

To achieve the credit to call your product GEOfood you must be able to confirm that the food is produced inside a Geopark, and you must be able to tell the story of the product and the geological area it is produced in.

GEOfood is sustainable local food from a unique geological area. It is the official brand of food produced in a European UNESCO Global Geopark. Only a recognized UNESCO Global Geopark is allowed to use the GEOfood brand and criteria.

What is GEOfood?



Visit our website www.geofood.no



What is GEOfood

From a unique geological area



How Geoparks provide an integrated sustainable development for the direct benefit of its local population:

- Embracing good practices for increasing the awareness about citizens on climate change and related issues.
- Following environmental “green” practices during our daily activities.
- Empowering local communities through educational activities.
- Supporting the valorization of local food products linked with unique cultural farming traditions.
- Developing environmentally friendly authentic tourist activities involving local businesses.



post@magmageopark.com
www.magmageopark.com

N-4370 Eggersund
Elvegaten 23
MAGMA GEOPARK



Local food and local economy development

There is a general consensus that local food systems and shorter food supply chains are to be encouraged, supply chains assist in retaining more money in the local economy by minimising the number of intermediaries between grower and consumer, allowing farmers to capture a higher percentage of the farm-value share.

Furthermore, bringing consumers closer to the producers of their food helps to increase awareness of how food is grown, and how this impact on the environment: which is what we like to gain with GEOfood brand developed by Magma UNESCO Global Geopark. Much information can be found in the GEOfood MANIFESTO. www.geofood.no

The GEOfood brand has its routes within the UNESCO Global Geoparks and it can be used only in such UNESCO designated areas. GEOfood aims to be in use in at least 30 % of the UNESCO Global Geoparks in Europe by end of 2023, and the 10 % of Geoparks in the rest of the World by 2025.

The GEOfood MISSION

Behind the GEOfood brand lies a clear philosophy: the support to local communities, the holistic and bottom-up approach which characterizes the UNESCO Global Geoparks is also the core of the GEOfood brand. The GEOfood brand has its routes within the UNESCO Global Geoparks and it can be used only in such UNESCO designated areas. GEOfood aims to be in use in at least 30 % of the UNESCO Global Geoparks in Europe by end of 2023, and the 10 % of Geoparks in the rest of the World by 2025.



United Nation sustainable development goals and Unesco Global Geoparks

The 17 sustainable development goals and 169 targets demonstrate the scale and ambition of this new universal agenda. The goals and targets will stimulate action in the following areas of critical importance for humanity and the planet. UNESCO Global Geoparks are cooperating to the achievement of these goals, specially:

- Goal 4: They educate and create awareness on sustainable development and lifestyles. They teach the local communities and visitors to live in harmony with nature
- Goal 12: Through educational activities awareness is raised on the issue and people are provided with knowledge to mitigate and adapt to the effects of climate change.



What is UNESCO?

UNESCO is the “intellectual” agency of the United Nation (United Nation Educational, Scientific and Culture Organization). Its main role is to seek peace promoting the cultural heritage, increasing the intercultural dialogue, to improve education and to increase sustainable development processes around the world.

UNESCO is developing actions focused on 8 main themes:

- Education
- Building knowledge society
- Freedom of expression
- One planet, one ocean
- Heritage protection
- Science for a sustainable future
- Learning live together
- Preventing violent extremism

What are UNESCO Global Geoparks?

New UNESCO destinations of the XXI century, they are territories with landscapes and sites of an international geological significance where can be understood and read the “Memory of the Earth”. With their holistic concept, UNESCO Geoparks are linking and promoting their geological heritage with all their territorial heritage: natural, cultural, intangible and thus to develop new policies of sustainable development for the direct benefit to its local population.



Et nettverk av partnere i mange land

Intensjonen bak merkevaren GEOfood er å lage et nettverk av partnere i mange land innen UNESCO sitt Globale Geopark nettverk med mål om å påvirke lokal, regional og nasjonal politikk mot innovative matsystemer og områdeplanlegging som kan styrke linken mellom det urbane og det landlige.

Vi tror at geoparker spiller en viktig rolle med å knytte sammen det landlige og det urbane, samt samarbeide med innbyggere og lokalsamfunn. GEOfood vil støtte områdene for å styrke denne forbindelsen og gi dem et verktøy som kan styrke den lokale økonomien.

For å bli partner må bedriften blant annet være lokalisert i en UNESCO Global Geopark. Les våre kriterier for partnerskap på geofood.no



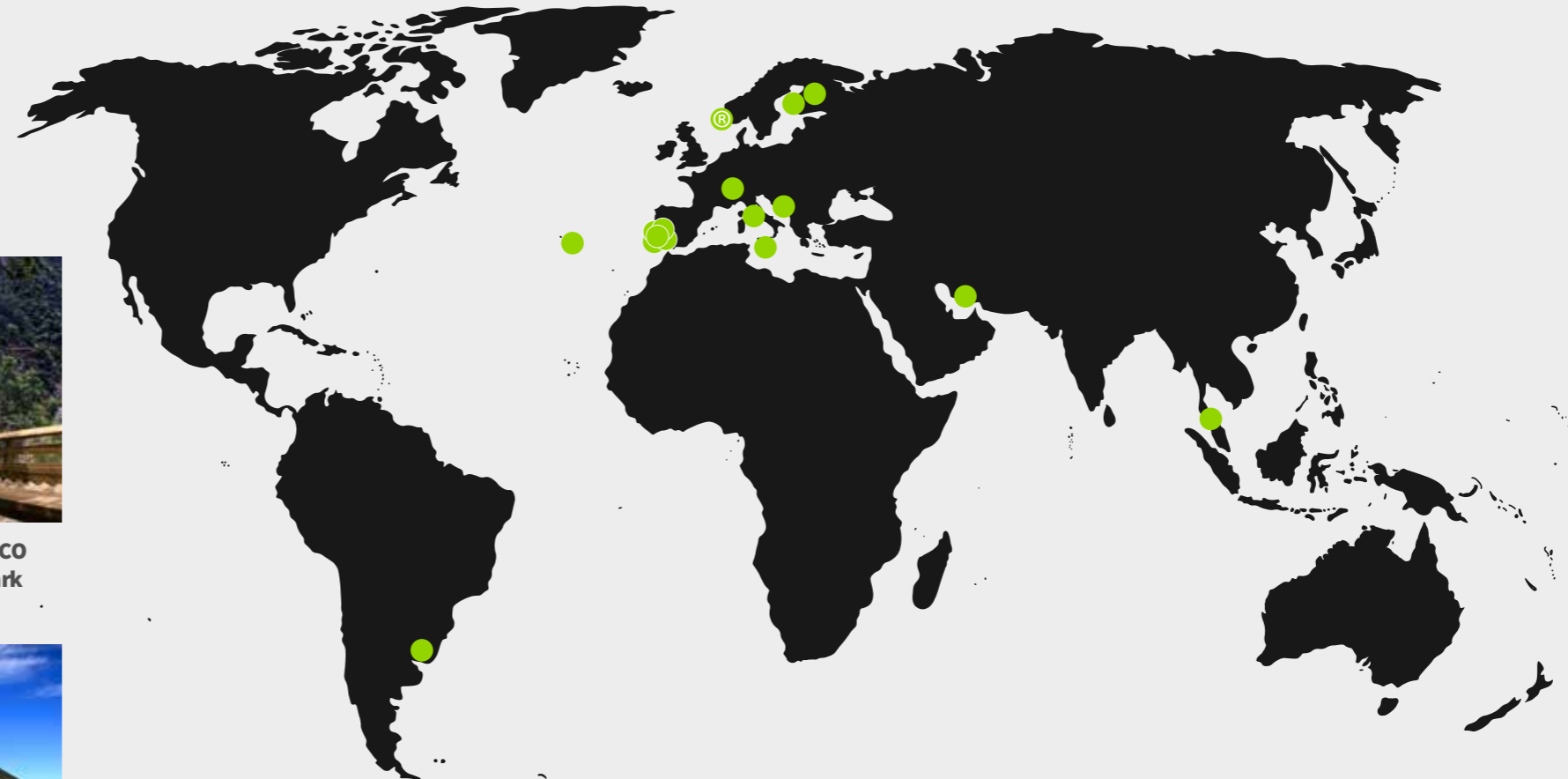
Magma UNESCO Global Geopark er et geografisk område med en geologi som er av internasjonal betydning, som er anerkjent av UNESCO og der bærekraftig utvikling spiller en svært viktig rolle. Magma Geopark er del av et nettverk som består av mer enn 140 UNESCO Globale Geoparker i 40 ulike land og på 5 kontinenter.



Sustainable local food from a unique geological area.

GEOfood is the official brand of food produced in an UNESCO Global Geopark.

Map showing GEOfood geopark partners worldwide:



Arouca UNESCO Global Geopark
PORTUGAL



Azores UNESCO Global Geopark
PORTUGAL



Estrela UNESCO GLOBAL GEOPARK
PORTUGAL



Grutas del Palacio UNESCO Global Geopark
URUGUAY



Map shows GEOfood members per desember 2020. For a live updated map, scan the QR code and visit our website geofodd.no.

The GEOfood aims to be in use in at least 30% of the UNESCO Global Geoparks in Europe by end of 2023, and the 10% of Geoparks in the rest of the World by 2025.

● GEOfood members worldwide.

GEOfood geopark partners worldwide:



Langkawi UNESCO Global Geopark
MALAYSIA

Lauhanvuori-Hämeen kangas UNESCO Global Geopark
FINLAND

Magma UNESCO Global Geopark®
NORWAY

Naturtejo UNESCO Global Geopark
PORTUGAL

Qeshm island UNESCO Global Geopark
IRAN

Rocca di Cerere Geopark
ITALY

Rokua UNESCO Global Geopark
FINLAND

Sesia Val Grande UNESCO Global Geopark
ITALY

Terras de Cavaleiros UNESCO Global Geopark
PORTUGAL

Tuscan Mining Park UNESCO Global Geopark
ITALY

Villuercas Iboreo UNESCO Global Geopark
SPAIN

Vis Archipelago UNESCO Global Geopark
CROATIA