



Geological beauties and Landscape: new proposals to communicate the Geodiversity

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The European Landscape Convention proposes a concept of the landscape itself as an expression of the diversity of the natural, cultural and economic development of the population and identifies society as responsible of such a heritage.

The landscape has a concrete value as natural resource and basis of functional processes that support life; it also has an important symbolic value: the consequences of the loss of landscape have been and still are devastating, even on a social level.

The Landscape is object of human perceptions and, at the same time, can be considered the result of the interaction of many natural and cultural components: therefore it could become a “medium” to communicate the Earth Sciences to the whole society: the geo-morphological sciences are a powerful tool in order to explain and share a “sense of natural identity”. The consciousness of being part of an ecosystem, is achieved through the knowledge and the experience of the environment.

In order to create effective and efficient sensitivity in individuals and in communities, it is essential to explain the importance of geodiversity, which – integrated to bio diversity- contributes to the concept of “environmental diversity” essential balance of the planet and resource for the economy.

The difficulty for the scientific communicators in reaching the wider public, requires new integrated solutions. A very positive experience is related to the project "GeoloGiro" geology at the Giro d'Italia, (realized thanks to a cooperation between ISPRA Geological Survey and the Italian Council of Geologists) which provides a TV time dedicated to make comprehensible the reasons of the geological and environmental beauties of the territory crossed by cyclists during each stage. A further project development, includes the transmission of a short cartoon in which a strange character - a pink dinosaur named GiROSAuro, cycling fan, pink as the jersey worn by the winners of the "Giro d'Italia"- explains to the children the secrets of geology, telling them how everything is always changing.

The individuation of a specific target as the youngest audience is, has a multiple purpose: to provide their information relating to the geosciences, directly connected to a major sporting event (which involves cycling initiatives for children), a further aim is to induce an involvement of the families, often distracted or indifferent to territorial issues.