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## A practical guide to ethical and effective delivery of geoscience for the service of society

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Competence, integrity, accountability and high ethical standards - judged peer-to-peer - are the hallmarks of what it means to be a professional and part of a professional community.

The geoscience profession is no different and professionalism is relevant in all of its constituent communities – academia, industry, government etc

There are three propositions that illustrate the importance of professionalism in the delivery of geoscience across the board.

## The first:

Without understanding the skills and expertise needed by 'industry', how can educators prepare students for the workplace?

Most of those graduating in geoscience will not stay in universities – do we not owe it to them to develop a realistic idea of what a non-academic career might look like? This is done very well in some institutions and not at all in others and the author's impression is that the latter is the norm.

## The second:

Without understanding societal needs, how can researchers design research which is truly relevant to those needs?

A more connected geoscience community that is, in turn, more connected to the needs and wants of Society will develop research agendas that are truly relevant.

And finally.....

Without access to high quality graduates and excellent underpinning fundamental and applied research, how can geoscientists in 'industry' or public service deliver their expertise effectively?

This contribution, which draws on ideas set out in the author's plenary speech at 35IGC, will consider the practical skills, experience, ethical and behavioural regulatory frameworks, codes and norms that underpin success in meeting these challenges.