

Sesia - Val Grande Geopark toward a new image

EDOARDO DELLAROLE¹ AND TULLIO BAGNATI² - 1. *Sesia - Val Grande Geopark, Italy* <edoardo.dellarole@gmail.com> ¶ 2. *Parco Nazionale Val Grande, Italy*

Last year the Sesia-Val Grande Geopark was included in the GGN network. A successful conclusion for the candidacy procedure carried out over the last years by the Valsesia and Val Grande communities. In the early beginning they announced their candidacies separately, but in the last two years they start working together, combining their candidacies and expressing their desire to become one whole Geopark. The two neighboring territories share the same geological heritage and the same strong will to protect and boost the value of their natural as well as cultural heritages.

The Geopark's territory consists of 85 municipalities, over four administrative provinces and includes 3 regional parks, one National Park and two UNESCO world heritage sites. The Geopark was born from a strong bottom-up process thanks to an enthusiastic engagement of all the involved stakeholders (municipalities, parks, associations, companies, volunteers, etc). This dynamic and polyhedral structure represents the beating heart of the Geopark, but to increase the national and international Geoparks awareness a new integrated and coordinated image is needed.

Starting from December 2013 a competitive design tender of logo, image and communication plan has been promoted among five professional consulting groups already involved in development studies on the Geopark area. The final tender results are expected by the end of the first quarter of 2014. The final goal is to provide Sesia Val Grande Geopark with a new logo, new website, coordinated and integrated image and communication plan to be used both to enhance geopark awareness and to strengthen the link to all the involved stakeholders.

Presented in Theme 2