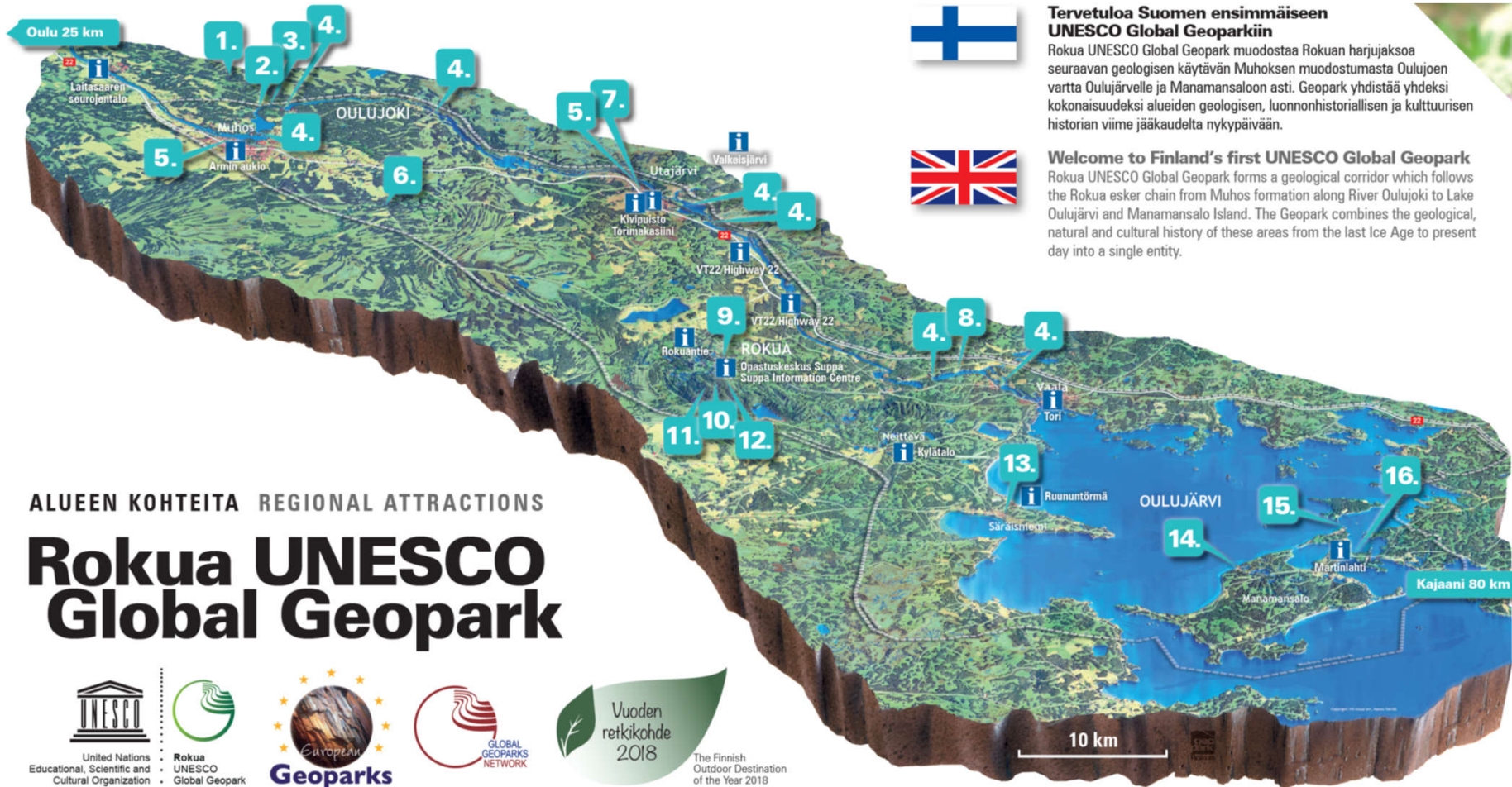




Vesa Krökki
Executive Director of
Rokua UNESCO Global Geopark,
Coordinator of the Finnish Geoparks Committee



River Oulu Valley, Rokua, Lake Oulu



Tervetuloa Suomen ensimmäiseen UNESCO Global Geoparkiin

Rokua UNESCO Global Geopark muodostaa Rokuan harjujaksoa seuraavan geologisen käytävän Muhoksen muodostumasta Oulujoen varrella Oulujärvelle ja Manamansaloon asti. Geopark yhdistää yhdeksi kokonaisuudeksi alueiden geologisen, luonnonhistoriallisen ja kulttuurisen historian viime jääkaudelta nykypäivään.

Welcome to Finland's first UNESCO Global Geopark

Rokua UNESCO Global Geopark forms a geological corridor which follows the Rokua esker chain from Muhos formation along River Oulujoki to Lake Oulujärvi and Manamansalo Island. The Geopark combines the geological, natural and cultural history of these areas from the last Ice Age to present day into a single entity.

ALUEEN KOhteita REGIONAL ATTRactions

Rokua UNESCO Global Geopark



United Nations
Educational, Scientific and
Cultural Organization



Rokua
UNESCO
Global Geopark



The Finnish
Outdoor Destination
of the Year 2018



Lataa Rokua Geopark
-mobiilikarttasovellus
ilmaiseksi!

Download
the Rokua Geopark
mobile application
free of charge!



Rokua UGGp

Founded and Financed by

- The Municipalities of Muhos, Utajärvi and Vaala
- The Metsähallitus
- The Rokua Health & Rehabilitation Foundation

Administration

- Operated by a regional, public, non-profit developing company: Humanpolis Ltd



Rokua UGGp

People

- Has about 10 000 inhabitants
- Average of 7,5 persons / km²

Geography

- Comprises of three landscape units: River Oulujoki Valley, Rokua Esker and Dune Formation, Lake Oulujärvi
- The surface area is 1326 km²



Rokua UGGp

Personnel

Humanpolis LTD / Rokua UNESCO Global Geopark

- Mr. Vesa Krökki, Executive Director
- Mr. Mikko Kiuttu, Geoscientist and Environmental Educator
- Ms. Venla Karkola, Project Manager
- Ms. Susanna Ukkola, Art Director

- Mr. Jari Nenonen, Geologist from the GSF



Tourism in Rokua
began in the 1930's
when people from
Oulu started to go
there skiing



Rokua association
founded in 1946



1956



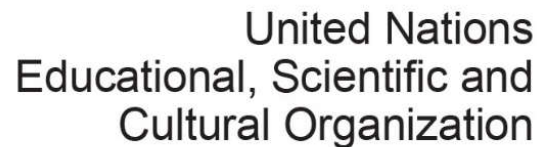
May 2005

A Geopark, What's that????



2010





The Rokua Geopark mission



Is to...

- **Protect the unique values of its nature and culture**
- **Create new possibilities for the businesses operating in the area and especially strengthen the tourism industry**
- **Strengthen the knowledge of the area amongst people living there and create healthy pride**
- **Produce good quality services throughout the year**

Why are we a Geopark?



Rokua Geopark is an area where the traces of the most recent glacial period can be seen extraordinarily clearly



Rokua Esker and Dune Area



Furthermore....

**The Bedrock in Rokua Geopark
belongs to the Europes oldest bedrock
zone. Our oldest sites date back 2,7
Billion years!,**



Lake Oulujärvi District



Furthermore....

**Rokua Geopark has a very valuable
cultural heritage and good quality
infrastructure for tourism**



River Oulu Valley

Rokua Geopark Companies

Rokua Geopark –Companies August 2018

Muhos 17

- Savi-Jonttu
- Montta Active Camping
- Los Coyotes Ranch
- Laukanranta B&B
- Wanha Tylli
- Viskaalin
- Huovisen navettasali
- Oulujokilaakson Golf
- Pietan Puoti
- Kustannus Oy
Maaseutulehdet
- Laserpalvelut JN
- Muhoksen Rautia Oy
- Pienet Oranssit
- OS Retkipalvelut
- Tervareitti
- Vuoton Joutsen
- Leppiniemen vierasmaja

Utajärvi 13

- Rokua health & spa
- Merilän kartano
- Utajärven leipomopalvelut
- Kakaravaara
- Rokuan lomatähdet
- Atteson Fishing
- Kinnusen Mylly Oy
- Kurttilan Lomamökit
- SEO Jaakon Mylly
- Suorsan Liikenne Ky
- Rokuanhovi
- Utajärven Seurakunta
- Suomen Keskusvaraamo

Vaala 17

- Luonnollisesti Oulujärvi
- Kankarin taidehuvila
- Sienestä Oy
- Manamansalon Portti
- Sukellustyö J. Takkula
- Kolme Aittaa
- Oulujärven majoituspalvelut Oy
- Perheyhtiö Paakkarit Oy
- Puutarha Ryytiranta
- Rokuan Ruokapalvelut Ay
- Vaalan Juustola
- JK-Asennuspalvelu Oy
- Taikaloora
- Oulujärven melojat ry
- Kanttura
- Manamansalon leirintäalue
- Hyvinvointipalvelu Poloku

Meetings with local companies



Environmental Education

Environmental education



Operation in a wide network

- With local schools:
 - Workshops, lessons, field trips, common projects..
 - In 2015, the first Geopark Schools were established; integration with curricula.
- Also with several other partners:
 - Universities, institutions, associations, companies, other Geoparks etc.
 - Development of materials and methods, research, professionalism for activities, participation to local committees..



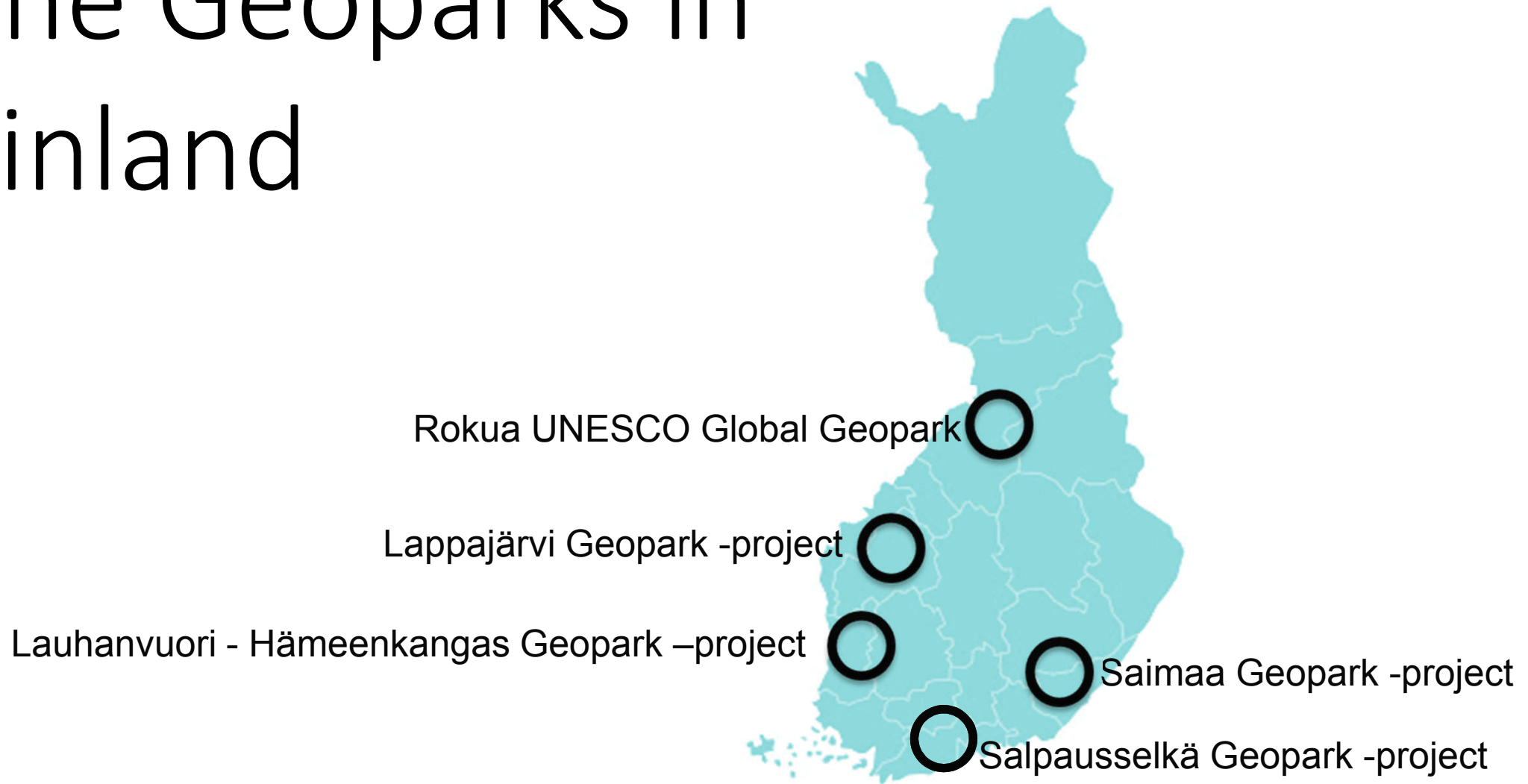


SEZIA VAL GRANDE
GEOPARK



UNIVERSITÀ
DEGLI STUDI
DI TORINO

The Geoparks in Finland



Kiitos!

