

# GGN - Geopark Annual Report 2023

## 1. GEOPARK IDENTITY

**Geopark name, country, regional Network:** Hakusan Tedorigawa UNESCO Global Geopark, Japan, Asia Pacific Geoparks Network)

**Year of inscription / Year of the last revalidation:** 2023 /

Representative photo with caption (from the most important event this year)



Hakusan Tedorigawa Geopark celebrates their UNESCO Global Geopark designation with related members and guests.

## 2. GEOPARK FIGURES

**Number of Geopark staffs:** 6 staffs including 2 geoscientists

**Number of visitors:** Accommodation Facilities: 166,322; Shishiku Highlands: 35,988; Hakusan Dinosaur Park Shiramine: 15,912

**Number of Geopark events:** 13 by management body, 14 by cooperative organization

**Number of school classes realize Geopark educational programmes:** 81

**Number of Geopark press release:** 48

## 3. GEOPARK ACTIVITIES

**Major achievements in 2023**

- A total of 33 Geopark field trips from 19 primary and middle schools in Hakusan City were conducted.
- A voice actor event was held where three famous Japanese voice actors presented on the Geopark. The event targeted young people, and attracted almost 1,200 participants from across Japan.
- Journey of Water Guide lectures were conducted 7 times, resulting in 112 people becoming Journey of Water Guides.

### **Contribution towards GGN - Networking and participation**

- Participating in the 10th International Conference on UNESCO Global Geoparks in Morocco (3 staff, 3 partners).
- Online exchange event with students from Dak Nong UGGp (Vietnam) and Waitaki Whitestone UGGp (New Zealand), with students from Kanazawa University.
- Visit from and exchange with members of the Impact Crater Lake aUGGp.
- Attendance of 3 “APGN Let’s Do It” and APGN-related online meetings.

### **Management and Financial Status**

- The financial status of the Council is stable, and the 2023 budget of 41,348,024 yen was mostly obtained by the following sources:
  - Hakusan City: 26,371,000 yen
  - Donations: 671,920 yen
  - Vending Machine Profits: 590,928 yen
  - Event/Goods sales: 5,683,403

### **Geoconservation**

- In 2023, 46 lectures and public speaking events were held, where the goals of the Geopark, as well as the local features and importance of conservation were expressed.
- A motion-activated security camera was used to watch over the Kuwajima Fossil Bluff, and ensure that people did not enter into the protected area.
- Three subsidies were provided to conduct research on natural sciences in the Geopark, with a designated event to present their findings.

### **Sustainable tourism (Geotourism)**

- Two schools from outside the area visited the Geopark as part of a 2-day learning trip.
- We continued our Tourist Guide Training Program, which consists of 15 lectures and field-based learning activities, and 6 new guides passed the program.
- In response to the popularity of our Geopark field trip program, we conducted four field trips aimed at adults. 80 locals participated in the field trips, which were conducted by our volunteer learning supporters.
- Two cultural tours were conducted to coincide with the Ishikawa Prefecture Hyakumangoku

Cultural Festival 2023.

- 43 people attended our Daily Geopark Walking Tours, which can be booked daily.

### **New education programmes on geoconservation, sustainable development and disaster risk reduction**

- A natural disaster prevention workshop was held for all students in the mountainous areas. Students learned about the active volcano Mt. Hakusan, including visiting the seismic equipment on the mountain, and learning about what to do in the event of eruption.
- Students of the Hokuriku Gakuin University's Business Department, were tasked with coming up with a sustainably-minded business proposal that could alleviate some of the issues facing the geopark, whilst benefiting from its rich resources.
- In collaboration with the Hakusan City Board of Education, the "Geo Saturday" event for local elementary school students was conducted 7 times.
- Journey of Water Lecture: A lecture and field trip for people to learn about the international value of the Geopark.

### **Strategic partnership**

- A Geopark product development subsidy was provided, and 2 new products were developed by local businesses as a result.
- The Council worked with Yoshida Brewery and Takakuwa Art Printing to form "Connect Hakusan". We invited Associate Professor Helen Bostock Lyman from the University of Queensland, Australia, to give a lecture on Global Warming.
- One new partner group was added.

### **Promotional activities**

- A Geopark themed headmark, utilizing the Geopark mascot, was attached to one of the trains on the Ishikawa Line of the Hokuriku Railroad.
- SNS Meta Advertising was conducted in June, August, September, and October. The advertisements gained 3,864 clicks, and 2,058,243 views.
- We ran a digital signage campaign in Kanazawa Station – a major tourist hub just outside the Geopark area.
- A Geopark billboard was displayed at the Matto Station, on the side of the Hakusan City Hall, and Komatsu Airport. Furthermore, vertical banners were shared with Geopark partners, to be displayed in their buildings/premises.

## **4. CONTACTS**

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