

Creating regional brands using geoparks

*Kei SHIMOMURA^{1,2}, Ken'ichi KURIHARA^{3,4}

1. Mikasa Geopark Promotion Council, 2. Regional Development and Geopark Promotion Council, 3. Geo.Labo.corporation, 4. Hokkai Gakuen University

This year, we will explore the creation of a new system by linking to the national workshop "Thinking about" local brands that utilize Geoparks "held at Mikasa Geopark.

Keywords: geostory, Regional brand, SDGs, Geopark activities, Sustainable communities