

Austrian Activities within the International Year of Planet Earth (IYPE)

Thomas Hofmann¹ & Werner E. Piller²

15 Text-Figures



Poster Campaign
 Public Relations
 Road show
 Outreach
 Museum

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Österreichische Aktivitäten im Rahmen des Internationalen Jahres des Planeten Erde/ International Year of Planet Earth (IYPE)

Zusammenfassung

Die österreichischen Initiativen zum „Internationalen Jahr des Planeten Erde“ (2007–2009) wurden vom Österreichischen Nationalkomitee für Geowissenschaften koordiniert. Realisiert wurden öffentlichkeitswirksame Projekte im Print-, Online- und Ausstellungsbereich in Kooperation mit heimischen Universitäten und Museen. Wesentliche Impulse gingen von der Kooperation mit der European Geosciences Union (EGU) und dem Fachverband Steinerne Keramik der Wirtschaftskammer Österreich aus.

Abstract

Austrian initiatives during the International Year of Planet Earth (2007–2009) were coordinated by the Austrian National Committee of Geosciences. Together with universities and museums a series of projects, such as articles, journals, books, a website and shows were realized. The cooperation with the European Geosciences Union (EGU) and the Department of mineral resources of the Austrian Federal Economic Chamber brought vital incentives.

Introduction

In their General Assembly December 22, 2005 the United Nations proclaimed the year 2008 as "UN International Year of Planet Earth (IYPE)". The UNESCO added the year before (2007) and the year after (2009), thus the year became a triennium. The idea of the motto "Earth sciences for society"

was chosen to point at the importance of all aspects of earth sciences. In fact this was the greatest world wide campaign within the earth sciences. All over the world national committees started programs to point out the necessity of earth sciences for the benefit of mankind. They followed either scientific topics or they focused on outreach activities.

1 Thomas Hofmann: Geological Survey of Austria, Neulinggasse 38, 1030 Vienna, Austria. thomas.hofmann@geologie.ac.at

2 Werner E. Piller: Institute for Earth Sciences, University of Graz, Heinrichstraße 26, 8010 Graz, Austria. werner.piller@uni-graz.at

In Austria the Austrian National Committee of Geosciences (ANCG) decided to launch an outreach campaign. In their meeting on May 12, 2006 the members discussed a concept paper (Schönlaub et al., 2006) listing many ideas to promote earth sciences.

The aim of the ANCG was to address all people in Austria (not only those in major cities), to reach young people and to show earth sciences in a balanced way, pointing out positive as well as negative aspects (e.g. natural hazards). In May 2007 the plenum of the ANCG assigned Werner Piller (as leader), Mathias Harzhauser (Museum of Natural History of Vienna) and Thomas Hofmann (Geological Survey of Austria) to take care of these outreach activities. Some of the activities have been described preliminary by Hofmann (2008, 2010).

The Austrian Concept “Geologie ist ...” (Geology is ...)

This small group was joined by Andreas Ortag, an artist and graphic designer (www.ortag.at). Together they developed a simple concept of three words, which turned out as central theme: the idea was to use “Geologie” (Geology) as subject, “ist” (is) as verb with an added adjective or noun. The graphic concept was based on the classical triptych using three equally important pictures. The main subject and leading theme of the whole campaign was the Großglockner (3,798 m), the highest mountain in Austria. This concept was realized first of all with public posters, using photographs from Lois Lammerhuber, an internationally highly rewarded Austrian photographer (www.lammerhuber.at).

The central message of the public poster campaign, each of them had a size of 336 x 238 cm, as well as of the whole three years was “Geologie ist alles” (*Geology is everything*). The word “Geologie” was used for “Geowissenschaften” (*geosciences*), including all disciplines of earth sciences. The tripartite poster (Text-Fig. 1) showed the Großglockner, the statue of the Venus of Milo in the centre (standing for human culture, or for man’s ability to sculpture beauty out of marble) and an air cooler of a motor bike (representing technology, modernism and metals derived from ores). This main poster “Geologie ist alles” was accompanied by two other posters “Geologie ist Genuss” (*Geology is pleasure*) and “Geologie ist Gefahr” (*Geology is danger*). The first one



Text-Fig. 1. The public posters “Geologie ist alles” and “Geologie ist Gefahr” at the General Assembly of EGU 2008.



Text-Fig. 2. The public poster “Geologie ist Genuss” aiming to evoke positive feelings for geosciences.

(Text-Fig. 2) showed a female swimming in an Austrian lake (standing for water, tourism), a mountain climber (sports, mountains) and a female enjoying some grapes (this motif was used instead of a person drinking a glass of wine, for not promoting wine drinking). The second (Text-Fig. 1) had the photograph of a great wave (standing for the marine realm as well as the tsunami on December 26, 2004), the skeleton of a Tyrannosaurus rex (a symbol for a threatening, but now extinct animal as well as for paleontology and evolution) and an erupting volcano (symbolizing the element of fire and the enormous endogenous forces of our planet, standing for natural hazards).

The concept of “Geologie ist ...” was then prolonged by editing a series of postcards, which were used as giveaways and promotional articles for events, conferences, meetings, etc.

The Kick-off Event of Austria’s IYPE Activities

The Austrian Minister of Science and Research, Johannes Hahn, promoted the IYPE in Austria from the very beginning. The official kick-off event was a press conference on November 6, 2007 at the Geological Survey (Text-Fig. 3). On this occasion the campaign of 800 public posters all over Austria with three different subjects (for details see above), the world’s greatest – according to the artist –



Text-Fig. 3. Kick-off event at the Geological Survey: Hans P. Schönlaub (director), Johannes Hahn (minister) and Christian Ludwig Attersee (artist) in front of the mosaic “Reichtum Erde”.

indoor mosaic (222.45 m²) “Reichtum Erde” (*Richness Earth*) by Christian Ludwig Attersee in the foyer of the Geological Survey (Text-Fig. 3) and the “Geo-Atlas (Hofmann & Schönlaub, 2007) were presented. The concept of the “Geo-Atlas Österreich: Die Vielfalt des geologischen Untergrundes” (*Geo-Atlas Austria: the diversity of the geological underground*) follows in the lay-out and in its internal division the three main themes: *Geology is Everything – Fundamentals; Geology is Joy – Sensual Pleasures; Geology is Danger – Prevention*). This book (German text with English abstracts) is the flagship publication of Austria’s IYPE-activities (Text-Fig. 4).

The campaign was accompanied and documented by a website having a self explaining domain (www.geologie-ist-alles.at). From the kick-off event 2007 till the end of 2009 the website’s homepage of the Geological Survey of Austria (www.geologie.ac.at) displayed the slogan “Geologie ist Information” (*Geology is information*), also printed as postcard. Other institutions, such as the Institute for Earth Sciences of the Graz University, had the theme “Geologie ist Studium” (*Geology is Study*) on their homepage; all these slogans are represented as well on the website of the Austrian campaign.



Text-Fig. 4. The cover of the “Geo-Atlas” reflects the tripartite layout of the whole PR-campaign.

Cooperating with the EGU and the Austrian Federal Economic Chamber

The General Assembly of the European Geosciences Union (EGU) was held from April 13 to 18, 2008 in Vienna. The president of the EGU, Gerald Ganssen, appreciated the Austrian activities for IYPE. In winter 2007/08 a common strategy was developed to gain maximum impact on the occasion of this meeting, which was attended by 8.685 participants from 88 countries. For the first time in the history of EGU-meetings the General Assembly was under the auspices of the Austrian Ministry of Science and Research. The minister, Johannes Hahn, visited the General Assembly on April 17, 2008 in person.

The Austrian motto of the IYPE was altered by the EGU to “Geosciences is responsibility”. This slogan was printed on a series of eight postcards which were distributed among the participants (including free mailing) of the General Assembly of EGU. The tripartite postcards showed the Großglockner (left side), a finger pointing at Vienna on a relief globe (in the center) and several changing motifs to the right (Text-Fig. 5).



Text-Fig. 5. The EGU chose the slogan “Geosciences is responsibility” for the General Assembly in 2008.

Starting in January 2008 the ANCG and the Department of mineral resources of the Wirtschaftskammer Österreich (*Austrian Federal Economic Chamber*) started a country-wide competition among pupils (up to an age of 18) to complete a draft poster considering daily life, mineral resources and geology. The draft poster showed the Großglockner and the word “Geologie” with either the picture or the word turned upside down. The idea was to present one half of the poster in upright position and the other half the other way round, like a playing card. This irritation should stimulate people to take a glance. The winner – Bianca Nemeth – was rewarded with € 1,500 and 1,800 public posters (upright and reverse), the second received € 1,000; and the third € 500; further prizes were excursions for school classes to active quarries. The awarding ceremony was a joint event on April 15, 2008 by the ANCG, the Department of mineral resources of the Austrian Federal Economic Chamber, the Austrian Academy of Sciences and the EGU at the Academy of Sciences (Text-Fig. 6). The idea was to invite as many pupils as possible to this event. The 1,800 posters were presented all over Austria during the term of the General Assembly of the EGU.



Text-Fig. 6. The young winners of the poster competition at the Austrian Academy of Sciences on April 15, 2008.

The “EURO 2008” or “Geologie ist rund” (Geology is Round)

From June 7 to 29, 2008 the European Football Championship (known as EURO 2008) was held in Austria and Switzerland. The installation “Geologie ist rund” (*Geology is*

Round) was presented on this occasion by Maria Heinrich (Geological Survey) in the foyer of the Survey, thus being visible to people looking inside from the street (Text-Fig. 7). Every participating country was represented by a distinct stone sphere with a diameter of 10 cm. These stones (symbolizing a football) together with some geologic information were newly arranged day by day, according to the actual results of the teams. At the end a ball of Rosa Porriño, a Permian granite, was at the first position – congratulations to the Spanish team! A postcard “Geologie ist rund” (*Geology is Round*) showing a giant ball made of Carrara marble (Italy) lying on green serpentinite (representing green grass), both made by Gerhard Koch, promoted this unique project.



Text-Fig. 7. A view on the installation “Geologie ist rund” on the occasion of the EURO 2008 in the foyer of the Geological Survey.

Events, Meetings and Congresses Joining the IYPE in Austria

The anniversary “100 Years of the Geological Society of Austria” was celebrated on November 23, 2007 in the Museum of Natural History of Vienna. The tripartite post card “Geologie ist 100 Jahre” (*Geology is 100 years*) with a statue of Austria’s most prominent geologist, Eduard Suess (1831–1914), supported this event.

On the occasion of the Opernball (*Vienna Opera Ball*) on January 31, 2008, one of the most prominent society events each carnival, Werner Piller and Desiree Treichl-Stürgkh (organizing the event) spoke about the ideas of IYPE (Piller & Treichl-Stürgkh, 2008). This dialogue together with the logo of the IYPE can be found in the program book (Text-Fig. 8). In addition, a voluminous book by Lois Lammerhuber including an advertisement of the IYPE was donated to every male attendee of the Vienna Opera Ball.



Text-Fig. 8. The IYPE in the program booklet of the Wiener Opernball (*Vienna Opera Ball*) on January 31, 2008.

Congresses like the EUROSIL meeting (Vienna, August 25 to 29, 2008; “Geologie ist Boden” / *Geology is soil*) of the European Confederation of Soil Science Societies (ECSSS), the DEUQUA meeting (“Geologie ist Quartär” / *Geology is Quaternary*) of the Association of German Quaternary geologists (Vienna, September 1 to 6, 2008) and the PAN-GEO Conference, a meeting of all Austrian geoscientific institutions (Vienna, September 22 to 25, 2008) (“Geologie ist Zukunft” / *Geology is future*), were supported by postcards for promotion.

“Instructions for the Use of Planet Earth” – an Educational Art Project

The young Austrian designer Angie Rattay followed in her awarded master thesis of 2006 the idea of product inserts as used to explain medication. Thus, she first developed the “Gebrauchsinformation für den Planeten Erde” in German and later in English (*Instructions for the Use of Planet Earth*) explaining in four leaflets the litho- and pedosphere, the hydrosphere, the biosphere and the atmosphere (www.neongruen.net). Due to the initiative of Gerald Ganssen, a special edition was produced and distributed to all people attending the General Assembly of the EGU in 2008. Werner Piller helped to amend the text of the second version of the Litho- and Pedosphere in 2008 including the Logo of the IYPE (Text-Fig. 9).



Text-Fig. 9. The “Instructions for the Use of Planet Earth” by Angie Rattay explain the lithosphere and pedosphere, the hydrosphere, the biosphere and the atmosphere.

The Periodical UNIVERSUM (special issue) and Other Serials/Books

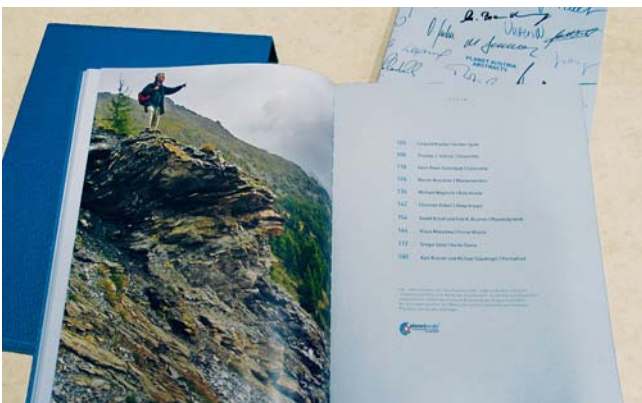
“UNIVERSUM” is a common periodical focusing on various aspects of nature and science reaching a broad audience through beautiful illustrations (“Das schönste Magazin Österreichs”) and easy to understand messages (www.universum.co.at). This monthly periodical is printed in 42,000 issues. During 2008 Thomas Hofmann wrote a series of columns introducing various types of rocks such as limestone, granite, salt, gravel, loess, sandstone, slate, basalt and clay.



Text-Fig. 10. Presentation of the special issue of “UNIVERSUM” on May 14, 2009 at the Geological Survey in front of the mosaic “Richness Earth” (from left: Christian Smoliner, Ministry of Science & Research; Peter Seifert, Geol. Survey; Werner Piller, ANCG; Alexandra Salvinetti, UNIVERSUM; Jürgen Hatzenbichler, UNIVERSUM; Thomas Hofmann, Geol. Survey; Erwin Goldfuss, UNIVERSUM).

On May 14, 2009 a special issue (114 pages + geological map of Austria 1:1,500,000) of the “UNIVERSUM” entitled “Geologie – Alles über die Erdwissenschaften in Österreich” (*Geology – all about earth sciences in Austria*) was presented at the Geological Survey (Text-Fig. 10). This issue includes the great variety of earth sciences in Austria, academic perspectives of scientific research as well as applied aspects (e.g. New Austrian Tunneling Method, NATM). The principal aim of all these articles written by journalists was to attract readers and inform on geosciences. This issue also promoted a competition (open to everybody) to write a poem about any aspect of geosciences.

In the journal “Land der Berge” (*Land of mountains*, this is also the first line of the Austrian national anthem) with a



Text-Fig. 11. “Planet Austria” introduces projects of international programs managed by the Austrian Academy of Sciences.

circulation of 25,000 issues, Thomas Hofmann wrote some articles dealing with natural monuments, geological maps, minerals, fossils and mass movements; all these articles included the logo of the IYPE.

Issue no 73 of the periodical “RAUM” (*Region – a journal on space planning*) focused on the space below us (= the geological substratum) (www.raum-on.at).

As result of a joint initiative by Lois Lammerhuber, Werner E. Piller and Günther Köck (Austrian Academy of Sciences) the voluminous book “Planet Austria” was produced to present scientific projects performed within international programs (e.g., IGCP) administered by the Austrian Academy of Sciences (Köck et al., 2009). This book (Text-Fig. 11) and the special issue of the Periodical UNIVERSUM were distributed in September 2009 to all high schools in Austria for free.

The Roadshow “Geologie ist auf Achse” (Geology is on Tour)



Text-Fig. 12. Look at the peculiarly decorated “mineral-truck” just before its departure for the tour through Austria.

On October 27, 2009 Robert Krickl (Institute of Mineralogy & Crystallography, University of Vienna) started from Vienna a tour through all federal countries of Austria (Oct. 28, Linz; 29, St. Pölten; 30, Innsbruck; 31, Salzburg; Nov. 2, Feldkirch; 4, Klagenfurt; 5, Salzburg; 6, Eisenstadt; 7, Vienna). The project was promoted as “Geologie ist auf Achse” (*Geology is on tour*). The aim (Text-Fig. 12, 13) was to demonstrate the importance of minerals and crystals, pointing out that most of everyday objects have a geological background. For better visualization an especially equipped truck (“mineral-truck”) was adapted for this tour. His return to Vienna on Saturday, November 7, was part of the program “Lange Nacht der Forschung” (*Long Night of Research*). On November 18 Krickl was rewarded as winner of the “Lupe Award” for his excellent communication of science (www.r-krickl.com/roadshow).



Text-Fig. 13. Robert Krickl inside the “mineral-truck” explaining the presence of minerals and crystals in daily life (© APA/Robert Strasser).

“When the Earth Trembles” – an Interactive Show Touring through Austria

Ewald Brückl (Institute of Geodesy & Geophysics, Vienna University of Technology) and his team developed an interactive show (Text-Fig. 14) to demonstrate various aspects of earthquakes like research, monitoring and living in dangerous zones. Only a few days after the terrible earthquake of Haiti (January 12, 2010) the interactive show “Wenn die Erde bebt” (*When the earth trembles*) started at the Museum of Natural History in Vienna. After Vienna (January 15 to March 22) the exhibit moved to the University of Salzburg (April 12 to 24), then to the University of Innsbruck (May 12 to 28) and then back to Vienna to the University of Technology (June 9 to 16), being presented within a symposium (Monday, June 14, 2010). The last station so far was the townhall of Leoben in Styria (September 10 to October 1, 2010). During this period the biennial PANGEO Conference was held at the University of Leoben (September 15 to 19, 2010). There the team presented an oral presentation with some wider information on this show (Brückl et al., 2010).



Text-Fig. 14. The show “Wenn die Erde bebt” (*When the earth trembles*) started at the Natural History Museum in Vienna just a few days after the terrible earthquake on Haiti (January 12, 2010).

The Via GeoAlpina – a Multinational Geotourism Project

Following the paths and the idea of the Via Alpina (www.via-alpina.org) the Via GeoAlpina (www.viageoalpina.org) includes geotouristic points/regions of interest in six “alpine” countries (Austria, France, Germany, Italy, Slovenia, Switzerland). Besides an international booklet introducing the project in English, German, French, Italian and Slovenian a series of folders have been produced introducing so far four Austrian regions with a high geotouristic impact: the Carnic Alps in Carinthia (www.geopark-karnische-alpen.at), the Triassic Park (www.triassicpark.at) in Tyrol (Text-Fig. 15), the GeoLine Geopark (www.geoline.at) and the Koralm Crystal Trail (both in Styria).

IYPE Activities – an Outlook

At the general assembly of EGU 2010 Werner Piller was convener of a session on “The Fruits of IYPE – Implementing Long-Term Activities of the International Year of Planet Earth” held on May 6, 2010 (EG5/EOS14) (Piller et al., 2010). Eight oral presentations stressed the highlights of



Text-Fig. 15. A folder representing the Triassic Park (www.triassicpark.at) in Tyrol, part of Via GeoAlpina (www.viageoalpina.org) – a key project of the Austrian IYPE activities.

the past IYPE-campaign. In the course of this gathering of experts future aspects of outreach activities were discussed.

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