



ASPIRING UNESCO GEOPARK

CAÇAPAVA

MANAGEMENT PLAN

CAÇAPAVA GEOPARK
ASPIRING UNESCO

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ABBREVIATIONS, INITIALS AND TERMINOLOGY

COMGEO - Coordenadoria Municipal do Geoparque Caçapava (Caçapava Geopark County Office).

COMUGEO - Comitê Municipal Gestor do Geoparque Caçapava (Caçapava County Management Committee)

Junior Company - Non profitable educational association, formed exclusively by higher education or technical students.

UFSM – Universidade Federal de Santa Maria (Santa Maria Federal University)

UNESCO – United Nations Educational, Scientific and Cultural Organization

Partners – Citizens and companies certified through the “Partner Initiative” or “Supporter” stamp by Caçapava Geopark.

UNIPAMPA - Universidade Federal do Pampa (Federal University of Pampa).

SEBRAE - Serviço Brasileiro de Apoio às Micro e Pequenas Empresas

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1 INTRODUCTION

According to UNESCO, Global Geoparks are single and unified geographical areas where sites and landscapes of international geological significance are managed with a holistic concept of protection, education and sustainable development.

In such areas, there is a commitment to strengthen cultural, natural and geological aspects, aiming to engage local communities by raising awareness of its geological and historical impact and, furthermore, to get long term public and political support for its development. This development can occur as tourism, products, gastronomy and craft markets and in a range of activities that preserve and enrich geological-morphological heritage, such as rocks, minerals, water, soils, relieves, landscapes and fossils, all linked to society and communities.

In this context, the Caçapava Aspiring UNESCO Geopark Project presents an initiative from Universidade Federal de Santa Maria, through its Outreach Office; Universidade Federal do Pampa, through Campus Caçapava do Sul and Caçapava do Sul's Mayor Office, through its Culture and Tourism Office.

Under a range of different aspects, Caçapava do Sul presents a unique status in Brazil to be certificated as an UNESCO Global Geopark. Successions of ancient marine and continental sedimentary rocks, over 500 million years old, exposed in really beautiful areas and of great ecological relevance, such as Pedras das Guaritas and Serra do Segredo. Also, there are sediments from streams, fossils of animals extinct from the megafauna,

particularly giant sloths. Rare and endemic vegetal species from the Pampa biome can also be found, besides both traditional and diverse human communities as quilombolas and native indigenous that compose this unique South American scenery in an unequalled way.

Therefore, the Caçapava Aspiring UNESCO Geopark initiative can be highlighted due to its highly cultural and natural economic development towards the opportunities that emerge from the actions predicted by the Caçapava Aspiring UNESCO Geopark and that will be described in this report.

In sum, the present Management Plan aims to strengthen the capability of improvement in the social economic development of the regions, by adopting specific strategies for the organizational management. To do so, this document is initially composed by a brief contextualization of its impact on the population in the Geopark area, with all its geological differences. Next, a Marketing Plan is presented, including administrative and human resources topics. Strategic Planning is also part of the project, ranging from the strategic indexes to the financial aspects of the initiative.



2 ORGANIZATIONAL MANAGEMENT

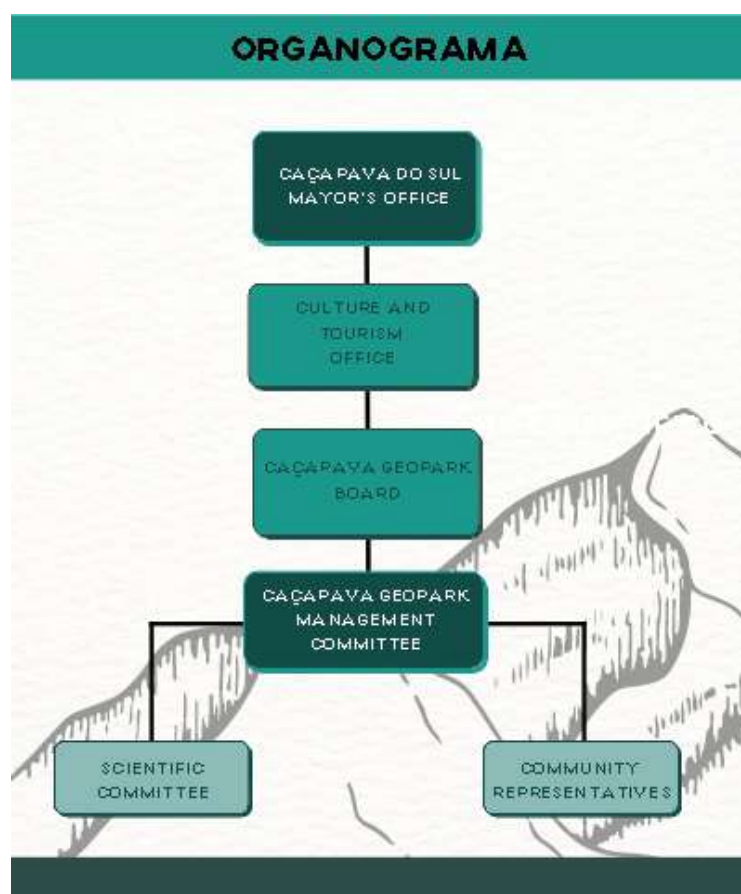
This topic aims to consolidate information towards the Caçapava Aspiring UNESCO Geopark governance, structure and functioning of all organizations involved – Caçapava Mayor's Office, Universidade Federal de Santa Maria and Universidade Federal do Pampa.

The Caçapava Aspiring UNESCO Geopark has public utility objectives, and will last for an indefinite period of time. In 2018, the project was formalized at UFSM with the Outreach Project number 051014, and in 2020 the Geoparks subdivision was created, linked to the Outreach Office. At

Unipampa, there is the Work Group for the Caçapava Geopark Institutional Project, since 2021.

Caçapava do Sul Mayor's Office has approved Law number 4.260, which appoints the County Board for the Caçapava Geopark (COMGEO), linked to the Culture and Tourism Office. It has also approved law number 4.265, establishing the Management Committee – COMUGEO.

Following, the management structure for the Geopark is presented:



2.1 MANAGEMENT COMMITTEE

Caçapava Management Committee is a permanent, joint, consultant, deliberative, and controlling agency for the Caçapava Geopark public policies. COMUGEO has the following duties:

I. to propose public policies, along with COMGEO, to the Caçapava Geopark;

II. to supervise, audit and evaluate the performance of the public policies to promote the Caçapava Geopark;

III. to assist the County Government, issuing reports and supervising the making and implementing of programs related to Caçapava Geopark;

IV. to receive suggestions, requests, complaints and collaboration offers presented by the community, register and follow all the process from beginning to end;

V. to identify the need for researches and studies about the Geopark;

VI. to promote conversations on subjects related to the Geopark;

VII. to state opinions on budget legislation proposals in actions related to the Geopark;

VIII. to elaborate its Regulations.

The committee is composed by 10 standing members and 10 alternates, as follows:

I. 5 (five) government representatives, preferably linked to Geotourism agencies and offices.

II. 5 (five) community representatives, preferably from organizations linked to Geotourism; 1 (one) member per organization.

The administrative ordinance number 23.994 from December 02, 2021, issued by Caçapava Government, defines the members of the Committee. They represent the following organizations: Tourism and Culture Office, Education Office, Planning and Environment Office, Universidade Federal de Santa Maria, Universidade Federal do Pampa, EMATER (Agency for Technical Assistance and Rural Extension), AGEOTUR (Society for the Development of Geotourism in

Caçapava), Tourism department from the County Tourism Board, Culture Association Juarez Teixeira, Club Harmonia and Industry and Commerce Association.

The same ordinance names the Scientific Advisor, a representative from Universidade Federal de Santa Maria.

2.2 Universidade Federal de Santa Maria Work

UFSM has a representative in the Management Committee, and the university also promotes actions through its Geoparks Subdivision, such as calls for projects to take place in the Geopark area. There were already calls in 2019, 2020, 2021 and 2022. The selection for Geopark Products can be highlighted, aiming to enable Geopark themed products, such as books and podcasts, among others. This call was published in 2020 and 2021, and in 2022 there will be its third edition. It also promotes qualification initiatives, making use of its numerous and prominent staff.

2.2 Universidade Federal do Pampa Work

UNIPAMPA has also had calls for outreach projects through its Outreach Office, in 2021 and 2022. Unipampa, campus Caçapava do Sul, promotes the Geopark and scientific researches that are relevant to the development of the Geopark.

Subsequently to the implementation of the Management Committee, both universities started to work in order to complement and not overlap COMUGEO's activities.

2.3 Caçapava do Sul Mayor's Office Work

Caçapava do Sul Mayor's Office Work

Caçapava Geopark Board is part of the county structure, which aims to perform the actions proposed by the Management Committee, keeping the same values as of the Geopark. It is also linked to the Mayor's Office.

Besides that, it also promotes the Geopark and its activities, such as photography contests, fairs and many other events. The Tourism Office usually highlights the Geopark in its initiatives.



3 STRATEGIC PLANNING

3.1 Strategic Principles

The Geopark's Mission, Vision and Values were developed in a way to represent the participants, explaining objectively the reasons of its implementation towards the regional and national communities. In this sense, the strategic principles are depicted in agreement with the project main proposal and coherent to all participants.

Strategic guidelines are the means that lead the project actions, pointing the direction to be followed to achieve consolidation, planning and the necessary stability to assure the quality of its future actions. So, these principles are explained as follows.

3.1.1 Mission

Defining Mission is essential in order to set a consolidated working basis, once this definition comprehends the reason of its existence. It was established starting from the understanding of the motivation through which the team performs its activities correlated to the Caçapava Geopark and considering both its fields of work and the impact caused into the communities. Regarding these considerations, the Mission in this project is representative and self explanatory:

“To promote local sustainable development, having education, innovation and Geotourism as propelling tools to preservation, appreciation and promotion for geodiversity and natural and cultural heritage in Caçapava do Sul.”

3.1.2 Vision

The definition of Vision aims to establish as scenery pointing to objectives and goals in short, medium and long term. Caçapava Geopark Vision aims to:

“Be recognized by society and UNESCO as a benchmark in sustainability and innovation, grounded by education and local endogenous development.”

3.1.3 Values

The Values stated in the project are based on the ethical and moral principles that lead the team in their professional and personal lives. In this sense, Caçapava Geopark Values are:

- Respect to UNESCO Global Geoparks guidelines
- Appreciation of geodiversity and geo heritage
- Respect to landscape dynamics
- Nature preservation
- Commitment to culture and education
- Reinforcement of local businesses and innovative solutions
- Cooperation among partners

3.2 SWOT Matrix

After several diagnostic assessments, it was possible to identify factors that could influence the Caçapava Aspiring UNESCO Geopark actions. It is relevant, thus, to acknowledge these factors, once they have a central role to the

accomplishment of the project towards its organizational scenery. SWOT Analysis is a management tool applied for strategic diagnoses, allowing the collection of information that form the Geopark identity, and ranges from both internal (strengths and weaknesses) and external (opportunities and threats) origins. All things considered, it is possible to strengthen management and establish which will be the priorities to organize the

activities. Therefore, Table 1 shows Strengths, Weaknesses, Opportunities and Threats of the Caçapava Aspiring Unesco Geopark.

I N T E R N A L O R I G I N	STRENGTHS	WEAKNESSES
	<ul style="list-style-type: none"> - Both universities students, faculty and staff interest in develop the project; - Consistent partners, such as: associations, business owners, craftsmen and tourism workers; - The Geopark geodiversity, the range of geosites and their scenic beauty; - Geotourism potential, especially for outdoors activities, like climbing and hiking; - Visual identity project, brand guidelines and printed material, such as booklets. - Scientific research on Caçapava Geopark and its area, in different fields of study, like biology, geology and industrial design; - Public calls from both universities to grant academic and outreach projects; - Record of actions developed in the past, workshops and training to the community; - Geo education initiatives in order to sensitize the school community. As the Geo Day, which receives a lot of engagement from society, by aligning concepts and inspirations with the products developed in the region. 	<ul style="list-style-type: none"> - An incipient notion of belonging in some key sectors of the local community; - Communication gap and the absence of a well structured professional team, as well as of institutional strategies; - Lack of institutionalization in the making of the Geopark material (frequently, the project management does not receive all material produced). - There is not a communication booklet to support the proposal of projects, actions and activities in order to have a standardized publishing. - There is not a specific team to deal with accessibility issues of the institutional website; - Few partners in the restaurant area; - Lack of a tourism culture focused on receptive activities; - Diminished supportive structure. - Absence of a common standard in the already existing tourism products.

	- Unique geo heritage sites in Caçapava do Sul with distinct geological, archeological and paleontological characteristics that compose the geodiversity and biodiversity of the region.	
E X T E R N A L E N V I R O N M E N T	OPPORTUNITIES	THREATS
	<ul style="list-style-type: none"> - Networking embracing government representatives, community, university professors and technical staff and business owners; - Support to scientific researches focused on the Geopark area from other Brazilian universities; - Community interest in contribute to social and economic regional development; - A well known record of actions that can cause more engagement; - Income development and generation coming from local initiatives; - Appreciation of local culture and history; - Due to Covid-19 pandemic and social distancing, there is now an increase in the search for outdoors activities and nature experiences. 	<ul style="list-style-type: none"> - The concept of the Geopark installment is not completely widespread among visitors and even the community, who do not know about it potentialities and characteristics; - Deforestation of endangered species; - Deficient structures to access the geo sites; - National economic recession; - Lack of public policies towards tourism and professional training; - Low investment in in the tourism field; - Lack of a tourism based entrepreneurship culture in the region.

Table 01: SWOT Matrix

3.3 Target Audience

As in any field of business, it is mandatory to establish the target-audience, to design its profile and, from there, to plan communication strategies. The awareness about the target-audience will determine the course of action to be taken. Considering the ongoing scenery, the project aims at a population that can be identified in two complementary moments: first, the local community, in order to provoke the feeling of belonging, the local link with the Geopark and the knowledge about it.

Following that, comes the focus on the visitors, bringing attention to all attractions and history, making a movement in the local economy and market, which can cause a raise in job offers and income to the community.

3.3.1 Local Community:

Since the project started, a team has been committed to advertise the community engagement. This happens so all the potentialities of the region can be well understood, reinforcing Caçapava's aptitude to receive a UNESCO Global Geopark stamp.

The community's awareness process takes time and must be continuous. So, Caçapava Geopark is present in many different ways: social media, events in the region and also university outreach initiatives.

The main public for these initiatives are the school community and tourism professionals and business workers. The project has always focused on elementary school students and teachers, once they are highly capable of sharing knowledge and developing activities related to the Geopark. Geo Day, in this context, as it celebrates geodiversity, promotes and amplifies knowledge about geomonuments and geopreservation. The date is an annual event since 2015, a partnership with Caçapava's Education Office. Another relevant initiative aimed at this target audience is the Educational Program for the Caçapava Aspiring UNESCO Geopark. The program central activity is to visit elementary schools to talk about relevant subjects, such as: the definition of a Geopark, the reasons Caçapava can become one, environment preservation, and to promote appreciation for the region. It is necessary that all personnel participating in the project understand the benefits and consequences of the Geopark implementation.

Due to the need for professionals and businesses to truly embrace the Geopark initiative, the benefits and consequences to all involved must be clear. So, besides promoting activities, there are also training and workshops planned to happen. In 2021, for instance, there was a call for official partners certification through stamps. A number of businesses and workers have applied, and as for this day, Geopark counts with several partners, a true asset when taking

decisions and defining strategies. In 2022, there was a new edition, and the plan is to establish a continuous flow so people can apply regularly. Another advantage in having such partnerships is the formation of a promoting network, once there is a commitment by all involved in promoting Geopark's actions. It is a double way strategy: the Geopark helps promote businesses; and businesses promote the Geopark. Partners represent hospitality, gastronomy, handicraft and tourism workers.

The establishment of the partners stamp has led to the idea of a supporters stamp, aiming to engage other sectors other than the tourism trade. So, the supporters stamp brought other sectors of the community, such as cultural, communication and local associations in general.

Caçapava Geopark also aims its actions to traditional communities, women entrepreneurs, businesses associations, rural communities, among others. When analyzing the Geopark activities along its existence, actions aimed at these audiences can be spotted, which are expected to have a continuous impact over the years.

3.3.2 Visitors

When analyzing the territory and its potential for tourism development, a greater appeal to attract visitors interested in certain segments of tourism can be seen.

For many years, Adventure Tourism was practically the only segment that drew a considerable amount of visitors. The terrain relief of Caçapava do Sul, allied to its beautiful landscapes, continues to attract many interested visitors. The main activities are as follows: climbing, hiking, mountain biking and hang gliding. According to the report "Rio Grande do Sul Tourist Behavior Map", carried by the state of Rio Grande do Sul's government and the Brazilian Support Service for Micro and Small Enterprises (Sebrae), this visitor profile does not expect the place to have a more sophisticated infrastructure; they seek adrenaline and nature instead.

Caçapava do Sul is considered the birthplace of Oliviculture in Rio Grande do

Sul, for being a pioneer in the planting of the first olive groves and Olive tourism has been increasingly prominent in the territory. The city has several brands of olive oil, with differentiated quality and even some worldwide awards. These facts, along with the launch of the Rota das Olivas (Olives Route), in September 2022, make the territory offer tourist products and services related to the theme. Establishing the route is a great advance for the sector, as it makes official the settlement of places producing olive oil in Rio Grande do Sul as destinations that can be offered by tour operators.

During the Farroupilha Revolution, which took place between 1835 and 1845, Caçapava do Sul had its status elevated to capital of the government, and up to this day is known as the 2nd Farroupilha Capital. This fact marked its history and architectural heritage. Visitors can see relevant buildings from the time, such as Casa dos Ministérios (House of Misteries), the government's head office; the building where today is Casa de Cultura Arnaldo Luiz Cassol (House of Culture Arnaldo Luiz) and Museu Lanceiros Negros (Black Spearman Museum) that housed meetings during the revolution, and Dom Pedro II Fort, the only preserved military fort in southern Brazil. The city has important projects for the restoration of historic buildings that will further leverage Cultural/Historical Tourism.

The main geosites of the Caçapava Geopark are located in places of expressive scenic beauty, which provide an excellent connection among the contemplation of landscapes, the interpretation of information and the awareness of the importance of conserving natural elements. These aspects make the territory attract many visitors interested in Geotourism.

Caçapava Aspirant Unesco Geopark plans several actions focused on this target audience, detailed below, through Table 2.

Using strategic guidelines, like the Swot Matrix and the target audience, the Caçapava Geopark defined its main communication strategies, whose main goal is to strengthen the institutional identity of the Caçapava Aspiring UNESCO Geopark for national and international recognition.

3.4 Communication Strategies

Strategy	Action	Communication channels and tools
	“I am Geopark (Eu sou Geoparque)” campaign;	<ul style="list-style-type: none"> -Social Networks: Youtube, Facebook and Instagram. -Caçapava Geopark website. -Creating a page with materials produced by the community. -Posters and brochures in local shops. -Producing and broadcasting institutional videos. -Spots on local radios. -Interviews on local radio stations. -Continuous certification of new partners.
	To increase the actions of the Educational Program;	<ul style="list-style-type: none"> -Visiting schools to bring knowledge about Geopark and territory. -Doing a “Creative Geopark” action.
	To spread and support actions and projects developed in schools.	<ul style="list-style-type: none"> -Posting on Geopark' social networks . -Meetings with school directors. -Preparation of visual materials for distribution.
	To participate and encourage events related to the values and goals of the Geopark.	<ul style="list-style-type: none"> -Social Networks. -Meetings with entities and associations of the local community. -Materials and gifts for distribution.
	Branding	<ul style="list-style-type: none"> -Reinforce the use of the brand and stamps by partners. -Doing a product line with the Caçapava Geopark brand. -Encouraging the production and commercialization of product lines with themes of the Caçapava Geopark, by the partners. -Periodic training for the use of the Caçapava Geopark Brand. -Improving and continuous updating of the Caçapava Geopark website.

	To produce teaching and dissemination materials about the Geopark or related subjects such as booklets, books, videos, games, etc.	-Extension projects promoted by Universities. -Specific calls for the development of products by the community.
To increase the visibility of the Caçapava Geopark to the target audience “visitors”, attracting them to visit the territory.	To implement a Tourist Service Center in the central area and in the Guaritas Region of Guaritas.	-Thematic signaling in space. -Printed and audiovisual content as promotional material.
	“Get to know Caçapava Geopark” campaign.	-Billboards -Folders and posters at sale points of regional roads and gas stations. For example, in Vila Progresso -Disclosure material in the Tourist Service Center (CAT). -Insertion in regional and state media, such as radios, newspapers and news portals. -Mailing with the goal of publicizing the actions of the Geopark and territory. -Continuous and close contact with local and regional press agencies.
	To implement thematic tourist signaling.	-Interpretive panels at strategic points. - Signposts for attractions on roads and highways. -Geopark related entrance gate in the city. -Lookout points at Guaritas, Capão das Galinhas and Serra do Segredo geosites.
	To encourage official partners to publish Caçapava Geopark, its actions and attractions.	-Use of stamps on Geoproducts on labels and packaging. -Using Geopark stamps in promotional materials prepared by partners. -Introducing the Geopark brand in commercial points and head offices of the partners through banners, stickers, stamps, etc.

	To participate with a stand in local and regional events.	<ul style="list-style-type: none"> -Printed and audiovisual content as promotional material. -Distribution of gifts. -Geoproducts exhibition. -Advertising partners through folders.
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Table 02: Communication Strategies.

3.5 Action Plan

Table 03 presents the strategic objectives that will serve to guide the future steps to be followed by the Geopark team. Based on the achievement of the objectives, distributed among the ramifications and areas of activity, tangible and complementary actions were planned, in the short, medium and long term. Short term is considered up to 1 year of execution of the action, medium from 1 to 5 years and long term, over 5 years.

Field	Goal	Action	Deadline
	Preservation and conservation of geosites, viewpoints and landscapes in Capaçava do Sul, minimizing the impacts of anthropic actions.	To assist in the transformation of the Municipal Park of Pedra do Segredo into a formal Conservation Unit	Medium term
		To build, together with the community and public authorities, mechanisms to protect the Guaritas area, the landscape road that crosses the geosite and highlighted elevations, such as Cerro da Angélica, Cerro do Perau and also for the caves Toca das Carretas and Gruta da Varzinha;	Medium term
	Amplify the scientific research about the heritage value of selected geosites in the Geopark.	To maintain active the research lines, within the scope of undergraduation courses in Geology at Unipampa, of identification and evaluation of geosites.	Short term

	Preserve and monitor the conservation status of the biodiversity in the main geosites of Caçapava do Sul	To stimulate and contribute to periodic surveys (every 5 years, starting in 2023) of native species, such as cactus and bromeliads from Serra do Segredo and Guaritas;	Short term
		To contribute to periodic surveys and conservation of native fauna such as red-spectacled parrot, initiated in 2019;	Short term
Preserve water resources and water life in the territory.		To contribute on the County's issues related to the conservation and historical recovery of water resources in the urban area (Parque da Fonte do Mato, Fonte do Conselheiro);	Medium term
		To contribute with the County administration on questions related to the conservation of water resources in Cascata do Salso and in the extension to the east side of Arroio do Salso;	Medium term
		To carry out awareness-raising actions highlighting the conservation of Camaquã river basin;	Medium term
Preserve and support the restoration and raise awareness on the importance of historical-cultural heritage in the city of Caçapava do Sul		To contribute, along with the County and the Brazilian Army, on the planning of an outdoor museum at Forte Dom Pedro II.	Short term
		To renew the entrance of Clube Recreativo 1º de Maio, within the interpretative center's project of the geopark;	Medium term

	Know, register and promote studies regarding Caçapava do Sul, conducted throughout the most diverse areas	To maintain a database, in the Caçapava Geopark's area, about technical-scientific studies regarding the territory's natural and cultural heritage;	Medium term
	Cooperate and encourage the preservation of public and private archives, with professional nature	To advise the Mayor's Office on the maintenance of the County Public Archive and on the regulation and functioning/operation of Museums and cultural spaces;	Medium term
	Raise awareness on the importance of a connection between geodiversity, natural heritage and cultural heritage;	In the future interpretive center of the Geopark, to set up permanent and itinerant exhibitions with aspects (visual and sound) of the flora, fauna, culture, ethnic composition and traditional activities of the city;	Medium term
		To seek out a greater proximity within Piquete Guarda Velha, for activities involving geotourism and astrotourism, incorporated into the site's historic character;	Medium term

		To stimulate and compile researches and surveys of historic rural properties located close to geosites, such as Casa Amarela (Guaritas, Rio Camaquã, Passo dos Enforcados) and Fazenda do Seival (near places where fossils of giant sloths were discovered)	Medium
		To assist in the search for resources and in the enabling of restoration or revitalization of Cine Rodeio, an important tourist point and historic place within Vila Minas do Camaquã.	Medium term
		To hold a contest that encourages the community to carry out actions in public and private places that promote the beautification/embellishment of the city, the appreciation, cherishing and caring for the municipality, awakening a sense of pride and unity in the community. To provide awards for the best initiatives;	Medium term
Tourism/ Geotourism	Assist the City Hall in planning and raising funds for improvements in the territory's tourist infrastructure	To assist in the implementation/structuring of Vila do Artesanato, in a central position in the city;	Short term

		To assist in the search for resources and execution of structural improvements in critical points of the access roads to the Parque Municipal da Pedra do Segredo and to the PNM Cascata do Salso;	Short term
		To assist in the planning, design, search for resources and execution of viewpoints in the areas of Guaritas (already in progress) and Serra do Segredo, as well as in selected points of the BR-290 highway;	Short term
		To implement an Interpretative Center in the central area of Caçapava do Sul, namely on the land that contains the ruins of Clube Recreativo 1 de Maio, to serve as tourist equipment, meeting point, departure point for excursions, and exhibition of the main aspects of the Geopark	Short term
		To initiate discussions to restructure traffic on 7 de Setembro Street, in the stretch between Forte Dom Pedro II and Benjamim Constant Avenue, prioritizing pedestrian flow and establishing parking bans in front of historic buildings;	Long term

		To assist in the planning of an infrastructure for the Parque Natural Municipal da Cascata do Salso, with stairs, piers and safe viewpoints, including bathing issues;	Short term
		To assist in planning an extension of Cascata do Salso's City's Natural Park structure to other areas bordering the Salso stream, with piers, stairs, ramps and viewpoints;	Medium term
		To assist the County in the implementation of cycling tourism routes as well as the appropriate infrastructure for that;	Medium term
	Contribute with partner ventures and initiatives of the geopark in the qualification and structuring of its tourist offer;	To assist in mapping and signaling interpretive trails, on public and private land, in the main geomonuments (especially in the Guaritas, Serra do Segredo and Serra de Santa Bárbara areas);	Medium term

		To develop furniture models with the Geopark visual identity to be used by partners in their establishments for items such as brochures, product exhibition and sale of products;	Short term
		To develop flyers, folders and virtual programs to promote Geopark;	Short term
		To develop a training program aimed to qualify Geopark partners;	Short term
	Stimulation of tourism through the recognition of the Caçapava Aspiring UNESCO Geopark tourist destination in different governmental spheres;	To raise awareness and periodic communication with the regional governance entity APATUR and the Rio Grande do Sul Tourism Department, in order to seek resources for infrastructure and dissemination as a tourist destination.	Medium term
		To promote the Geopark Caçapava website as a source of research and planning for a tourist itinerary in the territory;	Short term
		To carry out a continuous mapping of rural properties with the potential for inclusion in geotouristic itineraries, provided by their management and interpretation;	Medium term

	Training local environmental drivers capable of meeting the demands of visitors to the Geopark	To create, in partnership with educational institutions operating in the territory, a training program for local environmental drivers, contemplating knowledge about the natural and cultural heritage of the territory and the geosites and heritage sites where this heritage is represented	Medium term
	Ensure production of interpretive instruments for all geosites selected by the Geopark with visitation potential	To produce an interpretation guide to the territory's geosites	Medium term
		To elaborate the project of Interpretative Panels of the territory	Medium term
		To fundraise and execute the Interpretative Panels project, accumulating the necessary efforts to have 100% of the geosites with the structures installed	Medium term
	Constantly integrate the countryside/rural communities to the Geopark's actions, highlighting the tourist potential	To carry out a continuous mapping of rural properties with the potential for inclusion in geotourism itineraries, provided by their management and interpretation	Medium term
	Guarantee access and visitation conditions to geosites for geotourism and educational use of the Geopark;	To carry out periodic surveys in all geosites of geotourism and educational value, in order to identify intervention needs in terms of infrastructure, to ensure access and visitation	Medium term

Education	Increase the quality and reach of already consolidated on-formal geopatrimonial education events held in Caçapava do Sul;	To support and participate in events focused on neopatrimonial education promoted by schools in the territory,	Short term
		To encourage the realization of events, such as competitions and/or contests, for students from schools in the territory and for teachers, with themes that involve the Geopark and knowledge of the city, on an ongoing basis;	Medium term
		To support initiatives that promote the partnership among the Geopark and state schools that have adopted a New High School model;	Short term
		To establish Geo Day as a permanent annual action of the Geopark, integrated with the Educational Program	Medium term
	Continue the existing partnerships in the educational field in the city;	To continue the partnership between Geopark Caçapava and the County Office for the Promotion of Racial Equality (COMPIR) and with the Education, Blackness and Heritage Seminar;	Medium term
		To increase the number of schools certified as Geopark partners;	Short term
		To establish a specific qualification in heritage education along with the County Department of Education and state schools , in the form of a seminar or one day event.	Medium term

	Qualify elementary teachers in the city.	To maintain reserves for teachers of the territory, in the Professional Master's Degree in Cultural Heritage at UFSM and encourage them into constant qualification;	Short term
	Execute the educational program of Caçapava Geopark;	To elaborate booklets for children about the giant sloth;	Medium term
		To survey and literary record stories and tales from Caçapava do Sul: indigenous people, quilombola communities, historical facts and curiosities, etc.	
		To elaborate and offer programs of educational activities (field trips, lectures, exhibitions, various activities), suitable and adapted to each stage of basic education (kindergarten, elementary school, early grades and final grades, high school);	Short term
		To develop non-formal educational materials: films, documentary, videos, interactive elements, shows, games, such as board games, puzzles, RPG games, educational applications for mobile phones, etc. that may deserve the mark of the geopark project;	Medium term

		To support adventure outdoor sports into nature through joint actions with physical education teachers from public or private schools in Caçapava;	Medium term
		To offer an annual award, decoration or honorable mention for the most innovative educational project or program proposed by the community of Caçapava do Sul;	Medium term
		To carry out, in partnership with schools, actions that promote the recognition of professionals and other people in the community who are holders of academic and technical-scientific knowledge and practices linked to the region/territory/culture;	
	Guided visitations by schools in the territory to geosites with greater educational value, aiming to highlight interest in science, expand students' knowledge and prepare them to welcome visitors;	To build partnerships with schools, private initiative and Geopark partners to foster joint actions;	Short term
Sustainable Regional Economy	Maintain and expand Caçapava Geopark local networks	To survey for business opportunities in the area of tourism, in Caçapava do Sul;	Medium term

		To consolidate a cooperation network between the partners of Geopark Caçapava;	Medium term
		To strengthen existing Geopark partners and expand the number of partner initiatives and supporters.	Short term
		To maintain, qualify and expand the range of products certified as “geoproducts” in the territory;	Short term
		To increase the participation of rural enterprises in the network of partner initiatives of Geopark Caçapava;	Short term
		To promote “Ideas Workshop” training to encourage the development of geoproducts in different materials and production techniques;	Short term
		To build a partnership with UFSM and UNIPAMPA postgraduate programs related to business, accounting and economics, aiming to reserve specific vacancies for professionals working in Caçapava do Sul, and the construction of joint projects;	Medium term

	Qualify the entrepreneurial community of the territory	To qualify businesses in terms of tourism, gastronomy, handicrafts, industry and agro-industry through training courses;	Medium term
		To promote annual training and consultancy courses through UFSM and UNIPAMPA extension projects;	Medium term
		To assist in the implementation of the “Agriculture Village”, in a central position in the city, next to the “Craft Village”;	Medium term
	Contribute to the offer and promotion of local agricultural products.	To promote geoproducts and local agricultural products in the Caçapava Geopark interpretative center from its implementation;	Medium term
		To hire specific communication professionals for the articulation and production of Geopark content;	Medium term
Relationship with the community	To consolidate the communication between the Geopark and the community;	To update social networks ensuring the dissemination of actions and the community engagement;	Short term

		To articulate and increase the bonding with local and regional media for the dissemination of actions and products;	Short term
		To start the "Geopark Minute" program on radio stations;	Medium term
		To train local professionals on tools and media of communication, whether they are graphic, textual or audiovisual; by offering online and in-person courses and tutorials;	Medium term
		To increase the dissemination of geoproducts, partner initiatives and supporters on social networks, and/or street markets;	Short term
		To do meetings and visits to create an approximation with rural landowners, especially those located in geosites;	Short term
	To bring the rural communities closer to the Geopark management;	To promote training to these audiences;	Medium term

		To encourage and raise awareness of rural tourism;	Medium term
Agriculture and forestry	To increase the production of organic food in the territory;	To increase bonds with the Technical Assistance and Rural Extension Company (Emater - Empresa de Assistência Técnica e Extensão Rural) to do the monitoring and assistance of these producers before and during each harvest;	Medium term
		To do training workshops on agroforestry;	Medium term
	To reduce the monoculture farming production;	To establish partnerships with Municipal Health Departments for raising awareness about the application and consumption of different types of pesticides used both in small and large crops;	Medium term
	To reduce the use of pesticides;	To map isolation and reforestation when necessary, and preserve river springs and water points;	Medium term
	Water conservation for consumption and agriculture;	To establish partnerships with Agriculture, Planning and Environment Departments to increase inspections in the preparation, the planting and during the harvest regarding the use of pesticides and deforestation in those regions;	Medium term

		To increase the inspection of infractions such as water diversions and use of pesticides upstream bathing areas;	Long term
		To establish a program encouraging the conservation of biomes and the respect for the Brazilian Forest Code, through tax programs, in partnership with city halls.	Medium term
	To preserve existing forests and regularize permanent preservation areas;	To encourage the connection of forest fragments aiming the formation of ecological corridors for the gene flow of biodiversity;	Medium term
		To continue extension projects that study and deal with non-conventional food plants and native fruit in the territory;	Short term
	To encourage the planting of fruits, legumes, roots and other native edible species;	To articulate with city halls to encourage the creation of Urban Gardens with native edible species;	Medium term
		To articulate with Brazilian Micro and Small Business Support Service (SEBRAE - Serviço Brasileiro de Apoio às Micro e Pequenas Empresas) to provide courses to male and female farmers who wish to expand their crops to plant edible native species;	Medium term

	To preserve the agricultural and the forestry soil.	To offer annual courses in partnership with SEBRAE on good practices in forestry and agriculture.	Medium term
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Table 03: Action plan



4 BUDGET AND FINANCES

The annual budget of the Caçapava Aspiring UNESCO Geopark has been composed of three fractions:

1) The allocation of municipal public resources to the permanent budget of COMGEO. Annual allocation of at least R\$ 35,000.00 (thirty-five thousand reais) for equipment and activities (staff compensation not included);

2) The (variable) allocation of federal public resources by UFSM, for the payment of scholarships, transportation of professors and students to activities in the Geopark territory and printing of educational and publicity material - Average annual allocation of R\$ 50,000 (fifty thousand reais);

3) The (variable) allocation of federal public resources by Unipampa, for the payment of scholarships, transportation of teachers and students to activities in the Geopark territory, printing of publicity material. Average annual allocation of R\$ 30,000 (thirty thousand reais).

Additional funding for the geopark strategy is possible through "parliamentary amendments", a system of distributing financial resources by the City Council, deputies (at the federal or state level), and senators. In this case, the Caçapava Aspirant UNESCO Geopark has a partnership with the Mayor's Office to elaborate on the necessary projects for the capture of financial resources, destined to the specific demands of infrastructure or qualification. State and federal public notices for project financing are also being monitored by the Geopark's administrative team.

In addition, resources can be obtained

through the submission of public-private partnership projects, as well as through funding notices from foundations, institutes and third sector organizations focused on sustainable local development, income generation, tourism, among others. In this sense, in 2021 they were developed by Junior Company F5 Jr. International Consultancy, from UFSM, two manuals on fundraising that can be used both by the Geopark governance and by partners and municipal administration: the "Paradiplomacy Manual for the Caçapava and Quarta Colônia Aspiring Geoparks" and "Funding Manual International for the Aspirant Caçapava Geopark".

Through Table 04 it is possible to verify the annual amounts that have been invested by the institutions involved, which is the current form of financing:

Institution	2019	2020	2021	2022
City Hall			R\$ 12,850,00	R\$ 81.939,00
Unipampa		R\$ 36.000,00	R\$ 12.000,00	R\$ 24.000,00
Ufsm	R\$ 25.000,00	R\$ 40.000,00	R\$ 35.000,00	R\$ 60.000,00

Table 04: Annual resources

Institution	2019	2020	2021	2022
Mayor's Office			<ul style="list-style-type: none"> -Tourist Signs for Geosites. -Hiring of professionals to prepare a tourist map. -Holding a fair. 	<ul style="list-style-type: none"> -Amounts are in progress, being spent on: -Implantation of Caçapava Geopark's Coordination -Material of geographic publicity -CAT Implementation Work at Guaritas Geosite
Unipampa		<ul style="list-style-type: none"> -Scholarships -Transportation of teachers and students for activities in the territory -Publicity material 	<ul style="list-style-type: none"> -Scholarships -Transportation of teachers and students for activities in the territory -Publicity material 	<ul style="list-style-type: none"> -Amounts are in progress, being spent on: -Scholarships -Transportation of teachers and students for activities in the territory -Publicity material

Ufsm	<ul style="list-style-type: none"> -Scholarships -Transportation of professor and students for activities in the area -Publicity material 	<ul style="list-style-type: none"> -Scholarships -Transportation of teachers and students for activities in the territory -Publicity material -Educational material such as books and booklets 	<ul style="list-style-type: none"> -Scholarships -Transportation of teachers and students for activities in the territory -Publicity material -Educational material such as books and booklets 	<ul style="list-style-type: none"> -Amounts are in progress, being spent on: -Scholarships -Transportation of teachers and students for activities in the territory -Publicity material -Educational material such as books and booklets
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Table 05: Expenditure

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