



Weather, knowledge base and life-style

Martin Bohle

European Commission, Research and Innovation, Brussels, Belgium (martin.bohle@skynet.be)

Why to main-stream curiosity for earth-science topics, thus to appraise these topics as of public interest? Namely, to influence practices how humankind's activities intersect the geosphere. How to main-stream that curiosity for earth-science topics? Namely, by weaving diverse concerns into common threads drawing on a wide range of perspectives: be it beauty or particularity of ordinary or special phenomena, evaluating hazards for or from mundane environments, or connecting the scholarly investigation with concerns of citizens at large; applying for threading traditional or modern media, arts or story-telling. Three examples: First "weather"; weather is a topic of primordial interest for most people: weather impacts on humans lives, be it for settlement, for food, for mobility, for hunting, for fishing, or for battle. It is the single earth-science topic that went "prime-time" since in the early 1950-ties the broadcasting of weather forecasts started and meteorologists present their work to the public, daily. Second "knowledge base"; earth-sciences are a relevant for modern societies' economy and value setting: earth-sciences provide insights into the evolution of live-bearing planets, the functioning of Earth's systems and the impact of humankind's activities on biogeochemical systems on Earth. These insights bear on production of goods, living conditions and individual well-being. Third "life-style"; citizen's urban culture prejudice their experiential connections: earth-sciences related phenomena are witnessed rarely, even most weather phenomena. In the past, traditional rural communities mediated their rich experiences through earth-centric story-telling. In course of the global urbanisation process this culture has given place to society-centric story-telling. Only recently anthropogenic global change triggered discussions on geoengineering, hazard mitigation, demographics, which interwoven with arts, linguistics and cultural histories offer a rich narrative of humankind's intersections with the geosphere. To gain public's curiosity for earth-science topics, thus to gain attention of various social groups that all have access to a high density of information, digestible rich messages are needed: earth-science story-telling has to weaves earth-science topics into culturally rich narrations of multiple forms offering a wide range of perspectives to which people can connect.