

## 1. GEOPARK IDENTITY

### Geopark name, country, regional Network:

Cliffs of Fundy UNESCO Global Geopark

Nova Scotia, Canada

- Member of the Canadian Geoparks Network
- Received our UNESCO designation on July 10, 2020
- Expecting a revalidation visit in the spring or summer of 2023
- Winner of the Nova Scotia Lieutenant Governor's Community Spirit Award in November 2021
- The following photos are attached to this report:
  - Presentation of the Community Spirit Award by His Honour Arthur J Leblanc, accepted by the children of our Geopark community
  - Healing Circle at the Partridge Island geosite (Wa'soq Wktaqamiku'jk) during the Ten Days in October festival
  - Geotour at Thomas Cove geosite with members of our Syrian community
  - Community members on a Geotour at Ward Falls geosite

## 2. GEOPARK FIGURES

**Number of Geopark staffs:** We have 3 full time staff including 1 Geoscientist and 3 seasonal staff.

**Number of visitors:** The Cliffs of Fundy Geopark covers an area of over 2500 sq km with many entrance points, so it is difficult to capture visitor numbers.

The two Provincial Parks located within our area reported an increase in visitors in 2021 of 19% over their best year ever, despite the COVID-19 pandemic that is still affecting our tourism. They indicate that it was the Geopark's UNESCO designation that provided the reason for this increased numbers of visitors.

We partnered with Tourism Nova Scotia on many marketing initiatives aimed directly at the province of Nova Scotia. As a result of these marketing efforts, several accommodation providers reported seeing visitors from the Province of Nova Scotia who have never before travelled in this area. We saw many new package experiences developed that successfully attracted visitors. These packages are listed on the Tourism NS website and also linked on our own website.

In addition, we saw several new businesses aimed at visitors start up during 2021. These include an inn, two cafes, a campground, an outdoor experience operator and a charter fishing business. They have all reported a successful first season and attribute their success to the Geopark UNESCO designation.

#### **Number of Geopark events:**

- Hosted the first annual Fundy Food Trail as a self-guided culinary adventure tour through the Geopark, to promote the food producers and food service industry within the Geopark. To date, the Fundy Food Trail Interactive Google Map has had 959 views.
  - [https://www.google.com/maps/d/edit?hl=en&mid=1n\\_xjsRiwrdsxp6DdHwp\\_04vonH4mMa8l&ll=45.33313550238003%2C-64.29163660213668&z=10](https://www.google.com/maps/d/edit?hl=en&mid=1n_xjsRiwrdsxp6DdHwp_04vonH4mMa8l&ll=45.33313550238003%2C-64.29163660213668&z=10)
- Annual General Meeting in September 2021 – combination of in-person and virtual – with 30 people attending.
- Held a “Celebration of Nova Scotia Music” featuring three music groups showcasing different genres of traditional Nova Scotia music; partnered with the Age of Sail Museum and the Fox River, Port Greville and Wards Brook Fire Brigade.
- Attended and contributed to a multi-week workshop series hosted by the Canadian Geoparks Network.
- Hosted and led interpreted Geotours at three different geosites from mid-June through until mid-September.
- Partnered with the community-run Ottawa House Museum for a geoheritage tour at the Partridge Island geosite with 12 attendees.
- Partnered with Local Guy Adventures for hiking and geology and foraging tours at Spencer’s Island and Cape D’Or geosites.
- Partnered with the Fundy Geological Museum for a day of field work at the Carrs Brook fossil site.
- Partnered with the Fundy Geological Museum and community naturalists for a BioBlitz biodiversity census at the Five Islands Provincial Park and Wards Brook geosites; 19 community members of all ages attended.
- Partnered with Colchester County on three Great Canadian Shoreline Cleanups in association with World Cleanup Day with a total of 20 participants. We cleaned 6 km of shoreline and collected 25 kg of debris, including 352 cigarette butts – a total of over 14 packs!
- Partnered with Fundy Ocean Research Centre for Energy (FORCE), an international renewable tidal energy consortium, for a tidal and geology hike at Black Rock, an exploration

site for the generation of tidal energy. FORCE is Canada's lead research facility for tidal stream technology, created to better understand how this technology can play a role in Canada's clean energy future and help respond to climate change impacts (like ocean acidification, sea level rise, and coastal erosion).

- Partnered with Five Islands Provincial Park for an evening guided hike with campers and day visitors to the Old Wife geosite.
- Participated in the Canadian Geoparks Network monthly Roundtables.
- Hosted a Climate Change forum focusing on sea level rise, in partnership with the Fundy Discovery Site (a geosite on the tidal bore) and Sustainable Marine, a tidal energy developer, with 20 people participating. The purpose of the forum was to collect public input data for the Clean Foundation in order to inform the Nova Scotia government's Sustainable Development Goals Act and Climate Change Plan for Clean Growth.
- Hosted a celebration of the Nova Scotia Lieutenant Governor's Award (outdoors) with 200 people in attendance, including artists and musicians. This award is presented annually by our Lieutenant Governor (the Queen's representative in Nova Scotia) to a community that best demonstrates the strength of their community spirit. We won this award representing the 75 communities within the Cliffs of Fundy Geopark. Federal, provincial, and municipal elected officials were among those in attendance as well as community members, families, and children.
- Hosted a Christmas Open House with 75 people in attendance, allowing us to showcase our Parrsboro office and merchandise display area and support the business community.

#### **Number of school classes realize Geopark educational programmes:**

We were unable to complete any programs with school classes due to the restrictions of COVID. We did however organize outdoor field trips with two different Master of Arts classes from Nova Scotia College of Art and Design (NSCAD) in the summer and fall 2021 semesters. We are still working with the Arts Education students from the 2021 fall semester as we are partnering with them and the Parrsboro Playground Committee for a unique community playground feature.

#### **Number of Geopark press release:**

We prepared and distributed the following 7 press release during 2021. These press releases were sent to 31 media outlets (TV, newspaper, radio) as well as to 2 Chambers of Commerce, 1 Board of Trade, 2 municipalities and close to 400 people on our newsletter distribution list.

- January 2021 – New Year, New Staff
- February 2021 – GEOfood

- March 2021 – Trail Interpretive Panels
- April 2021 – Employment Available
- August 2021 – Opportunities at the Cliffs of Gundy Geopark
- September 2021 – A Celebration of Nova Scotia Music
- November 2021 – Community Spirit Award

### **3. GEOPARK ACTIVITIES**

#### **Major achievements in 2021**

- Hired an Administrator and a Geoscientist in January 2021.
- Completed the development of an Interpretation Strategy and Story Line with the assistance of a consultant.
- Developed our Strategic Plan for 2021-2025.
- Underwent a Governance Review, completed in March 2021.
- Established committees including Geoconservation, Infrastructure, Marketing, Safety, Sustainable Development and Education.
- Installed two major billboard signs on the provincial highway promoting the Cliffs of Fundy Geopark and using the artwork of Mi'kmaq artist Gerald Gloade that depicts the Three Sisters geosite.
- Developed and installed interpretive panels in 3 languages (English, French and Mi'kmaq) to explain the highest tides in the world.
- Created a Community Volunteer of the Year Award and presented the award to Anita MacLellan, who manages the Cliffs of Fundy Geopark Welcome Centre, at our Annual General Meeting.
- Our Administrator and our Geoscientist (both youth) are leading the development of a Canadian Youth Advisory Group for the CCUNESCO's Youth Engagement Toolkit for UNESCO Geopark and UNESCO Biosphere designated sites.
- Our Executive Director is the Secretary for the Canadian Geoparks Network.
- Established connections with the Cumberland County Economic Development Committee, Cumberland County Business Connect, and the Truro-Colchester Partnership for Economic Prosperity.
- Promoted our GEOfood program and held initial meetings with several interested businesses (examples: beekeeper, restaurant, maple producer, grocery, brewery).
- Participated in the Discovery Café Series hosted by Discovery UNESCO Global Geopark in Newfoundland, Canada.
- Developed and delivered a workshop on Grant-Writing and Fundraising for aspiring Geoparks

in Canada.

- Opened a second Geopark office in Parrsboro, centrally located within the Geopark and with room for workshop space and merchandise sales.
- Developed Cliffs of Fundy Geopark placemats featuring a Geopark map, children's activities, and promotion of our mascot Qalipu, an extirpated woodland caribou. We distributed 20,000 copies in local restaurants between June and September 2021.
- Development of a Park Management Agreement with the Province of Nova Scotia to take over the use and management of a sustainably designed but unused building at an important location within the Geopark. The Eatonville building is situated within Cape Chignecto Provincial Park on a trail that leads to 3 geosites and operates off-grid with solar panels and rainwater collection and is fully accessible. Our plan is to use this building for geoheritage and cultural programming and interpretation.
- Submitted a proposal to host a post-conference field trip for scientists and researchers in conjunction with the Annual Meeting of the Geological Association of Canada to be held in Halifax in May 2022. Our proposal was accepted, and we began work on developing the comprehensive Field Guide (to be completed in 2022).
- Developed a Cliffs of Fundy Geopark Ambassador Training Program to train local residents, local businesses, tour operators and interested people more about the Geopark and increase awareness of the Geopark in Nova Scotia. Implementation of Ambassador training will begin in winter 2022 and continue through spring 2022.

### **Contribution towards GGN - Networking and participation**

- Participated in GGN digital forums in February and September 2021.
- Delivered 3 presentations at the 9<sup>th</sup> International UNESCO Conference on Global Geoparks held virtually and at Jeju, South Korea.
- Attended the CCUNESCO Annual General Meeting (virtual).
- Engagement with an artist from Magma UGGp in Norway, home to the lowest tides in the world, in continuing discussions about the potential of a joint art project.
- Created awareness of GGN and UNESCO special days through social media:
  - UN Day for Biological Diversity
  - International Day of Disaster Risk Reduction
  - UN International Day of Women and Girls in Science
  - UN World Bee Day
  - World Environment Day
  - International Day of the World's Indigenous Peoples

- International Museum Day
- World Oceans Week and World Oceans Day
- World Science Day of Peace and Development

### **Management and Financial Status**

- We have a Board of Directors of 16 people representing our 2 municipalities and many partners including the Department of Natural Resources and Renewables, Fundy Ocean Research Centre for Energy, Mi'kmawey Debert and Millbrook First Nation, Parrsboro Board of Trade, Colchester Historeum, local businesses, Birding Canada and university professors.
- We received financial support from our 2 municipalities (Cumberland and Colchester Counties), as well as the Atlantic Canada Opportunities Agency, Canada Healthy Communities, and various provincial granting agencies. We also initiated a Corporate Sponsorship program, the sale of locally produced merchandise and a fundraising community calendar featuring the work of local photographers.

### **Geoconservation**

- Collaborated with Oceans North and Indigenous partners for a full day networking event about protecting and restoring the Inner Bay of Fundy.
- Participated in a Lunch and Learn networking event about the Nova Scotia Sustainable Development Goals.
- Hosted a public climate change forum in the topic of sea level rise.
- Began the process of developing a Geoconservation Statement for the Cliffs of Fundy Geopark, including an Indigenous element. This work will continue into 2022.

### **Sustainable tourism (Geotourism)**

- The continuing pandemic has limited the flow of visitors to the Cliffs of Fundy Geopark. However, our marketing partnership with Tourism Nova Scotia attracted “stay-cationers” to travel within our own province of Nova Scotia.
- The Geopark is a member of Leave No Trace and promotes a policy of carrying out any waste or recyclable products used when visiting our geosites.
- Two members of our staff completed hike leadership Class 2 terrain certification from the Outdoor Council of Canada delivered through Hike Nova Scotia, learning how to protect the natural environment when taking visitors to see our geosites.
- We always respect private property.
- The Geopark always buys local whenever possible and encourages all our visitors to do the

same.

- The Geopark makes responsible decisions in our everyday business practices, (double-sided printing, unbleached paper, paper vs plastic products, limited use of single use plastics etc.)

### **New education programmes on geoconservation, sustainable development and disaster risk reduction**

- We have maintained and grown our relationships with local universities, colleges, and schools; however, the pandemic has made it impossible for us to interact directly with students in grade schools. Programs with local universities and colleges have been able to continue in an outdoor venue.
- There is a local high school who has requested we teach a session on the SDGs to their Grade 11 Global Geography class (20 students), and this will hopefully be arranged in the spring of 2022 (COVID dependent).
- A local Girl Guide group has undertaken Ambassador Training with us by Zoom and we anticipate planning a guided hike for them in the spring of 2022.
- A group of graduate students from the Nova Scotia College of Art and Design has been undertaking the creation of a visual component to be included in a local playground and we are hoping to meet with them in the spring of 2022 to view their work and discuss their design.
- We held a public community forum on the issue of sea level rise with 20 people in attendance; this has led to the decision to pursue future collaborative projects with our 2 municipalities on the topic of climate change.

### **Strategic partnership**

We have developed strategic partnerships with the following organizations and are currently in the process of developing formal partnership agreements and/or transitioning our previous Memorandums of Understanding to Partnership Agreements.

- Confederacy of Mainland Mi'kmaq
- Fundy Ocean Research Centre for Energy (FORCE)
- Cape Chignecto Provincial Park
- Five Islands Provincial Park
- Fundy Discovery Site
- Cliffs of Fundy Geopark Welcome Centre in Economy
- Fundy Geological Museum
- The Art Lab
- Parrsboro Creative

- Municipality of the County of Colchester
- Municipality of the County of Cumberland
- Local Guy Adventures
- Dalhousie University
- Nova Scotia College of Art and Design
- Bay of Fundy Ecosystem Partnership
- Canadian Wildlife Service
- Canadian Parks and Wilderness Society
- Ottawa House Museum
- Age of Sail Museum
- Colchester Historeum
- Five Islands Lighthouse Park
- Kenomee Trail Association
- Briny Bay Café
- BlackRock Bistro
- Fox Point Inn
- Gillespie House Inn
- The Maple Inn
- Pleasant Street Inn
- The Sunshine Motel
- Four Seasons Retreat

### **Promotional activities**

During 2021, we engaged in a number of promotional and other marketing activities designed to raise the awareness of the Cliffs of Fundy Geopark, UNESCO, and the Global Geoparks Network.

- Distributed our Guidebook through accommodation providers to get them into the hands of the traveling public.
- Designed and produced 10,000 rack cards that were distributed through provincial Visitor Information Centres as well as local community distribution locations.
- Designed and produced 20,000 placemats that were used over the summer season at local restaurants.
- Produced three large picture panels that we mounted on a tourism kiosk at a popular beach area to showcase Geopark attractions and activities.
- Worked with our Indigenous partners on the development of a 4' x 8' Geopark promotional sign for display at a popular tourist stop (text in 3 languages, English, French and Mi'kmaq)



- Created an interactive Google map and embedded it in our website that highlights our geosite locations as well as featuring local businesses and services. To date, the google map has been opened and interacted with over 9,000 times.
- Created a Google powered Events Calendar and embedded in our website where we can post any events happening within the Geopark area.
- Developed a window display highlighting the UN Sustainable Development Goals at our office in Parrsboro.
- Designed and produced a community calendar featuring photos from within the Geopark.
- Used our social media channels to promote GGN and UNESCO special days, as well as Canadian special days and all our activities.
- Press releases, stories and photos circulated to local media outlets, including radio, television, and print
- Wrote Geopark articles for 2 editions of the Ottawa House Museum newsletter.
- Developed a quarterly newsletter “The Fundy Current” that is sent to approximately 400 people; as well a monthly short update of upcoming events is sent to the same list of people.
- Designed and produced a promotional panel in collaboration with our partners at FORCE and mounted in their popular Visitor Centre (text in three languages – English, French and Mi’kmaq)

#### **4. CONTACTS**

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