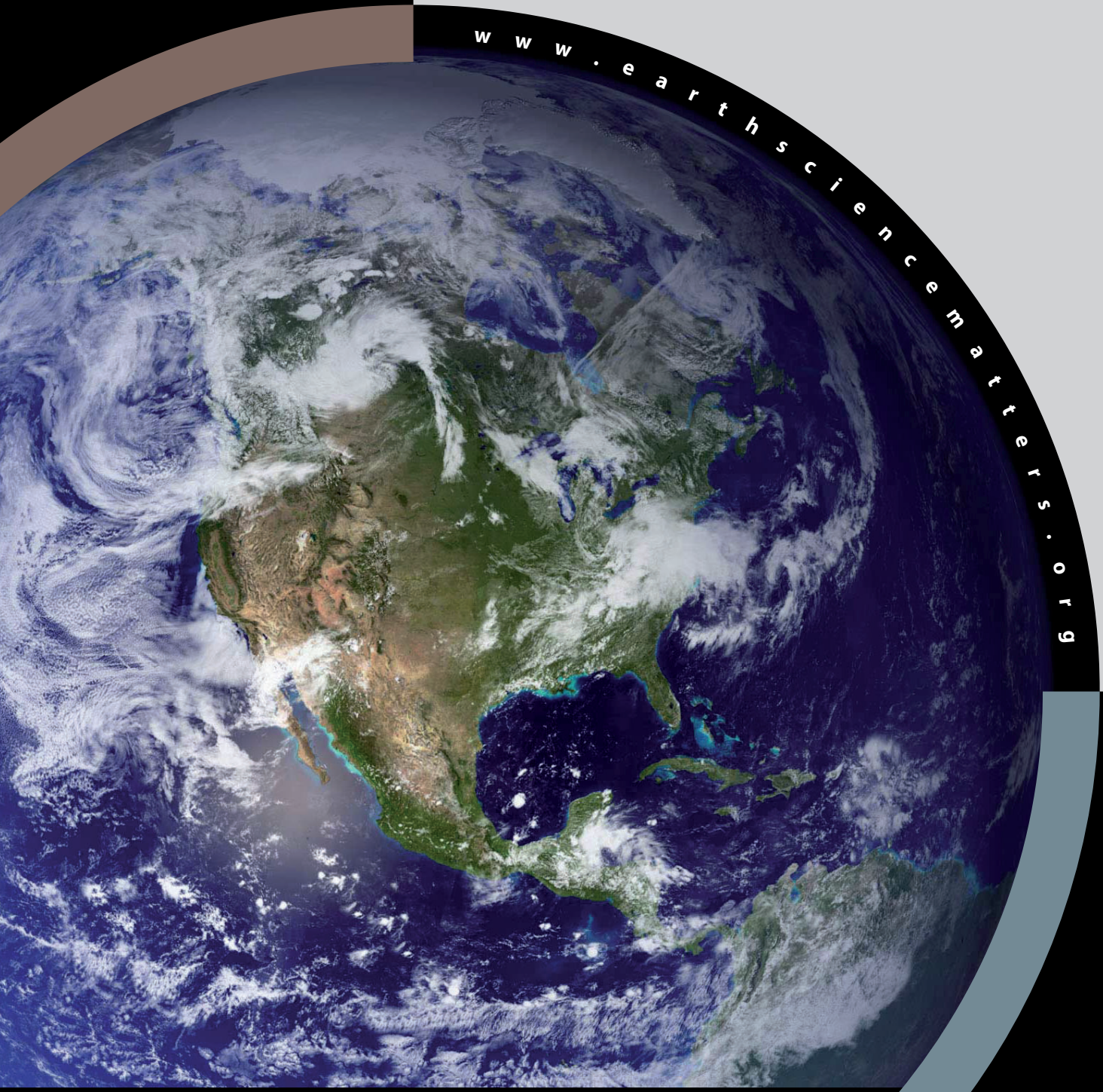
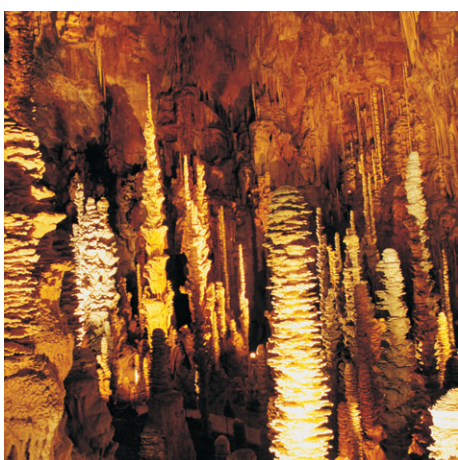




EarthScienceMatters

Bringing knowledge of the Earth to everyone





The Earth Science Matters Foundation is an international, a-political and non-profit organisation that informs the public about the great value of knowledge of the Earth for the well-being of future generations and promotes science-based solutions for Earth-related problems.

Background

The Earth Science Matters Foundation builds on the legacy of the International Year of Planet Earth (IYPE) that was created by the International Union of Geological Sciences (IUGS) and UNESCO in order to promote sustainable development and the application of the Earth sciences in Society. The IYPE was proclaimed by the United Nations General Assembly for 2008 and lasted as a Triennium from 2007 to the end of 2009, and as a non-profit Corporation until 30 June 2010. The International Year of Planet Earth has been most successful in its outreach campaigns through its impressive network of 80 National Committees.

While approaching the end of the IYPE Triennium, the Board requested the IYPE Secretariat and Development Committee to advance a new outreach-oriented initiative beyond 2009. In its November 2009 meeting, the IYPE Board endorsed the results of this action. This document describes the key aspects of the Earth Science Matters Foundation.

The message

Our ever more densely populated planet Earth offers future generations both challenges and opportunities. Most of the easy solutions have been applied already. New, smart solutions should now be found which require much more ingenuity and innovative thinking based on science and technology. Fortunately, our knowledge of the Earth has grown rapidly in recent decades, providing us with new opportunities to resolve or at least reduce impact of current challenges.

We continue to benefit greatly from what the Earth offers and we rely utterly upon its resources and power to sustain our lives and societies. If we apply these resources more effectively, there would be sufficient for all while increasing living standards for many. That can only be realised if we expand our knowledge base of the Earth and make better use of what we know now to find smart or perhaps unconventional solutions for many of today's societal problems.

We need to rethink our way of life, our habits and our respect for the Earth. With a world population growing by another 30% by 2050 and at the same time reaching the limits of various natural resources, we must comprehend and manage the natural environment. We should develop a more balanced view of our planet and work towards new solutions for societal problems based on a sound knowledge of an ever-changing Earth. Any proposed solution must work toward a sustainable future for societies with a clear and positive spirit of cooperation between all groups



involved. The Earth Science Matters Foundation will demonstrate that human ingenuity is able to cope with many of the current challenges and that there is also good news about the Earth.

The Mission

Earth Science Matters communicates the added value of the Earth sciences to a wider public and is a call for action to make the lives of future generations around the world healthier, safer and more prosperous by promoting smart, Earth science-based solutions.

Target groups

Earth Science Matters focus on the general public, in particular on the youth, on politicians, opinion leaders, key persons in science and industry, fellow geoscientists and other decision makers.

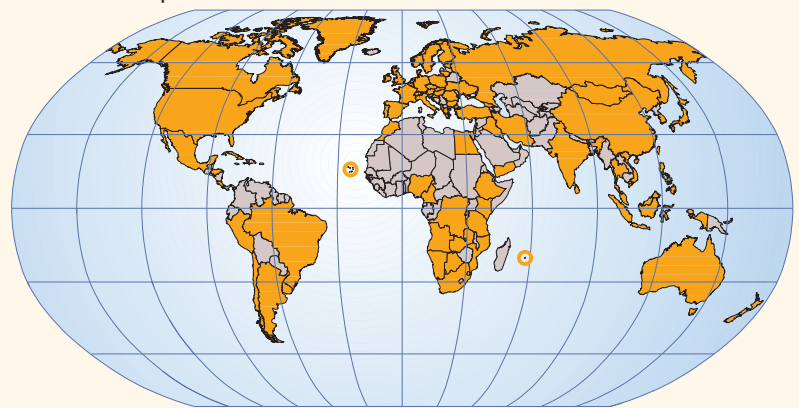
Themes


The Foundation will focus on Water, Hazards & disasters, Energy and Climate Change issues. Earth Science Matters' projects may pay attention to Geo-heritage and geo-tourism issues and often address one or more of the other themes of the International Year of Planet Earth, including Groundwater, Natural resources, Earth and Health, (Mega)cities, deep Earth, Soil, Ocean and Earth & Life. Earth-related UN Millennium Development Goals also belong to the Foundation's field of interest.

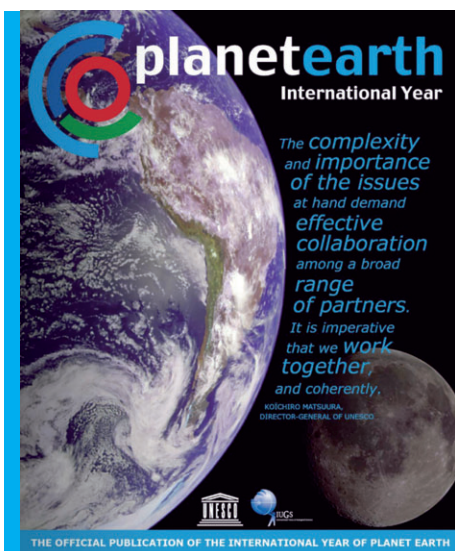
Implementation

The Earth Science Matters' mission will be realised through a wide variety of activities and by inviting the 500,000 geo-professionals around the world to share their knowledge about the Earth. This is envisaged to be done along three channels:

1. Through a wide variety of activities, including:
 - Earth science for the public
 - Education & e-learning
 - TV and other mass media
 - Projects
 - Public events
 - Publications
 - Cultural and artistic expressions
2. Through a network of *National Focal Points* inspired by the 80 National IYPE Committees (yellow on the map below) who will, each in its own language and according to its own culture, spread the Earth Science Matters message at a national level.
3. Through *International Partnerships*, joint ventures and active collaboration with organisations and companies that wish to share their aims and ambitions with those of the Earth Science Matters Foundation.



 National IYPE Committees



Earth Science Matters **activities** include:

Earth science for the public

This may encompass a wide variety of topics, including popular translations of Earth-scientific developments written by science journalists, press releases, newsletters, website alerts, excursions, games, exhibitions, Geoparks, etc. This brings scientists and other professionals in closer contact with the public and vice versa. Excursions will be conducted through international touristic projects, as Via Geo-Alpina.

Public events

Supported by professional organisations, Earth Science Matters plans to organise hiking tours through nature or other public events that attract wide audiences. Examples of such events took place in some 40 nations during the IYPE Triennium.

Education and e-learning

Getting young people excited about our planet Earth starts with education. The IYPE supported Project EarthLearningIdea which provides school teachers simple but elegant tools to explain complex geological processes on a regular basis. Earth Science Matters will assist in expanding this tool and alert many more schools through its international network. The Foundation promotes Earth science olympiads and incorporate Earth-related issues in state examinations as done, for example, in Ireland.

Publications

IYPE published three issues of the Planet Earth magazine. They have a wide distribution, describe the relevance of Earth scientific knowledge in common language to the public, and contain advertisements. Publication of comparable magazines and other printed materials is part of Earth Science Matters' activity package.

TV and other mass media

Earth-related events recorded for TV display or otherwise inform the public about natural factors that influence their lives and may present solutions for coping with these.

Cultural and artistic expressions

In the course of the IYPE Triennium many initiatives expressed the IYPE themes in an artistic way, through mosaic competitions (UK), paintings (China), and fanfare concertos (Italy). Options for such artistic expressions on the Earth are unlimited. There is a proposal by a Canadian geoscientist and painter to organise electronic painting galleries on the internet.



Projects

The Earth Science Matters Foundation implements its aims and ambitions mainly through dedicated projects commissioned by one or more of its International Partners, other Earth scientific organisations or developed by the Foundation itself. Such projects might be focused on providing outreach dimensions to existing or planned scientific projects, merging and strengthening outreach initiatives by individual National Focal Points, developing innovative topics in the realms of the IYPE themes and the UN Millennium Development Goals, as in *Groundwater for Food security*, exploring new Earth-related dimensions such as *Underground cities*, sharing IYPE expertise in new UN Years, such as the IGU Initiative on the *International Year of Global Understanding*, or sharing expertise for establishing new *Geoparks*.

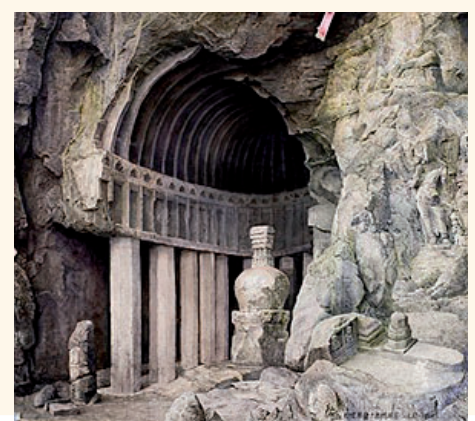
Earth Science Matters projects may also support studies on the interface between the sciences and humanities, as for example the *African Alive Corridors*, to investigate cultural and natural heritage relations in regions with a common geological background. Results of such studies will be exposed through the media and may serve as models to be applied elsewhere on Earth. The Foundation conducts, contributes to, supervises or hosts such projects. To that end, organisations and companies may wish to request and apply the services of Earth Science Matters' professionals.

The **National Focal Points** constitute the *geographical* backbone of Earth Science Matters Foundation. Most of the operations of the Foundation will be conducted at national levels, by the National Focal Points. These may evolve from the current and often very successful National IYPE entities or newly be established. National Focal Points are represented in the Board through Regional Representatives.

International Partners provide the *financial* backbone of the Foundation. They may be international or national governmental or private organisations, companies, foundations, and NGOs subscribing to the aims and objectives of the Foundation. Partnership relations belongs to the main priorities of the Foundation.

Niche position

The combination of a non-profit, a-political NGO, mainly running on non-governmental funds and operated by a small international Secretariat while serving and co-funding Earth-related outreach activities through a network of National Focal Points with a strong emphasis on the developing world, with special attention for young people and with the ambition to encourage them to consider an Earth science-related career, is quite unique and makes Earth Science Matters a distinct niche player. From that position, the Foundation aims at developing joint ventures and other ways of cooperation with relevant national and international bodies rather than to compete with any organisation sharing at least part of the Earth Science Matters' mission.





Evolution

Initially, the Earth Science Matters Foundation will operate as a virtual organisation and focus on strengthening its internal framework by expanding the number of National Focal Points and International Partners. Simultaneously, the Foundation will reinforce its conceptual basis by embarking on a wide variety of projects and by exposing the results well beyond the Earth science communities. Once the Foundation has reached a solid institutional and economic framework Earth Science Matters will start investing in new outreach ventures, develop regional centres and may, on the longer term, be able to financially support selected activities by its National Focal Points.

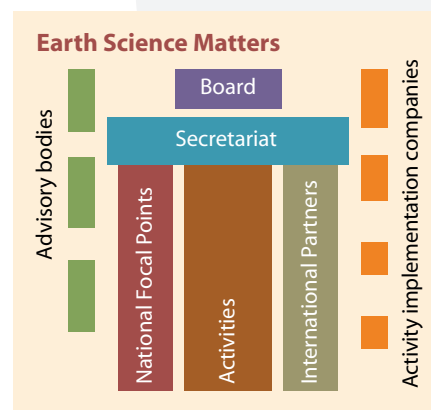
Structure

The Earth Science Matters Foundation consists of two main structural components. The *Board* determines the Foundation's strategy and gives guidance on the main implementation lines. The *Secretariat* is in charge of implementing the Board's directions and conducts that via three lines: the National Focal Points, the International Partners and the Foundation's activities. The Board and the Secretariat are assisted by the Advisory Board. A significant part of the operations will be outsourced and conducted by external companies.

The Board has a Chair and consists of at least two more members of the International Partners and up to five Regional representatives. Normally, the Board meets once every year.

The Secretariat is led by the Executive Director. Supported by a small staff the Director is in charge for implementing the Foundation strategy as set out by the Board, communication with the National Focal Points, the International Partners, the media, the hosting organisation, for outsourcing specific outreach activities to companies, for realising the Foundation's projects, and for the daily operations at the Secretariat.

The Advisory Board consists of the *Patrons* who are typically VIPs in top positions in Science, Government and Industry, the *Goodwill Ambassadors*, typically high placed persons who may represent the organisation on various occasions, and the *Senior Advisors*, key persons in international operations for the Earth Science Matters Foundation.



Registration and Accommodation

The Foundation was registered on 17 December 2010 in The Netherlands as a non-profit organisation. Its domicile is Wageningen University & Research and Earth Science Matters operates under Dutch Law. Registration followed formal announcement by the Dutch Government at the United Nations on 13 May 2010 to consider hosting this Initiative in The Netherlands. Once the Foundation will have reached a mature stage its premises will be located at the Environmental Sciences Group at Wageningen Campus. Until then Earth Science Matters will operate mainly in a virtual mode.

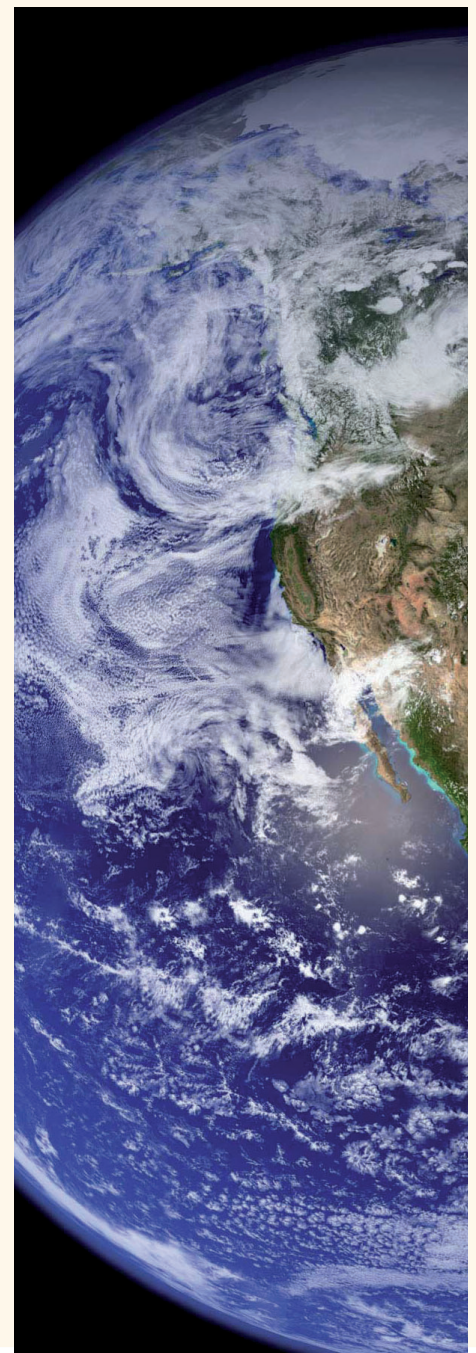
National Focal Points

Inspired by the successful IYPE-model Earth Science Matters conducts most of its activities at national levels through its National Focal Points. They jointly appoint one representative per continent in the Earth Science Matters Board. National Focal Points typically consist of one person quite knowledgeable about geoscience outreach activities in her or his country. No financial relation exists between the National Focal Points and the Earth Science Matters Foundation. National Focal Points present annual Action Plans with anticipated activities and report to the Earth Science Matters Secretariat and Board. National Focal Points may count on logistic support provided by the Earth Science Matters' Secretariat who will provide opportunities for National Focal Points to exchange ideas and outreach materials.

International Partners

International Partners share ambitions with the Earth Science Matters Foundation and communicate these to wider, international audiences. Together with the Foundation and its worldwide network of National Focal Points, Research Centres and Geological Surveys, International Partners may wish to develop new tools to address Earth-related issues relevant to their sector. With the Foundation, International Partners may also develop joint projects and activities and benefit from associated exposure facilities.

There are several types and levels of International partnership, each with a specific package of benefits and associated partnership fees. In return for their partnership fees, International Partners receive exposure through the Earth Science Matters website and publications, Earth Science Matters' Certificate, shared representation in the Board, right to use the Earth Science Matters logo, invitations to international events and free advice on outreach options for their organisation.



The logo

The logo stands for the Foundation's aim to share our knowledge of the planet, from its surface (symbolised by the oceans and continents) into the deep Earth (represented by the triangular incision). The globe is in interaction with a square standing for solid knowledge and our ambition to demonstrate that to the public. The colour gold represents the high value of the Earth and its potentials to support human societies around the world.

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