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Confédération suisse  
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armasuisse  
**Federal Office of Topography swisstopo**  
Swiss Geological Survey



# **GEOLOGY FOR EVERYONE MADE IN SWITZERLAND**

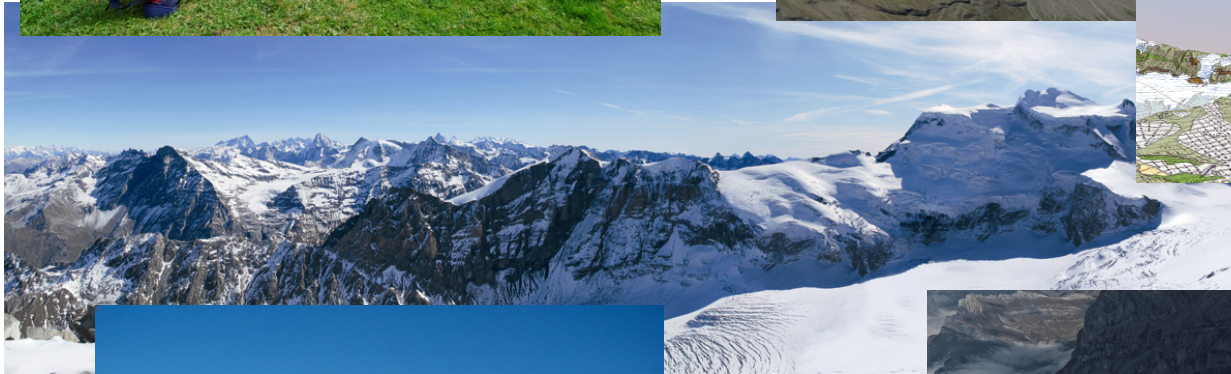
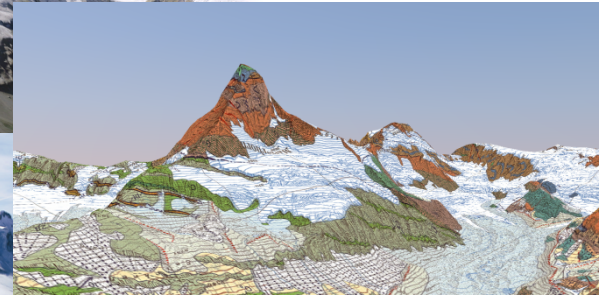
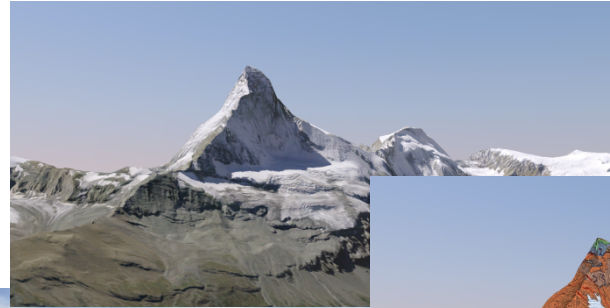
7<sup>th</sup> EUREGEO / June 14, 2012

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# Chocolate... and what else!





# Content

- One project
- Five modules
  - Geological guidebook
  - Combined hiking and geological map
  - Smartphone application
  - National events and meetings
  - Survey in communities and schools
- One future

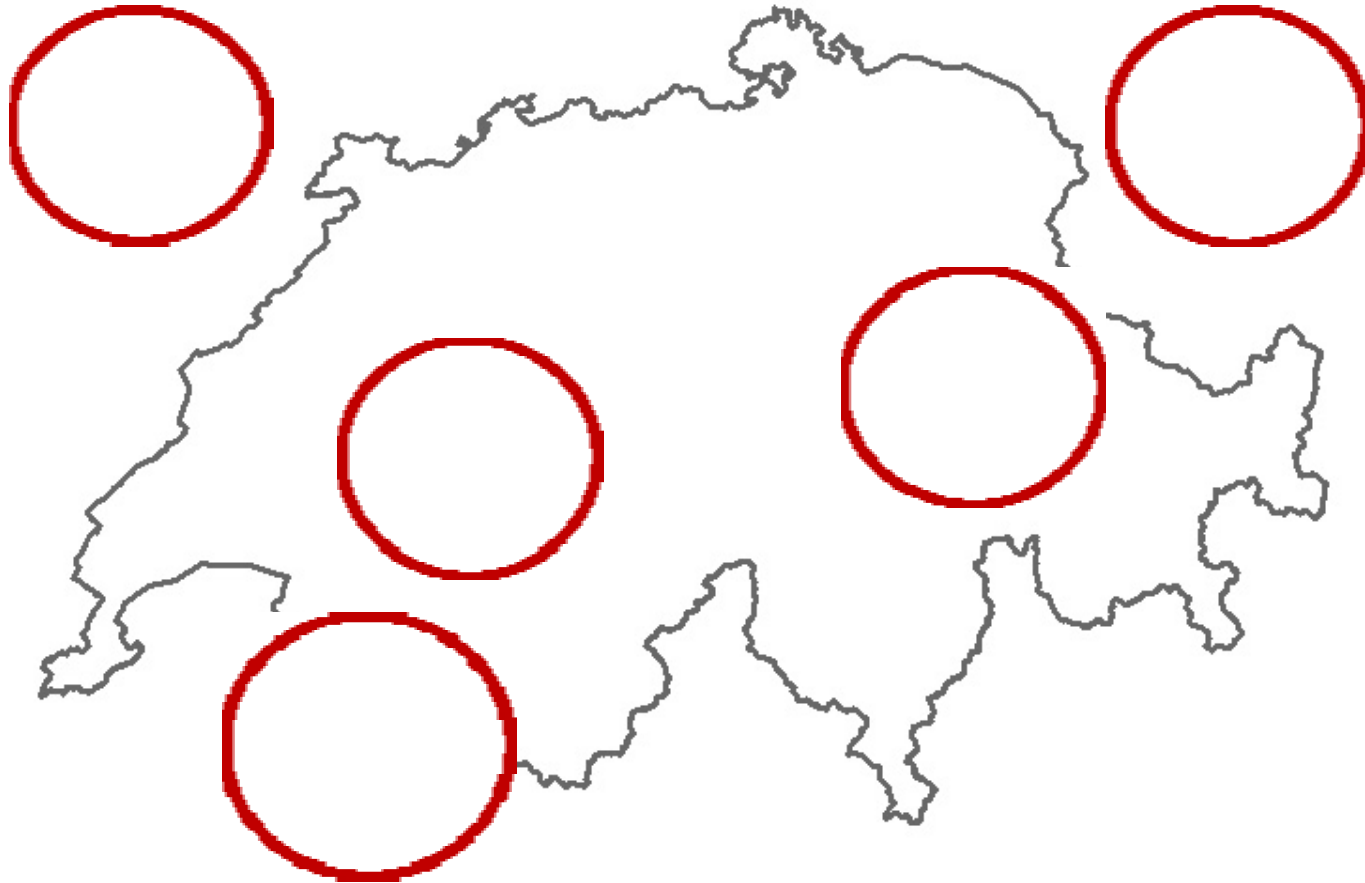


# One project - Geology for everyone

- Increase accessibility geological information
- Possibility to attract a wide target audience
- Simplify at various levels
- Harmonize popularization of geological topics
- Improve coordination of activities
- Gain experience through 5 modules
- Develop public science strategies



# Location of the 5 modules





# Geological Guidebook Val de Bagnes

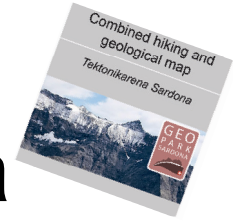


Aim:

- Opportunity to directly contribute to a popular scientific publication
- Gain experience with geological guidebooks
- Concept for a series of future geological guidebooks
  - Standard model
  - Guidelines
  - Offer one centralized publication channel

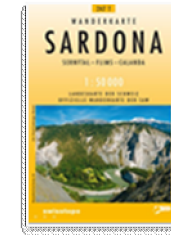


# Combined map Tectonic Arena Sardona



## Aim:

- Combination of 2 products of the Federal Office of Topography swisstopo:
  - Hiking maps
  - Geological maps
- Additional geological information, a simplified geological map on the back side and proposition of trails with points of interest
- Profit from the well-known hiking maps





# Smartphone Application Gastlosen geological trail



Aim:

- Profit from the enormous increase in the use of smartphone applications (apps)
- Provide geological information in situ
- Structure the information with different levels of simplification

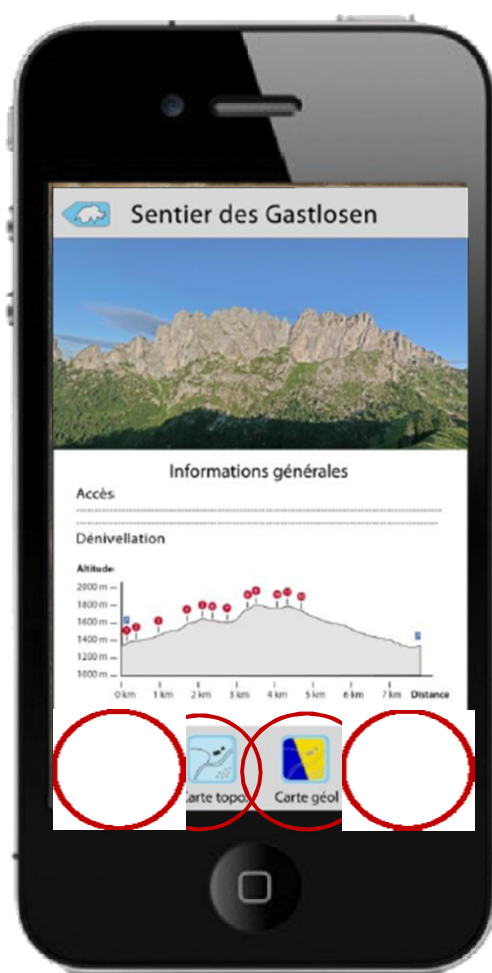




# Smartphone Application



Structural concept:



## One trail

- General information on trail
- General Geology
- Dynamic map indicating the location of the geological trail and with POI
- Simplified geological map - trail
- Different signs explaining the local geology (2 levels)



# Smartphone Application



## Current status:

- Rough draft of the application structure for one geological trail (Gastlosen)
- Feasibility study with focus on technical implementation and costs

## To do:

- Conduct survey on interests, order a GeoTrail app
- Elaborate a financial concept, find business partners



# National Events and Meetings Switzerland



## Aim:

- Experience by doing – Festival “Experience Geology”
- Be more visually present
- Get the interested public in touch with geology
- Develop a visual identity



# Survey Switzerland



Aim:

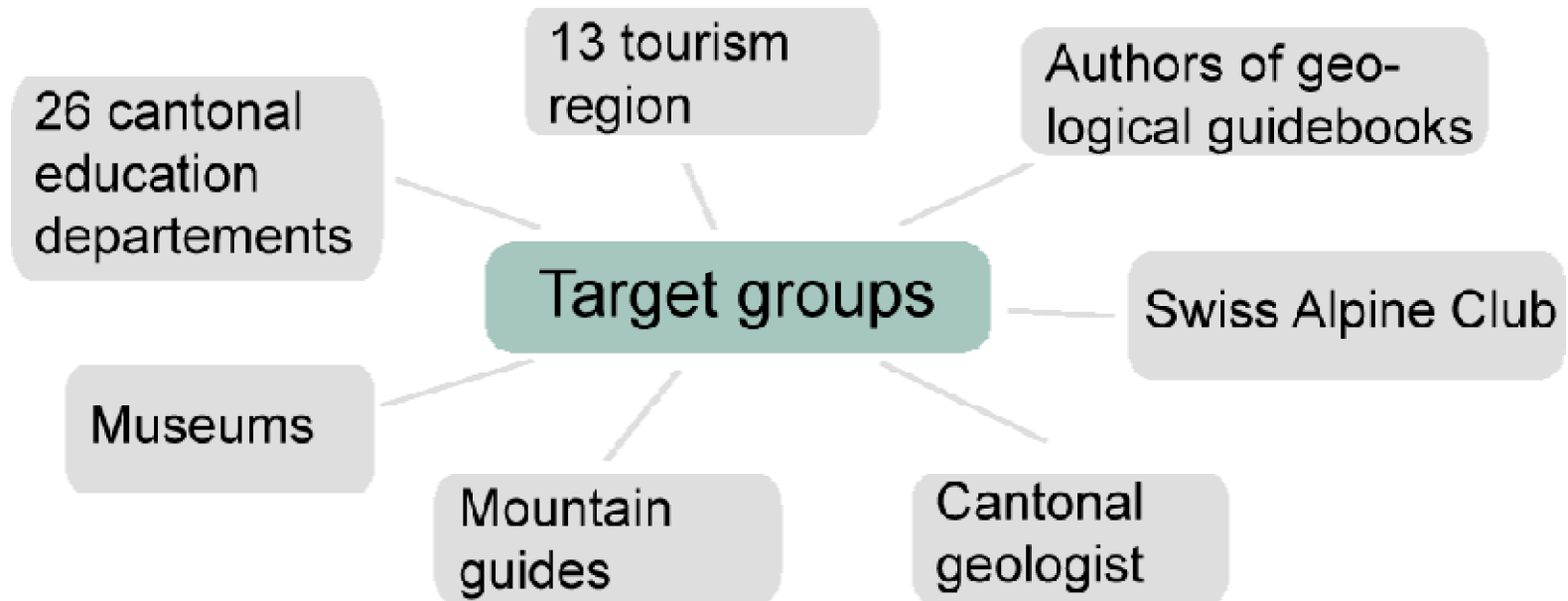
- To quantify the perception of geology by the general public in the everyday life
  - To survey what has already been done in terms of public science strategies within different spheres of activity
  - To define the need for action in both in educational and recreational domains
- à Based on the results, the Swiss Geological Survey can define an action plan for public science strategies in geology



# Survey



## Target groups





## One future

- End of 2012: Completion of Geology for Everyone
- 2013: Develop public science strategy – at Swiss Geological Survey
- From 2014: Implementation of Strategy



# Thank you!

