



Unveiling the secrets of geology, from the Earth to your daily life

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How should we share geological information? How can we start involving the public at large in topics that apparently are so far away from them? What kind of information would be interesting to disseminate to attract the attention of the people?

“Geology at the table - cooking without borders” and “Minerals in your life”, edited by EuroGeoSurveys, the Geological Surveys of Europe, are two publications that have showed how it is possible to reach thousands of people around Europe only following a few simple rules.

A good scientific communicator must first understand its audience, their knowledge and beliefs, in order to adopt an attractive approach to their communication strategy. A good communicator has to adopt a simplified blend of the crucial information without depleting the content of the main message. One must avoid the danger of losing the audience’s interest by keeping with simple language and information that is easy to understand and accessible to all.

When it comes to the field of geology, communication efforts would ideally engage the audience and develop their interest, showing how their daily life is linked and conditioned to the geological phenomena.

“Geology at the table - cooking without borders” and “Minerals in your life” are two examples of how geology, a topic unknown to many people, is part of our life. Leafing through the pages of these books it is possible to understand how important geology is for the existence of our society and its crucial role in the complex world we live in. In “Geology at the table - cooking without borders” twenty-eight European Geological Surveys have shown how their own national dishes contain references to our past, to the present, and to the future, which can easily be analysed and explained through geology. This cookbook offers a little taste of geology through wonderful recipes from all around Europe. While “Minerals in your life” is an educational book that combines a hilarious comic strip storyline with an extensive description of minerals, along with stunning images. The book explains that most, if not all objects around us, contain crucial minerals. Through one adventurous day of the cartoon protagonist, Norman, it is possible find out the minerals used in very common objects of our everyday life, from paper to shampoo, or from a bike to a television. Fifty-one top expert geologists contributed to describe the fascinating qualities of each mineral, for a total of thirty minerals. Whatever curiosities you may have about minerals, “Minerals in your life” satisfies them with an approach that it is as scientifically precise as entertaining. In following these basic principles geologists will be able to effectively communicate to the entire world that geology is a science that will contribute to the building of a better world of tomorrow.