

Efforts to increase the interest in Shikoku Seiyō Geopark -Shikoku Seiyō Geopark Music Contest-

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Certification of Global Geopark became an official UNESCO program in 2015. It is expected to improve awareness of geopark more and more. On the other hand to make geopark take root in the region, it is essential to increase the number of people interested in geopark by making efforts to not only the interest layer but also the indifferent layer.

In fiscal 2015 we held "Shikoku Seiyō Geopark Music Contest" as efforts to expand the base of people interested in geopark. We had focused on the effect of music in the role-playing game in which children are enthusiastic, and tried to make BGMs enliven the journey in Shikoku Seiyō Geopark. We recruited entries of the contest on the SNS web site "Creofuga" which was used by music creators. There were 2187 applicants finally. In the future it is expected that the selected works entertain the people of the region and beyond as official songs.

In the poster we introduce about challenges and prospects of this music contest.

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