

04

OUTLOOK OF TOYA-USU UGGp

04-1 Role of a UNESCO Global Geopark

04-1-1 Criteria for UNESCO Global Geopark

The criteria for UNESCO Global Geopark certification are as follows.

Statutes and Operational Guidelines of the UNESCO Global Geoparks

(i) UNESCO Global Geoparks must be single, unified geographical areas where sites and landscapes of international geological significance are managed with a holistic concept of protection, education, research and sustainable development. A UNESCO Global Geopark must have a clearly defined border, be of adequate size to fulfil its functions and contain geological heritage of international significance as independently verified by scientific professionals.

(ii) UNESCO Global Geoparks should use that heritage, in connection with all other aspects of that area's natural and cultural heritage, to promote awareness of key issues facing society in the context of the dynamic planet we all live on, including but not limited to increasing knowledge and understanding of: geoprocesses; geohazards; climate change; the need for the sustainable use of Earth's natural resources; the evolution of life and the empowerment

of indigenous peoples.

(iii) UNESCO Global Geoparks should be areas with a management body having legal existence recognized under national legislation. The management bodies should be appropriately equipped to adequately address the area of the UNESCO Global Geopark in its entirety.

(iv) In the case where an applying area overlaps with another UNESCO designated site, such as a World Heritage Site or Biosphere Reserve, the request must be clearly justified and evidence must be provided for how UNESCO Global Geopark status will add value by being both independently branded and in synergy with the other designations.

(v) UNESCO Global Geoparks should actively involve local communities and indigenous peoples as key stakeholders in the Geopark. In partnership with local communities, a co-management plan needs to be drafted and implemented that provides for the social and economic needs of local populations, protects the landscape in which they live and conserves their cultural identity. It is recommended that all relevant

local and regional actors and authorities be represented in the management of a UNESCO Global Geopark. Local and indigenous knowledge, practice and management systems should be included, alongside science, in the planning and management of the area.

(vi) UNESCO Global Geoparks are encouraged to share their experience and advice and to undertake joint projects within the GGN. Membership of GGN is obligatory.

(vii) A UNESCO Global Geopark must respect local and national laws relating to the protection of geological heritage. The defining geological heritage sites within a UNESCO Global Geopark must be legally protected in advance of any application. At the same time, a UNESCO Global Geopark should be used as leverage for promoting 38 C/14 Annex II – page 3 the protection of geological heritage locally and nationally. The management body must not participate directly in the sale of geological objects such as fossils, minerals, polished rocks and ornamental rocks of the type normally found in so-called “rockshops” within the UNESCO Global Geopark (regardless of their origin)

and should actively discourage unsustainable trade in geological materials as a whole. Where clearly justified as a responsible activity and as part of delivering the most effective and sustainable means of site management, it may permit sustainable collecting of geological materials for scientific and educational purposes from naturally renewable sites within the UNESCO Global Geopark. Trade of geological materials based on such a system may be tolerated in exceptional circumstances, provided it is clearly and publicly explained, justified and monitored as the best option for the Global Geopark in relation to local circumstances. Such circumstances will be subject to approval by the UNESCO Global Geoparks Council on a case by case basis.

(viii) These criteria are verified through checklists for evaluation and revalidation.



8th International Conference on UNESCO Global Geoparks at the Adamello-Brenta UGGp

04-2 Sustainable Development Goals (SDGs)

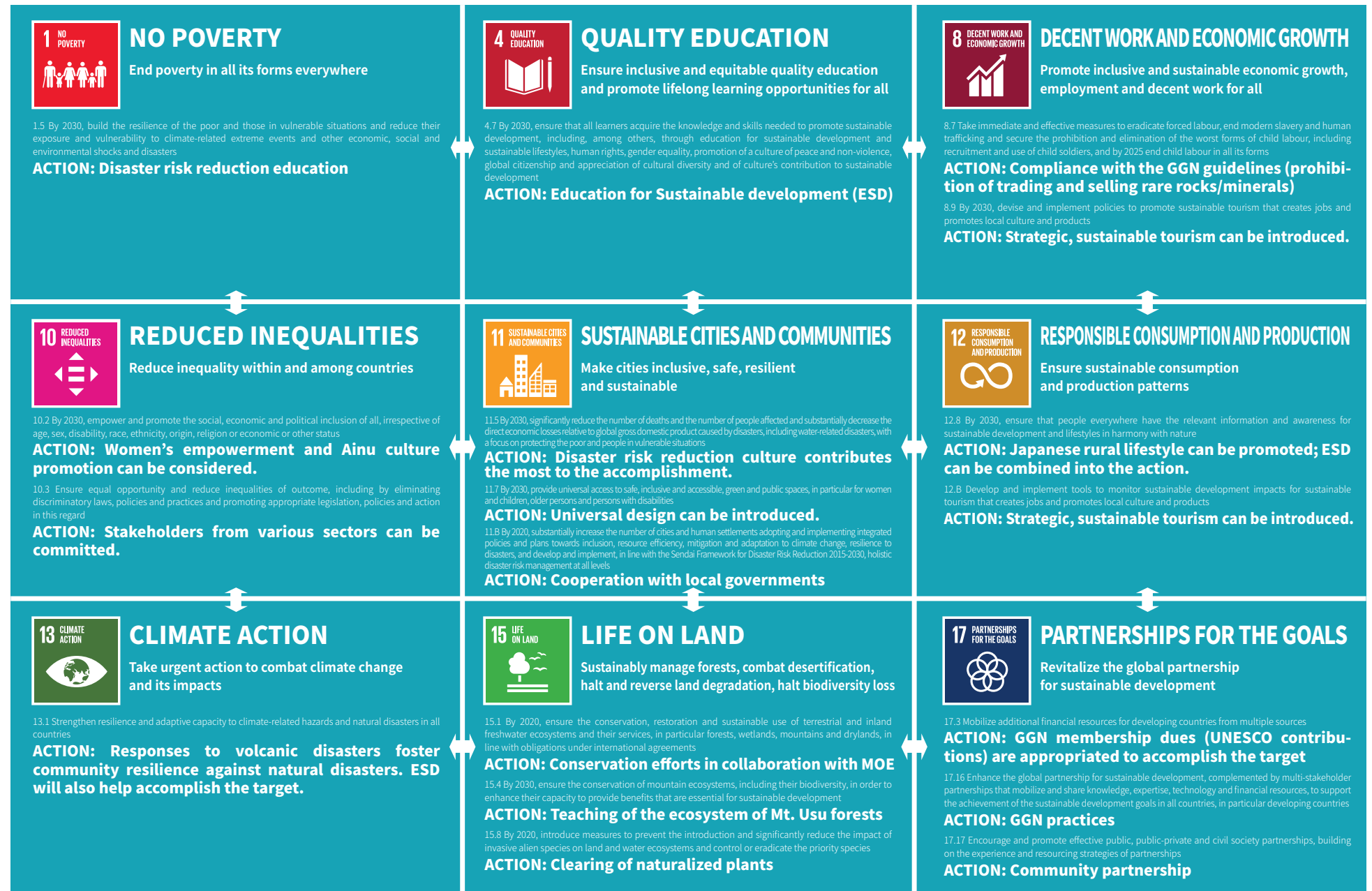
04-2-1 What are SDGs?

Sustainable Development Goals (SDGs) are action guidelines proposed by the United Nations. There are 17 goals and 169 targets. Geoparks are strongly recommended to work in line with the SDGs, as the Geopark programme is under UNESCO.

SUSTAINABLE DEVELOPMENT GOALS 17 GOALS TO TRANSFORM OUR WORLD



04-2-2 Targets that Toya-Usu UGGp [ACTION = Toya-Usu UGGp actions, either ongoing or planned]



04-3 Future Visions

4-3-1 Practices to date

The inception of the UGGp dates back to 2000, when the municipalities' reconstruction measures included an 'eco-museum' concept after Mount Usu erupted in March of that year. This concept led to the Global Geopark status in 2009. Over the past decade, the UGGp has taken the following historical path.



2000	Mount Usu erupts with no casualties. 23 billion JPY economic loss.
2001	The Organising Committee for the Lake Toya Area Eco-museum* ¹ is established within the Laketopia 21 framework* ²¹ .
2004	Global Geopark Network (GGN) is established with the support of UNESCO
2006	Laketopia 21 is dissolved to form the Lake Toya Area Eco-museum Council.
2007	The Japan Geopark Liaison Council is established.
2008	The Toya Caldera and Usu Volcano Geopark scientific validation committee is established under the Lake Toya Area Ecomuseum Council.
	September: JGC Evaluation is made.
	December: Authorization as the first Japanese Geopark is given.
2009	The Japan Geopark Liaison Council is restructured into the Japanese Geoparks Network (JGN).
	July: Global Geoparks Network (GGN) Evaluation is made
	22 August: Authorisation as a member of Global Geoparks Network is given.
2010	The Toya Caldera and Usu Volcano Geopark Council is established in February.
2012	JGN revalidation is made. → 'Green Card for Japanese Geopark status'
2013	GGN revalidation is made. → ' Green Card '
2015	The Geopark becomes an official UNESCO programme.
2016	JGN revalidation is made. → 'Green Card for Japanese Geopark status'
2017	UGGp revalidation is made. → ' Yellow Card '
2018	JGN revalidation is made. → 'Green Card for Japanese Geopark status'
2019	UGGp Revalidation will be made.

*¹ Laketopia 21

An organization of six municipalities located around Lake Toya, established in 1983. The purposes were to examine local resource availability and effective utilisation and to lobby prefectural/national governments for community development.

*² Eco museum

A community-oriented regional development project. Under the eco-museum concept, the whole community is defined as 'roof-free museum', and local nature, culture and lifestyle are defined as 'exhibits'.

04-3-2 Strengths and Weaknesses of the current management institution

The UGGp is managed by the four municipalities that cover the UGGp area. Given that the Geopark programme serves the public, the four municipalities assign secretariat staff and cover most of the management costs. The UGGp management does not earn money from the admission fees or guided tour fees that are commonly levied at overseas Geoparks. Under these circumstances, the Strengths and Weaknesses of the UGGp management are as follows.



Strengths:

Collaboration among municipalities works excellently, achieving resilient management. Its practices are public and trustworthy, so it is easy to obtain the understanding and cooperation of third parties. The UGGp status enables a rich selection of public projects and programmes in education and disaster risk reduction.

Strengths

Weaknesses

Weaknesses:

Without the express use of a bottom-up approach, practices are likely to be entirely government-oriented. Mostly financed by municipalities, the practices always need to demonstrate public benefit, which may limit the potential of the practices. Also, it makes it difficult to earn profits from projects that may compete with private enterprise.

04-3-3 Toya-Usu UGGp in 2030:

Overview and specific goals (geology, landscape protection, tourism, primary industries, etc.)

By 2030, the final year of the SDGs, the UGGp wants to be a place where everyday life is fulfilling and rewarding. The Master Plan gives an overview of the UGGp in 2030 and the actions to be taken.



- Research and Conservation -

Overview Scientific findings are applied to better prepare people for volcanic eruptions and to scientifically elucidate the geological system that ensures bountiful harvests. Geosites are tourist spots and fields for learning by communities. They are frequented by many visitors.

➡ **Action** Domestic and international scientists and students, Volcano Meisters and other residents will continue their research. The public, private and academic sectors will work together to promote the findings to ensure that the value of the UGGp is accurately assessed. The UGGp will establish a system that allows the scholarly significance of the Toya-Usu UGGp and its sustainable conservation guidelines to be shared among local people and outside visitors.



- Disaster Risk Reduction -

Overview Under the principle that the area shall remain well-prepared for eruptions with no casualties, the UGGp continues efforts to ensure that each resident lives safely and comfortably near Mount Usu. Know-how of the UGGp is widely shared with other volcanic regions of the world, which motivates active interactions. If Mount Usu erupts, the UGGp area will engage in practices to mitigate damages significantly.

➡ **Action** The UGGp will continue to sophisticate the disaster risk reduction culture in the area. Its efforts will include fostering more leaders in disaster preparedness (e.g., Volcano Meisters) and achieving a safe, volcano-resilient society through the collaboration of the public, private, academic and media sectors.



- Education at School and in the Society -

Overview Local children are the best presenters of the area, and they know best about its local charms.

➡ **Action** The UGGp will foster an environment where children learn from an early age about volcanic threats and benefits, and where they become familiar with local harvests of land and sea, so that they are interested in the relationship between the volcano and the yields from the volcano. In this way they will come to cherish their hometowns. Also, the UGGp will promote extended-stay field trip tours to encourage interactions between local children and visiting counterparts.



- Geotourism -

Overview There is stable tourist traffic all across the year. Some tourists are attracted by the unique value of the UGGp and return on repeat visits, while others have not experienced volcanic disasters at home but are attracted by the area as a destination where they can feel the earth changing all the time, and so they come to see it. Extended-stay geotourism is popular among people who like to stay long-term for sightseeing in the UGGp and its environs.

➡ **Action** The UGGp will remain responsive to the trends of the time and will design various activities and tours that capitalise on the attractions of the area. Also, the UGGp will continue to train tour guides and improve their skills so that visitors will be properly served. The UGGp will also develop resources for new and revised programmes, including improvements to extended-stay field trip routes.



- Business Cooperation and Local Revitalisation -

Overview Geopark practices motivate local businesses to secure new customers and to engage in stable, productive business. This makes for a vibrant community whose residents are proud of it.

➡ **Action** Local people in all the municipalities will collaborate to promote the appeal of local specialities and other attractions of the UGGp.



- Networking -

Overview The UGGp has earned high name recognition, and there are many fans outside the area. The UGGp enjoys benefits from networking with many different UGGps. There is an increasing number of Geoparks in Hokkaido, too. Networking has given us stimulating new discoveries and an objective viewpoint to review the advantages of the UGGp. This has led to attractive community-building, with all locals connected in loving hometowns.

➡ **Action** The UGGp will actively promote the attractiveness of the area, thereby enhancing domestic and international networks in terms of volcanos and Geoparks. The UGGp will share all its practices and issues with network members, and it will capitalise on and introduce those shared ideas into new practice and other business.

04-4 Priority Projects

04-4-1 Projects from 2023 to 2026

To achieve the Sustainable Development Policies of our region (see p. 28), we will continue implementing existing activities that have demonstrated effectiveness and received high recognition, while undertaking the following priority projects over the next four years (2023–2026).

This section will be reviewed and updated every four years, starting from the year of UGGp revalidation.

1. Geopark Adventure Tour Project

In conjunction with the Adventure Travel World Summit to be held in Hokkaido in 2023, a new tour program showcasing experiences within the Geopark will be launched, with the aim of its continuous development.

- *Consideration of guided, limited-access tours, including entry into regulated areas
- *Examination of a stable reception system and planning of tours departing from accommodations, such as walking tours in town
- *Review of standards for Geopark guides' scope of activities, including safety management

2. Visual Promotion Project Based on Marketing

Building on information dissemination tailored to the interests of target audiences, this project aims to enhance the design quality of promotional media and conduct effective promotion using new technologies such as web-based information and aerial footage.

- *Conduct marketing research to clearly understand target demographics, objectives, and movement patterns
- *Develop visually compelling promotions based on data obtained from the research
- *Expand and maintain mechanisms for broad public utilization of collected and recorded visual materials

3. Project to Promote High Added Value for Local Products

This project seeks to enhance the provision of scientific information that supports the “branding” and “value addition” of local products, while advancing place-based initiatives that deliver tangible benefits to producers and businesses.

- *Collect research findings beneficial to industry by leveraging the Geopark's network with academic experts
- *Implement pilot projects as trial initiatives

4. Project to Strengthen the Foundation of Disaster Risk Reduction Education

Building on the region's disaster risk reduction education activities, which are highly recognized worldwide, this project aims to expand their application in local education and provide support to accommodate the growing demand for educational study tours.

- *Promote the use of instructor dispatch programs for existing schools and organizations
- *Secure a continuous number of Volcano Meister certification candidates through effective dissemination of information about the certification system
- *Provide training opportunities to enhance safety management, ensure accurate information delivery, and improve overall satisfaction



In Japan, there are many Geoparks featuring the changing earth, including earthquakes or volcanic eruptions. We can say that, with a history of nine volcanic eruptions over the past 350 years, the Toya-Usu UNESCO Global Geopark is a leader of these Japanese Geoparks. In practice, the Toya-Usu UGGp firmly holds the principles to embrace and maximize the volcano's blessings, and to realize the 'coexistence of the community with the volcano' through communicating past experiences and staying well-prepared for possible disasters in the future.

Under the belief that the Toya-Usu UGGp is one of the most leading figures of all UGGps in 147 regions of 41 countries in fostering the coexistence with active volcanoes, I would sincerely appreciate the continued understanding and cooperation of local communities for our practices.

March 2019

Toya-Usu UNESCO Global Geopark Council Chairperson

真屋敏春

◆ Photo provided

Hikaru Yokoyama (P76)

Minatsu Masao Memorial Museum (P20, P21 and P22)

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