Atlantic Geoparks

Technical meeting

Ponta Delgada, University of the Azores (UAc), 5th September 2017

Meeting summary

After welcomes made by Manuel Paulino Costa form Azores Geopark and regarding the meeting agenda, the works started with the "General project information" where the "official letter approval" were noticed. That document is crucial to overcome several financial and administrative issues faced by all project partners.

ADVANCES IN WORK PLAN

WP1. PROJECT MANAGEMENT

UTAD team emphasized that the project has been approved largely thanks to the superb work that DEX has carried out during the two phases of preparation of our candidacy. It was reminded that it was also decided in Bilbao that his work would be rewarded in case of approval - as it were. In this context, UTAD team is appealing to the partner's responsibility so that everything goes well.

WP2. PROJECT COMMUNICATION

Because this is the Burren's lead, Eamon Doyle, Richard Tyler and Chris Woodley-Stewart have discussed some simple wording that seeks to define the project. It focuses on what will happen as a result of the project, not the different activities we will do. Chris Woodley-Stewart bring it to the meeting.

Robbie Galvin indicated that we discussed the Atlantic Route as being an overall concept into which our locally relevant tourism initiatives will be incorporated. He re-emphasis the need at this point to have some kind of thematic idea which will be applicable to each partner in order to make effective communication possible. He also remind everyone to provide whatever overall content ideas they have to Eamon in the Burren so as we can have some kind of simple and understandable content plan for the route as soon as possible.

In order to provoke further conversation amongst ourselves as to our common story/heritage and the idea of an Atlantic Route, Alan Bowring was committed to send a word document containing some short pieces of text. And, on a different note again, he will return to the wider project team before long with more material to help all of us move on with the handbook/toolkit.

WP3. CAPITALIZATION

Because this is the Marble Arch's lead but Gráinne O´Connor couldn't be there, she previously stressed by email that is developing the strategy and the plan of action as well.

WP4. GEO-SITE MANAGEMENT

Alan Bowring briefly presented the evolution of the topic matrix tool to identify the experience and cases studies of the partners in eleven proposed topics. He also presented some progress in the A.4.2 Toolkit.

Ronaldo Gabriel, made a brief presentation about the initial proposal for the Geoturism Monitoring System (A.4.5). The proposal is essentially focus on the cultural ecosystems services and therefore on the provision (potential and opportunity) and public demand. Concerning to the demand options related to visitor monitoring in natural areas should done, and for the visitor nature exposure assessment and trails suitability in the geoparks, as well.

WP5. TRANSNATIONAL MARKETING: THE EUROPEAN ATLANTIC GEOTOURISM ROUTE

This is the Basque Coast Geopark's lead.

Concerning to project website, António Duarte and Vera Magalhães showed a draft proposal to be developed focused in three objectives: promote geoturism, promote the project and promote scientific knowledge as well.

Asier Hilario and Leire Barriuso, show a draft ATHLANTIC GEOPARKS VIDEO PROPOSAL, considering a total budget of 39.600€. For that, the Basque Coast Geopark will organise a competitive tending among three producers (legislation of public competitive tending). Concerning production one question appears. How many days of filming can we have with that budget? For that, there will be a filming team made of three people that will film during one - two days in every geopark. Most probably the filming campaign will be organized for next spring Irish and British geoparks as will be recorded in the same trip one after the other. Islands will be recorded in a particular campaign for each territory.

It means that 1- 2 days of filming is a very limited amount of time. In order to be as efficient as possible, we need to establish:
1) to work and define previously a very detailed film script and determine what are we going to record in each geopark. We have to understand that this filming in each geopark will be part of a common project and a common story that will be defined with your inputs previously. Do not think about a filming campaign to create a promotional audiovisual for your own geopark. Many sites and interesting topics of ours geoparks will Not be recorded. We need to be as efficient as possible for the common goal.
2) We need to know in advance the audiovisual material that already exist in each geopark and can be used for the common project.
3) We need all partners' implication to organise the filming campaign locally. (accommodation, itinerary, local contacts, local arrangements…). Funding? What kind of final products can we get?

More than one short films (max 5 min). We do not think that a large film will satisfy our necessities.
The materials created must be related with the structure and sections of webpage, our main common frame. One common and general short film about geotourism in the athlantic geoparks route. The main one! Promotional, spectacular, fast, impressive…
Several Thematic short films that will feed different sections of the web:
1) Our geological story through our most important geosites.
2) Geo-Cultural heritage: mining, traditions, local products, legends…
3) Geotourism activities: (active tourism, education, interpretation…) what can I do?
4) Management of geosites (Geoconservation, research, infrastructures…)
Not all the geoparks are needed in every film.
Next step: definition of our products. Filling a chart with the main info of each geopark that will allow us to have the general picture to start working with the script and specify needs and priorities for filming in each geopark (

WP6. ICT TOOLS FOR DISCOVERY, UNDERSTANDING AND ENJOYMENT

Because this is the North Pennines AONB's lead, Chris Woodley-Stewart showed the state of the art resulting from the attempt that him and his team have been trying to develop some thinking around what is possible on this for the money we have. Current thinking is that we are need greater clarity about what we actual want to achieve, rather than be concerned about the tools we'll use to achieve it. They proposed to develop a brief which outlines our aims and invites contractors to tell us how they would meet these needs across our partnership and how much that might cost. If time allows there will be a draft brief ready for the Burren study visit/coordination meeting.

WP7. TRAINING AND CAPACITY BUILDING

Because this WP is under the leadership of Cooper Coast Geopark, Robbie Galvin, emphasized the possibility for this work package and the project in general to augment existing or ongoing (non- eu funded) projects we may be working on locally into this project in order to maximize output. In this context, partners agreed:

- To have the initial open day for the project to happen during and as part of EGN week 2018 which will be early in the summer (date not confirmed yet), In preparation for this event I will send a flow chart on how to prepare for our individual open days regarding organisation and publicity.
- For business communication, each partner will hold some kind of geology/atlantic geoparks introduction and guide training course as soon as possible which will invite local businesses to take part to learn about geoparks, geology and the atlantic geoparks project and to see how they can become involved. This course will be free and as many local and related businesses as possible will be invited to attend.
- The training guide will be compiled later in the project as a result of feedback gained through the training days and guide programs and will incorporate aspects of partners existing educational packages -particularly in relation to environmental education with

schools etc. Cooper Coast Geopark team encourage partners to find ways of incorporating the Atlantic Area theme into any upcoming educational initiatives. Cooper Coast Geopark team will construct a matrix similar to Alan's one in order to determine what aspects of this each partner is able to contribute to.

- Cooper Coast Geopark team will each review any upcoming tourism products and initiatives which we could incorporate into the Atlantic Project theme - i.e walking routes which mention/tell tourists about the Atlantic Geoparks concept. For example, Robbie Galvin is currently working on local cycle routes which will feature elements of the Atlantic concept and form part our project outputs.

All the achievements indicated in each WP will support the ongoing activities and decisions taken before the BURREN CLIFFS OF MOHER meeting.