



GLOBAL GEOPARKS NETWORK

International Association on Geoparks

CELEBRATING EARTH HERITAGE – SUSTAINING LOCAL COMMUNITIES

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2nd ORDINARY GGN GENERAL ASSEMBLY

Strategic Plan 2018-2020

In 2014 after one decade of successful operation as a volunteer network the Global Geoparks Network (GGN) became an international non-profit association based in France, operating under the French law.

In 2015 the 38th UNESCO General Conference ratified the statutes of the new International Geoscience and Geoparks Programme and the UNESCO Global Geoparks Operational Guidelines, introducing the brand UNESCO Global Geopark as a label of excellence for areas that meet the criteria set by the UNESCO Global Geoparks guidelines, and the GGN has been the official partner of UNESCO for the UNESCO Global Geoparks.

The Global Geoparks Network (GGN) in 2016 after the 1st Ordinary General Assembly and the election of the first Executive Board entered a new period of development.

During 2016-2018 main steps have been made for the operation of the Network and the promotion of the Geopark brand worldwide.

The period 2018-2020 is critical for the development of the Network in all continents, and especial so for regions that are currently not well-represented. Our final goal is the establishment of Global Geoparks as a quality label for Earth heritage management and the sustainable development of local communities.

The GGN plans to initiate and incorporate the following actions for 2018-2020:

A. GGN Functioning and Communication with GGN members

The GGN will continue and enhance the good practice of the period of 2016-2018 giving special emphasis in GGN operation, establishment of new activities, coordination of Geopark meetings and events.

To achieve the above the following actions are recommended:

- Keep frequent communication among members through the updated GGN Mailing List and the GGN NewsFeed, which is the monthly communication tool for the GGN members.
- list and update frequently the GGN calendar of events on the GGN website and avoid overlapping and duplications of Geopark events.

- Continuous distribution of information through GGN Website to all GGN Members, and asking GGN Members to inform GGN on a regular basis their activities on conferences, workshops and other events which will have broader interests for the Geoparks community.
- Production of GGN corporative videos for use and promotion of GGN Activities in GGN Events, Press Conferences, Communication events, International Tourism Fairs.

B. Global Geoparks Network and UNESCO Global Geoparks

- Strengthen the collaboration with UNESCO for the operation of the UNESCO Global Geoparks
- Support the development of territories in regions that are currently not well-represented in the Global Geoparks family.
- Implement and support capacity building activities on UNESCO Global Geoparks
- Improve the procedures of operation, quality control and maintenance of the Roster of Geopark Evaluators, creation and maintenance of the Evaluators Data Base and organization of Evaluator's capacity building activities (Evaluator's Training Course). A special document has been adopted by the GGN ExB on this (ANNEX 1).

C. Regional Networks of GGN

- Encourage the existing three regional branches of GGN, i.e. EGN, APGN and GeoLAC, to work even more efficiently and professionally, and overcome their respective shortcomings, setting examples for other future regional branches.
- Encourage regions with UNESCO Global Geoparks considering the possibilities of forming timely regional Networks.

D. GGN Members

D.1 GGN Institutional members

- Encourage all institutional members to constantly improve their quality and service, avoid being busy only in a short time before revalidations.
- Encourage all institutional members to participate in GGN working groups (and Regional Networks Working groups) and contribute to the working papers developed by working groups more actively.
- Publicize the GGN philosophy, emphasize active participation and involvement of local residents and stake holders, especially in the territories where local residents are poorly informed with the knowledge of global Geoparks or even neglected by local governments.
- Encourage the GGN institutional members to produce more new outstanding practices that can be shared by other Geoparks and can result in positive influences benefitting all and contributing to the creation of a peaceful future for all.

GGN Executive Board has

- Encourage all institutional members to participate in conferences in other continental networks.
- Encourage all institutional members to develop collaboration and exchange projects with partners on Sustainable Development Goals of Agenda 2030 of UN.

D.2. GGN Individual and Cooperating Members

- Further improvement of the collaboration between Institutional and Individual Members.

- Encourage the GGN Individual and the GGN Cooperating Members to support GGN activities. The GGN Executive Board should provide support engaging GGN members with experience on the specific issues.

E. GGN Working Groups, Task Forces and Committees

- Encourage the existing GGN Working Groups, Task Forces and Committees, to work even more efficiently and professionally, and create concrete results.
- Encourage the creation of new working groups and enhance collaboration between GGN Members.
- Encourage common realizations among the Global Geoparks Network members such as the Intangible Heritage common exhibition in Adamello-Brenta.

F. Marketing and Communication Strategy

The GGN in collaboration with a professional company (Dadid Randal and Associates) is working for the development and implementation of a Communication and Marketing Strategy to elevate global awareness of UNESCO Global Geoparks and the Global Geoparks family, focusing on the value and mandates they bring or can bring to the territories.

The GGN Executive Board is closely overseeing the procedure for the successful realization of the GGN Marketing and Communication Strategy project.

The implementation of the strategic plan on GGN Marketing and Communication is crucial for the success of the Global Geoparks Network.

G. Financial stability

The GGN seeks financial stability, and is prepared to support big promotional activities which will support the image of Geoparks as territories of excellence in tourism and education.

GGN will open further financial resources through

- Qualified sponsors
- Supporting Members
- GGN Conferences fee
- Publications
- Souvenirs

H. Capacity building activities

GGN will continue to organize capacity building activities in close collaboration with UNESCO, which may include

- Intensive Courses on Geoparks
- Seminars of Geopark Evaluators
- Geopark Workshops
- Geopark Seminars in regions with no Geoparks
- Collaboration with other UNESCO designations.

H. Promotion of the Geopark Brand

The GGN has special responsibility for the promotion of the Geopark brand world-wide, especially in the places where Geoparks are not well known for Government officials, International organizations dealing with environmental protection and management, International Tourism organizations, International educational organizations.

- The GGN will develop special activities in collaboration with the Regional Networks, the National Geopark Fora/Committees, and GGN Members to raise the profile of Geoparks and generate Geopark activities.
- The GGN will develop GGN souvenirs such as flags, pins, calendars, posters, and other gadgets with the logo of the GGN in collaboration with the members.
- The GGN will continue the coordination of the Geopark presence in International Tourism fairs, International Press Conferences and other promotional activities.

I. GGN and International Networking

GGN and its Regional Networks are partners with UNESCO, IUGS and IUCN. GGN attaches great importance to International networking and the collaboration of the GGN with IUCN and IUGS as well as the presence in International Conferences i.e IGC, IGU Conference, IAG, etc

GGN Evaluator selection and management procedures

Introduction

According to the UNESCO Global Geoparks Operational Guidelines: «The UNESO Secretariat in conjunction with the GGN will establish and maintain a roster of evaluators who will undertake field evaluations of new applications for aspiring UNESCO Global Geoparks. These evaluators will have combined and proven professional experience relevant for Global Geopark development (geological heritage, conservation, sustainable development, tourism development and promotion, and environmental issues). These evaluators will also conduct revalidation missions.»

For the effective organization of this GGN duty, the GGN ExB agreed to the establishment of the following procedures for Evaluation selection and management.

Article 1: Data Base

GGN will create and keep updated a Geopark Evaluator's data base with criteria research system.

This database will be updated for each nomination and will include an alphabetic list of evaluators with the mission realized as well as the feedback received on their performance. This data base will be accessible through the GGN website.

Article 2: Categories of Geopark Evaluators

2.1: Senior evaluator

Evaluator who has realized a minimum of 6 Evaluation or Revalidation missions.

The senior evaluator will realize evaluation or revalidation mission in tandem with an evaluator and, by that, train them and score them on a standard evaluation form.

Senior evaluators need to participate in the "one day Evaluator's seminar" organized by GGN. In an exceptional case, of a very complex candidature or revalidation, 2 senior evaluators can be asked to perform a mission together.

2.2 Evaluator

Evaluator who has realized less than 6 validation or revalidation missions.

The evaluator will realize evaluation or revalidation mission in tandem with a Senior evaluator

To become a Senior evaluator, the evaluator will:

- assume a minimum of 6 missions in tandem with a Senior evaluator
- receive a superior score on their evaluation.
- follow the "one day Evaluator's training" organized by GGN

When the evaluator becomes a Senior evaluator they will receive a certificate delivered by GGN

Article 3 : Evaluator's training

All Senior evaluators will be required to complete the one day training course by end of 2019 or they will become an evaluator until such time they complete the course. Evaluators must participate in a one day Geopark Evaluator's training seminar in order to become a Senior Evaluator.

The Geopark Evaluator's training seminar will be organized during a Regional network meeting or a GGN Training Course.

Potential events to host such a seminar are:

- Beijing, China October 2018,
- GEOLAC Seminar November 2018,
- EGN Meeting March 2019,
- APGN Conference September 2019
- North America, TBD

The Geopark Evaluator's full day training seminar will be a full day (8 hours) and will include:

- analysis and explanation of the evaluator evaluation and revalidation form
- attitude to observe in different cultural context
- security information
- what to do and not to do (FAQ)

A certificate of attendance will be provided by GGN to all those who follow the Evaluator's seminar.

Article 4: Evaluation documents

To follow the evaluator's mission and quality, new documents will be developed:

A) "Evaluator form"

which needs to be completed by the Senior evaluator to indicate the result of the evaluator in a mission. This form will need to be sent with the mission report.

B) "Senior Evaluator and Evaluator Evaluation form" which will be completed by the evaluated Geopark. One form for each member of the evaluation/revalidation team. This form will be sent within two weeks after the mission
(documents A and B enclosed)

Article 5: Control and sanction

5.1 General case

Senior Evaluator

A Senior evaluator who receives from the evaluated Geopark (form 2) in two missions a total inferior to the average will have to follow another time the "**one day evaluator training**" before going back to a new mission

Evaluator

If after 5 missions, the evaluator has less than the standard score they will have to continue as a evaluator until they realize the standard score on a mission.

If an evaluator after 5 missions, is below the standard for form A and B they will not be able to continue as an evaluator.

5.2: case of complain of territory

GGN will create a "Geopark Evaluators commission" to analyze scores below the average and/or complaints from Geoparks about evaluators. This commission will be composed of

- GGN President GGN + 2 GGN Vice Presidents
- GGN AC Chair

-Up to 3 members from GEOLAC, EGN , APGN, Africa and North America selected by GGN
ExB

As soon as GGN President is informed about a complaint by UGGpC or UNESCO Secretariat, they will inform the "Geopark Evaluators commission" and will ask for an urgent meeting in which the evaluator concerned by the complain could be invited to participate.

If the "Geopark Evaluators commission" by vote majority, estimate the Geopark complain justified, the concerned evaluator will be suspended of any mission for the next two years with the obligation to follow another time the "one day evaluator training course" before coming back to mission.

The GGN President will inform UGGpC and UNESCO Secretariat of the "special commission" decision.

Name of the UNESCO Global Geopark
 date of the mission:
 Senior evaluator
 evaluator

UNESCO SECRETARIAT EVALUATION

Comments

Did you receive all necessary documents to organize your mission in time? (Application or progress report, annexes, Form A, Form B, result of previous evaluations?)	YES=5 NO=0
Did you receive information about this mission and UGGp contact in appropriate time?	YES=5 NO=0
TOTAL	0 0

EVALUATOR EVALUATION

Evaluator

Comments

Did you experience any problems communicating with the evaluator?	YES=0 NO=3
Did you experience any logistical problems with the evaluator?	YES=0 NO=4
Did you see the evaluator motivated and providing the required concentration for the mission?	YES=5 NO=0
Did you think the evaluator has a good understanding of the UGGp operational guidelines?	YES=5 NO=0
Did you think the evaluator had the ability and human knowledge to adapt to the cultural norms of the territory in a respectful manner?	YES=5 NO=0
Did you think the evaluator had a sufficient level in English to participate in the mission?	YES=3 NO=0
Do you think the evaluator is ready to be a senior evaluator?	YES=5 NO=0
If no to above, do you think with more time they will be ready to be a senior evaluator?	
TOTAL	0 0.0

Name of the UNESCO Global Geopark
 date of the mission:
 name of Senior evaluator
 name of evaluator

UNESCO SECRETARIAT EVALUATION

Were you informed in sufficient time who would be evaluating your territory?	YES=5 NO=0
Did you receive from the Secretariat all necessary documents and information?	YES=5 NO=0
TOTAL	0 0

Comments

EVALUATOR EVALUATION

Please, provide a notation for each one of the evaluator

	Senior Evaluator	Evaluator
Did you experience any problems communicatin with either evaluator?	YES=0 NO=3	
Did you experience any logistical problems trying to arrange the mission because of poor communication from evaluators?	YES=0 NO=4	
Did you feel you were asked to do something you felt was unethical or outside your scope and responsability?	YES=0 NO=5	
Did you feel that either evaluator had a good knowledge of your territory before they arrived?	YES=5 NO=0	
Did you feel that either evaluator was sufficiently qualified to undertake the mission?	YES=5 NO=0	
Did you feel that either evaluator had a good understanding of the Operational Guidelines for UNESCO Global Geoparks?	YES=5 NO=0	
Did you think that either evaluator had a sufficient level in English to undertake the mission?	YES=3 NO=0	
TOTAL	0 0.0	0 0.0

Comments