
UNESCO UniTwin Network

Culture, Tourism & Development

Workshop

Cultural Sociobiodiverse Basin of the Chapada do Araripe *Sustainable tourism, heritage valorization and regional development*

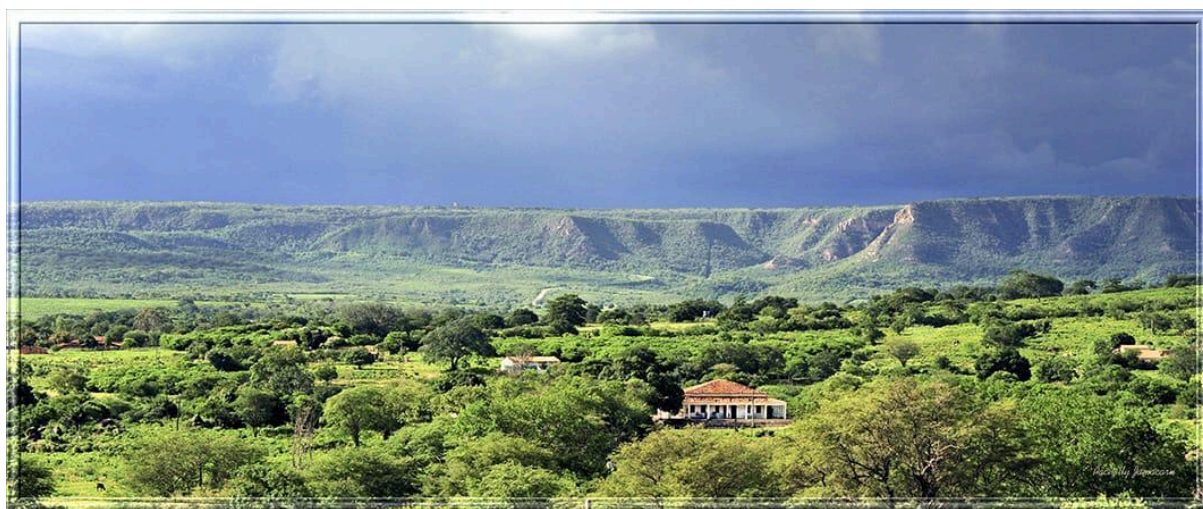


Photo: Pachelly Jamararu

1-7 June 2025

Nova Olinda (Ceará), Brazil



Foreword

UNESCO UNITWIN (“university twinning and networking”) program was launched in 1992 to foster cooperation and networking between universities on an international level, through the transfer and sharing of knowledge. As a result of this program, the **UNESCO UniTwin Culture, Tourism and Development Network** was created in 2002, with the Paris I-Panthéon Sorbonne University as coordinator. To date, over 30 universities from all continents are associated, including the School of Arts, Sciences and Humanities, of the University of São Paulo (EACH-USP), in Brazil.

Among the objectives of the network, one can mention:

- a) to create a system of inter-university cooperation in the themes of tourism, culture and heritage,
- b) to disseminate concepts, principles and objectives of UNESCO based on its reference texts, in particular the agenda related to world heritage sites,
- c) to promote responsible and ethical tourism, understood as a vector of sustainable development of territories, with local agents playing a leading role, and the valorization of cultural diversity,
- d) to monitor cultural valorization strategies and projects related to sustainable development goals (SDGs),
- e) to bring academic expertise closer to political decision-making in favor of local populations, by respecting territorialities and the political actions of these communities, with the generation of more dignified employment and income, and
- f) to support the territories in the implementation of sustainable tourism development strategies in relation to heritage.

What is the purpose of a Network’s workshop?

- to share experiences and work together on potential cooperation (instead of "solutions") for tourism and culture development
- to engage with local stakeholders and agents on reflexive approaches of tourism and culture development
- to bring local initiatives, projects, policies, landscapes to the knowledge of the UNESCO UniTwin Network members

EACH-USP is the only Brazilian representative in the Network (a member since 2013) and has been actively participating in conferences, workshops and other academic agendas. At this moment, having Fundação Casa Grande and SESC Ceará as local hosts, it is in charge

of making the bridge with members of the Network to hold a workshop in 2025 in Brazil, especially in the construction of a purposeful program both on its contents and logistically.

Challenges & opportunities of an WS in Brazil

- to contribute with local and national organizations in search of the universal heritage values of the Chapada do Araripe
- to channel UNESCO UniTwin Network members' international expertise into debate with local & regional intentions of tourism development
- to engage technically in the Chapada do Araripe campaign as WHS, by supporting the preparation of the tourism chapter of the dossier
- to stimulate Brazilian and Latin American (future) collaborations in the context of UniTwin Networks & Chairs

The **UniTwin Network Workshop in Brazil in 2025** will be combined with an on-going initiative to prepare a dossier for the nomination of Chapada do Araripe, in Ceará, as WHS (place on the UNESCO Tentative List in February 2024) and in which region a UNESCO Geopark already exists since 2006, the first in the Americas. Thus, the UNESCO UniTwin Network team, beyond the agenda of the workshop itself, is expected join the **6th edition of Seminar "Heritage Providing Humanity"**, held by Fundação Casa Grande (since 2019) as part of the articulation efforts to build the nomination both locally and nationally, in a "bottom-up" approach.

The proposal, already discussed and formalized with the FCG Scientific Committee and the Regional Director of SESC Ceará, represents an opportunity to expand discussions and measures aimed at Chapada do Araripe's bidding as a UNESCO World Heritage Site. At the same time, by welcoming academics and researchers from several universities from all over the world, the workshop also serves as a point of dissemination for the achievements achieved so far in the region, as well as to create and reinforce cooperation ties for future stages - including the ongoing challenges of the mentioned candidacy and, once approved, attention to long-term tourism and heritage management.

In that sense, the Network members are invited to reflect upon the following questions:

1. How to **involve and mobilize** actors from territories, communities and institutions in the planning and management of tourism in the **Sociobiodiverse Cultural Basin of Chapada do Araripe**?
2. What **tourist practices** can enhance the natural and cultural heritage (material and immaterial) of the **Sociobiodiverse Cultural Basin of the Chapada do Araripe** and contribute to its conservation? In what ways?
3. What **risks** does tourism generate to territorial, social, cultural and community dynamics and to the values to be preserved and safeguarded in the **Sociobiodiverse Cultural Basin of the Chapada do Araripe**?
4. How to strengthen the **production chain** of the community-based tourism network already activated in the territory of the **Sociobiodiverse Cultural Basin of Chapada do Araripe**, ensuring community engagement and sustainable tourism principles?
5. What **economic opportunities and businesses associated** with tourism can be developed or improved, given the challenges at a **regional scale** of the **Sociobiodiverse Cultural Basin of Chapada do Araripe**?
6. What **parameters** and **indicators** should be employed or improved to monitor tourist activity within destinations in the **Sociobiodiverse Cultural Basin of Chapada do Araripe**?

Based on these questions and based on the expertise of Network members, Workshop participants are expected to:

What roles can the Network play in the 2025 workshop in Brazil?

- Supporting the articulation of exceptional universal value of heritage with proposals for sustainable tourism development
- Sharing of participatory tourism management practices in association with World Heritage (WH), as well as suggesting of tourism management mechanisms in the Sociobiodiverse Cultural Basin of Chapada do Araripe
- Assessing and debating on the risks of tourism development, as well proposing mitigation measures
- Suggesting strategies for formulating a tourism management plan of the dossier of the Sociobiodiverse Cultural Basin of Chapada do Araripe as WHS

Fundação Casa Grande

The Casa Grande-Memorial do Homem Kariri Foundation is a non-profit Civil Society Organization, based in the municipality of Nova Olinda, CE - with around 12 thousand inhabitants, operating for 31 years in the creative sectors of **Culture, Social Communication, Heritage Education and Community-Based Tourism**. It has been developing and consolidating its experience in this sector through an **Inclusive Social Archeology** program, which proposes the construction of an entrepreneurial model of participatory cultural management, whose practices stand out as a reference for community formation and with the potential for effective contribution to development and social inclusion of children and young people in Northeastern Brazil.

Through research into the sounds and musicality of regional myths, conducted since the 1980s, by the couple Alemberg Quindins and Rosiane Lima Verde, another territory has been revealed, an enchanted territory with a strong presence of archaeological remains of the past man who inhabited the Chapada do Araripe valley. Faced with this enchanted territory of Cariri, the need arose to create a place that could give back to the Kariri people of the past, present and future, their memory. Thus, from the restoration of a large house in Alemberg and support from the Municipality of Nova Olinda, the CASA GRANDE FOUNDATION – MEMORIAL OF THE MAN OF KARIRI was born in 1992.

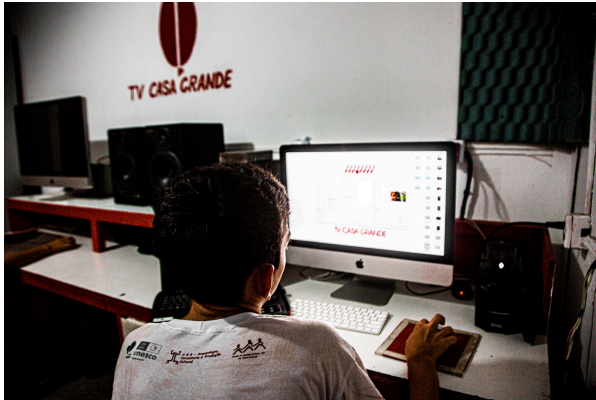


Photo: Thiago Allis (Dec. 2023)

When Casa Grande opened its doors to the "meninada" (a bunch of kids), it was necessary to create a playful language of myths, music and images of enchanted places, through storytelling, photographs, drawings and comics, encouraging children's imagination. In this way, it was possible to encourage children to make new discoveries and reshape their experience, with their own place and rediscover their own places in the world. Casa Grande provided (and still provides) children and young people from Nova Olinda access to a very

rich collection related to human communication, ranging from cave paintings to the production of digital graphic animations.





Photos: TV Casa Grande

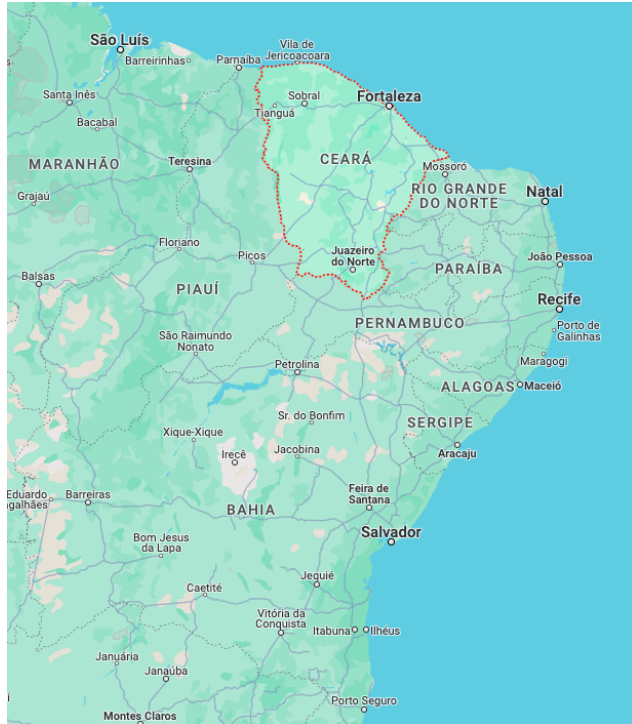
The content disseminated at Casa Grande is linked to Programs developed in the areas of Heritage Education, Social Communication, Integrated Arts, Sport and Community Tourism, instilling in children, teenagers and youngsters a set of knowledge, skills and attitudes necessary for training and performing an empowered attitude for cultural management.

The programs are organized around five strategic axes:

1. Child education;
2. Professionalization of youngsters;
3. Social Entrepreneurship;
4. Income for families and community, and,
5. Financial Sustainability.

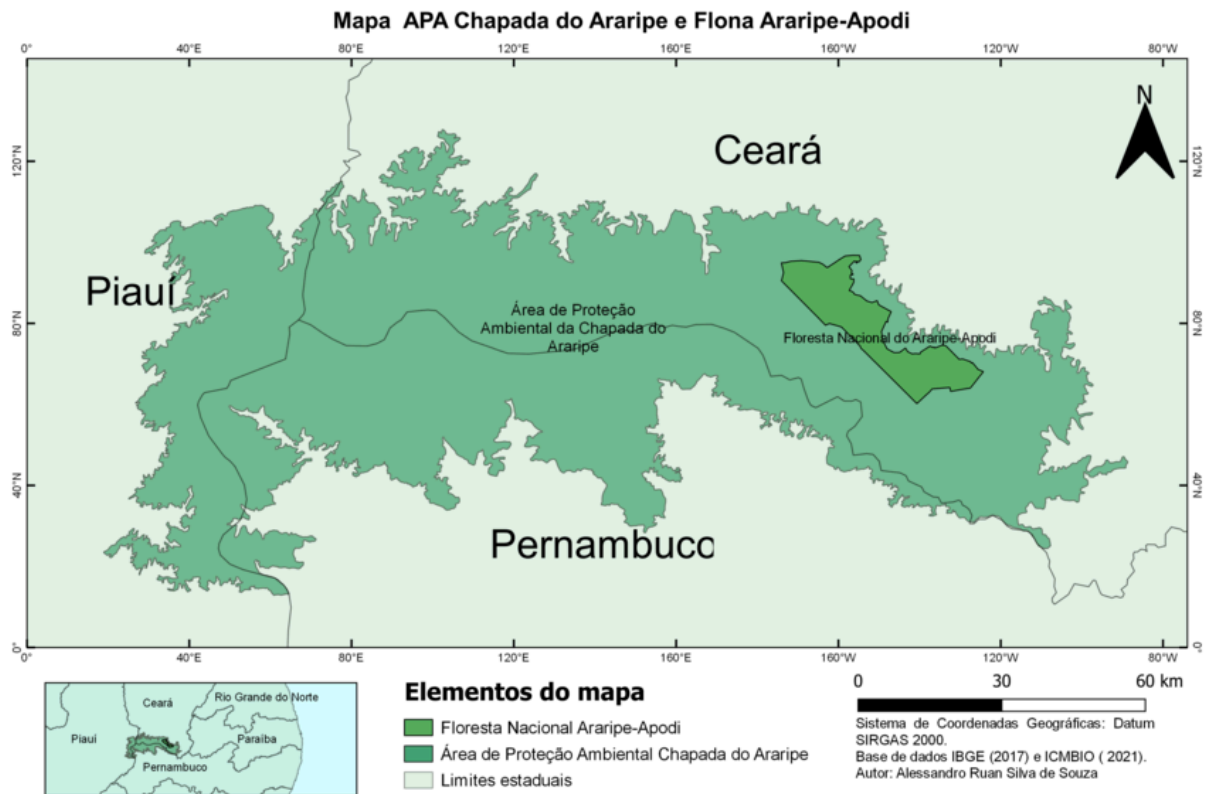
These young leaders, already in the process of professionalization and individual and collective entrepreneurship, refining their talent and professional ethics, are generating quality as a product of the content acquired to open and expand the job market. At the same time, they are empowered to transmit knowledge, information and forms of management for the youngest, promoting the principles of Inclusive Social Archeology which, through inclusion and income distribution, promotes community development in the territory.

The Casa Grande Foundation is located in the city of Nova Olinda, which today belongs to the Metropolitan Region of Cariri, comprising 9 municipalities and around 700 thousand inhabitants. Nova Olinda is 500 km away from Fortaleza, the state capital, and 50km from Juazeiro do Norte, which plays the role as regional capital (with ca. 250.000 inhabitants).



CARIRI: an overview

The region gets its name from the Kariri indigenous people, who inhabited the territory before Portuguese settlement, and is located at the foot of **Chapada do Araripe**, a mountain range bordering the states of Ceará, Pernambuco and Piauí.



Source: Souza & Bezerra, 2022

Chapada do Araripe is an unique heritage, holding one of the greatest paleontological treasures in Brazil and the world, of inestimable value for the study of the Earth's geological history. The fossil remains of Araripe, in a privileged state of conservation, are essential for clarifying issues linked to the emergence of oceans, the formation of climates and the development of ecosystems millions of years ago. There are also hundreds of archaeological sites with cave paintings and a strong oral tradition about the legends and myths materialized in natural monuments.

The cultural landscape of Chapada do Araripe is the result of man-nature interaction, a true melting pot of existences and experiences that have developed over thousands of years and can be perceived through cowboys, repentistas, wood engravers, traditional bands and other manifestations of popular culture. The Chapada also represents an important part of the biodiversity of northeastern Brazil, with its ecosystem containing the Atlantic Forest, Cerrado and Caatinga biomes, and its fauna includes several species of reptiles, insects and mammals, as well as the existence of more than 200 species of birds - including "Soldadinho-do-Araripe" (*Antilophia bokermanni*), and endemic bird in the list of critically engendered species of extinction.



Photos: Pachelly Jamaru



Photos: Pachelly Jamaru

Araripe UNESCO Geopark

The Araripe Geopark is located in the south of the State of Ceará, in the northeast region of Brazil. The Araripe Geopark involves the municipalities of Barbalha, Crato, Juazeiro do Norte, Missão Velha, Nova Olinda and Santana do Cariri, with an approximate area of 3,789 km² (IBGE/FUNCEME, 2001); area corresponding to the Ceará portion of the Araripe Sedimentary Basin. This territory is located in a region characterized by an important geological record from the Cretaceous period, with emphasis on its paleontological content, with records between 150 and 90 million years old, which presents an exceptional state of preservation and reveals an enormous paleobiological diversity.



The Cariri region shelters a green oasis on the *caatinga* biome, because of the subsurface rocks, that absorbs the rain water and returns it to the environment in the form of countless crystalline water fountains of the Araripe Plateau foothills. Below these fountains there are sedimentary deposits which are abundant on fossils, that registers the rich biodiversity that was in the area about 100 million years ago. In the top of the plateau there is a singular forest that shelters rare and endemic species of birds and ferns.

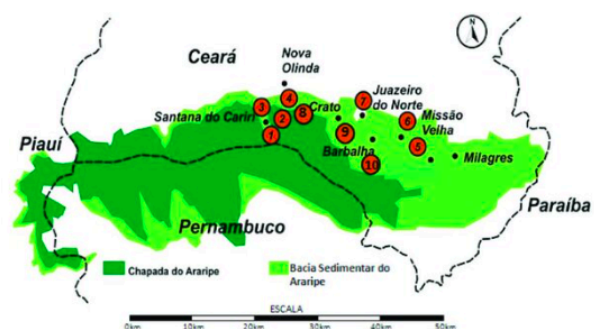
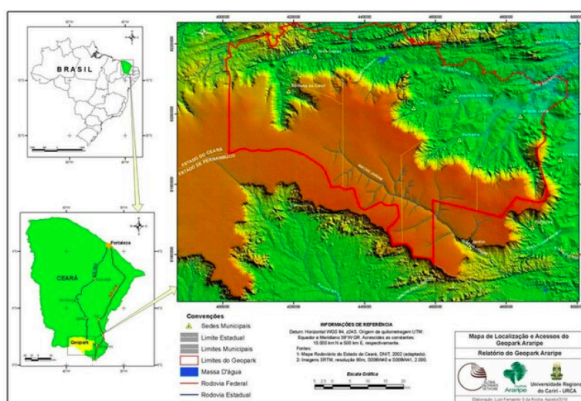
In September 2006, the Araripe Geopark was recognized by the Global Geoparks Network, under the auspices of UNESCO, as the first Geopark in the Americas, during the 2nd UNESCO Conference on Geoparks, which took place in Belfast (Northern Ireland). The creation of Geopark Araripe has the institutional support of the following entities: Institute of National Historical and Artistic Heritage (IPHAN), National Department of Mineral Production (DNPM), Geological Service of Brazil (CPRM), Mineral Technology Center of the Ministry of Science and Technology (CETEM) and the Brazilian Institute of the Environment and Non-Renewable Natural Resources (IBAMA), as well as other regional and municipal NGOs.

The main objectives of the Geopark Araripe are:

- To protect and conserve sites of greatest geological/paleontological relevance, territorially called geosites;
- To provide the local population and visitors with opportunities to learn about and understand both the scientific contexts of the various geological eras (Pre-Cambrian, Paleozoic and Mesozoic) and the region's environmental ecosystem;

- To enable knowledge and dissemination of archaeological records of ancestral settlements in the region;
- To intensify relations with a whole spectrum of activities (scientific, cultural, tourist and economic), with an emphasis on the evolutionary history of Earth and Life;
- To publicize the history of the occupation of the territory, regional culture and its manifestations, and forms of sustainable use of natural resources in the region;
- To promote social inclusion, considering society's participation as one of the pillars of the development of Geopark Araripe as a territory of science, education and culture;
- To encourage quality tourism, based on the multiple strengths of the territory, through an international level promotion and dissemination strategy;
- To cooperate in close coordination with stakeholders and municipal, state and federal public authorities, in order to guarantee continuous development of the territory.

In Araripe Geopark there are 59 official **geosites** that show the geodiversity of the area in a singular way, either for its scientific and pedagogical value or for its cultural and touristic value. Initially nine of these geosites were selected to accomplish preservation, environmental education and **geotourism** activities. In 2024, Mirante do Caldas has been recognized as the 10th geosite of Araripe Geopark.



Geossítios de intervenção no período de 2006-2010:

- | | |
|--|---------------------------------------|
| 1 Geossítio Ipubi | 6 Geossítio Cachoeira de Missão Velha |
| 2 Geossítio Parque dos Pterossauros | 7 Geossítio Colina do Horto |
| 3 Geossítio Pontal da Santa Cruz | 8 Geossítio Ponte de Pedra |
| 4 Geossítio Pedra Cariri | 9 Geossítio Batateira |
| 5 Geossítio Floresta Petrificada do Cariri | 10 Geossítio Riacho do Meio |



Mirante do Caldas: newest geosite of Araripe Geopark



Source: <https://mirante.sema.ce.gov.br/>

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ARARIPE UNESCO GLOBAL GEOPARK (Brazil)

Celebrating Earth Heritage

The Araripe UNESCO Global Geopark is located in the Araripe Basin, which is considered the largest sedimentary basin in the Brazilian Northeast inland extending into the South of Ceará State, Pernambuco's northwest and Piauí's east. The Araripe Plateau is its main distinction, in terms of relief. The geological heritage of the Geopark is characterized by important geological records from the Lower Cretaceous period between 90 and 150 million years ago, especially in its paleontological content. The preservation of this vast and rich heritage of fossils in the region was caused by unique conditions during the geological evolution of Araripe Basin, especially in the Cretaceous. The paleobiology reveals great diversity, including silicified trunks, impressions of ferns, conifers and flowering plants, foraminifera, mollusks, arthropods (ostracods, spiders, scorpions and insects), fish (sharks, rays, bony fishes and many celacanthos), amphibians and reptiles (turtles, lizards, crocodilians and pterosaurs). Sedimentary deposits preserve a great diversity of rocks (limestones, claystones, sandstones, thick deposits of gypsum) that are a record of geological environments that existed in this region.

In Araripe UNESCO Global Geopark there are nine geosites. Each geosite characterizes a different period of this region's geological time. Among Araripe UNESCO Global Geopark geosites, some have relevant scientific interest, such as the geosites Parque do Pterossauros, Pedra Cariri, and Floresta Petrificada do Cariri. Others are distinct for having, in addition to the geological interest, historical and cultural values, such as the geosites Colina do Horto, Ponte de Pedra, Cachoeira de Missão Velha and Pontal de Santa Cruz; and others for the high ecological interest, such as geosites Riacho do Meio and Batateiras.



©Araripe UNESCO Global Geopark, Brazil

Community-Based Tourism Network

The creation of the Chapada do Araripe Community-Based Tourism Network helps to strengthen the idea of distributive justice in tourism, so that it is not just medium and large businesspeople who benefit from the tourism production chain in the Chapada do Araripe region. When the network of Cariri Organic Museums was structured as a tourist route, the benefits and results greatly impacted the set of social enterprises that make up the offer, such as: home inns, artisans, artists, restaurants, cafes, guidance, transport and other small businesses. Therefore, the initiative proposes the production of content; enable increased visitor stay; generate new services that guarantee the equitable distribution of income through the practice of responsible tourism with an emphasis on cultural and natural heritage.

It also contributes to the training of young people in new work spaces and promotes the strengthening of the production chain of the cultural economy throughout the Cariri region. It has repercussions on the offer of creative and innovative products and services, for example: segmentation sustainable-cultural, scientific tourism, ecotourism, bird watching; hospitality; gastronomy; fashion and events, enabling a set of social enterprises that generate income for young people and their families.

An Experiential Community Tourism Agency was born to provide a more welcoming, personal and culturally integrated touring options for visitors to Foundation Casa Grande. Today, its operation includes transportation, lodging and sightseeing services within the Cariri.



Homestays program

Homestays are part of the Casa Grande Foundation's community tourism program. It works like a laboratory, where parents and children learn to welcome visitors and communicate with people from other regions. The Mother's Cooperative was created in 2002 and it grew with the goal of integrating the parents of Casa Grande's children and youth into the Casa Grande educational community, also implementing an organized plan for generating additional family income.

Over time, the number of visitors to FCG grew very rapidly and Many of these visitors expressed the wish to spend the night, in order to spend more time getting to know Casa Grande and experiencing its activities. Some visitors were invited by

FCG youth to spend the night in their homes, and these visitors wanted to contribute financially for their lodging with the host families. Thus, experiential community tourism has emerged as a social tool for supporting both our visitor' education and the generation of local family income.

The lodges are home suites located in the backyards of the families' houses. Each homestay has two bunk beds, bedding and bathroom, refrigerator, TV, video and stereo.

At Casa Grande itself, there's also a **restaurant** that serves the visitors, as well as one small store that sells T-shirts and hand-made craft items produced by parents in their homes and personalized with images associated with Casa Grande.





Organic Museums

Organic Museums are dynamic expressions of human creativity. They are living and active scenes of popular culture and know-how, sharing spaces of daily routines of "masters of culture", who inherited them from their ancestors and keep them authentic. They are structures of knowledge and fertile and permanent transmission of the history, culture and arts of people, in their most particular manifestations. Expressions of identity of a people, they open their doors that lead from the past to the future the history of a people. To date, there are 18 organic museums, made possible with the partnership with SESC Ceará.

They are open museums, taking the format of **house museum**, **workshop museum** and **workshop house museum**, due to the diverse content they reveal. Fixed structures (economic and social) and movable material are articulated in order to value each other and, directly and from a perspective of social use of heritage, the community as a whole is involved and feels beneficial and promoted.

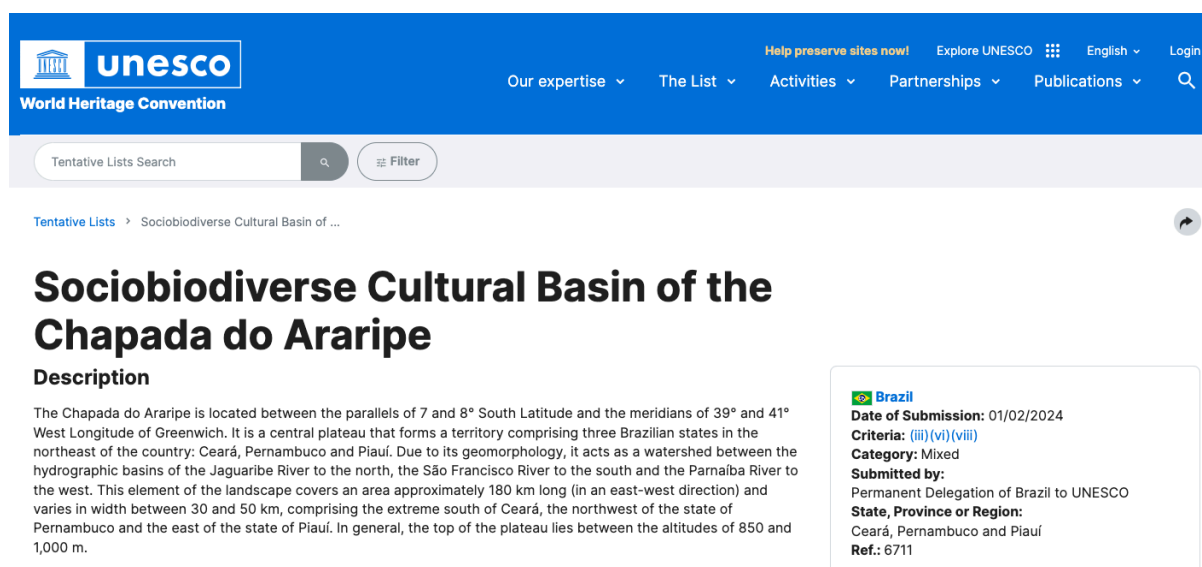
They are homes, where men and women emerge as narrative tellers, as citizens and living actors in history. These are spaces that inspire community-based tourism and allow families to monetize their economies. These are homes, whose walls take on the colors of other times and the platbands, in their simple shapes, display the renovated house, in a harmonious dialogue with times and geographies that cross the sea until reaching North Africa.



Chapada do Araripe as WHS: a collective ongoing mission¹

The history of initiatives that converge towards the Sociobiodiverse Cultural Basin of Chapada do Araripe as potential WHS stems from a collective will emerged from the 1st Chapada do Araripe World Heritage Seminar, in 2019. From this, a set of local and national organizations come together, in 2021, to carry out the “Elaboration of a Dossier for the candidacy of Chapada do Araripe as a World Heritage Site (UNESCO): nature, tradition and formation of an enchanted territory”, with support from FUNCAP and academic coordination of the Regional University do Cariri (URCA). Based on that, "it seeks to prioritize scientific knowledge from the perspective of preparing an inventory that will serve as an institutional commitment to the candidacy to UNESCO, in addition to qualifying the dialogue on the challenges and possibilities of safeguarding cultural and natural heritage in the State of Ceará".

This work gave rise to the report that supported the proposal by the Government of Brazil of the Sociobiodiverse Cultural Basin of Chapada do Araripe as mixed heritage (criteria iii, vi and viii) to the UNESCO tentative list, in February 2024. This process, at the national level, has been led by IPHAN, in coordination with other federal bodies, such as the Ministry of Foreign Affairs, the Ministry of Culture and the Ministry of Environment and Climate Change.



The screenshot shows the UNESCO World Heritage Convention website. The header includes the UNESCO logo, navigation links like 'Our expertise', 'The List', 'Activities', 'Partnerships', and 'Publications', and a search bar. Below the header, there's a search bar with 'Tentative Lists Search' and a 'Filter' button. The main content area displays the title 'Sociobiodiverse Cultural Basin of the Chapada do Araripe' under the 'Tentative Lists' section. To the right, a box provides details: 'Brazil', 'Date of Submission: 01/02/2024', 'Criteria: (iii)(vi)(viii)', 'Category: Mixed', 'Submitted by: Permanent Delegation of Brazil to UNESCO', 'State, Province or Region: Ceará, Pernambuco and Piauí', and 'Ref.: 6711'.

Description

The Chapada do Araripe is located between the parallels of 7 and 8° South Latitude and the meridians of 39° and 41° West Longitude of Greenwich. It is a central plateau that forms a territory comprising three Brazilian states in the northeast of the country: Ceará, Pernambuco and Piauí. Due to its geomorphology, it acts as a watershed between the hydrographic basins of the Jaguaribe River to the north, the São Francisco River to the south and the Parnaíba River to the west. This element of the landscape covers an area approximately 180 km long (in an east-west direction) and varies in width between 30 and 50 km, comprising the extreme south of Ceará, the northwest of the state of Pernambuco and the east of the state of Piauí. In general, the top of the plateau lies between the altitudes of 850 and 1,000 m.

Brazil
Date of Submission: 01/02/2024
Criteria: (iii)(vi)(viii)
Category: Mixed
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In this context, holding the **UNESCO UniTwin Culture, Tourism and Development Network workshop** in Nova Olinda (Ceará), in 2025, in cooperation with various of the organizations engaged from the beginning, represents an additional effort for debates, analysis and proposals for tourism management in the interface with the valorization, protection and conservation of a world heritage site at a regional scale.

¹This section was prepared based on the information contained in the [report](#) and on the [website](#) for the proposal of the *Sociobiodiverse Cultural Basin of Chapada do Araripe* as a World Heritage Site. Reading the report in full is highly recommended to understand details about the region, as well as the arguments and processes that have been conducted to construct the candidacy dossier.

UNESCO UniTwin Network WS2025: OVERVIEW

What

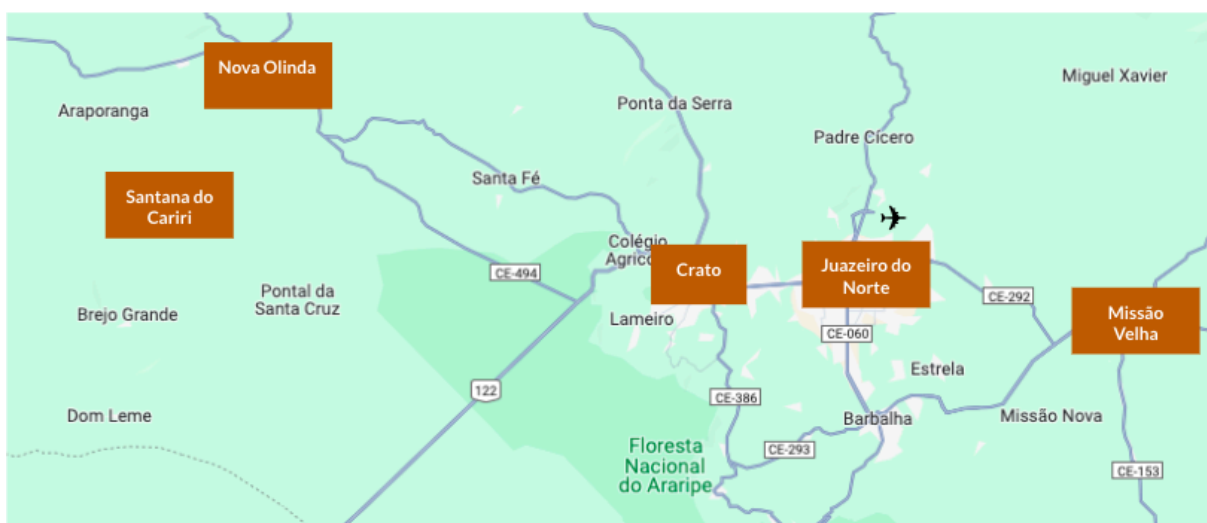
- **3 days of visits, interactions, debates and workshops** with local stakeholders, community members and local organizations, based in Nova Olinda (Ceará). Fundação Casa Grande and SESC CE are the main partners and local hosts, being EACH Network member in charge of making the bridges. It is expected that Network members also join the **VI Seminar of Chapada do Araripe "Heritage providing Humanity" (+3 days)**, totalling a schedule of **6-7 days of activities in the Cariri region**. For a detailed program, see Tentative Schedule below.

When

- **Early June 2025**, arriving in Brazil on Saturday (**June 1st**) and leaving on the following Saturday (**June 7th**).
- **Important Note:** preparatory **online activities** will take place in 2024 and 2025, previously to the on-site agenda in Nova Olinda. More details to come soon!

Where

- Most activities will take place at **Fundação Casa Grande**, in Nova Olinda, Ceará State, 50km from Juazeiro do Norte Airport. Some visits are also planned at neighboring towns - such as Santana do Cariri, Crato and Missão Velha - 15km, 40km and 70km from Nova Olinda respectively.



Tentative Schedule

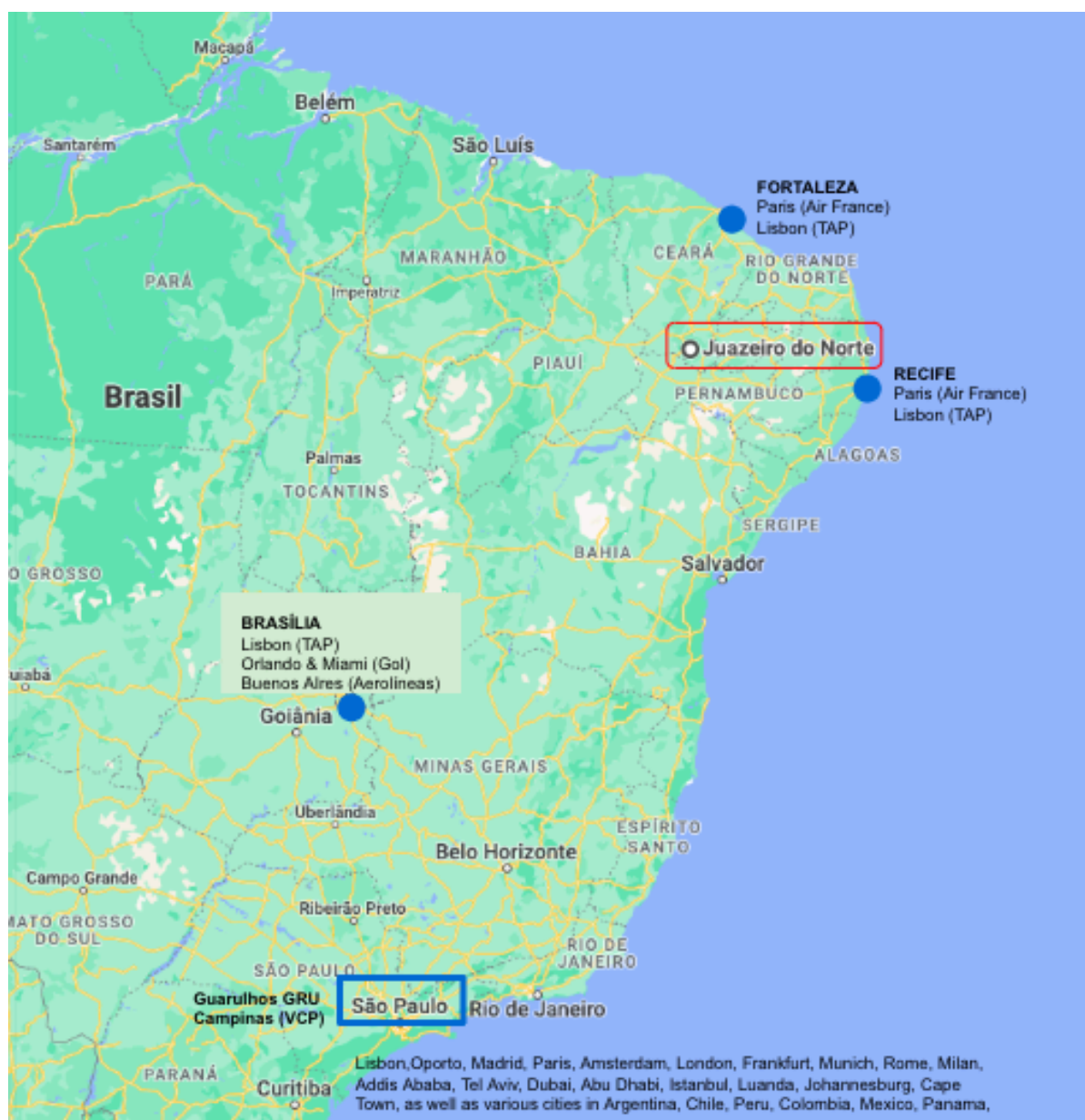
Day	Date	Agenda
0	June 1 Sunday	Arrival at Juazeiro do Norte (see timetable for flights) Overnight at Hotel Hotel Iu-á
1	June 2 Monday	8h: Departure of Hotel Iu-á 8h30: Visit to Mirante do Caldas 10h30: Memorial do Homem do Cariri & Fundação Casa Grande 12h: Lunch at Fundação Casa Grande Mothers' Restaurant 14h: Presentation of the work agenda (Teatro Violeta Arraes) 16h: Espedito Seleiro: Visit to Organic Museum 18h: Traditional music & open air light meal
3	June 3 Tuesday	8h: Departure of homestays (with Ricardo, tour guide) 9h-11h: Paleontologic visit (including museum at Santana do Cariri) 12h: Lunch at Sitio Lirio (with Damiana and Bibi) 15h: Santa Fé Archaeological site (with Heloísa) Crato 18h: Morada de Conteúdo (Alemberg) Coffee & talk Crato 20h30: Return to Nova Olinda & overnight at homestays
4	June 4 Wednesday	8h: Departure of homestays (with tour guide) 9h-11h: Colina do Horto (skylift) Juazeiro do Norte 12h: Lunch at Lira Nordestina (lunch package) 13h-16h: Lira Nordestina visita & workshop of wood engravings 17h: Corrinha Mão na Massa Organic Museum Missão Velha 18h: Dinner & music (Corrinha Mão na Massa's backyard) 20h30: Return to Nova Olinda & overnight at homestays
5	June 5 Thursday	VI Chapada do Araripe Heritage "Providing Humanity" 9h-10h30: Opening session & Conference of Maria Gravari Barbas 10h30-12h: Sharing experiences: WHS and tourism in Brazil (I) 12h: Lunch at Fundação Casa Grande Mothers' Restaurant 13h30-15h: Sharing experiences: WHS and tourism in Brazil (II) 15h-16h30: Sharing experiences: WHS and tourism in Brazil (III) (17h-19h: UniTwin working groups on organizing the analysis) Overnight at homestays
6	June 6 Friday	VI Chapada do Araripe Heritage "Providing Humanity" 9h-12h00: WHS and tourism: international cases 12h: Lunch at Fundação Casa Grande Mothers' Restaurant 13h30-15h: Sharing experiences: WHS and tourism in Brazil (IV) 15h-16h30: Sharing experiences: WHS and tourism in Brazil (V) (17h-19h: UniTwin Group working on writing recommendations) Overnight at homestays
7	June 7 Saturday	VI Chapada do Araripe Heritage "Providing Humanity" 9h00-10h30: Sharing experiences: WHS and tourism in Brazil (V) 10h30-12h: UNESCO Network Recommendations & closing session 12h30: Lunch at Fundação Casa Grande Mothers' Restaurant Transfer to Juazeiro do Norte

Note: Seminar detailed program (June 5-7) yet to be updated and agreed with FCG

Access

The arrival to the region is at **Juazeiro do Norte** (Ceará), a 280.000 regional capital, serviced by a national airport (JDO) connected to São Paulo (3h), Recife (1h) and Fortaleza (1h). **São Paulo is the main hub to Brazil**, but **Fortaleza** and **Recife** (as well as **Natal** and **Salvador**) are also feasible alternative international airports in the Northeast of Brazil.

Connections with Europe, Africa, Middle East and Latin America is also available at Natal (NAT), Salvador (SSA), Belém (BEL), Manaus (MAO), Rio de Janeiro (GIG), Belo Horizonte (CNF), Campinas (VCP), Curitiba (CWB), Florianópolis (FLN) and Porto Alegre (POA). Check the specific timetable according to your needs and preferences (See below).



Brazilian airport	To JDO	From JDO
São Paulo (CGH) (~3h flight)	20h50-1h35 (Gol)	4h35-7h25 (Gol) 12h05-15h10 (Latam)
São Paulo (GRU) (~3h flight)	22h25-1h20 (Latam)	4h35-7h25 (Gol) 12h05-15h10 (Latam)
S. Paulo/Campinas (VCP) (3h flight)	23h05-2h00 (Azul)	2h45-5h40 (Azul)
Brasília (BSB) (2h20 flight)	23h15-1h35 (Gol) - not daily!	3h40-6h00 (Gol) - not daily!
Recife (REC) (1h flight)	3h40-5h20 (Azul) - Daily 14h55-16h35 (Azul) - not daily!	17h10-18h40 (Azul)- Sundays 23h50-1h20 (Azul) - not daily!
Fortaleza (FOR) (1h flight)	21h55-23h15 (Azul) - Daily	6h00-7h25 (Azul) - Daily

⚠ **Check flight details closer to your trip, because timetables may change throughout the year**

Transfer in/out

The workshop local organizers will offer a transfer between Juazeiro do Norte (airport and hotel) and Nova Olinda by minibus **at no cost to participants**, as follows:

Day & Time	Itinerary	Meeting point
June 1st (according flight time)	JDO Airport- Iu-á Hotel	Arrival hall
June 2nd - 8am	Iu-á Hotel-Nova Olinda	Iu-á Hotel lounge
June 7th (according flight time)	Nova Olinda-JDO Airport	Homestays

Iu-á Hotel (Rua Arnóbio Barcelar Caneca, 800, Juazeiro do Norte/CE): further details [here](#).

If UniTwin Network members need transport on days and times other than these, they can contact the local organizing committee to discuss the possibility of private transfers. In this case, the costs are borne by the requiring person (approximately US\$20-25 each way).

Accommodation

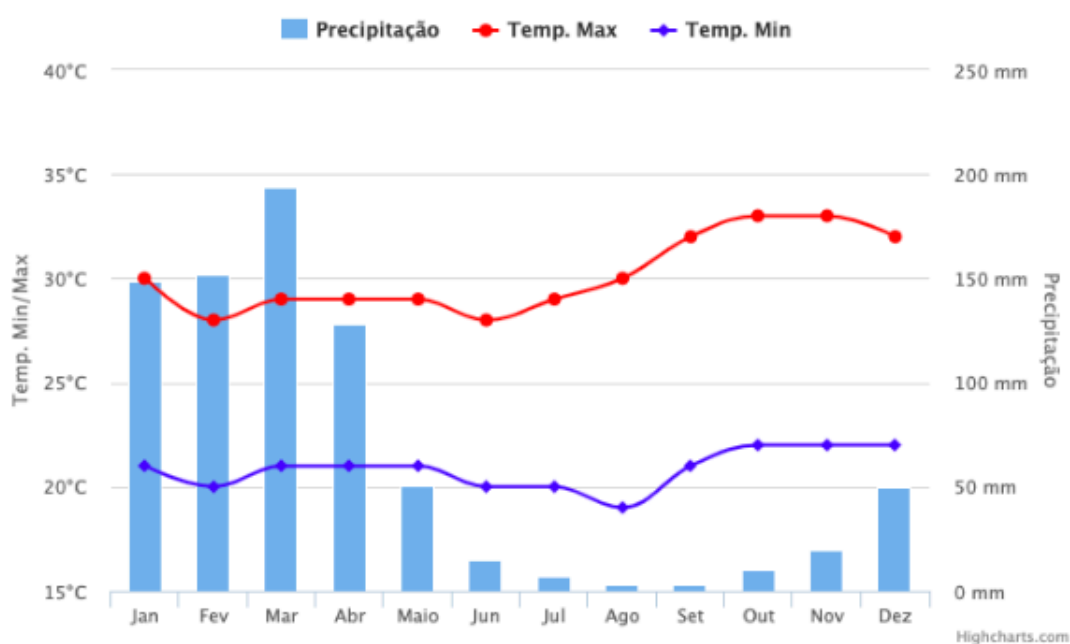
Fundação Casa Grande, in partnership with SESC Ceará, as local hosts, will provide 7 nights of accommodation for UniTwin members at no cost: the first night (June 1st) in Juazeiro do Norte upon arrival and the following nights (June 2nd-7th) in Nova Olinda, in homestays owned by local families who are part of the community-based tourism program.

Accommodation will be in a **single room** with **air conditioning** and **private bathroom and shower**, including breakfast provided by the host family (fruits, tapioca, Brazilian couscous, black coffee, fresh juice). Vegetarian meals are available, upon previous request.

⚠ Important note

In Nova Olinda, there are **no electric showers or gas heating**, so showers are at room temperature. In May-June, temperatures in Nova Olinda range from 20°C-21°C (min) to 28°C-29°C (max). See below the yearly weather profile for Nova Olinda.

📍 Nova Olinda - BR







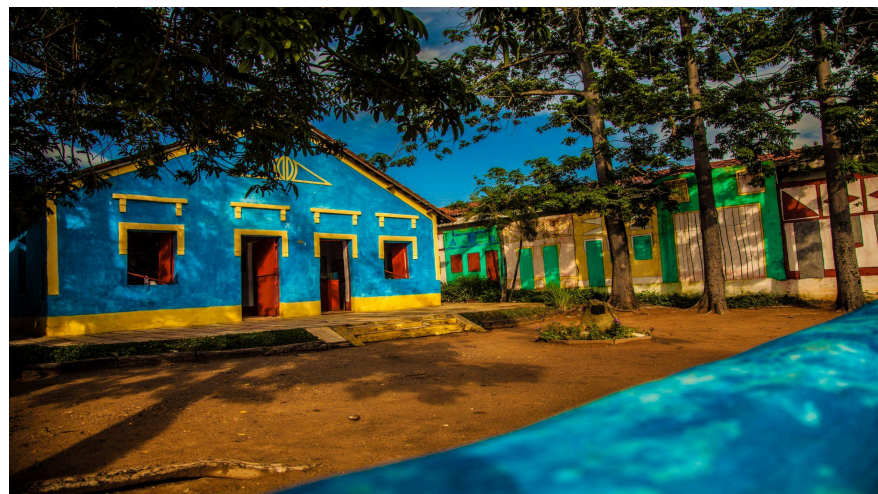
CALDAS OBSERVATORY

The Caldas Observatory is an open platform for the scenic beauty of Chapada do Araripe. It was to this natural viewpoint, by the way, that in the last century the Cruzeiro do Caldas was taken, a religious symbol inaugurated by Father Ibiapina in 1869. Through a walkway that takes the visitor to the viewpoint it is possible to appreciate the natural beauty of the forest and view important and symbolic points in the region, such as the historic center of Barbalha, Colina do Horto and the town of Caldas. To facilitate the location of these points, telescopes and interpretive landscape signs were installed, providing information about the fauna and flora of this ecological sanctuary and the cultural assets that surround the environmental complex. In the complex there are also a skylift, a butterfly center and an interpretive center (Source: <https://mirante.sema.ce.gov.br/sobre-o-complexo-ambiental/mirante>)



FUNDAÇÃO CASA GRANDE

Five programs are undertaken by Fundação Casa Grande, divided in two axes: the *content laboratory* and the *production laboratory*, which are linked to the cultural management experience laboratories. Each laboratory is managed by a cultural manager, a child and/or young person trained at the House, who is responsible for all activities carried out, as well as teaching the youngest arrivals at the House, whether they are younger or older. Each manager has one or more assistants (apprentices). Research and studies are carried out in the museum's collections, DVD library, comic library, library and nightclub. Children and young people are, then, stimulated to create cultural contents in the production laboratory, made up of TV Casa Grande, Rádio 104.9 Casa Grande FM, publishing house, archeology laboratory, Teatro Violeta Arraes - Engenho das Artes Cênicas and music studio.



MEMORIAL HOMEM DO KARIRI

Consolidated as part of the Inclusive Social Archaeology program, the Memorial aims at researching, preserving, collecting, communicating, exhibiting and publishing for scientific, study and recreation purposes, the material and immaterial culture of the Kariri Man. In addition, it also aims at offering educational and artistic activities for the local community through exhibitions, workshops and various presentations, the institution aims to provide technical, social and cultural training for young cultural managers. The Kariri Man Memorial has 7 exhibition rooms. The collection on permanent display at the Memorial of the Kariri Man is characterized by items of historical and emotional memory of the former residents of the house, archaeological objects of different types (lithic, ceramic, bone, metallic) and photographs that are part of the reference collection of mythological research developed by the founders of the institution. Depending on its exhibition thematic profile, the collection is displayed on fixed and mobile displays.



Photos: Thiago Allis (Feb. 2022)



Photos: Fundação Casa Grande

INSTITUTO DE ARQUEOLOGIA DO CARIRI DRA. ROSIANE LIMAVERDE

Created in 2015 to encourage children's interest in archeology and history. With the help of teachers and archaeologists, children learn how to identify and analyze ancient artifacts, as well as preserve and catalog their finds. The space allows children and young people to learn about basic aspects of organizing and curating archaeological collections for permanent or temporary exhibitions. It involves packaging, transport and accommodation of pieces on displays, as well as the basic guidelines for creating captions that communicate the origin of the piece.



Photos: Fundação Casa Grande

MUSEU ORGÂNICO ESPEDITO SELEIRO

From the cowboys' feet to the fashion parade, a lot changed in the history of leather and the city of Nova Olinda after Espedito Seleiro decided to make a trunk for his mother. The story begins in Nova Russas, a municipality located in the west of the state of Ceará. His father made shoes for cowboys, drovers and gypsies. Espedito, still an apprentice, took the left overs of the leather used in the pieces and made his own. The artisan puts into practice the knowledge of five generations. Alongside a team of approximately 20 people, Seleiro says that, if he were to die tomorrow, his five children would continue the tradition of leather handling inherited by the family. Seleiro has made pieces for films, soap operas and fashion shows, but, as he explains, he is not so proud of it, as “anyone is important to me”. The memory of Master Espedito Seleiro is, today, daily in his workshop and in the Leather Museum.



Photos: Thiago Allis (Feb. 2022)



DR. PLÁCIDO CIDADE NUVENS MUSEUM OF PALEONTOLOGY

The Museum was founded in 1985 by the municipal government of Santana do Cariri, and was donated to URCA in 1991. From 1997 onwards, through the implementation project of the Paleontological Complex of Chapada do Araripe, the Museum became a driver of paleontological research, the dissemination of science and support for the culture of Cariri. Its current collection houses several groups of fossils: petrified trunks (by silicification), impressions of ferns, pine trees and plants with fruits; molluscs, arthropods; fish, amphibians and reptiles. All these materials come mainly from the Missão Velha and Santana Formations of the Araripe Basin. The museum receives, on average, 2,000 visitors per month, being one of the main visitor centers in the Vale do Cariri region.



Photos: Thiago Allis (Jun. 2024)

SANTA FÉ ARCHAEOLOGICAL SITE

The Santa Fé archaeological site is one of rock art, considered by scholars to be one of the most important in the Cariri region. The region is 80 meters above sea level and the first analyzes of the region began in the 1980s, by archaeologist Dr. Rosiane Limaverde. The archaeological characterization is being carried out by the Casa Grande Foundation, which has been researching at the site for three decades. The geological mapping will be the responsibility of the GeoPark Araripe Geoconservation team.





Photo: Thiago Allis (Feb. 2022)

SÍTIO LÍRIO

With the desire to share experiences and feelings, the family of Damiana and Valdomiro, known as "Bibi", strengthen the family's integration into the agroecological production system. Damiana and Bibi work together during the week, they sell products at the Crato agroecological fair on Friday and, at the weekend, their son and two daughters contribute to the chores. This initiative has strengthened ties in the community, and the most important thing is women who are working in their own backyard. With the creation of the LAVIDA Project, the visitor has an experience Beekeeping, Family farming, Rural home inn and Bonds of affection.



MORADA DE CONTEÚDO | ALEMBERG QUINDINS

Morada de Conteúdo - Arquitetura do Afeto shows the architecture and details of Alembert and Rosiane's home, a house that portrays the diversity and richness of details of the Cariri region. Alembert says that his house was made to receive the light, sound and wind of Chapada do Araripe and highlights the importance of loving the house in which we were born. "The heart of what I called "Organic Museums" does not come from academic theses or scientific papers. It comes from the power that architecture has to bring together human feelings in visible lines in a poetic way and manifest themselves in affection and art. The invisibility of the enchanted appears in the form of simplicity in the relationship between human nature and the space occupied" Alembert Quindins.



COLINA DO HORTO (JUAZEIRO DO NORTE)

Colina do Horto Geosite has the oldest rocks of the Cariri, of almost 650 Million years. It is located in Juazeiro do Norte, at the feet of Father Cicero Statue, who left wise words that still today comfort the lives of the thousands of pilgrims who visit the Horto Hill, and which carry, as a pleasant souvenir, pieces of colorful and very colorful typical crafts. Colina do Horto gained prominence in the History of Juazeiro do Norte due to the presence of Father Cícero Romão Batista, the greatest political and religious figure at the end of the 19th century and beginning of the 20th century. Father Cícero managed to exercise notable local political power and promoted the development and emancipation of Juazeiro do Norte until his death in 1934. Today, devotion to Father Cícero continues to attract hundreds of thousands of pilgrims from all over Brazil, especially from the northeast. Colina do Horto, with the Santo Sepulcro trail, is one of the best-known attractions in Cariri.



Photo: Thiago Allis (Feb. 2022)

LIRA NORDESTINA

Lira Nordestina, formerly São Francisco Printing Office (founded in 1932), is one of the oldest and most famous spaces in Brazil in terms of "*cordel*" (traditional pamphlets) and printmaking production. In the 1950s, due to a series of economic and political factors, there was a strong decrease in the production of "*cordel*". In 1980, Tipografia changed its name to Lira Nordestina, at the suggestion of Patativa do Assaré, one of Ceará's greatest poets. With the crisis getting stronger, Maria de Jesus sold the Lira Nordestina in 1982 to the State of Ceará, which, in 1988, became part of the assets of the Regional University of Cariri – URCA. (Source: <http://www.urca.br/liranordestina/historico/>)



Photo: Thiago Allis (Feb. 2022)

CORRINHA MÃO NA MASSA ORGANIC MUSEUM

Opened in August 2022, Atelier Corrinha Mão na Massa Organic Museum exhibits inventive and original pieces illustrating the trajectory of the ceramist who draws her inspiration from nature. There are clay statues, wall pots, bio-jewelry and decorative pieces in the clay tradition, present in the region since the pre-colonial period. The story of this master begins when Maria do Socorro Nascimento ("*Corrinha*"), at the age of 13, was enchanted for the first time by the art that comes from clay through the hands of her first teacher, Dona Sebastiana Amaro. The relationship with clay acquired such a high level of importance in her life that Corrinha transformed her daily life into permanent dedication to this work.



Photos: Thiago Allis (May. 2023)

