

Cruzziana

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monthly report of the Geopark Naturtejo Meseta Meridional

n. 34!

In this Issue: – Naturtejo shares experience in Turkey – Naturtejo goes for a new Geopark in Brazil- The first revalidation of Naturtejo Geopark – Geoenvironmental party - Geointerview with Casa do Forno geo-bakers and more...

www.geoparknaturtejo.com



Olá/Hola/Ciao/Bonjour/Γειά σου/Hallo/God Dag/Salut/Zdravo/Hello

The building of Alvito Reservoir was already started. The first geotechnical studies for location of the dam are being developed in the new place. New accesses are being open to the area. Trucks are going up and down. Now, it is time for environmental studies about the impact of this reservoir. The Electricity Company of Portugal (EDP) has new strategies to promote the investments on new large-size reservoirs: a strong publicity campaign on TV, the increase of sponsorship to the major events of the summer and a new approach to the local communities. Tour of Portugal in bicycle just passed in Castelo Branco having EDP as major sponsor. There is a new summer radio show dedicated to dams that also passed in Castelo Branco and where the representatives and institutions of the region were invited to talk about the importance of Alvito dam. Naturtejo Geopark was obviously there and also being interviewed directly from Portas de Almourão geomonument. The participation of EDP is now stronger in local newspapers. It was important to read in an interview to the Director of Production of EDP that the major cause for changing the place of the dam was the existence of Naturtejo Geopark under the auspices of UNESCO and the environmental concern to save Portas de Ródão geomonument. Even if it is clear that was not for the good of the geomonument they changed the place but for the sake of the investment in a smaller dam in the Ocreza River that almost drought this summer. Another nice approach is the interviews and workshops with the communities. We were there for several occasions discussing geological, natural and cultural values that must be inventoried and, as possible, that must be save or at least remediate from the building of the dam. One of the most important issues for local communities surrounding the new reservoir is the possibility of their local springs losing quality or dry with the change of phreatic level. All the members of the community voted for the most important values to be protected and not surprisingly most of the votes were given to water springs and Portas de Almourão geomonument. Supported by the University of Minho a graduation thesis has just started in Portas de Almourão area about its geodiversity. Daniela Carvalho is now carrying the necessary fieldwork. Her results will be included in November in an application from the regional branch of Quercus environment national NGO to the Institute for Nature Conservation to protect this area as Regional Natural Park. This application has the support of Vila Velha de Ródão and Proença-a-Nova municipalities. Now, Naturtejo Geopark is being consulted for the studies of environmental impact resulting from the building of Alvito Reservoir. We hope our comments can be listening loud and clear along the process.



Cruziana

Geopark Naturtejo Meseta Meridional is...



Armino Jacinto
Agronomist Engineer
Chairman of Naturtejo
Vice-president of Idanha

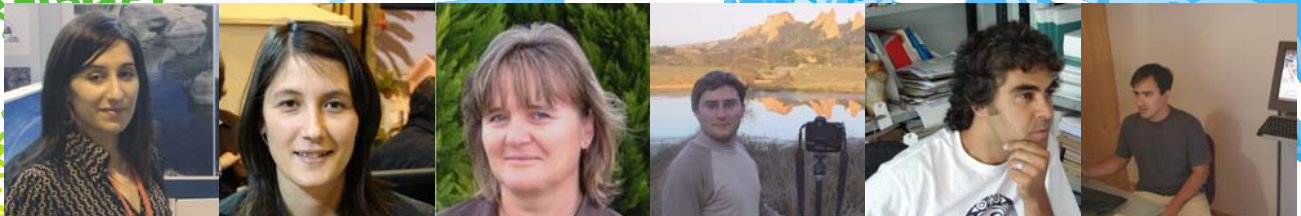
Carlos Neto de Carvalho
Geologist
Scientific Coordinator
Researcher

Rui Marques
Biologist
Marketing

Rafael André
Economist
Financial Planner

Cristina Pregoça
Journalist
Administrative

Jesus Alarcón
Commercial
Agent for Spain



Fátima Rodrigues
Agronomist Engineer
Tourism/Communication

Eliane Antunes
Financial Manager
Tourism/Webpage

Alice Marcelo
Accountant
Administration assistant

Pedro Martins
Ecotourism
Tourism/Photographer

Eddy Chambino
Anthropologist
Researcher

Nuno Capelo
Marketing
Marketing/Designer



Manuela Catana
Teacher of Natural
Sciences
Educational Programs

Ana Rita Mota
Tourism
Tourism Planner/Events

Miguel Costa Silva
Doctor of Law
Events

Tiago Oliveira
Management
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Pedro Dias
Environment Engineer
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Joana Rodrigues
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The team work!

Where...

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1) *Activities*



1st June – **Meeting the fossils from Penha Garcia and the boulders from Monsanto.** 13 students and 1 teacher from the Professional Centre of Castelo Branco, course of Tourism Information and Animation, came to the Geopark for an educational programme with Manuela Catana included in the disciplines of Business and Providing of Tourism Products and Services.



1st June – **“Geopark goes to School” in Oleiros.** In the scope of the European Earth Festival 80 pupils and 8 teachers from the Group of kindergarten and primary schools of Oleiros participated in a workshop right in the town’s garden for celebration of the International Day of Children. Kids made replica from fossil casts, painted them and drew about local nature. Joana Rodrigues was responsible for the workshop with the help of a Geopark’s trainee, Vânia Gonçalves.



3rd June – **Learning about the gorge of Salvaterra do Extremo.** The European Earth Festival was truly alive by the presence of school children from the Geopark. This time Manuela Catana brought 26 pupils and 2 teachers from the primary schools from Rosmaninhal and Zebreira villages to discover nature in the wonderful geosite of Erges gorge in Salvaterra do Extremo.

3rd June – **New Geopostcards released.** Oleiros prepared a collection of postcards about territory's Natural Heritage and celebrating geosites. A nice souvenir for the summer...

4th June – **Pupils from Oleiros discover Portas de Ródão Natural Monument.** It is so nice when young people have the opportunity to discover wonders close to the villages they live. 22 pupils and 2 teachers from the 4th grade of Oleiros primary school had the opportunity to do the boat trip to Portas de Ródão Natural Monument and were astonished with such beauty and information provided by João Gerales. They proved to know already a lot about geology and a truly desire to learn much more.



5th June - **A big party in the International Day of Environment.** This was the last and most important stage of the annual educational programme "Discover Geopark Geomonuments, next to you". All the participants in this educational programme supported by Idanha-a-Nova municipality reunited in the wonderful scenario of S. Pedro de Vir-a-Corça, at the base of Monsanto Inselberg. All 270 pupils(!), 22 teachers and 18

educational assistants from the 8 primary schools of Idanha-a-Nova municipality participated in this geoenvironmental party. They did two Nature trails, visited an exhibition that resulted from the work with the Geopark carried out along the year, besides participating in the Recycling Game, made a guided visit to the church of S. Pedro de Vir-a-Corça and were challenged by two experimental activities supported by the Living Science Centre of Estremoz (“Playing with Volcanism” and “The Water Cycle”) that were invited to help in this party. To finish the party all sing the song of the project, entitled “It is the park, Naturtejo Geopark”. It was a day for fun and learn celebrating the Day of Environment.

A big group of people was responsible for the success of the event. Manuela Catana coordinated João Geraldês, Tiago Oliveira and Vânia Gonçalves from Naturtejo Geopark, Mário Vicente, Laurinda Geraldês and 5 other teachers from the Group of Primary Schools of Idanha-a-Nova; Pedro Almeida from Living Science Center of Estremoz and Rodrigo Ceia from Portalegre municipality were very special guests.

5th June – **Geomovies for the younger environmentalists.** 70 children from the entire Oleiros municipality had the opportunity to assist to some environment-related movies nice for their young ages.

5th June – **Lost in the Forest.** 40 children from Proença-a-Nova municipality came to the Living Science Museum to celebrate the International Day of Environment. There, they found the forest and were lost...for fun!



5-6th June – **Naturtejo Geopark with a symbolic participation in the International Conference on Geoscience Museums and Collections: mission and management.** Naturtejo Geopark participated in the International Conference of Geocollections, held in the Science Museum of Coimbra, with a poster about the ongoing work to develop the Paleozoic Museum and the Ichnological Park Exomuseum in Penha Garcia. Thanks to Bernardo Lemos for this symbolic presence.



5-11th June – **Naturtejo Geopark in an expert field mission to the Katakekaumene Geopark project.** Carlos Neto de Carvalho and Joana Rodrigues were invited by Katakekaumene Geopark Project for an expert field mission to the region of Kula, in Turkey. The international team for the Seminar taken in the University of Izmir was also composed by Nickolas Zouros, the Coordinator of EGN and Costa the other representative of the Petrified Forest of Lesvos Geopark, the representatives of Bergstrasse-Odenwald Geopark from Germany and a few Turkish professors, local politicians and stakeholders. The Kula Geopark Project was granted by Civil Society Dialogue Fund of the European General Secretariat. After the speech of the Manisa Governor showing the strong political support of local entities, and the presentation of the Kula/Katakekaumene Geopark Project by Professor Yilmaz Savascin and Dr. Soniz Bulut, the EGN Geopark representatives talked in a complementary way about their experiences showing the strength and tight bounds of the Network. Carlos Neto de Carvalho talk show the importance of the Geopark for fostering local culture and local development and Joana Rodrigues made a clear picture about the importance of geoproducts to create national and international differentiation and recognition of rural areas. Katakekaumene, the Burnt Fires Geopark is in good position among other Geopark projects being developed in Turkey. “Footprints: from Geological Monuments to Cultural Heritage” shows the development of the right approach between geological sites of international importance such as the 15000-12000 years BP tracksites close to Demirkörprü Reservoir with the rural landscape and products of Kula region. Kula Geopark Project has the close support of Selim Aşkin, Mayor of the biggest municipality of the territory and a local stakeholder. The project is already clearly visible in parts of the territory through outdoors, panels and leaflets inviting to a long visit to the landscapes of more than 80 volcanoes, lava flows and groundwaters. Other important local partners are the Rural Tourism Association and the Anemon Group which has a nice hotel in the historical area of Kula. There is the strong possibility to develop gourmet products with the brand of the Geopark by Anemon (wine) or Kula waters company. The international team had the possibility to exchange experiences with the Mayor of Kula, showing the importance of a strong municipality to establish the bridges and show the right paths of heritage protection and tourism promotion to the other municipalities of the territory. The representatives of the Naturtejo Geopark had a long visit to this Geopark project under the amazing hospitality of this region and Professor Yilmaz Savaşcin, with who they visited some of the most impressive sites of the region: historical cities such as Sardis and Efesos; cultural hotspots, like Kula and Kanlıkaya or the Yunus Emre Tomb; natural wonders like Kula fairy chimneys, Adala canyon or the Kaplan lava flow or the Eynes Canyon basaltic columns. During all the time they had the possibility to discuss in detail new projects of joint collaboration between geoparks.

6th June – **A rainy night through the meanders of music.** The success would be easy: nice music surrounded by the gigantic serenity of Zêzere River Meanders in Álvaro Schist Village. But the night was not nice for the 100 people and the organization: rainshowers made the “Meanders of Music” to be indoors and without the outstanding natural scenario.

6-7th June – **“Paleotalking” during the weekend.** Two days, ten children, one love: how to be a paleontologist.



7th June – **Biking by the lands of schist of Alameda.** 210 bikers attended to the challenge of crossing the landscapes of Alameda. Following Alameda downstream to Martim Branco schist village bikers saw waterfalls and riverside birds, as well as several small villages like Padrão, Valbom, Rochas de Baixo, Paiágua, Ingrenal, Ribeira D’Eiras and Rochas de Cima.

10th June – **Spanish visit Castelo Branco.** Tiago Oliveira guided 51 Spanish visitors for the tour operator Costas y Paisages to the Francisco Tavares Proença Junior Museum and the Palace Garden of Castelo Branco.

11-13th June – **A tour by the Geopark.** 13 people from Maia MG Club visited some of the best spots of the Geopark with Tiago Oliveira, such as the Ichnological Park of Penha Garcia, Monsanto inselberg, Idanha-a-Velha Roman remains, Proença-a-Velha Olive Press Complex and Senhora do Almurtão sanctuary.

11-13th June – **Discovering the Geopark.** 43 people from the Aventura da Saúde Club from the University of Minho went to the Geopark to discover nature while hiking. During these days they found the Smuggling and the Vulture trails and visited Salvaterra do

Extremo village with João Geraldês, the local ranger. They also hiked by the Tejo Internacional Natural Park with a visit to Segura village and had a boat trip to Portas de Ródão Natural Monument.

12-14th June – **Discovering the Geopark in duo.** A nice couple tasted the best of our gastronomy in Vale Mourão restaurant and went for a boat trip to the Portas de Ródão Natural Monument.



14th June – **Holy Waters Trail close the European Earth Festival in the Naturtejo Geopark.** 42 mostly local people crossed the desert of the Borderland walking 20 km up the Erges river, between Salvaterra do Extremo and Termas de Monfortinho. The temperature dropped that day from more than 40°C to about 30°C. The sky was cloudy and some rain drops prevented hikers from dehydration. Carlos Neto de Carvalho and João Geraldês, a local geologist, guided the visit about waters. Water as landscape modeller, historical water supply to Salvaterra do Extremo, water-related energy and traditional industries, the importance of groundwater, river geomorphology and alluvial ore were the main topics. Hikers also got the opportunity to learn about geological changes in the local landscape and flow with Erges River in a joint swimming. The geolunch was served in the outcrop. The end of the day and the very extenuating hiking was celebrated with a hydromassaje in Monfortinho hot springs.

Crusiana



15-18th June – **The first revalidation of Naturtejo Geopark.** For the first time since Naturtejo Geopark was included in the European Geoparks Network our work is being evaluated. In periods of 3 years Geoparks are evaluated by green-card EGN members concerning developments for the benefit of the Network and, inside the territory, for protection, conservation and interpretation of geological heritage and raising awareness to local communities about natural values. A red-card by the EGN Coordination Committee resulting from evaluation means leave the EGN/GGN. Sylvie Giraud from Haute-Provence Geopark, France, and Claudia Eckhardt, from Bergstrasse-Odenwald Geopark, Germany are the evaluators. They made a thorough work asking about all documents, action and development plans, taking all the information about Naturtejo company concerning administration of the Geopark, employees, etc. Sylvie and Claudia had the possibility to discuss daily life activities of the Geopark with Naturtejo staff, stakeholders, politicians, partners and local people. They were followed from close by both coordinators of the Geopark, Armindo Jacinto and Carlos Neto de Carvalho supported by all the team and partners. After staying the first night surrounded by silence in the Pousada Rural Hotel, awarded Best European Country Property of 2007 and tasting the best of local food, Sylvie and Claudia met Centro Cultural Raiano, the Geopark's headquarters and opened an exhibition about the materials resulted from the work with local and abroad schools during all the year 2008/09. The materials (painted fossil replica, drawings, and reconstitutions with recyclable material, texts and poems) were presented for several events until 29th June. They also visited the new Geopark Store, with products from different geoparks from GGN and saw the new Geopark's film "An Oasis in Europe". A full morning discussion with the majority of Naturtejo staff gave the first impressions to the evaluators, also about the long day they would have to deal with. The lunch was in the Geo-restaurant "Petiscos & Granitos" awarded the best restaurant of Beira Interior in 2008. Sylvie and Claudia pay particular attention to Geopark information offices and talked for a while with our tourism guides, most of the times in their mother languages. The evaluators visited the Ichnological Park of Penha Garcia during the afternoon. They also saw the conclusion of a workshop developed by Manuela Catana, with the support of João Geraudes and Vânia Gonçalves on fossil replication and painting for 28 4-years-old pupils from Castelo Branco in the traditional windmills. Their first attempt of doing extreme sports with our partner Trilobite.Adventure was failed in a "small" uplifted quartzite bed 40 m high. Sylvie and Claudia preferred to chat with local community in the Fragua Bar tasting traditional food. Also here, they got the opportunity to talk in their mother languages with ex-emigrants in France and Germany. In the evening they were received by Joaquim Morão, mayor of Castelo Branco and president of the Association of Municipalities. They also visited the administrative office of Naturtejo in Castelo Branco, where satisfaction inquiries, tourism programmes and webpage were experimented. After a delicious dinner in Pousada das

Amoras Nature Hotel there was still time for a guided visit to Living Science Center dedicated to forest. All went to bed completely exhausted. Next morning, after tasting the famous cherries from the region, Sylvie and Claudia were invited to walk in the new Orvalho Geotrail, not before visiting Oleiros tourism office and meet the mayor José Marques and vice-mayor Vitor Antunes. In Orvalho, they met and were impressed by the local president, the very dynamic Paulo Urbano that explained the importance of the Geotrail and the Geopark for the village and some of his projects. Already in Vale Mourão restaurant, Sylvie and Claudia met Nuno from Incentivos Outdoor to learn examples of cooperation between a private company and the community. During the afternoon they visited the Archeological Museum from Ródão with Jorge Gouveia from the Associação de Estudos do Alto Tejo local NGO and were invited for a boat trip to the newly protected Portas de Ródão Natural Monument. Right in the middle of Tagus river a new children's book about the geomonument was presented. In the evening they moved to Casa do Forno geo-bakery for an evaluator's close-door discussion close to the swimming pool. The day was hot as the Geo-dinner, with several representatives from the region and local community of Salvaterra do Extremo, and served by geologists! The well known Portuguese Fado music enchanted all but one of the nicest surprises was prepared for the end by the local association: an adventure of walking late night by the smugglers trail with our ex-smuggler champion José Joaquim. Sylvie, Claudia and a small group of locals, including Armindo Jacinto and Carlos Neto de Carvalho, had to carry the smuggling box and walk into the dark with the support of wood sticks and the light of the moon. The group climbed down the Erges gorge geosite to the river and learnt how to cross the boxes (and ladies) using a rope. To the final, the silence of the group honouring the courage of these men and women in the heart of that imposing site paying homage to a Europe without communication barriers. I was lucky to be part of the moment...let's wait for the evaluation results in September.



17th June – “**Searching for Waters**”. 27 students and 6 teachers from Crato Middle School visited the Orvalho Geotrail following with interest the explanations of Manuela Catana, this time supported by Vânia Gonçalves.



GEOPARQUE E GESTÃO

A Representação Regional do Iphan em Mato Grosso do Sul atua a serviço da sociedade para promover a Orla Geoparque e Gestão.

Evento: 17, 18 e 19 de junho de 2009
 Espaço: Centro de Convenções Joo Roberto C&A de Curitiba
 Av. Antônio de Barros da Rocha, 1000 - Campo Grande/MS

ABERTURA
 16h às 19h 2009 - Inauguração
 Evento: 2009

Realização:
 Ministério do Meio Ambiente
 1975 1982 1993

Patrocinadores:
 FUNDAÇÃO
 IPHAN

PROGRAMAÇÃO

16/06/09	18/06/09	19/06/09
08h30 Abertura	08h30 Abertura	08h30 Abertura
09h30 Palestra 1	09h30 Palestra 2	09h30 Palestra 3
10h30 Intervalo	10h30 Intervalo	10h30 Intervalo
11h30 Almoço	11h30 Almoço	11h30 Almoço
13h30 Palestra 4	13h30 Palestra 5	13h30 Palestra 6
14h30 Intervalo	14h30 Intervalo	14h30 Intervalo
15h30 Mesa 1	15h30 Mesa 2	15h30 Mesa 3
16h30 Mesa 4	16h30 Mesa 5	16h30 Mesa 6

Atividade de Trabalho Prático:
 Palestra 1 - Apresentação do Livro de Meio Ambiente do Sul
 Palestra 2 - Carta Geológica do Estado do Mato Grosso do Sul
 Palestra 3 - João Carlos Garcia Formoso - O Geoparque
 Palestra 4 - O Geoparque
 Palestra 5 - Parque Nacional de Serra da Bodoquena
 Palestra 6 - Parque Nacional de Serra da Bodoquena
 Palestra 7 - Parque Nacional de Serra da Bodoquena
 Palestra 8 - Apresentação do Sistema SIVIS (SIVIS) Parque
 Mesa 1 - Mesa 1
 Mesa 2 - Mesa 2
 Mesa 3 - Mesa 3
 Mesa 4 - Mesa 4
 Mesa 5 - Mesa 5
 Mesa 6 - Mesa 6

Participação de Geólogos, Urbanistas e Planejamento Ambiental
 Palestra 1 - Apresentação do Livro de Meio Ambiente do Sul
 Palestra 2 - Carta Geológica do Estado do Mato Grosso do Sul
 Palestra 3 - João Carlos Garcia Formoso - O Geoparque
 Mesa 1 - Mesa 1
 Mesa 2 - Mesa 2
 Mesa 3 - Mesa 3
 Mesa 4 - Mesa 4
 Mesa 5 - Mesa 5
 Mesa 6 - Mesa 6

Cooperadora Organizadora:
 Palestra 1 - Apresentação do Livro de Meio Ambiente do Sul
 Palestra 2 - Carta Geológica do Estado do Mato Grosso do Sul
 Palestra 3 - João Carlos Garcia Formoso - O Geoparque
 Mesa 1 - Mesa 1
 Mesa 2 - Mesa 2
 Mesa 3 - Mesa 3
 Mesa 4 - Mesa 4
 Mesa 5 - Mesa 5
 Mesa 6 - Mesa 6



16-19th June – **Successful participation of Naturtejo Geopark in Brazilian Seminar for development of Bodoquena-Pantanal Geopark.** IPHAN (Brazilian National Institute for Historic and Artistic Heritage), that is heading the application of Serra da Bodoquena-Pantanal Geopark to the Global Geoparks Network, promoted, between 16th and 19th June the Workshop “Geoparks and Management” in Campo Grande, Mato Grosso do Sul state. This meeting joined local politicians, state government, geologists from Universities and Brazilian Geological Survey, architectures and planners, and representatives from GGN and EGN.

The chairman was Margareth Lima from IPHAM who his leading the transdisciplinary team that has been preparing the application. The main aim of this workshop was to define how to establish a management structure to support the project.

During the work sessions the Emanuela Monteiro from Araripi Geopark and Joana Rodrigues from Naturtejo Geopark contributed with their experience for building a geopark. Naturtejo shared his difficulties in the management structure, dimension of the territory, low budget and small team, and showed the importance of sustainable local development and a strong geotourist strategy. André Herzog from Ceará University, Gilson Guimarães from Paraná University and Gero Hilmer from Hamburg University also contributed with their deep knowledge about GGN working process.

It was also discussed the importance of a National Geoparks Network in a country with the dimension of the European continent such as Brazil, to promote and support new projects, with Ararape Geopark and the ongoing projects in Quadrilátero Ferrífero, Campos Gerais or Vale do Ribeira.

A final document was discussed by all participants with recommendations, establishing the next steps in the project, with very realistic measures, also defining a working team, responsible to finish the application that will be presented to GGN.

19th June – **Workshop on the heritage to protect in the Alvito Reservoir area.** Naturtejo Geopark was invited to take part of a workshop to decide the values to be protected with the building of Alvito Reservoir. This workshop was organized by a company working for the Electricity of Portugal - Production and joined in Vila Velha de Ródão the main institutions representing the interests of the area. Carlos Neto de Carvalho was there to ensure the need to protect and benefit Portas de Almourão geomonument.



20-21st June – **International Seminar on Memory and Local Identity in the Geopark's head office.** The Centre for Society History and Culture with Idanha-a-Nova municipality organized in Centro Cultural Raiano an International Seminar on Memory and Local Identity. 110 participants listened Manuela Catana talking about Naturtejo Geopark as a tool for sustainable local development. She was also guiding a visit in the Ichnological Park of Penha Garcia for 15 students and 5 professors from University of Coimbra that participated in the seminar field trip on the 21st.

20-21st June - **Fossils Trail route.** The Halcon Viagens tour operator brought 32 people to visit the Geopark. The Fossils Trail in the Ichnological Park of Penha Garcia was guided by Jorge Costa, a local ranger from the Municipality of Idanha-a-Nova. The group also visited the Foz do Cobre schist village and went for a boat trip to Portas de Ródão Natural Monument.



26th June – **International Meeting on the development of low-density territories, opportunities and challenges.** Another meeting organized by Idanha-a-Nova municipality with the main theme “Qualifying spaces, reviving memories: the development of low-density territories, opportunities and challenges”. Manuela Catana talked in the Cultural Forum for 75 people about Naturtejo Geopark as strategy for sustainable development included in the UNESCO Global Geoparks Network.



26th June – Seminar on the Archeology and

Geology of Ródão joins experts . Archeology and Geology shaking hands for the development of Vila Velha de Ródão. This seminar was organized by the municipality of Vila Velha de Ródão in the scope of the main theme of the local annual fair. With the help of Associação dos Estudos do Alto Tejo NGO the Mayor were presented one of the most important electoral promises: a bigger museum for Vila Velha de Ródão with more and better archeologic and geological contents. Among the invited geologists to talk Carlos Neto de Carvalho presented Naturtejo Geopark and the work done in Vila Velha de Ródão for geotourism development.



26-28th June – **15000 celebrated archaeology and geology of Ródão**. Imagine how impressive is to go in the highway and start to see outdoors with trilobites and rock art. Imagine how weird is to open local newspapers and see news about several different projects involving protection and interpretation of the geological heritage Imagine how unusual is to have the annual fair dedicated to local archaeology and geology: this happened this year in the municipality of Vila Velha de Ródão. The 13th Fair of Economical Activities of Vila Velha de Ródão was about the archeological and geological heritage of the area. And the Fair was placed with tremendous views from Portas de Ródão Natural Monument. The main stand was about the new project to build a bigger and more modern museum for this heritage. An interactive map would be the window to be open by the visitors to look into Ródão's heritage. Many geological maps and diagrams were decorating the stand. Indeed, a very inspiring environment. Naturtejo

Geopark was also there by Rita Mota with the Geopark's stand. To celebrate protection of Portas de Ródão as Natural Monument more than 200 boat trips were sponsored by the municipality to visit the geomonument during the days of the Fair. An unique moment for geology.

26-28th June – **The Great Priorat Lusitaniae Templum (OSMTHPORTUGAL)**. This tourist program was prepared for 59 lovers of our History. They visited Idanha-a-Nova, Penha Garcia, Idanha-a-Velha and the Romanesque S. Pedro de Vir-a-Corça. They also participated in the Templar Gala dinner with the revival of Templar military activities by Espada Lusitana theatre group and in the first swords consecration where the first Portuguese (men and women) were armed Templar knights by the French Leader of the Templar Order. Armindo Jacinto was among the new declared knights.



28th June – **“The most fantastic journey of a sand grain” brings hundreds to the Fair.** “Ródão – The most fantastic journey of a sand grain” is a book for younger people which results from a project of local partnerships developed by Naturtejo Geopark, Associação de Estudos do Alto Tejo, the Middle School of Vila Velha de Ródão, the National Institute of Rehabilitation and the Association of Blind People from Castelo Branco. With these partners it was intended to show the important geological heritage of the newly protected Portas de Ródão Natural Monument. The main scope with this book was to develop an educational tool accessible to all and telling, in an easy and interesting way, the immense Geological History of Portas de Ródão. The book was illustrated with draws made by students from 5th and 6th grade of Vila Velha de Ródão School, involving 50 of them in the discipline of Visual and Technological Education for more than 3 months. The Braille version was prepared by the District Delegation of the National Association of Blind People. The book is being sold with both versions together to show to the young people different perception realities existent. For this reason the book will be distributed in all schools of the country, contributing for equality of opportunities. This book is, concerning natural sciences, one of the first in Portugal to have Braille version included in the same edition.

The book was presented during the last night of the Vila Velha de Ródão Fair, in the School stand. Carlos Neto de Carvalho had the opportunity to present the project to thousands of people with several others involved in the project, including the students, in a regional radio talk show with the participation of the mayor of Vila Velha de Ródão. The



book was sold there by a special price so it was so weird to have about one hundred boys and girls, children, teenagers and adults asking for autographs. A very special moment to contact with the readers.



Rita (28), João (28), Leonor (50) and António (50) are the main characters of an admirable adventure in the deep Portugal called “Casa do Forno” (The Hoven House). Returning to their home village, changing radically to become enterprisers and putting the hands into the dough, they are bringing new life to an old and desert region of Geopark Naturtejo. Casa do Forno is a new case of GeoSuccess to be followed.



Cruziana: Rita and João once geologists in the Gobi Desert, now bakers in the “desert” of Salvaterra do Extremo. What has changed in your life?

Casa do Forno: Everything! Although we still feel like geologists and try as much as we can to stay connected to geology through Geopark, working in coal mining is a completely different job from geotourism...

Cruziana: Leonor and António were teachers and now work hard day and night for the success of the company. Does this sudden change at this point of your life is worth?

Casa do Forno: Very much! Being a teacher nowadays is not the rewarding job it was in the past.

Cruziana: What is a GeoBakery? Tell us more about your GeoProducts.



Sweet Trilobites

Casa do Forno: As geologists, we were not totally satisfied by having just a bakery and a Guesthouse. With the excuse of being part of the Geopark the GeoBakery was created: *a place where you can taste the most ancient flavours of the Earth!* We use traditional recipes and then, we adapt their shapes and flavours to geological occurrences, hence we have the “Trilobites”, the “Slices of the Earth” and the “Orogenic toasts”.

Cruziana: You work intensely all the Geopark. What are your favorite geosites?

Casa do Forno: We love the Erges Canyons of course... but we like very much Portas de Almourão and Conhal do Arneiro.

Cruziana: You sell “trilobites”! How do you avoid problems with the European Geoparks Charter?

Casa do Forno: Well...we convince people to taste them, and after that it's impossible to say no...



"Earth Slices"

Cruziana: You left Lisbon to find a different life in a most remote corner of Portugal. How can you be successful with your business?

Casa do Forno: It is an enormous challenge. We started our business in one of the less populated areas of our country. We use that factor to promote a relaxing place, distant from the busy metropolis.

Cruziana: Besides GeoBakery, Casa do Forno is also a Guest House and Geotourism activities provider. Do you think the key of success is to bet in innovative products?



Casa do Forno Guest House

Casa do Forno: Of course! Tourists are always looking for something new for their holidays. We just have to be imaginative.

Cruziana: Tell us more about your innovative approach.

Casa do Forno: We think that our innovative approach comes from our passion for geology and the fact that we are probably one of the few tourism business run by geologists in Portugal.



Geology always present in Casa do Forno walls
Cruziana: you work together with Geopark Naturtejo. What are the strong Vs weak points of this collaboration?

Casa do Forno: The strongest point of this collaboration is to have the same aim: develop the tourism in this region based on its natural richness. As weak points... no occurrences till now...



Alternative tourism

Cruziana: You brought new life to Salvaterra do Extremo. How do you envisage this village in the future?

Casa do Forno: Between our activities and the Geopark, through the Vultures Trail for example, we hope more tourists will come here and so more investments will be made in this village, namely a quality restaurant, without losing the tranquility you can enjoy here.

Cruziana: Geopark Naturtejo is included in the European and Global Geoparks Network. How do you think the UNESCO brand can help local communities and companies?

Casa do Forno: UNESCO is a brand very well rated in the tourism market. This

factor can help a lot by giving credibility to the heritage of this region.

Cruziana: Salvaterra do Extremo geosites are mostly included in the Tejo Internacional Natural Park. Do you think this protection is enough? What about the remaining territory?

Casa do Forno: We think the problem is not if it's enough protection but if it is the right kind of protection. Unfortunately, we feel our Natural Parks are very prohibitive and they "ignore" the populations. As for the remaining territory we feel that at least the laws that already exist should be put to practice...

Cruziana: What are the main target markets of Casa do Forno for the present and for the future?

Casa do Forno: In the present we are betting in a family environment for our guests, to offer quality products and promote our geoproducts. In the future we plan to develop our tourist programs and make them better and better.



Casa do Forno logo

Cruziana: What can we expect of Casa do Forno as future projects?

Casa do Forno: Well, we are trying to develop new trails in Salvaterra do Extremo, some of them related to geology as we have an old roman gold mine for example that is underexplored. At the same time we are developing walking tours for travel agencies in Europe.

Cruziana: What advices would you leave for the Naturtejo Geopark and European Geoparks Network?

Casa do Forno: Well, we know it's not easy to maintain and develop a Geopark so I think a good advice is never give up...

3) Geopark's Impact in Media

Newspapers/Magazines

June (Ensino Magazine) - "A travel across Naturtejo Geopark"

June (Salpicos) - "Visit to the Naturtejo Geopark"

June (Raiano's first page) - "TransGeopark TT: 330 km through the best landscapes of the region"

2nd June (Gazeta do Interior) - "European Earth Festival started in Oleiros"

2nd June (Gazeta do Interior) - "More than 60000 visited the Biennale"

2nd June (Gazeta do Interior) - "Amato Lusitano School in the Naturtejo Geopark"

2nd June (Gazeta do Interior) - "European Earth Festival with activities until Sunday"

2nd June (Gazeta do Interior) - "Visit join more than 600 people in Orvalho"

4th June (Reconquista) - "Trekking with Medieval dinner"

4th June (Reconquista) - "Earth festival starts in Oleiros"

9th June (Povo da Beira) - "Medieval dinner in Orvalho"

9th June (Povo da Beira) - "Trip Trail Geopark Naturtejo"

16th June (Povo da Beira) - "European Earth Festival animates the Geopark territory"

16th June (Jornal de Nisa) - "TransGeoparkTT: 330km by the best landscapes from the region"

23rd June (Povo da Beira) - "TransGeopark TT goes through 330 km of the region"

23rd June (Povo da Beira) - “Rodense Heritage richness invites to visit the municipality”

24th June (Gazeta do Interior) - “Study analyses elements to preserve with the Alvito Dam”

25th June (Reconquista) - “Trekking praised by holy waters”

25th June (Reconquista) - “The most fantastic voyage of a quartz grain”

30th June (Povo da Beira) - “Holy Waters Trail marked the International Day of Earth”

30th June (Povo da Beira) - “Emphasizing Archeology and Geology thousands of people in the Fair of Economical Activities”

Radio

23rd June (TSF national radio) - Carlos Neto de Carvalho was interviewed about the Alvito Dam for a talk show live from Castelo Branco about dams with the presence of Armindo Jacinto.

4) Publications

Scientific Contribution for Geosciences

- NETO DE CARVALHO, C. & RODRIGUES, J. - A musealização do Parque Icnológico de Penha Garcia (Geopark Naturtejo da Meseta Meridional). *Encontro Internacional de Coleções e Museus de Geociências* (abstract in Portuguese).

- NETO DE CARVALHO, C. & RODRIGUES, J. - Building a Geopark: its importance to foster socio-economic development and to burst cultural pride. The case of Naturtejo European Geopark. *Katakekaumene - Burnt Fires, the Geopark Project, 3rd & 4th Seminar Days, 5-6 June 2009, Izmir: 18-19* (in English and Turkish).

- RODRIGUES, J., & NETO DE CARVALHO, C. - Geotourism in Geopark Naturtejo: exploiting a vein. *Katakekaumene - Burnt Fires, the Geopark Project, 3rd & 4th Seminar Days, 5-6 June 2009, Izmir: 20-22* (in English and Turkish).

- CATANA, M. M. (2009). Geopark Naturtejo: Um instrumento para a concretização de um desenvolvimento local sustentável. *Colóquio Internacional “Memória e História Local”*, Idanha-a-Nova: 1 p. (in Portuguese).

Educational resources

- NETO DE CARVALHO, C. - *Ródão: A mais fantástica viagem de um grão de areia*. Associação de Estudos do Alto Tejo, 21p. (in Portuguese with Braille version).

- CATANA, M.M. - *Rota dos Fósseis, Perguntas e Respostas*. Município de Idanha-a-Nova/Centro Cultural Raiano, 106 pp. (in Portuguese).



8th European Geoparks Conference
Naturtejo Geopark(Portugal)

“New challenges with Geotourism”
Idanha-a-Nova, 14-18th September 2009

Geoparks & Tourism
Geotourism & Local development
Geoparks & Science
Geoconservation best practices & wrong ways
Marketing strategies for a stronger EGN brand
Man & Nature: Cultural landscapes
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