

GOOD PRACTICES SHEET

GEOPARK OF GRANADA. REGION OF GUADIX, BAZA, HUESCAR, AND LOS MONTES.

The "Geopark of Granada " project is a supramunicipal local development initiative based on the exceptional value of the geological heritage and cultural and natural resources of the area, and carried out under a methodology of joint cooperation and participation with local agents. The included territory holds 23 geological sights of international relevance (only one would be enough to aspire to be a geopark). The rest, up to 72, are of national and regional relevance.

The "Granada Geopark" allows to recreate the geological history of a paleo river and a lake, surrounded by some of the highest mountains of the Iberian Peninsula, during approximately the last 2 million years. In this period, one of the most important rock and fossil records from the Quaternary period in the world was generated, and the largest set of paleontological deposits of Europe's large continental mammals are available, both from a territorial and a chronological perspective.

This territory offers the best record of the continental Quaternary in Europe and one of the best in the world. Although this value is key for the declaration of Unesco, the project also merges the ecological and archaeological heritage that this place, dotted with sites linked to the evolution of humanity, encloses.

The priority area of the Geopark covers about 2,000 square kilometres, where the 72 places of geological interest are concentrated, coinciding with the valleys embedded in the territory and where this record of the Quaternary is accessed, especially the wide variety of existing fossils.

This project has involved a total investment of 930,000 euros, of which 90% have been contributed by the European Union through the European Agricultural Fund for Rural Development (EAFRD) within its measure 19 of the Andalusia RDP 2014-2020, and is directly designed as two comprehensive projects launched by the Guadix Rural Development Group (400,000 euros) and by the Altiplano de Granada Rural Development Group (430,000 euros), in addition to a cooperation project (100,000 euros).



It is considered a Project's Good Practice since it meets the following criteria:

1. The EAFRD's role has been suitably disseminated among the beneficiaries, potential beneficiaries, and the general public:

The Directorate-General of European Funds carries out an activity of great dissemination among the public, including "local modules" in collaboration with the free newspaper 20 minutos. It is a 4-page colour spread on the project, that is inserted within the 20 minutos newspaper on a special spread of 3,000 copies and distributed to all citizens of Guadix, Baza, and Granada. Thus, on 12 June 2019 the 20 minutos newspaper was distributed with the spread dedicated to the "Final Stretch to support the Geopark of Granada's candidacy to join Unesco". In addition, the following banner was inserted on the cover:

[illegible]

This local module also includes radio broadcast. A total of 106 inserts were broadcast between June 10 and 14, 2019, on the following radio stations: Cadena Ser, Cope, Onda Cero, and Canal Sur Radio. Here is the link for the radio wedge that was broadcast in different local media: <http://www.fondoseuropeosandalucia.es/radio/GEOPARQUE.mp3>

Cadena	Ámbito	Programa	Núm. inserciones
Onda Cero	Granada	Más de Uno; Tu ciudad en la onda	12
Onda Cero	Baza	Más de uno; Tu ciudad en la onda	15
Ser	Baza	Hoy por hoy	10
Ser	Granada	Hoy por hoy	10
Ser	Guadix	Hoy por hoy	10
Cope	Granada	Herrera en la Cope; La tarde; La linterna	15
Cope	Guadix	Herrera en la Cope; La tarde; La linterna	14
Canal Sur Radio	Granada	La hora de Andalucía; Aquí estamos	20
		Total inserciones	106

Another action included in the Communication Strategy of the Andalusia RDP 14-20 is a series of meetings with the media to promote the correct communication and dissemination of the European priorities related to the development of the rural environment. The second of these meetings was held in Guadix on February 20, 2019, to publicise the Geopark of Granada project as a candidate for "Unesco Global Geoparks", which took place at the headquarters of the Guadix Local Development Group.

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Following this meeting with journalists, the written press reflected the news in its editions, highlighting the role of the EAFRD in the development of the project. Below are several links and images of the publications:

<https://www.ideal.es/granada/geoparque-granada-prepara-20190226114507-nt.html?ref=https:%2F%2Fwww.google.com%2F>

<https://www.granadadigital.es/recta-final-para-impulsar-el-proyecto-del-geoparque-de-granada/>



This RDP Communication Strategy also includes the edition of the monthly digital publication “European Funds in Andalusia Newsletter”, which dedicated a report on this project in its issue 93 (December 2018). Here is the link to access it:

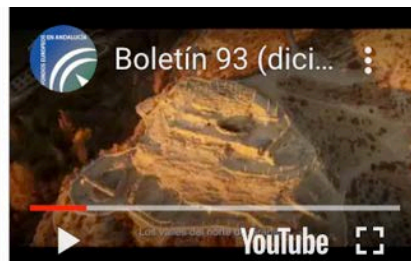
<https://www.juntadeandalucia.es/economiaconocimientoempresasyuniversidad/fondoseuropeosenandalucia/boletin/newsletter/newsletter1420.php?idNews=29>

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El Geoparque del Cuaternario gana el premio a la Mejor Buena Práctica en el ámbito del LEADER

El proyecto del Geoparque del Cuaternario Valles del Norte de Granada aspira a ser incluido en la Red Global de Geoparques de la UNESCO. La iniciativa, puesta en marcha por la Diputación de Granada y que cuenta con el apoyo del Grupo de Desarrollo Rural Comarca de Guadix a través de la iniciativa LEADER, fue premiada como "Mejor Buena Práctica en el ámbito del FEADER", durante la gala del 25 aniversario de la Asociación para el Desarrollo Rural de Andalucía (ARA). El galardón, concedido por primera vez



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2. The action incorporates innovative elements:

The covered territory has an area of 4,722 square kilometres, encompassing 47 municipalities and four counties: Guadix, Baza, Huescar, and Los Montes. Never before has a collaborative project been designed in such a wide area of action with the aim of generating a sustainable development strategy based on natural heritage and, especially, on geological attractions as a differentiating element. There is no Geopark in the province of Granada that is part of UNESCO's Global Geopark Network. Also, at the regional level, there are only three: Geopark of Subbéticas (Cordoba), Geopark of Cabo de Gata (Almeria), and Geopark of Sierra Norte de Sevilla (Sevilla).

The Geopark of Granada project provides to the Geopark Network for the first time, and in a comprehensive way, a natural geological and landscape context directly related to the geological and paleo-biological processes, agents, and results that occurred during the Quaternary period in the European continent. On the other hand, this geopark project complements, given its area of action, the set of geoparks already existing in Spain as it records and preserves an exceptional Quaternary, a very unique Neogene and Paleogene, and a rare Mesozoic in the Iberian Peninsula: the one related to the rifting that occurred during that period. All this is accessible to geologists and citizens thanks to the modelling of the recent Quaternary produced in the Northern Valleys of Granada during the last half a million years.

The set of geoparks already in existence in Spain has records and proposes geo-conservation strategies in relation, mostly, to unique elements of the Paleozoic, Mesozoic, and/or Ancient Cenozoic records. In this sense, the Geopark of Granada project is one that, for the first time in this context, is structured and developed in the field of the history of the Earth and Life during the last 2 million and a half years, thus contributing the only geopark, not only in Spain, but also in the whole European Network, with these characteristics.

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**CURSO DE VERANO
GEOLOGÍA DEL GEOPARQUE
DEL CUATERNARIO VALLES
DEL NORTE DE GRANADA**

Generalidades y elementos de su
patrimonio geológico de relevancia
internacional

Guadix, del 23 al 27 de julio de 2018

Organiza y colaboran

Cofinancian

Más información en:
<http://hdiversidadguadix.blogspot.com.es/>
<http://www.guadix.es/>
medioambiente@guadix.es

3. Adaptation of the obtained results to the established objectives:

Among the established objectives associated with the development of the project, carrying out the necessary actions to achieve international recognition as a UNESCO Global Geopark is highlighted. The decision will take longer due to the Covid-19 crisis containment measures but, hopefully, after almost three years of work, the Geopark of Granada is most likely to be officially admitted as a new member of UNESCO's Global Geopark Network.

Another objective of the project is to promote the knowledge and value of landscape, geological, and paleontological resources, for the population of the territory and the potential visitors, by developing numerous awareness and training actions on different population groups that are currently having a significant influence on improving the territorial identity and value of the natural and cultural resources of the territory, thus generating numerous valuation projects.



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Likewise, support to the regional tourism sector is fostered through this action, generating a unique and differential tourist product in the territory which allows to expand the offer of scientific, didactic, and tourist activities. New collaborative tourism products are being generated in the area and the number of visitors and tourists, as well as access to previously inaccessible tourist micro segments, have considerably increased, generating new opportunities especially for young people who are setting up new companies.

4. Resolution contribution of a regional problem or weakness:

This project has come to cover some weaknesses, such as the need to articulate and vertebrate the North of the province of Granada for the generation of a unique and unified strategy of sustainable development based on common arguments and differential resources (exceptional cultural, natural, geological, and paleontological heritage). It was also necessary to reinforce the territorial identity and sense of belonging of the inhabitants of the North of the province of Granada in the face of the progressive process of depopulation the territory suffers and towards generating positive skills at the collective level, currently dominated by pessimism due to the lack of opportunities.

5. High target population coverage:

The area of action encompasses a population of approximately 100,000 inhabitants who will directly or indirectly benefit, as it is a comprehensive and multisectoral development project. However, it is noteworthy that the Master Plan or the Action Plan of the Geopark of Granada directly guides intervention actions in the territory developed by local and regional authorities, economic and social actors, educational and research institutions, and other non-governmental organisations such as cultural, young people, and women associations. The Action Plan is structured in different areas among which the following may be highlighted: management structure; geology and territory; awareness-raising and education; geo-tourism, and sustainable economic development initiatives.



6. The horizontal criteria for equal opportunities and non-discrimination, environmental sustainability and/or social responsibility have been taken into account:

The project will impact on equality between women and men, and is designed to affect in a cross-sectional way each and every one of the programmed actions and activities, influencing different categories of gender equality contribution: “equiphony” (making an inclusive use of language, in any

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type of educational and promotional means of the geopark); equity (promoting equal participation in project governance bodies and mechanisms), and equal opportunities (ensuring that men and women have the same or equal options to perform or participate in organised actions).

Regarding the environmental sustainability criterion, the ways of knowing, disseminating and educating in the natural heritage and promoting the conservation of the environment and the sustainable use of our landscape and territory is done in a cross-sectional way in all the actions to be developed within the framework of the Geopark of Granada. In addition, the actions developed and to be developed allow people to know, among other issues, climate change and its geological evidence in the past of our region, and to count on more substantial grounds when it comes to addressing issues related to this topic.

Finally, the Geopark of Granada has developed a Sponsorship Manual that has as its main purpose the channelling of funding resources for the execution of actions, especially related to awareness and citizen education, geo-education, training activities aimed at different population segments, and environmental education actions to guide motivation towards generating Corporate Social Responsibility projects in the most relevant and important companies in the region.

7. Synergies with other public intervention policies or instruments:

The Geopark of Granada project is conceived and designed taking into account the objectives included in the United Nations 2030 Agenda for Sustainable Development and the Plan for the Protection of the Physical Environment of the Province of Granada, Integrated Geodiversity Management Strategy of Andalusia, Integrated Promotion of Sustainable Interior Tourism Strategy of Andalusia. Horizon 2020.

Complementarity with other instruments of public intervention is also specifically proposed: biannual conciliation plans of the Provincial Council of Granada (funding lines, depending on the established conciliation programmes, which allow carrying out projects related to the Geopark of Granada by local entities); Training programmes of the International School of Tourism and Nature (ENTURNA) of the Provincial Tourism Board of Granada (Programming of a specialised training offer aimed at different groups of interest, useful for the implementation of the Geopark of Granada); National Plan for Smart Territories of the Digital Agenda for Spain of Smart tourist destinations (development and installation of smart signage and augmented reality applied to the interpretation of resources); Granada Employment Project of the European Social Fund (training unemployed young people as qualified "Guides of the Geopark of Granada"); Christa project, approved in the Interreg Europe Initiative (Exchange of Good Practices for the Valorisation of Natural and Cultural Heritage; Creation of a Network of Dissemination Centres of the Geopark of Granada, and generation of a meeting point and their promotion).

TECHNICAL DATA OF THE PROJECT

Andalusia Rural Development Programme 2014-2020.

MEASURE: 19. Support for LEADER Local Development (PLD-Participatory Local Development)

SUB-MEASURE: 19.2. Support for the implementation of operations within a community-driven local development strategy: includes a single type of operation called "Implementation of operations in the field of local development strategies".

FOCUS AREA: 6B. Promote local development in rural areas. (LEADER).

Beneficiary's website: <https://www.geoparquegranada.com/>