

The lineup of the Toya-Usu Geopark Story Card

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Toya Caldera and Usu Volcano UNESCO Global Geopark is a volcanic geopark located in Hokkaido in northern Japan. We can find a lot of hidden tales "Geo-Stories", associated with the activity of the living Earth when we focus on the different aspects of local industry, people's livelihood, and the natural habitats of living things in our geopark.

In 2014, Toya-Usu global geopark produced the picture book Toya-Usu Global Geopark Storybook "1 DAY on top of 110,000 YEARS" in order to comprehend the relationship between the worlds above and under the ground world. It is edited to include easy-to-understand text and illustrations to reach local people of all ages. And we produced "The Geopark Story-Big-size-book", "The Geopark Adventure Cards", "The Geopark Tote Bag", and "The Geopark Product Story Cards (six products)" in 2015. We are promoting our geopark in a broad range by using these products based on the world view of the picture book and hopefully we can let *all* the residents know our "Geo-Stories".

Moreover, 14 kinds of Geopark Product Story Cards published in 2017. Taken together with 6 cards published in 2015, a total 20 kinds of Story Cards of agricultural and fishery products we have. We are using the story cards as special gift for customer of product market or an enclosed message card of a product delivery package. The story cards have been helping to improve a commercial value of local products. We introduce the lineup of the cards and telling the way how we overcame a failure we faced during the publication process.

Keywords: harvest from the Earth, geopark, geo-story, volcano

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