

European Geoparks Week 2013

Report

Name of Geopark: **Adamello Brenta Geopark**

Dates of EGN week: 21st July – 27th July

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Special motto of geoparks week: “Discovering the Adamello Brenta geology in all his faces”

1. Please give the following information:

- number of activities/events during geoparks week 27
- number of press releases announcing geoparks week events 1
- number of printed copies for program flyer/brochure/posters 20000
- number of printed articles on EGN week activities 1
- total number of visitors/participants 451

2. Highlight most successful activities of your Geoparks Week 2013:

The Adamello Brenta Geopark (ABG) planned the EGN week from the 21st to the 27th of July, which is normally the period of maximum touristic flow in the region. This allowed the Geopark to contact as many people as possible in order to increase the awareness of the geoconservation.

During the week many activities have been organized: from the guided excursions called “Panorama over the Dolomites UNESCO” where people can discover the origin and the development of the Dolomitic landscape, to “At the discovery of the ancient Glacier”, focused on the observation of the ice related forms in the high Genova Valley, in order to understand the glacier’s evolution in the last 10’000 years. One of the most successful was the new activity “Vallesinella: its karstic springs and gorge”, a guided excursion of a whole day, knowing the secrets of Vallesinella spring and waterfalls, important karstic geosites.