

# 02

## ACTION PLAN

## 02-1 Research and Conservation

### Endorsing geo-heritages based on proven evidence; conserving and utilising the heritages for the future



#### 02-1-1 Basic concept

The Toya-Utsu UGGp is founded on many precious assets: rare earth phenomena, unique ecosystems, and tangible and intangible cultural and historical assets. They represent the ‘unique value of the area’ that underlies its Geopark status. We must protect these assets and keep them accessible for education and tourism.



#### 02-1-2 Four categories of assets

Assets of the Toya-Utsu UGGp fall into the following categories.

- \* Geosites, which emphasise geoscientific value
- \* Ecological sites, which emphasise biological/ecological value
- \* Cultural sites, which emphasise cultural and historical value
- \* Intangible cultural properties, which emphasise tradition through events and folklore

#### 02-1-3 Research promotion and support

The UGGp’s unique value is attested to by scientific research. The UGGp will lead investigations necessary for management by the Toya-Utsu UGGp Council, will promote external collaborations on the latest topics of study, and will stock literature. The UGGp will also assist scientists whose research will contribute to our practices, and will accelerate cooperation with professional associations that independently work on the volcano, its disasters and risk reduction efforts, including meteorological observatories, geological survey organizations and universities.

#### 02-1-4 Policy on conservation practices

To maintain the unique value of the assets, this Master Plan will determine guidelines for conservation and utilisation as follows.

##### (1) Regular checking and recording of geosites

The condition of each geosite shall be checked and recorded regularly. When a problem is observed, prompt action will be taken.

##### (2) Conservation and utilisation of disaster remains

The value of disaster remains and major landforms resulting from volcanic activity shall be assessed. Then, their utilisation purposes and conservation measures will be specified individually.

● The conservation and utilisation of disaster remains

##### (3) Conservation of the geological heritages in the national park

Many geosites and disaster remains in the UGGp area overlap with those of Shikotsu-Toya National Park. Managed by the Japanese Ministry of the Environment (MOE), such sites are protected from exploitation under the Natural Parks Act of Japan. The UGGp shall work with the MOE to conduct conservation practices accordingly by zoning the

area and clarifying the conservation targets. The two zones are described here.

##### (a) The topographic/geologic conservation zone

In this zone, evidence of past volcanic activity is observed in the forms of the crater, the active volcanic fault, upheavals, ballistic ejecta and impact craters. Here it is permitted to cut back overgrowth as necessary to keep disaster remains and other geo-scientifically important traces from degradation.

##### (b) The vegetation conservation zone

This zone is to be left as untouched as possible to allow visitors to observe the phased succession and recovery of vegetation. The point is, it is important for visitors to learn about ecological cycles of the earth and about biodiversity.

##### (4) Prohibition of mineral trade/sales

In response to the destruction of nature, the over-mining of geo-resources and the use of child labour, the Global Geoparks Network ('GGN') bans its members worldwide from trading or selling precious rocks and mineral specimens. The UGGp shall thoroughly comply with the policy. Therefore, no Toya-Usu UGGp-designated facilities or partner enterprises (refer to p. 44) shall trade or sell such minerals.

● GGN Code of Ethics

#### Special protection area of the national park





(5) Conservation and utilisation of other sites

With regard to the conservation of ecological and cultural sites as well as intangible heritages, the UGGp shall work closely with each administrator. The UGGp will comply with related rules and regulations.

(6) Conservation and utilisation through the designation of new geosites and other sites

The UGGp will designate new geosites to protect resources of geoscientific value from destruction and to promote their sustainable use. Simultaneously, the UGGp will work to relate the new sites to ecological and cultural sites and intangible heritages from a geoscientific perspective. The procedure for designating a site is as follows.

1. Gather information on prospective new sites (as the occasion demands).
2. Examine scientific evidence of the sites' value and condition (e.g., by papers).
3. Discuss conservation and utilisation guidelines with stakeholders.
4. Obtain views from academic advisors.
5. Secure a decision for the Council to give its designation.



## 02-2 Disaster Risk Reduction

### Learning, developing, and handing down to future generations



#### 02-2-1 Basic concept

The disaster risk reduction culture is a best practice of the UGGp and is one in which the UGGp takes pride (see p. 27). The UGGp will further improve and sophisticate this culture in collaboration with scientists, residents' groups, related associations and the media.

#### 02-2-2 Promotion of disaster risk reduction education

The UGGp shall promote disaster risk reduction education by providing various opportunities for such education. They include (1) lectures for knowledge-sharing on volcanos and damage mitigation, and (2) field trips headed by speakers or nature guides for the observation of craters, active volcanic faults and onsite disaster remains. Also, the UGGp shall cooperate with local governments, related associations and private groups in organising disaster risk reduction practices and shall appoint speakers for school lectures. Through these practices, the UGGp will actively lay the foundation for sustainable disaster risk reduction education. Towards this objective, the UGGp will train new speakers, geo-guides and leaders in disaster risk reduction education. Specific practices in this section will include the following.

- \* Dispatching lecturers/presenters to local schools
- \* Conducting field trips to Mount Usu, intended for local children

#### 02-2-3 Publicising the disaster risk reduction culture

Accurate knowledge and skills will help to improve the capabilities of communities living with an active volcano. This will be a key to safe, comfortable living there. In light of this, the UGGp will publicise the disaster risk reduction culture, addressing knowledge and skills within and beyond the UGGp area. Specific practices in this section will include the following.

- \* Producing and publicising documents, photo books, and other books
- \* Undertaking publicity activities in collaboration with the media
- \* Appealing to educational excursion organisers looking to teach disaster risk reduction
- \* Enhancing exhibits at main museums, and providing timely information






#### 02-2-4 Toya-Utsu ‘Volcano Meister’ certification system

The UGGp certifies ‘Toya-Utsu Volcano Meisters’. These are residents who have accurate knowledge of volcanoes and of the history of volcanic disasters, and who take responsibility for handing down the disaster risk reduction culture to future generations. Volcano Meisters are committed to providing daily community education and to promoting the UNESCO Global Geopark programme.

The UGGp shall continue to train and certify Volcano Meisters. Concurrently, it shall promote the certification system to other parts of Japan and the world, thereby contributing to the risk-reduction practices of communities exposed to volcanoes.

 Documents on the Toya-Utsu Volcano Meister certification system



## 02-3 Education at School and in the Society

### Encouraging Every Resident to Be a Toya-Usu UGGp's Main Actor



#### 02-3-1 Basic concept

The UGGp will support children from preschool to high school, university scientists and all adults in the community by providing learning opportunities.

#### 02-3-2 Preschool

Geopark education for preschool children will emphasise 'a healthy mind and a healthy body', 'cooperation', 'a commitment to social life', 'connection with nature and respect for life', 'verbal communication', and 'nurturing a rich sensitivity and expressiveness'. The Toya-Usu UGGp will support these children by providing opportunities for them to enjoy the Geopark. Specific practices will include the following.

\* Shokuiku (dietary education) through  
Geopark pizza-making using local ingredients





### 02-3-3 Elementary school

In addition to teaching basic knowledge of disaster risk reduction, the UGGp will target sixth-graders with subjects such as science (formation and change of the land) and social studies (people's life through hunting, gathering and farming). Specific practices will include the following.

- \* Field learning at Mount Usu about eruptions and disasters
- \* Lectures and field learning that use outdoor learning textbooks ( 'Volcano', 'The Wisdom of Ancestors')

### 02-3-4 Junior high school

Disaster risk reduction education will be more elaborate than in elementary school. The focus for first graders is on science (formation and change of the land). Specific practices will include the following.

- \* Field learning for a deeper understanding of Mount Usu
- \* Lectures and field learning that use outdoor learning textbooks ( 'Volcano', 'The Wisdom of Ancestors')







### 02-3-5 High schools

The emphasis will be on research for disaster risk reduction, and for the volcano and communities, as well as on basic biology (vegetation and succession). Specific practices will include the following.

\* Lectures and field learning that use outdoor learning textbooks ('Vegetation and succession')

### 02-3-6 University/college

The UGGp will conduct projects per its agreement with Hokkaido University Museum, train locally based scientists through collaboration with the Rakuno Gakuen University satellite campus, and provide a variety of support to research projects. Specific practices will include the following.

\* Field work and lectures on specific themes

### 02-3-7 Residents

Providing Geopark education to the community means familiarising the community with the Geopark. The aim will be not merely to provide lifelong learning opportunities that enhance individual knowledge and daily life, but also to increase the number of those who take part in Geopark practices and keep them connected to community activities in education, business and disaster risk reduction. The more extensive and profound is community participation, the more effective and sustainable will be the Geopark's practices, as the community is what supports those practices. From this perspective, the UGGp will continue the following projects.

#### (1) Geopark Café

The Geopark Café event booth provides hands-on activities, holds talks, serves 'symbol menu' dishes (local dishes that represent the UGGp) and does other things to encourage local participants to become familiar with Geopark practices. The Geopark Café may open at the request of different locations under the name of 'Geopark Café in xxx'.

#### (2) Geopark lectures

Lectures will be given about the Geopark in relation to volcano and disaster preparedness, nature, history and culture, food and tourism, and more. The lectures are also designed to provide tour guides and nature guides with learning opportunities.

#### (3) Open events, workshops

These include family hikes of Mount Usu.

#### (4) Presentation of the Geopark to the community

Promotional magazines are distributed to local banks, hospitals, barbershops and hair salons for customers to read at these public spaces. Also, Geopark News articles will be included in monthly local papers and on the websites of UGGp municipalities.





## 02-4 Tourism and Business Cooperation

### Unique Products and Experiences, People Who Make an Effort to Visit



#### 02-4-1 Basic concept

The UGGp will contribute to the communities in seven ways.

##### (1) Guaranteeing the value of local resources

The UGGp will provide scientific evidence attesting to the value of local resources by making and releasing a list of geosites and other sites within the UGGp area.

##### (2) Adding 'earth-based stories' to sites/local resources

The UGGp will relate existing resources, such as landscapes, hot springs, flora and fauna, history and culture and local products, to stories of land formation, thereby adding new value ( 'a unique story of the area' ) to existing local resources.

##### (3) Fostering trans-regional networking

Practices of the UGGp reflect transregional efforts across the municipalities of Date, Toyoura, Sobetsu and Toyako. By cooperating with similar extensive organisations, such as the Noboribetsu-Toya Tourism Zone Council, the UGGp will stimulate personal interactions and information exchanges for integrated community development.

##### (4) Promoting trans-disciplinary networking

Geopark practices involve stakeholders from many different fields and areas of expertise. The UGGp will promote such sector- and industry-wide collaborations.

##### (5) Developing information and media infrastructure

The UGGp will develop publicity media that present how best to enjoy the area, will organise teaching materials so that they are readily available for educational excursions, and will assist with local tourism promotions.

##### (6) Developing visitor-friendly facilities and services to increase satisfaction

To provide visitors with tour programmes that afford a high degree of satisfaction, the UGGp will support local guides and produce useful guide materials. The UGGp will improve facilities and road signs in cooperation with administrators, so that visitors are smoothly led to individual sites.

##### (7) Conserving sites for sustainable utilisation

The UGGp will regularly investigate each site's conditions in cooperation with site administrators to ensure that local resources are maintained and remain accessible in the future.





### 02-4-2 Tourism

There are many different tourism operators in the UGGp area: hotels, transport operators (buses, taxis, cruise ships, motorboats, ropeways), food and beverage operators, retailers, guides, and food processors. The UGGp will work with such operators, as well as with the Noboribetsu-Toya Tourism Zone Council, the five tourism associations in the UGGp municipalities and other business enterprises, to ensure that all can enjoy their UGGp visit. Specific practices will include the following.

- \* Recruiting Geopark partners
- \* Producing and distributing pamphlets and other materials
- \* Presenting banners and novelty goods



### 02-4-3 Business cooperation

Industries other than tourism are also based in the UGGp area, including agriculture, fishery and livestock farming. In agriculture, more than 300 kinds of produce are harvested, many of which owe to the area's unique geological and environmental features. In the belief that local food can encourage visitors to spend, give them pleasure, and ensure comfort during their visit, the UGGp will implement the following practices to encourage industry-wide cooperation in food.

- \* Recruiting Geopark partners
- \* Adding value to produce through stories told in books or on cards
- \* Installing banners to promote local products at Michi-no-ekis and other tourist spots

The Toya-Usu UGGp will consider support for enterprises and ventures willing to work together to promote the UGGp.





#### 02-4-4 Supporting tour guides

Tour guides work hard to introduce visitors to appealing spots, local products and other charms of the area. Such tour guides can be professionals, amateurs, or volunteers; they can work full-time or part-time; they can belong to a group or can work individually. The UGGp will support these guides to ensure that they provide skilled guidance to visitors. Specific practices will include the following.

- \* Networking guides in the UGGp area
- \* Organising guiding skills workshops
- \* Providing information, materials and other goods



#### 02-4-5 Educational excursions

Many schools visit the Toya-Usu UGGp area for excursions from throughout Hokkaido and elsewhere in Japan. More schools have been interested in guided tours at the UGGp since the Eastern Japan Great Earthquake of 2011, because the guided tours focus on disaster risk reduction. As demand is expected to continue to increase, the UGGp will support effective promotion to school excursion organisers. Specific practices will include the following.

- \* Promoting textbooks that correspond to the MEXT Japan course of study guidelines
- \* Designing tour programmes that correspond with the sustainable development goals (SDGs)
- \* Producing flyers for tourism promotion
- \* Participating in collaborative PR activities across tourism zones





#### 02-4-6 Local 'symbolic menu' dishes


The UGGp has developed new recipes for pizzas and hot sandwiches topped with local ingredients. The UGGp will feature these dishes at more local restaurants, shops and events, towards encouraging visitors to enjoy local food and the Geopark.

##### (1) Geopark pizzas

Dough (representing the earth) topped with local ingredients (representing volcano's blessings) is baked on plates made of lava from Mount Usu. These lava plates are a novel cooking method for a volcanic UGGp.

##### (2) Geopark hot sandwiches

Sandwiches made with local ingredients (representing volcano's blessings) are grilled in a scallop-shaped sandwich maker. Scallops have been a seafood staple of the area for 5,000 years.

 Geopark pizza and hot sandwich certification manual



Geopark pizza



Geopark hot sandwich

## 02-5 Development of the Foundation for Geopark Status

### Appealing to the Right Targets by Serving the Right Needs Under the Right Strategy



#### 02-5-1 Basic concept

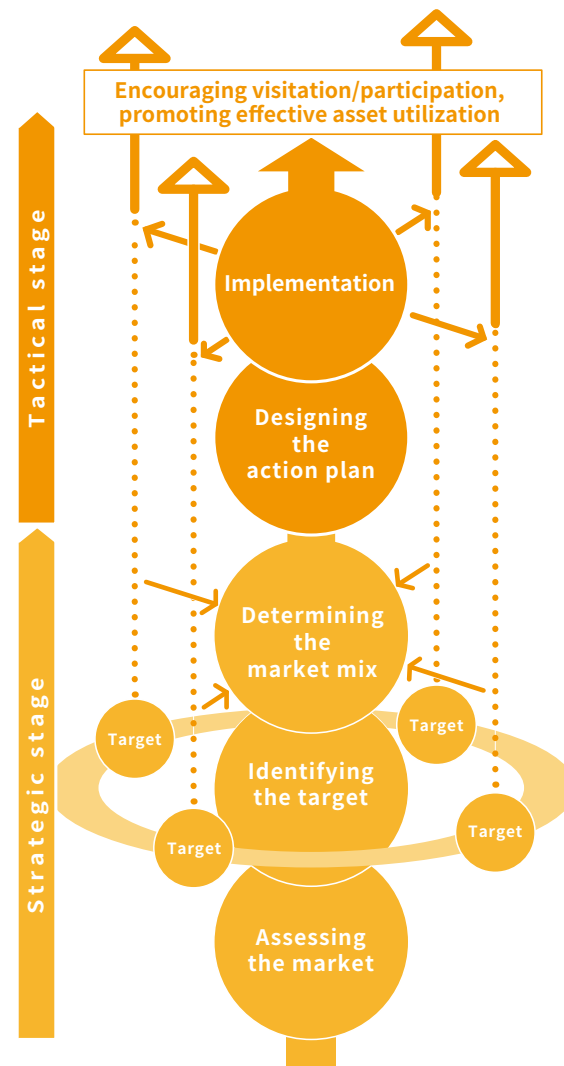
The practices of the UGGp are wide-ranging and involve many different stakeholders, but information dissemination must be consistent and unbiased.

#### 02-5-2 Marketing strategy

A marketing viewpoint is essential to promote the UGGp effectively and provide quality service to visitors. In designing a new practice, it is vital to precisely identify the target audience and that audience's needs. This viewpoint is valid not only for tourism but also for education, for example.

#### 02-5-3 Branding

Branding of the UGGp involves information dissemination aimed to present the unique value of the area in a clear way and to spark interest, empathy and emotion. Towards this objective, it is important to clarify the value of the UGGp. The UGGp will analyse and quantify the value of its assets, both physical and experiential, in terms of facilities, paths, geosites, participatory activities, and educational programmes. Re-assessments will be conducted as necessary.





## 02-5-4 Integrated brand image

To promote the image of the area, a catchphrase and a visual image will be effective. The catchphrase should be accurate and easy to understand; the visual image needs to be used in accordance with certain rules. Catchphrases are given as subtitles for each section of Part 2 in the Master Plan\*. The visual image of the UGGp is presented as 'logo' and 'graphics' .

\* Each catchphrase translation is tentative; the Japanese wording prevails.

### (1) Official UNESCO logo

The logo attests to the value of a designated UGGp. It appears at facilities, on signage and on websites officially recognised by the Council, but the use of the logo for profit-making is not allowed.



### (2) Brand image graphics

Graphics visualise the attractiveness and pleasure afforded by the UGGp area. They may appear on promotional goods such as flags, badges and polo shirts. Any local enterprise, group or individual can apply to use them without charge. For example, the

graphics and a message are printed on each municipality's garbage bags (Note: Residents must use garbage bags designated by their municipality for combustibles and non-combustibles.)



### 02-5-5 Facilities and signage

The 22 Geopark facilities consist of 10 main museums, six information centres and six Geopark-related facilities. Signage falls into (1) welcome signs, (2) guide signs to facilities/sites, (3) signs placed at a main museum's outer wall and entrance, (4) general information panels, (5) interpretation signs, and (6) flags/banners. Each sign must meet basic criteria for installation purpose and design.

The UGGp will work with each main museum administrator to ensure that the exhibits fully present the geoscientific, natural and cultural aspects of the UGGp.





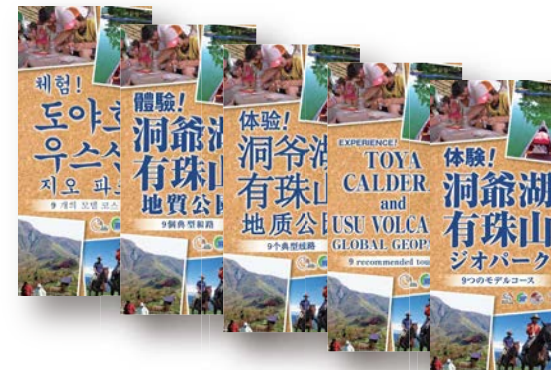
## 02-5-6 Multi-language presentation and universal design

To serve international visitors, the UGGp provides basic information bilingually (in Japanese and English). Some popular pamphlets and safety information, as well as leaflets and road signage alerting users to site conservation, will also be translated into Chinese (traditional/simplified) and Korean.

In cooperation with facility administrators, the UGGp will examine the implementation of universal design, to ensure that all visitors can experience the UGGp regardless of mother tongue.



Workshop of universal design working groupe in JGN



### 02-5-7 Website and the Internet

The UGGp official website is smartphone and tablet friendly, and the content is categorised so that different users (tourists, educators, residents) can easily find the information they are looking for. The UGGp also operates a Facebook page and a smartphone app (the Geopark Burari ('strolling') app). The app allows the user to check walking paths at the UGGp onsite.

 Website Facebook Instagram



洞爺湖有珠山ジオパークのホームページを携帯やパソコン、タブレットで、ぜひご覧ください。

Toya-Usu UNESCO Global Geopark

<https://www.toya-usu-geopark.org/english/>



**facebook**

たくさんの「いいね！」  
もやってます！

よろしくお願いします！



<https://www.facebook.com/ToyaUsuGeopark/>



## 02-5-8 Printed matter

For effective printed material publication, the UGGP will decide the target readers in the planning stage.



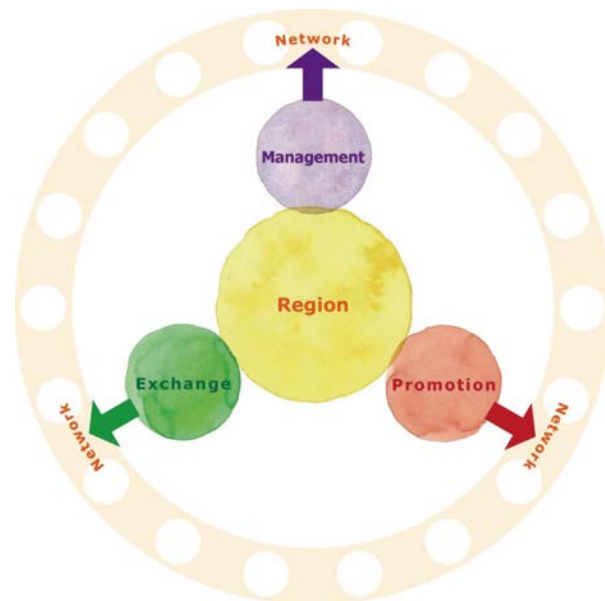
## 02-6 Networking

### Interactions to Connect, Present, Discover and More



#### 02-6-1 Basic concept

UNESCO Global Geoparks are distinguished by their networking practices. Since its launch in 2004, the Global Geopark programme has been developed with the close collaboration of all stakeholders. The UGGp will inherit its achievements, thereby taking advantage of networking opportunities to share ideas and to create better practices in management, advertisement and value creation. Networking is also beneficial for the UGGp to learn from other UGGps and to apply to the practices.



#### 02-6-2 International networking

Networking activities fall into three categories according to purpose. The UGGp will engage in the following.

##### (1) Management

The UGGp will participate in international conferences and working group projects. The UGGp will also dispatch evaluators as requested. Our contributions in this category will include the following.

- \* Participating in conferences of the UNESCO Global Geopark Network and the Asian Pacific Geoparks Network (APGN)
- \* Contributing to GGN magazines
- \* Participating in working group projects in volcanology and disaster risk reduction

##### (2) Exchange programmes

The UGGp will meet with other UGGps and aspiring regions in the world to get to know new stakeholders and to share information. Based on the unique features of the area, the UGGp will explore opportunities to promote its expertise and skills, particularly in conservation and the utilisation of

disaster remains and the Volcano Meister system. The Nevado del Ruiz region of Columbia was inspired by our practices and later launched a bid to become the first Global Geopark in Columbia. Our contributions in this category will include the following.

- \* Accepting overseas delegations for observation purposes under the UGGp training programme
- \* Geopark twinning exchanges

##### (3) Promotional activities

The UGGp area is an international tourist destination with over 1.3 million overnight stays from overseas annually. Taking advantage of this position, the UGGp will improve its visibility across the area to ensure that visitors recognise they are in the UGGp wherever they go. The UGGp will also join global projects in the hope of achieving a positive effect on the international prominence of Global Geoparks. Our contributions in this category will include the following.

- \* The presentation of Japanese UGGps at main museums, hotels and tourist information facilities
- \* Participating in joint promotional activities



### 02-6-3 Twinning with overseas UGGps

In addition to networking in the GGN and APGN frameworks, twinning with other UGGps will be instrumental for mutual learning and ongoing individual exchanges. Our contributions in this category will include the following.

- \* Promoting children's exchanges
- \* Implementing community exchanges in disaster risk reduction education
- \* Developing mutual sales of products related to volcano's blessings

### 02-6-4 Domestic networking

The UGGp will actively participate in networking with other UGGps in Japan and with other Japanese Geopark Network members. Such networking will be beneficial for the UGGp, in that volcanos are typical geo-forms in many Japanese Geoparks, so there are a lot in common. The UGGps will learn from each other through meetings and information-sharing.



Meeting with Leiqion UGGp, China, for future twinning partnership