que puedan ser acordados entre ambos geoparques.

#### UNDERSTANDINGS

Cooperation under this relationship should initially be 5 years. The term may be extended or modified in writing, or cooperation may be discontinued at any time by either geopark; the participants should endeavor to provide written notification of discontinuation with at least 30 days'notice.

The geopark may develop and share reports that describe the results of this Twinning Geoparks arrangement. Also, the experience deriving from the collaboration and cooperation, as well as the technical data exchanged, can be shared among the staff of the sister geoparks.

The execution of this Twinning Geoparks arrangement is to be consistent with the applicable laws and regulations of the Chinese and Spanish governments. This cooperation arrangement is a non-binding document for the participating countries, and it does not modify or interfere with any international commitments, rights, or obligation under international law.

#### CONSIDERACIONES FINALES.

La cooperación bajo este protocolo se establece inicialmente en 5 años. Este plazo puede extenderse o modificarse por escrito. La cooperación puede ser discontinuada en cada momento y cada geoparque. En el caso de una extinción anticipada, debe existir una comunicación escrita previa con 30 días de anterioridad a la fecha de disolución acordada.

Los geoparques deben redactar y compartir informes que describan los resultados de este protocolo. Además, la experiencia derivada de la colaboración y la cooperación, así como los datos intercambiados pueden ser compartidos entre las directivas de ambos geoparques.

La ejecución de este Protocolo de hermanamiento de Geoparques se realiza en el marco legal y normativo aplicable en China y en España. Este protocolo no es vinculante para los respectivos Estados y debe ser compatible con cualquier compromiso establecido, derechos u obligaciones reconocidos en las leyes internacionales.

不具有法律约束力，也不受或干涉任何国际法中的国际承诺、权利和义务。

On behalf of Sanqingshan Global Geopark,  
Republic of China. 7<sup>th</sup> May, 2015  
2015年4月 日中国三清山世界地质公园代表方  
En nombre del Geoparque Sanqingshan

On behalf of Villuercas-Ibores-Jara Global Geopark,  
Spain. 7<sup>th</sup> May, 2015.  
2015年4月 日维鲁卡-伊博-哈拉世界地质公园代表方  
En nombre del Geoparque de Villuercas-Ibores-Jara

请定  
Mr. Zhu Li  
Director  
主任



Mr. Laureano León Rodríguez  
President  
董事长劳雷亚诺先生



## V. Marketing and Promotion of the Geopark after its Official Designation as a member of the Global Geoparks Network.

### 5.0 Marketing and promotional activities

Not exhaustive:

#### 7. Conferences

- XV international conference on geological and mining heritage. Spanish Society for the defense of the geological and mining heritage. Logrosán (Villuercas-Ibores-Jara). Participation in the organization, field trips and scientific communications. September-october 2014.
- 1st Open Seminar of the Spanish Geoparks Committee. Guadalupe, Villuercas-Ibores-Jara Geopark. <http://bit.ly/1GqzvqT>. 230 participants. #opengeoday14 impacts on Twitter: 856 tweets, 165.071 total audience, 917.419 impressions. Communications about the Global Geoparks Network and talk shows on heritage and conservation, social awareness, environmental education and geotourism. Field trip to the geosites around Guadalupe. October 2014.

#### 8. Seminars

- Quality Plan (called MACT) in the companies associated with the Geopark.
- Tourist Product Geopark Villuercas Ibores Jara Club. December, 2011.
- Geo Labs in Cañamero, Castañar de Ibor and Villar del Pedroso. Participants: about 100 people (social awareness workshops). June 2013
- Geoparticipation project (890 people participated in the activities):
  - 8.1.1 Social workshop, GeoLab in Roturas de Cabañas. 26th September.
  - 8.1.2 Forum 21 in Fresnedoso de Ibor for town's councillors. 7th November.
  - 8.1.3 Bloggers meeting at the Geopark. 9th November.
  - 8.1.4 Forum in Aldeacentenera. 11th November.

#### 9. Educational Programmes

Educative project Geocentros. It has explained in the Education chapter.

- Educative Project Teachers Seminar 2012-2013. Conferences and field trip. Guadalupe.
- Educative Project Teachers Seminar 2013-2014. Conferences and field trip. Castañar de Ibor. 15th March.
- Educative project "Geocentros" seminar in Cañamero 2014-2015. Field trips for the Primary Schools of the province of Cáceres. October 2014.

#### 10. Events (cultural festivals)

- The LEADER Group APRODERVI organizes a series of social participation activities under the Chestnut Week. Two editions 2013 and 2014: geocaching, paths, seminars. <http://bit.ly/1B3BgWv>. December 2014.
- Pilgrimage paths to Guadalupe. Speeches and field trips about the relationships between the traditional and the new geological paths. 25 people. Guadalupe 2015.

#### 11. Participation in Tourism Brochures

- Geological Notes of the Villuercas-Ibores-Jara Geopark.
- Villages of the geopark
- Tourism Activities, accommodation and restaurants
- 40 different brochures on the geosites.
- Presentation brochure of the geopark
- Geopark brochure
- Geopark posters
- Geopark map of paths and geosites.

## 5.1 Publications

### 12. Papers (Author, date, title, journal)

- Alvarado Corrales, Eduardo. TURISMO UNIVERSAL Y ACCESIBLE. EL GEOPARQUE DE LAS VILLUERCAS. Papeles de Geografía, 57-58 (2013), 17-33 [Download]
- David Lagar Timón, Ramón García Mar, Manuel Pulido Fernández. CARACTERIZACIÓN DEL POTENCIAL TURÍSTICO DEL GEOPARQUE VILLUERCAS-IBORES-JARA (EXTREMADURA, ESPAÑA) Investigaciones Turísticas Nº 5, enero 2013. [Download]
- Pulido Fernández, M., Lagar Timón, D., García Marín, R., 2011. El geoturismo como estrategia de desarrollo en áreas deprimidas: Propuesta de Geoparque Villuercas, Ibores, Jara (Extremadura). Boletín de la Asociación de Geógrafos Españoles 56, 485-498.

### 13. Publications (books, magazines, leaflets) (Author, date, title, journal)

- Victor Pizarro, February 2012 “Geoparque Villuercas-Ibores-Jara” Vivir Extremadura Magazine.
- Press redaction. July 2012 “Geoparque Villuercas-Ibores-Jara” Destino Extremadura Onda Cero.
- Press redaction. 2013 “Belleza entre montañas y geodiversidad” Turismo Rural magazine
- Javier López et col. March 2013. “La red de geoparques españoles” Quercus
- Press redaction. October 2013. “Invernada en Extremadura”. Special Issue of Quercus Magazine.

### 14. Media presentation (CD, DVD, TV or radio Programme)

- <http://www.canalextramadura.es/alacarta/tv/videos/el-lince-con-botas-la-cueva-de-castanar-280713?page=3>
- <http://www.canalextramadura.es/alacarta/tv/videos/el-lince-30-las-turberas-del-hospital-del-obispo-030313>
- <http://www.canalextramadura.es/alacarta/tv/videos/geoparque-villuercas-ibores-jara>
- <http://www.canalextramadura.es/alacarta/tv/videos/el-geoparque-villuercas-ibores-jara-sigue-creciendo-en-visitas-turisticas>
- <http://www.rtve.es/alacarta/videos/la-aventura-del-saber/aventura-del-saber-geoparque-villuercas-ibores-jara/2150590/>
- <http://www.rtve.es/alacarta/videos/la-aventura-del-saber/aventura-del-saber-geoparque-villuercas-ibores-jara/2169507/>
- <http://www.canalextramadura.es/alacarta/radio/audios/geoparque-villuercas-ibores-jara-040313>
- <http://www.canalextramadura.es/alacarta/radio/audios/la-orilla-del-mar-de-la-sierra-de-berzocana-080615>
- <http://www.canalextramadura.es/alacarta/radio/audios/rio-ibor-040515>
- <http://www.canalextramadura.es/alacarta/tv/videos/plan-de-dinamizacion-para-el-geoparque-villuercas-ibores-jara>
- <http://www.rtve.es/alacarta/videos/geoparques/367749-i10513-villuercas-ibores-20150226125527867-web/3017576/>
- <http://www.canalextramadura.es/alacarta/radio/audios/geoparque-villuercas-en-pateando-extremadura>
- <http://www.canalextramadura.es/alacarta/tv/videos/tu-empleo-geoparque-villuercas-081113>
- <http://www.canalextramadura.es/alacarta/tv/videos/nada-corriente-150312>
- <http://www.canalextramadura.es/alacarta/radio/audios/paisaje-valle-ibores-guadalupe-171114>
- <http://www.canalextramadura.es/alacarta/radio/audios/la-jara-cacerena-090614>
- <http://www.minube.tv/caceres-aventura/>
- <http://www.canalextramadura.es/alacarta/radio/audios/geodisea-010615>

## 5.2 Infrastructure

This section highlights the improvements made to the Geopark infrastructure. Since it was awarded as a Global Geopark, many new facilities have been inaugurated:

- **Museum**

The “**Vicente Sos Baynat**” **Geominer Museum of Logrosán** is an improvement of the ancient Museum of Logrosán. Its premises were moved to the same area of the Costanaza Mine. An old miner store was adapted to hold it including new display cabinet, panels and administration rooms. The museum has geological and paleontological representative pieces of Villuercas-Ibores-Jara. Nowadays it is visited alongside the Costanaza Mine.

**The Costanaza Mine and the Miner Laboratory.** The Costanaza Mine was adapted and opened to visitors. The old laboratory was also adapted as an Interpretation Centre of the miner past of Logrosán. The mine of phosphorite was an important local industry in the 20<sup>th</sup> century. The centre explains the miner procedures and the life of the miners and conserves some pieces from the original laboratory.

**The Fossil Interpretation Centre of Navatrasierra** is a room with glass cabinets and panels that holds an illustrative collection of the most representative Ordovician and Silurian fossils of the Guadarranque Valley. Trilobites, molluscs, brachiopods and Daedalus are represented.

**The Archaeological Interpretation Centre of Berzocana.** It includes panels and cabinets to explain the different civilizations that have lived in Villuercas: the Calcolithic civilizations, the Vettons, the Romans, the Arabs and the middle age.

**Two interpretative rooms in La Calera and in Villar del Pedroso.** The first one deals with the limestone kilns that were traditionally used to obtain materials for building. The other is a cultural room that explains the singular Carnival of Souls, a tradition from Villar del Pedroso.

### 15. Visitor centre

The main **Visitor Centre** is located in **Cañamero**. It was built adapting the old premises of the local primary school. It was inaugurated in 2013 and it constitutes the main information point of the geopark. It includes a hall for the information office, an audio visual room in which a 3D projection is available, a room for the interpretation of the geological main assets, explaining them from a pedagogical point of view. The Geopark's corner and a temporary exhibition room complete the centre.

### 16. Path or trails

More than 200 km of new paths were opened connecting the geosites and the historical, cultural and ecological places in the whole geopark. Most of them are certified by the Mountain's Sports Federation of Extremadura. In fact, they have the European signposting needed for that certification. In two cases, some problems dealing with the property have blocked the entire certification.

The paths that have been opened are:

- The trail “Isabel la Católica (PR-CC-242)”. [\[Download leaflet\]](#)
- The trail “Cabañas del Castillo -Ortiguera (PR-CC-144)”. [\[Download leaflet\]](#)
- The trail “Rock Painting of Berzocana (SL-CC-254)”. [\[Download leaflet\]](#)
- The Ieronimus Trail (GR 118). [\[Download leaflet\]](#)
- The trail Alfonso XI [\[Download leaflet\]](#)
- The Royal Trail of Guadalupe. [\[Download leaflet\]](#)
- The trail to the Toledo Mountains (GR 212) [\[Download leaflet\]](#)
- The trail to the ravine of Peña Amarilla (PR-CC-243) [\[Download leaflet\]](#)

### 17. Information panels

Paths, roads and villages show informative panels

### 5.3 Monitoring

This section highlights the methods used to evaluate and improve the quality and standards of the interpretation material and public awareness programmes implemented by the Geopark.

- Do you conduct visitor surveys in the Geopark?
- Do you gather qualitative as well as quantitative data?
- Do you evaluate users responses to new developments in the Geopark
- Do 75% or more, of your visitors regard your infrastructure and services as being “good or excellent”
- Do 75% or more, of your visitors regard your events or activities as being “good or excellent”

As it was explained in the same chapter of the part A, in a general way, the tourism survey is a responsibility of the Tourism General Directorate (Government of Extremadura) through the Tourism Regional Observatory. The information gathered by the Observatory for their reports on the Villuercas-Ibores-Jara Geopark is collected through:

- Data of occupancy: information provided by 36 accommodations.
- Data of tourist behaviour travellers survey at the Tourist Office in Guadalupe and the Visitor Centre Geopark in Cañamero.

The statistical variables analyzed are the following:

Trader-travellers, overnight stays, occupancy rate and average stay (national and non national); socio-economic profile; visitor frequency; Information for the visit; motivation; trip characteristics; booking of tourism products and services; visited areas; tourism expenditure; evaluation of tourist services and suggestions for improvement.

This information produces monthly, quarterly and annual reports. In addition, Bank Holidays, long weekends and tourist events of interest are analysed. Nowadays, the observatory tries to add new information centres and companies as data providers in order to have better and more objective results. For example, in order to have a Demand Analysis.

In some Information centres there are particular procedures. For example, in Costanaza Mine, the visitors are counted by entrance tickets. In the free Geopark educative events or scientific field trips, in which tickets are not sold, the number of participants is added to the statistics.

## VI. Sustainable Economic Development

This section highlights the both the positive and negative impacts of Geopark status to the region and how Geopark status has contributed towards sustainable economic development

| Impact  | Positive  | Negative |
|---|---|----------|
| <b>6.1. Regional Economy</b><br>Agriculture<br>Livestock farming<br>Forestry                              | The geopark contributes to the study of the development of the olive sector and the chestnut production.<br>The geopark promotes the branding of local products and the training to producers. Geopark member DG Environment is responsible for forestry conservation and exploitation.   |          |
| <b>6.2. Tourism Development</b><br>Tourist agencies<br>Restaurants<br>Accommodation                       | Numerous tourist facilities have been created and others have been improved or adapted to be a "Geopark establishment": <ul style="list-style-type: none"> <li>• 5 new lodgments.</li> <li>• 3 adaptation or modernization of old lodgments.</li> <li>• 2 new restaurants.</li> <li>• 6 refurbished restaurants.</li> <li>• 3 new tourist agencies of geotourism.</li> </ul> All companies are associated and work so joint. Furthermore, the local municipalities have improved recreational, cultural and sports facilities.  |          |
| <b>6.3. Geotouristic Products</b><br>Handicrafts<br>Geological replicas<br>Local products                 | There is a new Center for the Promotion of Crafts in Guadalupe. Local craftsmanship is a sector with a great future that needs rejuvenation and innovation. Throughout the year, geological replicas were made in educational workshops. No replicas are sold as geopark souvenirs.<br>High quality local products are certified: <ul style="list-style-type: none"> <li>• Goat cheese</li> <li>• Wines</li> <li>• Honey</li> <li>• Olive oil.</li> <li>• Ham and other products from the Iberian Pork denomination.</li> </ul>   |          |
| <b>6.4. Employment</b><br>New permanent positions<br>New temporary positions<br>New enterprises<br>Others | It is not easy to have an estimation of the geopark impact on the employment of its territory. It could be dishonest to put here positive figures about the geopark impact while the economical crisis has multiplied by two the regional unemployment rate in the last four years.<br>Nevertheless we have some positive data:<br>The number of companies associated to Geovilluercas (the companies association that provide tourism services in the geopark) has increased extraordinarily: in 2011 near 40 companies had a relationship with the geopark but only 19 were associated. Nowadays the association counts 86 members among hotels, rural tourism, restaurants and companies for eco and geotourism activities. This last kind of companies has increased their number from 2 to 13. That is a direct impact because the Geovilluercas members are only companies linked with the geopark.<br>Most of this companies are small business with no more than 5 people working in. Some of them (hotels, wineries and some farms) have seasonal employment. A reasonable employment estimation could be 200 permanent positions and other 100 temporary positions. |          |

## COMMENTS - DETAILS:

The association of tourism companies, popularly known as Geovilluercas, has boosted the Geopark tourism services adapting its content to what the European Geoparks Network defined as geotourism in the Declaration of Arouca: a kind of tourism respectful and collaborator in the conservation of the geological heritage. The association now counts about sixty companies from lodging, restaurants and activities on geotourism and nature. It has its own promotional activities among which their ability to attend tourism fairs or to occupy the vice presidency of the organization TUREBE (which manages the tourism product club Ecotourism in Spain) must be emphasized. As a result, the local companies have their place on the main tourism website in Spain: [spain.info](http://spain.info) of Turespaña, the Spanish tourism promotion institute.

Tourism services are supported by public investment (mainly from DG Tourism and the Provincial Council of Cáceres). It is noteworthy that the companies can be eligible for EAFRD funding. This fund is locally managed by the LEADER group APRODERVI.

The companies focus their activity in guided tours to the geosites or to places for birdwatching.

As other emerging destination, the Geopark will take some years to be known by nature lovers of Spain and Europe. However, it should be seen as complementary to other natural areas like the National Park of Monfragüe or the International Tagus Natural Park. It should be noted that, at the moment is a destination with a strong seasonal nature being its peak periods in spring and autumn.

The data of the new Extremadura Tourism Observatory give estimation over 60,000 to 90,000 tourists per year in the Geopark. This data are not exact because the observatory has not yet the optimum collaboration of the local companies as providers of necessary information.

In conclusion, the geopark has a positive impact in the economic sectors of its territory. The main impact is on the tourism sector in which, in spite of the last year of economical crisis, the number of companies has been increased as well as their training and available products for the tourist. Furthermore, the geopark appears in the core of the new strategic plan for rural development as a visible, understandable and accepted strategy. It is for that reason that the LEADER Group APRODERVI wants to use it for the new EADRF period till 2020. Other sectors, as agriculture and livestock, are attracted by the geopark opportunities and some of their farms are diversifying their production introducing agritourism proposals or linking their production to the geopark. No negative impacts are visible. Nevertheless, a long way to more positive economic results is in the horizon. Villuercas-Ibores-Jara was not a tourism destination before the geopark recognition. Nowadays it has a position on the tourism statistics and a marketing plan to improve the figures of this position. Finally, the geopark aspire to represent something for its society. It inspires the identification of the locals with their heritage, promote the awareness from the education to the social activities and have the consensus of the public powers. And that constitutes the basis for a more positive sustainable development.



# VILLUERCAS-IBORES-JARA GLOBAL GEOPARK

[www.geoparquevilluercas.es](http://www.geoparquevilluercas.es)  
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## EGN Representatives

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