

International Year of Planet Earth 2007-2009

Earth sciences for society



The International Year of Planet Earth aims to capture people's imagination with the exciting knowledge we possess about our planet, and to see that knowledge used to make the Earth a safer, healthier and wealthier place for our children and grandchildren

Visit www.yearofplanetearth.org



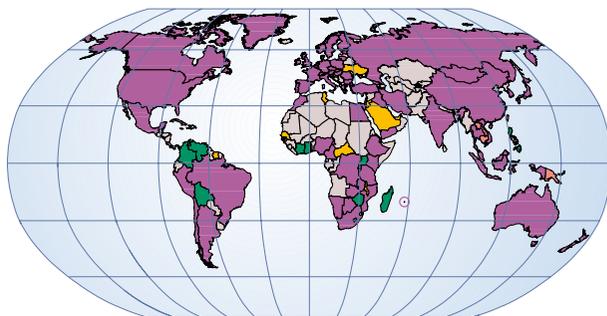
What is the International Year of Planet Earth?

The International Year of Planet Earth aims to ensure greater and more effective use by society of the knowledge accumulated by the world's 400,000 Earth scientists. The Year's ultimate goal of helping to build safer, healthier and wealthier societies around the globe is expressed in the Year's subtitle 'Earth science for Society'.

The International Year runs from January 2007 to December 2009, the central year of the triennium (2008) having been proclaimed by the UN General Assembly as the UN Year. The UN sees the Year as a contribution to their sustainable development targets as it promotes wise (sustainable) use of Earth materials and encourages better planning and management to reduce risks for the world's inhabitants.

Who is behind the International Year?

The International Year of Planet Earth is a joint initiative by UNESCO and the International Union of Geological Sciences (IUGS). Twelve Founding Partners, 26 Associate Partners and more than 15 International Partner organisations from all continents and representing all



■ In operation ■ Regional Committees ■ In progress ■ Under consideration

● **"The International Year of**

Planet Earth aims to ensure

more effective use of Earth science" ●



major geoscientific and many other communities in the world, have embarked on this initiative. The Year also enjoys the full political support of 191 UN countries. By June 2008, National Committees on the Year of Planet Earth had been established in more than 70 countries and regions around the world.

How does it work?

The main activities of the International Year of Planet Earth operate within its Science and Outreach programmes. Funding for projects in both programmes is sought from industry, Foundations and governments worldwide. Both programmes essentially operate in a response, or 'bottom-up' mode.

The Science Programme consists of 10 broad, societally relevant and multidisciplinary themes: health, climate, groundwater, ocean, soils, deep Earth, megacities, hazards, resources, and life. Brochures on each of these themes are available in hard copy in various languages, and can be downloaded from www.yearofplanetearth.org.

Scientists from all countries of the world are invited to submit Expressions of Interest dedicated to specific questions within each theme. Granting proposals depends on their compliance with the aims of the IYPE and on availability of funds.

For example ...

Through the OneGeology project, some 80 Geological Surveys worldwide are compiling their maps into one database, thus making the Earth 'transparent' and providing a third dimension to the current packages. NATURE launched its new Journal (GEOSCIENCE) and produced a Special Supplement on IYPE in 2008. 'Planet Earth' will dominate numerous (inter)national scientific congresses in 2007 - 2009. IYPE will focus especially on youth and students.



● "The activities of the International

Year operate within Science and

Outreach programmes" ●

The Greatest Geo-Show on Earth

The Year's Outreach Programme consists of a very large number of national and some major international activities. A selection of these activities is given below:



- Global IYPE Launch Event with 1000 invited guests and 100 award-winning students at UNESCO in Paris, in February 2008 (www.yearofplanetearth.org/GLE)
- IYPE-Contest involving thousands of students
- Regional Launch events in Brasilia (Brazil) for Latin America and in Arusha (Tanzania) for Africa
- IYPE balloon launches in India, UK, Brazil and Portugal
- National IYPE Launch events in numerous countries with politicians, scientists and representatives of industry
- TV Documentaries on Earth Sciences in USA, Spain, Canada and other nations
- Publication of IYPE Magazines with worldwide distribution
- International Congresses with focus on IYPE in Norway, Tunisia, Russia, the Netherlands, France, USA, Peru, Mexico, Costa Rica, Australia, Brazil, Malaysia, Japan, India, China and more throughout the IYPE triennium
- National science congresses labeled with IYPE logo in many nations
- IYPE stamps produced by New Zealand, Ireland, Portugal, Spain & the UN
- IYPE coins sold in Australia and Switzerland
- Production of scientific books on IYPE science themes by Springer
- Launch of "Geoheritage" journal by Springer
- Planet Earth mosaic art contest in UK
- Planet Earth art exhibition in Hong Kong
- 18-wagon Years train crossing the Indian subcontinent (India)
- IYPE billboards along highways in Austria
- Earthlearning to involve youngsters in geoscience (IGEO, UK)
- IYPE books, journals, exhibitions and articles in all countries
- Fado song composed for the International Year (Portugal)
- Geo-bus and -truck tours (Austria, Netherlands, Belgium)
- Rock concert dedicated to the IYPE in Oslo (Norway)
- Geoparks (China, Austria, Switzerland, Iran, Germany)
- Re-introduction of Earth sciences in Norwegian schools
- National rock-type contest for TV in Norway



The UN Year (2008) was formally opened at UNESCO's headquarters in Paris in February. There, presentations were held by leaders in politics, science and industry who shared their views on Earth-related societal problems and potential ways of solving or mitigating them. They also discussed these issues with the 1000 invited guests including 100 students from around the world. The Paris Declaration (in 15 languages) set the stage for the Agenda of the IYPE. The Global Launch Event served as a model for comparable Events for Latin America (April 2008) in Brasilia, Brazil and for Africa (in May 2008) in Arusha, Tanzania.

How can YOU contribute and support?

The International Year of Planet Earth provides a once-in-a-lifetime opportunity to highlight the urgent need to use knowledge of the Earth in ways that will help to make the inhabitants of our planet healthier and wealthier. You may contribute by generating ideas for implementation of these goals or by actively supporting current ideas, on both national and international levels.

As an individual, you may wish to contact your IYPE National Committee. Contact can be made by way of our Secretariat. If no such Committee exists in your country, you may wish to help establish one. If you wish to support this initiative financially, please contact the Secretariat.



“...a once-in-a-lifetime chance

to highlight the need

for geoscientific knowledge”

If you are a representative of the industrial sector or of a Foundation, you may wish to communicate your ideas about implementation and/or sponsoring certain elements of this initiative. Please note that industry and nations need many more scientists to find and sustainably extract and produce Earth materials, without which the advance of human society will be seriously impeded. A national event in Germany in 2002 (Das GeoJahr) generated very significant interest among young people in particular, leading to greatly increased enrollment of students in Earth Sciences in German universities.

If you are a representative of the media or of other sectors in the outreach industry, you are invited to share your ideas with the Outreach Programme Committee through the Year's Secretariat.

If you are a government representative with suggestions or questions about fitting this initiative into new or current plans on sustainable development, mining, energy, science and technology, international cooperation, environment, land-use planning, or education, please contact the Secretariat.



What does the International Year's logo mean? The International Year is intended to bring together all scientists who study the Earth System. Thus, the solid Earth (lithosphere) is shown in red, the hydro-sphere in dark blue, the biosphere in green and the atmosphere in light blue. The logo is based on an original designed for a similar initiative called Jahr der Geowissenschaften (Earth Sciences Year) (2002) organized in Germany. The German Ministry of Education and Research presented the logo to the IUGS.



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