

# 03

## GEOPARK MANAGEMENT BODY

# 03-1 Management Structure

## 03-1-1 Basic concept

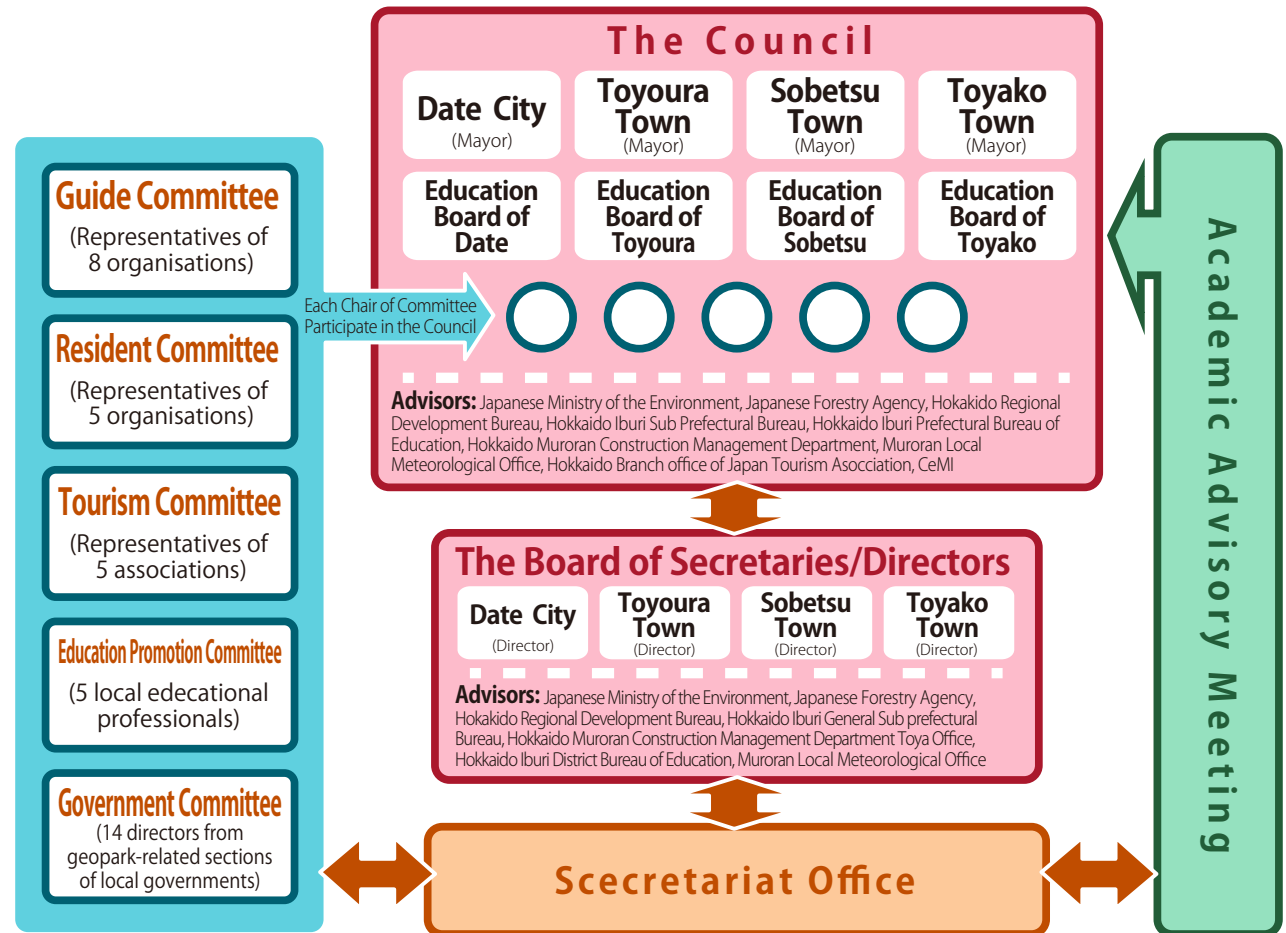
The Toya-Usu UNESCO Global Geopark Council ('the Council') is an organisation of groups from different sectors that pursue regional development through Geopark practices.

## 03-1-2 The Council

Members of the Council are mayors and superintendents of municipalities in the Toya-Usu UGGp, chairs of council committees (see 03-1-4), and representatives of affiliated organisations with advisory roles. For example, affiliated organisations make suggestions regarding the development of a foundation for Geopark status (see 02-5). The Council decides the directions of infrastructure development based on the opinions of those affiliated organisations.

## 03-1-3 Academic Advisory Meeting

Academic advisors are scientists and researchers who share scientific perspectives and suggestions regarding practices of the UGGp. Currently, the creation of a senior advisor or consultant position is being considered. If this comes to pass, the appointed person will make suggestions on the entire action plan.



### 03-1-4 Council Committee

There is a tourism committee, a guide committee, a resident committee, an education promotion committee and a government committee. Consisting of representatives from community groups and affiliated expert groups, each committee designs and coordinates individual projects in its field. Chairs of these committees constitute the Council and have voting rights at the Council's general meeting.

### 03-1-5 Board of Secretaries/Directors, Secretariat Office

The Board of Secretaries/Directors ( 'the Board' ) consists of the directors of the four UGGp municipalities. The Board is responsible for discussing and implementing the management of the Council, as well as liaising between stakeholders. The Secretariat Office consists of full-time staff and academic specialists. They are in charge of daily and administrative management. They also liaise with UNESCO, other Japanese organisations and other Geoparks.

### 03-1-6 Bottom-up approach

In realizing local ideas, a bottom-up approach works best. This is very significant for promoting the Geopark principle. On this basis, Toya-Usu UGGp projects are organised by a team of specialists who are chosen by the recommendation of Council committee member groups. The Secretariat Office plays a supporting role.



### 03-1-7 Close collaboration with local stakeholders

Similarly, collaboration with local communities and affiliated organisations is vital to promoting the Geopark principle. When special cooperation is required, the UGGp will conclude an agreement with appropriate stakeholders to assure and stimulate collaboration. The UGGp will also make an agreement when assigning Council members, including advisors and committee members. The agreement will specify the role and term of each assigned person.



Mutual cooperation agreement with Hokkaido University Museum

### 03-1-8 Finance

The Council's budget is funded by contributions from Toya-Usu UGGp municipalities and from grants from the Japanese government and the Hokkaido government. Income also comes from other subsidies and from book sales. Expenses of the UGGp are mainly for promotion and management. Salaries of Secretariat Office staff are paid by the UGGp municipalities.





## 03-2 Evaluation

### 03-2-1 Basic concept

For the design of more strategic plans, evaluation is essential. Particularly for better understanding and cooperation among the stakeholders, it is necessary to make seamless evaluations and to share the outcomes of practices. Evaluation involves different methods and parties. For example, revalidation by UNESCO and the Japan Geopark Committee (JGC) is an excellent method of external UGGp assessment.

### 03-2-2 Self-evaluation by the Council

The Council will present an annual report of Toya-Usu UGGp management and practices at the general meeting. The report will be available online, too. The Council will also survey the Council and committee member groups by questionnaire as necessary. The survey results will be used to improve practices.

### 03-2-3 Revalidation by UNESCO/JGC

UNESCO Global Geoparks and the JGC will make the following revalidation processes.

#### 1) Annual report

Practices of a full year will be summarised in English in two A4-sized pages. The report initially will be submitted to the JGC secretariat office, examined by

the JGC and Japanese ministries of education, foreign affairs and environment, and then presented to UNESCO. It will be a reference for revalidation. This involves different aspects of evaluation.

#### 2) UGGp revalidation, conducted once every four years

Evaluation documents and appendixes will be submitted in English on approximately 100 A4-sized pages. This will summarise the practices of the UGGp over four years. The submitted documents will be processed

by the JGC secretariat office, examined by the JGC and Japanese government agencies, and presented to UNESCO. The documents will be the basis for the revalidation process. Revalidation will be followed by a decision and recommendations. Recommendations must be addressed and acted on by the next revalidation year.



### **3) Annual survey of the Japanese Geopark Network (JGN)**

This hundred-question survey is designed to look into the current status of Geopark practices. The results will be used as a reference for the JGC revalidation process.

### **4) JGC revalidation conducted one year prior to UGGp revalidation**

A report written in Japanese with a style and content in accordance with the criteria for the UGGp revalidation will be submitted to the JGC. The report will be the basis for revalidation which grants Japanese Geopark certification. After revalidation, the decision and recommendations will be presented. Recommendations must be addressed within one, two or four years, and an action plan will need to be submitted.

#### **03-2-4 Evaluation by local stakeholders**

The UGGp will use the following methods regularly to evaluate the UGGp's local presence and the familiarity of the stakeholders with UGGp practices.

1. Questionnaire
2. Analysis of achievement reports and statistical data (e.g., number of publications distributed)

#### **03-2-5 Evaluation of customers**

The UGGp will use the following methods regularly to evaluate the UGGp's recognition among the changing needs and categories of coming customers.

1. Questionnaire
2. Analysis of achievement reports and statistical data