Information video script and awareness of the Phou Hin Poun Geopark approach

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| Goal | Institutional awareness video explaining PHP's Geopark approach aimed at explaining, convincing and obtaining support: explaining the Geopark approach, explaining why PHP could be labeled Geopark, explaining the benefits for the populations, explaining the effects induced by geotourism |
| Length | Between 5 min |
| Message to broadcast | Give a taste of the landscapes of Phou Hin Poun. Highlight the specificities of PHP landscapes (populations, geology, agriculture, traditions, …) -> we are not talking about PHP for itself. It is a subject because of the Geopark approach. The message is "Why should PHP become a Geopark?" » |
| Video tone | Encourage to motivate the public to visit the PHP Geopark |
| Target | Local decision-makers: ministries, territorial development actors, private investors, international institutions (such as AFD, IUCN, World Bank)  International audience: adults  To publish on website and social networks |
| Orientation | Landscapes, sustainable territorial development and implications of populations |
| Contents | Images of global landscapes (cliffs), geosites, portraits of local populations |

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| Title | The exceptional landscapes of Phou Hin Poun or “The future Geopark of Phou Hin Poun”. |

Phou Hin Poun, located in central Laos, in Khammouane Province, is a karstic area of ​​the Annamite chain, *[Zoom from Google Earth in accelerated mode]*. Its breathtaking landscapes have a particular geomorphology. *[Show karst landforms from above + concretions in Konglor Cave]. The landscapes of Phou Hin Poun illustrate the evolution of karstic landforms whose formation and evolution extend over more than 100 million years. Beyond the aesthetics of the landscapes, Phou Hin Poun preserves the memories of the geological and paleoclimatological history of SE Asia..*

Water is the main agent of the evolution of PHP landscapes. *For more than 100 million years, the Anamite chain has stopped and benefited from abundant precipitation* which contributed to modeling the aerial and underground reliefs *[Followed by a falling drop of water?]* so that the PHP karst shows very extensive speleological developments.

Man has been roaming SE Asia for at least 130,000 years. The occupation of the Southeast Asian peninsula is the result of a complex history that remains to be understood. Today, PHP is occupied by at least six ethnic groups grouped into two major linguistic groups. Settling down and through their agricultural activities, men have contributed to shaping the current landscapes *[nobody in the rice fields, karst cliffs in the background]*. On the outskirts of the cultivated alluvial plains, the forests of Phou Hin Poun remain a resource for local populations. *[drone view of the forests]*, still living from hunting and gathering *[animals ?]*, *[weaving video with bamboo]*.

Phou Hin Poun is a territory where beliefs and traditions have developed, some stemming from the karst-human relationship *[villagers making offerings in a sacred place: in front of the Konglor cave? In the valley of Natane Meunng Paa? in traditional clothes]*, of spirits inhabiting the caves and the various cavities, which were very frequented, see inhabited *[Tham Pha Meu view]*

The inhabitants of PHP are divided into six ethnic groups, rich in specific cultural practices, including the LinHoun festival. To drive away evil spirits, and attract the favors of good spirits for the fertility of the Earth *[video of the LinHoun if possible: parade of the 3rd day and the fertilization of the Earth with the unearthing of the buffalo skulls]*.

*[view from Rock View Point on the karsts].*

Conclude on the relevance of the Geopark approach and what it will generate for the populations. To say that the project was born from the territory and is carried by the province of Khammouane (hence the need for a passage showing the governor or a minister from the front showing his full support for the project).