

# EARTH SYSTEMS SEMINARS



## GEOCOMMUNICATION AND GEOPARKS, WHAT ABOUT IT ?

WHAT'S THIS ABOUT?

Geocommunication is the activity of communicating geosciences. Usually it is promoted by geoscientists, aiming to improve awareness about our research, among different target audiences. But what is it exactly... considering that we all used to present our research in short presentations at scientific conferences or longer talks in schools? What is the difference between presenting research results and really communicating, promoting science outreach? And what have Geoparks to do with all this?

This presentation will address the procedures of geocommunication and discuss how to avoid some frequent pitfalls. In the second part, it will address the importance of UNESCO Global Geoparks for geocommunication, as part of its holistic approach to a specific territory. The recently recognized OESTE Geopark will be presented, showcasing some strategies of geosciences outreach.



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**May 15**  
**Wednesday: 13:00**

PASS: SES2024IDL

<https://videoconf-colibri.zoom.us/j/89018419156>



or IDL room  
1.1.37 (C1)