

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 is someone who uses immediately recognizable tools, adopts a simplified blend of the crucial information without depleting the content of the main message and can avoid the danger of losing the audience's interest by keeping with simple language 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 through field expeditions or demonstrations, giving people the opportunity to identify with geological phenomena on site while discovering connections to their daily life.

In doing so, this enables the public to feel an integral and fundamental connection to the wonderful world that is under their feet - the Earth. 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.

With this cookbook, we would like to offer you a little taste of geology through these wonderful recipes from all around Europe!

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# Geology at the table

Cooking without borders



Geology at the table



## Shaping the Earth of Tomorrow

### 33 Geological Survey organisations from across Europe

**EuroGeoSurveys** is a non-profit organisation of the Geological Surveys of Europe, the national institutions responsible for geological inventory, monitoring, knowledge and research.

For 40 years the main objective of EuroGeoSurveys has been to contribute to society's welfare. We turn geoscientific information into European wide knowledge, technologies and services that are easily accessible and beneficial to society and economic growth.

Our principal purpose is to provide public Earth science knowledge to support the EU's competitiveness, social well-being, environmental management and international commitments.

In our day-to-day activities, we promote the contribution of geosciences to European Union affairs and action programmes; provide a permanent network between the Geological Surveys of Europe and a common, but not unique, gateway to each of the Members and their national networks; jointly address European issues of common interest in the field of geosciences; and publish technical advice for the European Union Institutions.

EGS only pursue activities that lie exclusively in the public interest or in the interest of public administration that will benefit from our ability to quickly respond to specific demands from the European Union, addressing geological problems of a political, economic and social nature.