

# Efforts towards revitalizing the Shikoku Seiyo Geopark Promotion Council

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## 1. Shikoku Seiyo Geopark Promotion Council

With an elevation extending from 0 to 1400m above sea level, Seiyo City has significant geological features and terrains. Along with a rich history, culture and ecosystem, these provide various local resources that form the geopark.

Within the city, the idea “geopark” highlights the charm of the environment and its natural resources. The city government, related organizations, and local groups apply this idea by creating activities that reinvigorate pride and love for the region in addition to bolstering community ties.

In July 2012, the Shikoku Seiyo Geopark Promotion Council was formed from 50 various groups, organizations and businesses. Because the initial purpose was to promote and build awareness about geoparks, planning and execution was largely done by the executive office after receiving approval from the council. As a result, local residents were not at the core of this organization.

Four years on, the public’s awareness of geoparks had improved, leading the Council to realize the importance of the public’s involvement. This resulted in a reassessment of the organization’s structure.

As part of these considerations, four sub-committees have been established: Conservation, Education, Tourism, and Goods. Five to eight ambitious and energetic members were elected from the participating groups to create committees that can move to action easily.

This poster details the current activities and tasks of the sub-committees, as well as the future prospects of the organization.

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