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Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

Natural Sciences Sector Division of Ecological and Earth Sciences

Jeju Global Geopark
Jeju Special Self-Governing Province
Jeju World Natural Heritage
Management Department
690-700
Republic of Korea

7 November 2014

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Dear Geopark Team,

I have the pleasure to inform you that the Global Geoparks Bureau, at its meeting on 18 September 2014 in Saint John, Stonehammer Geopark, Canada, after having examined your revalidation documents and related revalidation reports, has decided to reconfirm **Jeju Global Geopark's** continuing membership of the Global Geoparks Network (so-called "**green card**") for a further four-year period.

We would like to encourage the **Jeju Global Geopark** management to accomplish the following actions within the next four years:

Recommendations

1- Governance and Cooperation

The Jeju Government should create a coordination committee integrating Geopark, Culture Department (Museum) and Tourism in order to develop an adapted partnership for the Geopark with Jeju museum and different sites.

2- Geopark Team

Today the Jeju Global Geopark Team is composed only of one geologist (Dr Yeon) and of administrative staff. The team should be enlarged to integrate persons responsible for pedagogical purpose, training, sustainable development, and tourism.

3- Geopark Visibility

The Jeju Global Geopark visibility is necessary and doesn't exist today. In order to improve the visibility a unique Geopark image should be developed. The Geopark should have high visibility at the main Geopark entrances (airport, etc.) and at all sites or partner entities of the Geopark.

4-Geoparks Centre

It is recommended to establish the Geopark centre in an existing institution (Stone Museum for example) where the Geopark should show its proper identity, which is not the case at the present location inside the World Heritage Centre.

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5-Geopark-MAB-World Heritage

Special attention should be given to avoid brand dilution and brand confusion between the 3 different site labels and to protect and strengthen the individual brand recognition. The Geopark should strengthen collaboration and enhance common activities, but make also clear the different institutional missions.

We further need to know how the Geopark, WH site and the Biosphere reserve will work together given the different remits and responsibilities, including periodic report. Explain further how you will prepare to reconcile the preservation of the core zone of the Biosphere reserve and the concept of sustainable development/sustainable tourism as promoted by Global Geoparks.

6- Geopark concept

The concept of Jeju Geopark has to be coherent with the Global Geopark concept as it was indicated in the previous recommendations (2010 – point 3). A Geopark is a territory and not a collection of sites and it is not a geological Park. Thus it is necessary that Jeju Global Geopark provides the adapted information to visitors and on the area, and communicates the aim and mission of a Geopark (which is not limited to geological interpretation but should include other aspects of the area). The Geopark should also integrate and promote sites connected with natural, cultural and/or intangible heritage and Museum partners.

The last Jeju Geopark realisation (Suweolbong) is a good model of the adapted Geopark concept that should be extended to all the Geopark territory.

As indicated in the 2010 recommendations point 6, the promotion and development of the Jeju Global Geopark should be done on the whole territory and not only on the 12 actual sites.

7- Population involvement

In the last four years Jeju Geopark has realized a good work on this subject. This action should be further fostered.

8- Education

Jeju Global Geopark has realized good educational work but mainly connected with geological interpretation. For the next 4 years, this work should be complemented by an adapted education (schools, guides, partner) presenting the Geopark concept and territory as a holistic concept including not only the geological heritage.

9- Partnership

Jeju Global Geopark should further develop partnerships (Geopark shop, Geo-food) etc., and extend it to all categories of potential stakeholders (restaurant, hotels, tourism office, etc.). This partnerships will also greatly help to foster the Geopark visibility.

10- GGN

Your Geopark should actively participate in and also promote your membership of the GGN.

The continued participation of the **Jeju Global Geopark** in the Global Geoparks Network (GGN) is an excellent opportunity share common values, interests, or backgrounds with old and new partners. Working together with international partners is a major reason of participating in this network. We are very glad to welcome your continued contribution to the activities of the GGN and invite you to participate in our meetings, common publications and websites, and all forms of exchange with the Global Geoparks on other continents. The **7th International Global Geoparks Conference** which will be held in two years from now, organized by the English Riviera Global Geopark, United Kingdom, in September

2016, will be a great opportunity for this exchange, and we would be happy to have you participate. Please also note in your calendar also the dates of the **European Geoparks Conference** which will take place in Rokua Global Geopark, Finland, 3 to 6 September 2015: <http://www.egnconference2015.com/> and the **Asia Pacific Geoparks Network Conference** organised by the San'in Kaigan Global Geopark, Japan 15-19 September 2015.

The GGN General Assembly at the 6th International Conference on Geoparks in Canada, held in September 2014, voted unanimously to transform the voluntary organisation of the Global Geoparks Network into to a legally constituted non-for-profit association. The GGN General Assembly has endorsed the draft Operational Guidelines for possible UNESCO Global Geoparks and has also agreed to establish an annual fee of 1000 EUROS for the GGN Institutional members, i.e. each Global Geopark will assist UNESCO in capacity building activities for Global Geoparks.

Looking forward to a continued fruitful cooperation.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'P. J. Mc Keever', with a long horizontal line extending to the right from the end of the signature.

Patrick J. Mc Keever
Secretary, International Geosciences Programme
Chief, Earth Science and Natural Hazard Risk Reduction Section

cc: Permanent Delegation of the Republic of Korea to UNESCO
National Commission of the Republic of Korea for UNESCO
Asia-Pacific Geoparks Network