

Appendix 01

Applicant's self-evaluation and progress evaluation forms for European Geoparks Network Global Geoparks Network



The information contained in this form will serve EGN evaluators in providing an overview on the application. It is divided into two main sections:

Part A) Description of the area

- Administrative part (applicant's identity, signature, overview)
- Identification of the territory
 - I. Geology and Landscape
 - II. Management Structure
 - III. Information and Environmental Education
 - IV. Geotourism
 - V. Sustainable Regional Economy

Part B) Geoparks Progress Evaluation

1. Relationship with the European/Global Geoparks Network
2. Management Structure and Financial Status
3. Geoconservation Strategy
4. Strategic Partnerships
5. Marketing and Promotion
6. Sustainable Economic Development

European Geopark Network

Applicant's Evaluation

Applicants Identity

1. Name of Applicant.

BASQUE COAST GEOPARK PROJECT

2. Address of Applicant

Ifar Kalea, 4 20810 Deba; Gipuzkoa	
Region:	Basque Country (Comunidad Autónoma del País Vasco)
Country:	Spain
Telephone:	+34943820110
Fax:	
Email:	cristina@debegesa.com , info@fysch.com

3. Size of Territory (Km²)

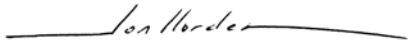
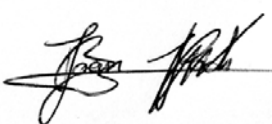
89 Km ²

4. Contact Person

Director	Cristina Iturriagagoitia
Geoscientist	Joan Poch
Specialist on Regional Development	Jon Paul Llordés

5. Statement of acceptance of European Geopark Network Charter

Requirements: *We have read the charter and accept all of its provisions.*

Name	Position	Date
Jon Paul Llordés	Application coordinator in behalf of the Geogarapen Association-Basque Coast Geopark Project	26-11-2009
Signature 		
Name	Position	Date
Joan Poch	Application vice-coordinator in behalf of the Geogarapen Association-Basque Coast Geopark Project	26-11-2009
Signature 		

Document A: Evaluation Document	Self – Assessment	Evaluator's Estimate
Total out of a possible 100 %	83.8% (5905)	
		Name:

Application Overview

	Category	Weighting (%)	Self-assessment	Evaluators Estimate
I	Geology and Landscape			
1.1	Territory	5	910 4.5%	
1.2	Geoconservation	20	700 14%	
1.3	Natural and Cultural Heritage	10	1000 10%	
II.	Management Structures	25	920 23%	
III	Interpretation and Environmental Education	15	845 12.7%	
IV	Geotourism	15	860 12.9%	
V	Sustainable Regional Economic Development	10	670 6.7%	
Total		100	83.8%	

Notes For Applicants

- **Documentary evidence should be provided for all positive statements made in this application document.**
- **No new applicant is expected to score 100 %. However, a score of 50 % within each category is required**
- **Applications should be submitted to the following address two months in advance of an EGN Co-ordination meeting.**

Cellule de Coordination des Europeans Geoparks

**Réserve Géologique de Haute Provence
BP 156**

04005 DIGNE LES BAINS Cedex FRANCE

Tel: 00 33 4 92 36 70 72

Fax:00 33 4 92 36 70 71

contact@europeangeoparks.org

I. Geology and Landscape		Marks available	Self Assessment
1.1 TERRITORY			
1.1.1. Geosite list			
List of "Geosites" located within territory (GIVE A LIST) Valle de Ugarteberri; Facies de olistolitos en Mastran; Complejo kárstico del Valle de Lastur; Complejo recifal de Andutz; Formación Sasiola; Pliegues sinsedimentarios. Etzandi; Filón de blenda y galena. Irure; Viaducto de Istina; Complejo kárstico del valle de Astigarribia; Mineralización de Blenda en Sagarmina; Complejo kárstico del valle de Olatz; Desembocadura del Urola; Estuario del Deba; Erosión en Mendata-Sakoneta; Dolinas de Olatz (3 geosites); Megaturbidita de Deba (2 geosites); Pliegues en las calizas danienses. Zumaia; Franja costera-Acantilados (2 geosites); Milonita y falla de Mutriku; Estilos de plegamiento; Rasa de Punta Pizarri-Punta Arrilaban (2 geosites); Conglomerados de Saturrarán; Brechas cuarcíticas entre el flysch; Flysch Negro de Saturrarán; Playa de Saturrarán; Deba-Zumaia Coastal Geozone (99 geosites).			
20 "Geosites" or more		100	
40 "Geosites" or more		200	200
Maximum Total		200	200
1.1.2. Geodiversity			
How many geological periods are represented in your area? (5 points each, maximum 50 points). (GIVE A LIST) Upper Triassic; Albian; Aptian; Campanian; Maastrichtian; Danian, Thanetian; Ilerdian; Quaternary.		50	50
How many clearly defined rock types are represented in your area? (10 points each, maximum 50 points). (GIVE A LIST) Shale, limestone, marl, sandstone, conglomerate, coal, ofites (subvolcanic rocks), evaporates (gypsum), milonitic rocks, etc.		50	50
How many distinct geological or geomorphological features are present within your area? (GIVE A LIST) Fluvial, tidal, beach, karst, turbidites, hidrogeology, termalism, bioconstruction (reef), Alpine orogeny (diapir, faults, etc.); human evolution, etc. (10 points each, maximum 100 points).		100	100
Maximum Total		200	200
1.1.3. Public Interpretation of the Geopark's sites of interest			
Number of sites with public Interpretation (trails, interpretation panels or leaflets) (GIVE A LIST) Geosites included in the Deba-Zumaia Geozone. Public interpretation in: Interpretation Center of Algorri; Museum "Nautilus" of Mutriku.			
5-10		40	
10-20		80	
20 or more		140	140
Sites of Scientific Importance		> 25 %	40
Sites used for Education		> 25 %	40
Sites used for Geotourism		> 25 %	40
Non-Geological Sites		40	40
Maximum Total		300	300

1.1.5 Relationship to existing Geoparks (select one from the following options)			
There is no comparison with any other existing Geopark		300	
There is another Geopark with comparable geology or infrastructure on the same continent.		260	
There is another Geopark with comparable geology or infrastructure in the same country		210	210
There is another Geopark with comparable geology or infrastructure in the same Region		150	
There is another Geopark existing in the same geological unit, if yes:	Is its distance > 200 km	100	
	Is its distance < 200 km	60	
Maximum Total		300	210

Territory Subtotal	Maximum points	Self Assessment
	1000	910

1.2. GEOLOGICAL CONSERVATION		Marks Available	Self Assessment
1.2.1. What type of Geosites can be found in your area (SELF AWARDED total cannot exceed 300).			
At least one geosite of international significance.		160	160
At least three geosites providing different kinds of geological or geomorphological features.		120	120
At least five geosites of national significance		120	
At least 20 geosites of educational interest and used by schools and universities.		150	
Do you have a geosites database?		90	
Do you have a geosites map?		60	60
Maximum Total		300	300
1.2.2. Strategy to protect against damage of geological sites and features (one answer only)			
The entire territory has legal protection.		300	
Scientifically relevant part of an area is preserved as a protected area by law.		120	120
Prohibition of destroying and removing parts of the geological heritage.		150	
At least 50 % of Applicants area is preserved as a protected area or by contract		90	
Maximum Total		300	120
1.2.3. How are the geosites protected against misuse and damage			
General announcement of regulations against misuse and damage		40	40
Announcement of regulations against misuse and damage at individual sites		40	
Use of observation posts, guarding and patrolling by wardens in the Coastal Geozone (Deba, Zumaia).		60	60
Provision for enforcement of regulations (no digging and collection)		40	
Offering collecting of geological specimens under supervision at selected sites in the Coastal Geozone (Deba, Zumaia).		20	20
Maximum Total		200	120

1.2.5 What measures are carried out to protect geosites and infrastructure against damage and natural degradation?		
Regular maintenance and cleaning	60	60
Conservation measures (GIVE DETAILS) Four groups of conservation measures in the Management Plan of the coastal geozone (Deba, Zumaia). “Plan de Ordenación de los Recursos Naturales del Tramo Litoral Deba-Zumaia” (Basque Government, 2009): A. Environmental protection: conservation, environmental improvement and research. B. Leisure and recreation: recreation in the area (extensive or intensive recreation). C. Infrastructure: transport routes, power distribution networks and other technical facilities, landfills. D. Land planning and edification: urban growth.	100	100
Protective measures (preparation, sealing to avoid natural degradation)	100	
Maximum Total	200	160

Geoconservation Subtotal	Maximum points	Self Assessment
	1000	700

1.3 Natural and Cultural Heritage	Marks Available	Self Assessment
1.3.1 Natural Rank (SELF AWARDED total cannot exceed 300).		
World Heritage Site or Man and Biosphere Reserve Area in part of the Geopark territory (GIVE DETAILS)	300	
Other International Designation in part of the Geopark territory International Stratotype chronologic limits by the Paleocene Working Group (IUGS-UNESCO).	240	240
National designation in part of the Geopark territory Protected Biotope in Zumaia (Coastal geozone).	180	180
Regional designation in part of the Geopark territory	120	
Local designation in part of the Geopark territory	60	
Maximum Total	300	300
1.3.2 Cultural Rank (SELF AWARDED total cannot exceed 300).		
World Heritage Site in part of the Geopark territory Ekain Cave is a World Heritage Site by UNESCO (2008)	300	300
Other International Designation in part of the Geopark territory	240	
National designation in part of the Geopark territory	180	
Regional designation in part of the Geopark territory	120	
Local designation in part of the Geopark territory	60	
Maximum Total	300	300
1.3.3 Promotion of Natural and Cultural Heritage		
Interpretation	100	100
Education programmes	100	100
Communication	100	100
Promotion to the general public	100	100
Maximum Total	400	400

Natural and Cultural Heritage Subtotal	Maximum points	Self Assessment
	1000	1000

Total Points Awarded For Section I: Geology and Landscape	Maximum points	Self Assessment
	3000	2610

II. MANAGEMENT STRUCTURE		Marks Available	Self Assessment
2.1 How is the Applicants management structure organised?			
A clearly defined border and area of responsibility		40	40
An effective organisation to enhance protection and sustainable development.		40	40
An independently administered budget		20	20
Maximum Total		100	100
2.2 Does a management or Master Plan exist? (You should refer to the main components in accompanying documentation)			
<ul style="list-style-type: none"> • Organisation in charge (responsibilities) • Analysis of tourism • Civic Engagement • Management • Partners in the project • Action Plan (budget) 			
See Appendix 10 in enclosure			
Management or Master Plan exists (not older than 10 years)		40	40
Management or Master Plan is in preparation (to be completed within two years)		20	
Maximum Total		40	40
2.3 Master Plan Components (SELF AWARDED total cannot exceed 100)			
If a plan exists, what components does it include? (You should refer to five different components in accompanying documentation)		20	20
If no plan exists, which components have been separately worked out? (You should refer to five different components in accompanying documentation)		10	10
Strength and Weakness Analysis of Management and administration		20	20
An audit of the geological and other resources		20	20
Strength and Weaknesses Analysis referring to the following:			
	Geology	5	
	Landscape protection	5	5
	Tourism "geotourism"	5	5
	Agriculture and forestry	5	5
Analysis of local/regional development potentials		10	10
Definition of development goals for important fields of interest (geology, geotourism etc)		10	10
Models for sustainable development		10	10
Maximum Total		100	100

<p>2.4 Does a 3 or 5 year action plan exist? (You should refer to the main components in accompanying documentation) Activities are organized in 11 groups: A. Organization, planning and studies B. Science and Geoconservation C. Heritage Interpretation D. Tourism policy, tourism products and quality. Publications, promotion and events E. Sign posts and marked trails F. Sustainability, environment and landscape G. Environmental education H. Social participation I. Transport and accessibility J. Cultural and artistic creation K. Local products and economic activities linked to the Geopark project</p> <p>See Appendix 09 and 10 in enclosure</p>		
3 or 5 year action plan exists and is being implemented	40	40
3 or 5 plan is in preparation (to be completed within two years)	20	
Maximum Total	40	40
<p>2.5 Does your Application have a Marketing Strategy (the SELF AWARDED total cannot exceed 100)</p> <p>Strategy exists (not older than 10 years) (You should refer to the main components in accompanying documentation) Examples:</p> <ul style="list-style-type: none"> • Promotion of organic products (fairs, newspapers, etc.). • Advisory service to small producers. • Development of the brand quality "Eusko Label". • Development of the brand quality "Ruta del Flysch". • Promotion on line. Web: http://www.flysch.com/ <p>See Appendix 10 in enclosure</p>		
Strategy in preparation (will be finished within 2 years)	20	
<p>2.5.1. If a strategy exists, which elements have been included?</p>		
Market research	10	
Creation of products	10	10
Organisation of product distribution	10	
Tourism marketing strategy	10	10
Communication strategy	10	10
<p>2.5.2. If no strategy exists, which elements have been separately worked out?</p>		
Market research	5	
Creation of products	5	
Organisation of product distribution	5	
Tourism marketing strategy	5	
Communication Strategy	5	
Maximum Total	100	80
<p>2.6 Applicant should protect its geological heritage and create sustainable geotourism. What has been done to fulfil this duty?</p>		
Definition of areas which will be the focus of tourism development	25	25
Definition of areas where no tourism is allowed, (with focus on protection and research)	20	
Measures taken to regulate and reduce traffic (restricted access, central parking lots, traffic guiding system, signposting etc.)	15	

Environmental friendly hiking path system	10	10
Clearly defined cycle or other trails such as bridleways or river trails.	10	10
Maximum Total	80	45
2.7 Are there any initiatives or working groups who discuss promotion of natural and cultural heritage		
Regular "Working Group" meetings on specific topics	20	20
Individual cooperation and contracts between Applicant, tourist organisations and other interest groups	10	10
Other regular activities, not described by the answers above.	10	10
Maximum Total	40	40
2.8 Has your Applicant area received any awards or other formal recognition for its activities in the fields of geodiversity, conservation or sustainable geo-tourism during the last five years? (SELF AWARDED total cannot exceed 100)		
International awards (name and date of award)	80	
National awards (name and date of award) Period: (2005-2009): Quality "Q" Certified for the Zumaia Tourist Office. ISO 14.001 Award for 14 companies. ISO 14.001 Award for the Deba's Beach (Environmental Management, 2008). Ekoskan Award for 1 company.	40	40
European charter for sustainable tourism	50	
European diploma of European council	50	
Other (e.g. from industry) (name and date of award) (Eusko Label , 2008). High quality natural products (by Basque Government)	20	20
Maximum Total	100	60
2.9 Are competent geological and scientific experts available to promote further research work on a scientific basis? (SELF AWARDED total cannot exceed 140)		
At least one advisory expert who is a practicing geoscientist	10	
Or		
At least one person with a degree in geosciences or other related discipline in the permanent staff	20	20
At least five people with a degree in geosciences or other related discipline on the staff of the Applicant	10	
Do additional experts exist in the permanent staff (e.g. biologists)	10	
Regular and formal joint activity with at least one scientific institution (University, National Geological Survey)	15	15
Regular consulting is maintained by:		
Persons with scientific background in geosciences	15	15
Persons with experience in geosciences	10	10
Amateurs	5	5
Do you have a Network of experts	10	10
How many different scientific disciplines are in the expert network		
< 5	5	
> 5	10	10
Does a marketing expert exist? If not who does the work?	5	5
Does a press office exist? If not who does the work?	5	5
Does a product manager exist? If not who does the work?	5	5
Are other staffs available to run field trips/guided walks?	5	5
Do you have administrative staff ?	5	5
Do you have museum staff	5	5
Maximum Total	140	115

2.10 Does your Applicant area have the following Infrastructure		
Museum within the area of Application managed by yourself or a partner in your organization	100	100
Information Centre within the area of Application	80	80
'Info-kiosks' or other 'local information points' within the area of Application which carry information about the Applicant and its aims and work	40	40
Information panels within the area	40	40
Geological Trails within the area of Applicant, which the Applicant has developed or been involved in developing	40	40
Maximum Total	300	300

Total Points Awarded For Section II: Management Structure	Maximum points	Self Assessment
	1000	920

III. Information and Environmental Education	Marks available	Self Assessment
3.1 Research, information and education scientific activity within the territory		
At least one scientific/academic institution working in the Applicant's area.	40	40
At least one student final report (mapping etc.) in the Applicant's area per year	20	20
At least one of PhD thesis on Applicant's area within the past three years Period 2000-2009, new doctors: Alegret, Arenillas, Arz, Canudo, Ortiz, N., y Ortiz, S. (University of Zaragoza, Spain).	40	40
At least five scientific or tourism focused academic papers from the work within the Applicant's area during last 5 years See the compilation from the Paleocene Working Group Workshop (2007). Appendix 05.1 and 05.2	40	40
Maximum Total	140	140
3.2 Do you operate programs of environmental education in your Applicant area?		
Does your permanent staff include specialists in environmental education, who undertake such work as their main role within your team.	50	50
Do you operate at least one formal education programme (please outline the nature of the programme (s)) Environmental programmes approved by the Municipalities: School Agenda 21, Foro Agenda 21 in Deba; Komming (comunicación de practicas medioambientalmente sostenibles), Grupo Desarrollo Sostenible Empresas.	30	30
Do you contribute towards at least one formal education programme developed by other organisations. (museums etc.) Interpretation Center of Algorri in Zumaia (Local geologic items for pre-university students linked with the Spanish official curriculum). http://www.algorri.eu/ingles/index.html	20	20
Personal and individual program offered to children visiting the Applicant's area	20	
Do you operate a special program for primary/elementary school classes? Interpretation Center of Algorri in Zumaia http://www.algorri.eu/ingles/index.html	20	20
Do you operate a special program for secondary/high school classes? Interpretation Center of Algorri in Zumaia http://www.algorri.eu/ingles/index.html	20	20
Do you operate a special program for university students? Interpretation Center of Algorri in Zumaia http://www.algorri.eu/ingles/index.html	20	20
Are there any university camps/education centres in the Applicant's area	20	20
Maximum Total	200	180
3.3. What kind of educational materials exist? (The SELF AWARDED total cannot exceed 120)		
Have you developed new educational material for school classes?	20	20
Films, video, slideshow etc.	20	20
Interactive elements/ internet Dynamic blog: http://www.algorri.eu/ingles/index.html	20	20
Different special exhibitions changing on a regular basis	20	20
Special education equipment (puzzles, special constructions, etc)	20	
Do you produce other material for children below 8 years?	20	
Maximum Total	120	80

3.4 What kind of published information is available in your Applicant area?		
Protection of geological heritage	15	15
Geological history of the area	15	15
Environmentally friendly behaviour in the area	15	15
Other aspects of natural history which can be found within the area	15	15
Historical elements	10	10
Maximum Total	70	70
3.5 What kind of professional marketing of the area takes place?		
Printed material (e.g. leaflets, magazines)	25	25
Popular literature for public (e.g. books, guide books)	15	15
CD or video material	15	15
Other promotional material or merchandise	15	15
Maximum Total	70	70
3.6 In how many languages is the marketing material produced? (The SELF AWARDED total cannot exceed 80)		
English	10	10
French	10	10
Spanish	10	10
Russian	10	
Chinese	10	
Arabic	10	
Add 10 points for each other language.		10
Multi-languages in one publication	10	10
Maximum Total	80	50
3.7 Geology provision for school groups. For example, organized visits etc. (The SELF AWARDED total cannot exceed 90)		
Guided tours by Applicant's staff or through a member organisation	30	30
Standard programs, regularly offered for all park visitors	10	10
Limited group size (max. 30 persons per guide)	10	10
Are alternatives available if tour impossible due to bad weather conditions?	10	10
Do programs exist for different ages?	20	20
Do special, scientific programs exist?	20	
Is teacher training offered in matters relating to the Applicant?	20	
Maximum Total	90	80
3.8 Education – Guides		
At least one advisory expert who is a practicing geoscientist	10	10
Do you have at least one expert providing guided visit that your organization has a role in developing?	20	20
Personal guides "Exclusive Tours"	10	10
Freelance guides whose training and / or program is supported by your organization	10	
Training courses	10	
Maximum Total	60	40
3.9 What kind of information do you provide to educational groups, which encourage them to visit your area?		
Letters to schools and universities	20	20
Applicant-brochure	20	20
Press announcements (Newspapers, Radio, TV)	20	20
Applicant newspaper or newsletter	20	
Maximum Total	80	60

3.10 Do you use the internet for school programmes? What kind of service do you provide?		
Own website with general information about environmental education within the area	40	40
Those responsible for the education programme may be reached by E-Mail	20	20
Regular electronic newsletter	15	
Up to date calendar of activities	15	15
Maximum Total	90	75

Total Points Awarded For Section III: Education	Maximum points	Self Assessment
	1000	845

IV. Geotourism	Marks available	Self Assessment
4.1 Do information centres or exhibitions concerning the area exist in the Applicant's area? (SELF AWARDED total cannot exceed 100)		
At least one information centre, managed by yourself or one of the partner members of your organization	30	30
No centre existing yet, but the Applicant is part of an exhibition in another facility (museums etc.)	10	
Existing 'info points' or similar facilities throughout the area managed by yourself or one of the partner members of your organization	20	20
Information centre "meeting and starting" point for excursions	10	10
Is the Information centre accessible for wheelchair users and does it cater for individuals with other disabilities?	10	10
Personal and individual information offered to visitors about possible activities in the area.	10	10
Do you offer tourist information at the centre?	10	10
Is the information centre accessible by public transport?	10	10
Centre open to the public at least 6 days a week, all year round weather permitting	10	10
Maximum Total	100	100
4.2. How is information and interpretation about the area presented in info centres, information points etc?		
Static display material	10	10
Films, video, slideshow etc.	10	10
Interactive displays	10	10
Different special exhibitions changing on a regular basis	40	40
Maximum Total	70	70
4.3 Public Access and facilities (SELF AWARDED total cannot exceed 150)		
Is it possible to reach the Applicant area by public transport	80	80
Do you provide your own tourist transport	20	20
Is public transport integrated with walking, cycling trails See Appendix 07.2 Folder, 05 and 08 brochures	20	20
Do you have car park facilities connected to the trails which you have developed	50	50
Are there toilets available in the parking areas	20	
Maximum Total	150	170
4.4 Are visitors informed about public transport in the area and encouraged to use it before they come?		
Promotional material about the area (leaflets, brochures, internet) contains information about public transport	20	20
Websites of the Applicant and/or local tourism organizations are linked to web-based timetables and transport information held by others.	20	20
Special offers for tourists using public transport, bicycle or other forms of sustainable transport	20	
Maximum Total	60	40
4.5 What kind of guided tours have been developed by your management body or your partners?		
Groups with special interests in geology and geomorphology	10	10
Tours take place regularly during the season	10	10
Tours for a broad audience	20	20
Do you offer tours for disabled visitors	10	10
Guided tours by qualified staff	10	10
Limited group size (max. 30 persons per guide)	10	10
Alternatives available if tour impossible due to bad weather conditions	10	10

Flexible registration system (day to day basis) for participants or no registration necessary	10	10
Maximum Total	90	90
4.6 What else do you use to inform visitors about your area		
Easy to read interpretation panels in entrance areas or at Tourist locations	50	
There is at least one promoted trail dealing with geological subjects, developed by your team, alongside any developed by partners.	40	40
Information panels along trails are regularly checked and cleaned	10	
Maximum Total	100	40
4.7 How are information or activities of different organisations co-ordinated		
Joint information or promotional material	20	20
Maximum Total	20	20
4.8 Do you use the internet and what kind of service do you provide?		
Own website with general information about the area	40	40
Links to other websites of tourist board, communities, local government, which provide a broad range of information on the Applicants area.	10	10
Geopark management may be reached by email	5	5
Regular electronic newsletter	10	
Facility to order publications on-line	10	10
Up to date calendar of activities	15	15
Guidance for visitors on potential excursions	10	10
Maximum Total	100	90
4.9 What kind of infrastructure is available for activities such as horse riding, canoeing and cycling ?		
Network of footpaths which include the main touristic and scientific points of interest	10	10
Uniform/standard signposting of paths	10	10
Regular checks of infrastructure and immediate repair guaranteed	10	
Special maps and information sheets for hikers, cyclists, etc.	10	10
At least one path concerning a special subject (mining, archaeology, architecture not previously counted in your score under another heading	10	
Guided cycling, walking, etc. tours, provided or actively supported by a member organization	10	10
Such tours include several days all inclusive offer (hotel, half or full board) for hiking and cycling tours provided or actively supported by a member organization	10	10
Such tours include several days all inclusive package with luggage transport provided or actively supported by a member organization	10	10
There is a network of hiking/biking friendly hotels/pensions, defined by a catalogue of criteria who work in partnership with your organisation.	20	
Maximum Total	100	60
4.10 How do you communicate the goals of Geotourism, especially with those responsible for tourism.		
Direct personal meetings or through their involvement in your organization.	10	10
A regular award scheme to promote good practice	20	
The selection and nomination of official partners/mentors/sponsors	20	20
Maximum Total	50	30
4.11 Do you have the following sustainable (e.g. non car based) trails?		
Geo-trails	20	20
Cultural trails	10	10
Forest trails	10	10
Other trails	10	10
Other out-door activities not mentioned elsewhere.	10	10

Mountain bike tracks, Paintball, Espeleology, Kayaking		
Maximum Total	60	60
4.12 Visitor evaluation		
Do you count visitors?	25	25
By entrance tickets / trail counters		
By field trip participants?		
By estimation?		
By visitor survey?		
Do you evaluate where your visitors come from?	25	25
By booking addresses?		
By market analysis?		
By university study?		
Do you use visitor evaluation for your forward planning?	25	25
Do you have analysis of the socio-economic profile of your visitors (families, school classes, pension groups, tourist groups, etc)	10	
Questionnaire on visitors' satisfaction levels?	15	15
Maximum Total	100	90

Total Points Awarded For Section IV: Geotourism	Maximum points	Self Assessment
	1000	860

V. Sustainable Regional Economy	Marks available	Self Assessment
5.1 What efforts are undertaken to promote regional food and craft products, integrating the catering trade?		
Initiatives promoting food from regional and/or ecological production, which your organisation develops or actively supports.	50	50
Meals from regional and/or ecological production are available in restaurants	30	30
The Applicant organizes markets, where mainly regional agricultural products are sold	50	50
A label for regional food products or local gastronomy exists	30	30
Direct marketing of regional agricultural products is promoted	40	40
Maximum Total	200	200
5.2. Which efforts are undertaken to create and promote regional geotourism products? (The SELF-AWARDED total cannot exceed 100)		
Initiatives promoting geological replicas production exist	50	
Casts and souvenirs from local production are available	100	
The organization or its active partners has a retail outlet or outlets where mainly regional products are sold.	50	
Maximum Total	200	0
5.3. How are regional crafts promoted?		
The marketing of local craft products is actively supported	50	50
Local craft products are showcased	100	
Maximum Total	150	50
5.4 What efforts are undertaken to promote links between the Applicant and local businesses? (SELF AWARDED total cannot exceed 100)		
A label for regional services/products has been developed the Applicant or in partnership with others	50	50
Direct marketing of regional products is undertaken by your organization	50	
Tourism offers include tours of collaboration with local businesses	20	20
Maximum Total	100	70
5.6 What kind of contracts are regularly offered to businesses in your area?		
Services (repair, management)	50	50
Design, Print	50	50
Other equipment and services to support geotourism and interpretation, e.g. transport, display cabinets etc. (GIVE DETAILS) <ul style="list-style-type: none"> • Logo and quality brand “RUTA DEL FLYSCH” • Web http://www.flysch.com/ (online booking available) • Presentation Videos • Roll-over display • Mass Media promotion (radio, newspapers) • Survey • Leaflets and short publications • Fam-trips • Fairs Management 	80	80
Maximum Total	150	150
5.7 Networking (SELF AWARDED total cannot exceed 200)		
A network of co-operating enterprises exists, fostered by the Applicant.	100	100

There is a formal contract between the Applicant and its partners	100	100
There are joint projects, financed, between the Applicant, private businesses and local authorities.	50	50
Maximum Total	200	200

Total Points Awarded For Section V: Sustainable Regional Economy	Maximum points	Self Assessment
	1000	670