Conveying the power and potential of survey and map - Outreach activities of Geospatial Information Authority of Japan-

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1. Geospatial Information Authority of Japan

Geospatial Information Authority of Japan (GSI) has provided the information which underpin the basis of the location of the various information by making such as positional information of control points and topographic maps open to public. These are the infrastructure of information and must be opened widely for anyone to use them. Even the Imperial Land Survey, prewar predecessor of GSI belonged to the military, generally sold their 1:50,000 topographic maps, which were enjoyed by the people widely. Topographic maps also have been employed as teaching materials in primary and secondary schools, and it has greatly contributed to improvement of the national map literacy. But maps have become far existence in the school education, resulting that a decline of the national map literacy is becoming conspicuous. There is a possibility that a decline of a map literacy thins the interest to the land where one lives and obstructs the understanding the disaster risk in their region, in our country where the preparation for a natural disaster is necessary. On the other hand, the role of geospatial information would rise increasingly in future, thanks to the development of innovative geospatial technologies such as three-dimensional maps and high precision positioning. It is an urgent problem to foster the bearers of geospatial information technology. From such point of view, GSI is putting the emphasis on the public relations to communicate the importance of the map utilization in the map literacy decline generation and support of geography education to the children who carry the future of the geospatial information society.

In this presentation, a strategy of public relations and activities for outreach of GSI will be introduced.

Keywords: geospatial information, map literacy, publicity, support for geography education, disaster risk