



Geodiversity and Geoheritage for Society

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This presentation will highlight some of the ways in which society benefits from geodiversity and supports geoheritage conservation. These measures include:

- legislation and policy passed by elected representatives, particularly in western democracies, to protect important geosites and promote geoconservation;
- the potentially important, though currently confused, role that geodiversity plays as part of the “natural capital” and “ecosystem services” approaches;
- the scope for geodiversity to play an important function in promoting global geotourism offerings and thus advance geoscience understanding.

Despite these partial successes, it will be concluded that geodiversity and geoheritage are greatly undervalued by society, and this lecture will propose ways in which this under-representation could be addressed.