

# Group 1: Geoheritage Vision, Values, Principles

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## 4 repeated themes in our conversations:

### 1. Communication

Compelling

Concise

### 2. Story telling

Enlighten, Enrich, Celebrate

Encompasses societal quality of life

Invitation to leadership, responsibility

### 3. Transformation (makes people change)

Education, new platforms, networking

### 4. Technology (i-geoheritage visualizations akin to e-bird, i-naturalist)



# Definitions

- Need clear. simple message
- Concise elevator speech
  - Consolidate
  - Present a solution to a problem
  - Ensure understanding
  - Emphasize how geology affects human interactions – past, present, future



# Goals

- Geoheritage in America has some of the greatest diversity on Earth.
- If sites are lost, knowledge is lost.
- The audience is broad.
- Appeals must be personal and societal.

Address values: science, educational, cultural, aesthetic, recreational, resources

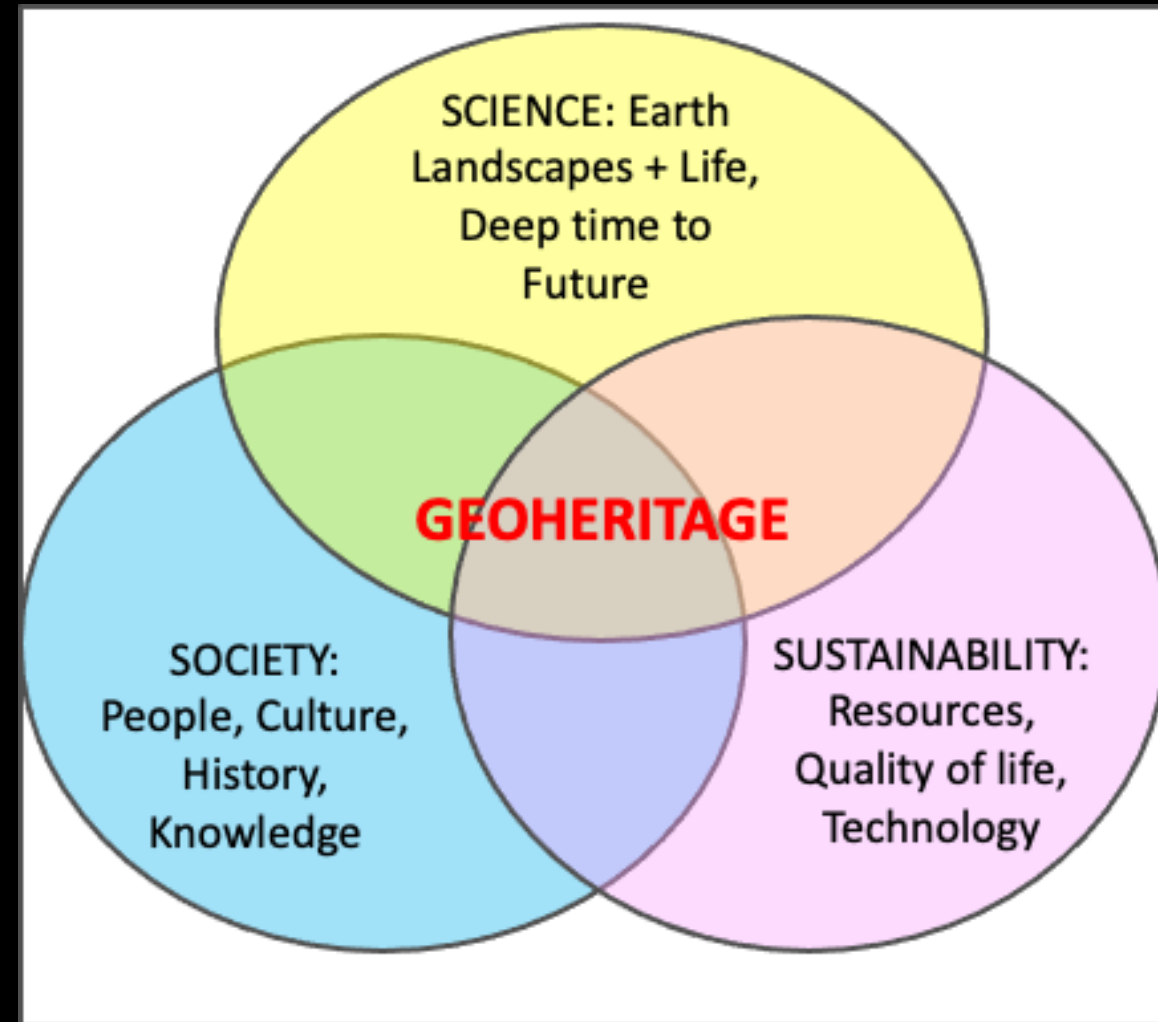
Integrate: sciences, engineering, geography, parks & tourism, health, mining, resources, law, archaeology, art, literature, music





# Objectives

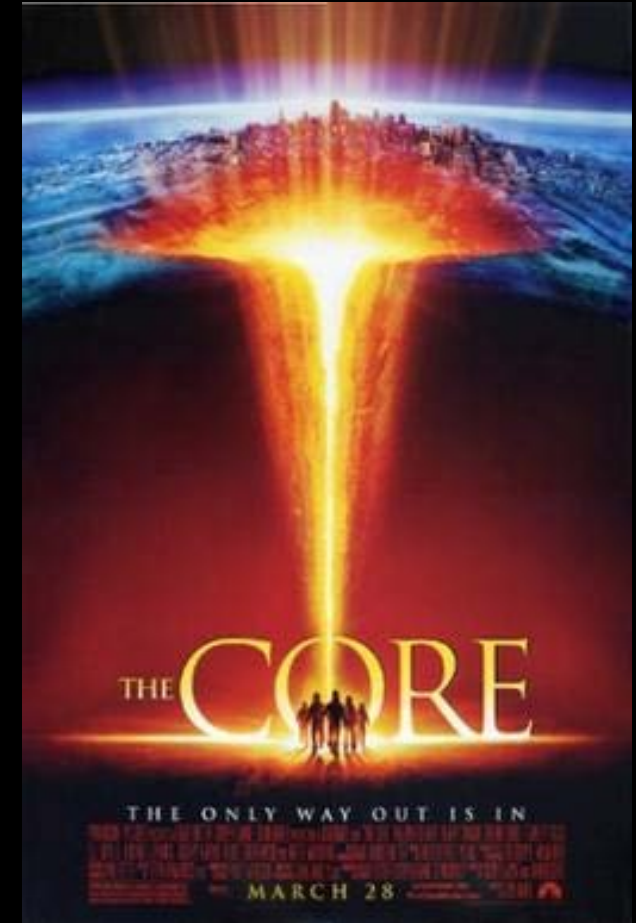
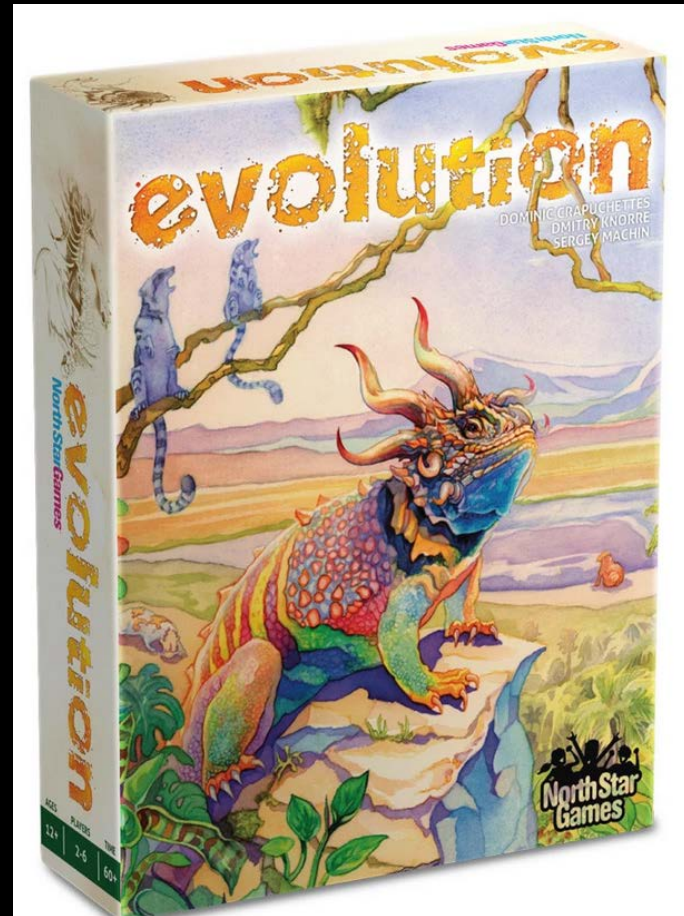
- An overall iconic and inclusive theme that encapsulates many values- room for many connections
- Lower barriers – in urban settings many don't see themselves connected to geology
- GH is a natural resource surrounded by many activities (managed, monitored, protected)



# New ways to communicate?

Accessible- try popular culture

- Non fiction – John McPhee, Simon Winchester, “An inconvenient truth”
- Fiction - “The Core”, “Jurassic Park”, “Day after Tomorrow”
- Board games
- Online games/apps
- Social media



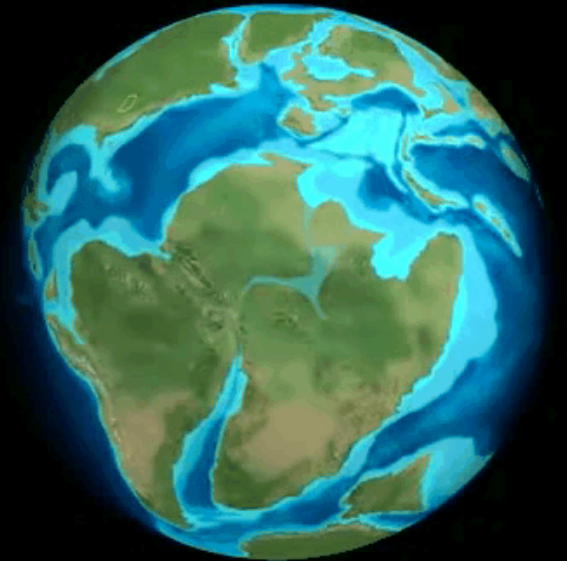
# Value

Emphasize breakthroughs (like biology & DNA)

- Plate tectonics – grand synthesis, unifying life, time, environment

Tipping point of knowledge?

- Geoscientists work across temporal & spatial scales.
- Geoheritage can build on how everything is connected (geological systems with biological, physical, chemical, and other systems)



# Transformative:

how to make people care,  
support, protect Geoheritage

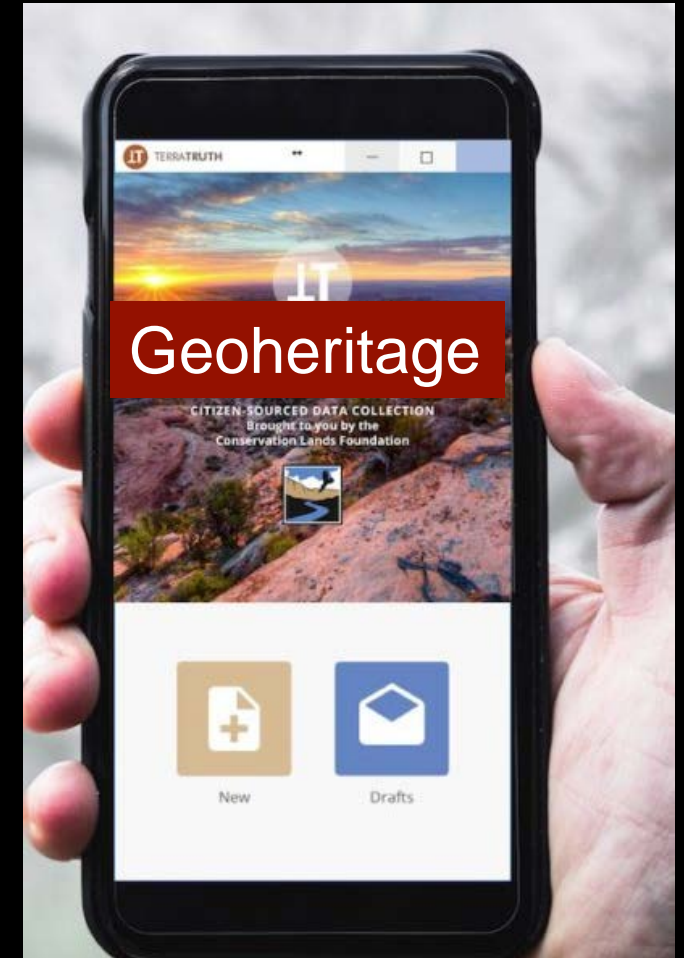


- More geoscience throughout all K-12 curriculum
- Emphasis of GH on our own Earth Science major curriculums (every geoscientist must know what this is, just like ethics)
- Leverage technology (see next slide)



# Technology & the future?

- GIS maps & visualization platforms (Google Earth like = Google Geoheritage)
- 3D mapping, layers
- Lidar (inside the landscape)
- Networking & Social media (integration of multiple groups)



# Summary

- Establish consistent and shared definitions
- Suggested/Recommended “Elevator Speech” for Geoheritage: -----
- List of ways to communicate the importance, goals of geoheritage

