

### **Mandate**

At the request of the 80 National Committees of the UN proclaimed International Year of Planet Earth (2007-2009), the Earth Science Matters Foundation (ESM) provides the international umbrella to proceed and expand (inter)national outreach activities for the Earth sciences.

### **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.

### **Niche position**

Earth Science Matters is the only non-profit, non-governmental, international organization with the main ambition to communicate the added value of the Earth sciences to a wider public.

### **Partners**

ILP, IAMG, ISRIC, GSAf, YES Network.

### **National Focal Points (NFPs)**

NFPs act as national geoscience outreach drivers and represent the Foundation in their countries. They report to the ESM Secretariat on a regular basis and disseminate relevant information from their fellow NFPs. NFP's constitute ESMs geographic backbone.

### **Long-term perspective (2020)**

Following an initial phase (until 2015), the Foundation has the long-term ambition arriving at the position of a significant world player in Earth science outreach. By 2020, the Foundation aims to have 12 Partners and be represented through National Focal Points in 50 nations. By then, the Foundation intends to conduct 2 major international events per year and to play a major role in national events in four nations annually. On its way toward 2020, the Foundation plans to organize worldwide, single-issue outreach campaigns together with its Partners, National Focal Points, Senior Advisors and major geo-organizations. In addition, the Foundation aims to be a significant player in Earth science education (in particular in Africa), in co-organizing Earth science Olympiads, and in bringing together Earth science organization under an outreach banner.

### **Concrete actions for 2013 and 2014**

Linking-up with the YES Initiative, IGU, IAG (Geomorphology) and IUGS-COGE;  
Contribute to popularize Earth sciences and geo-education in schools and geoparks;  
Launch at least two geo-outreach campaigns through the social media;  
Expand its number of Partners to at least six;  
Expand its number of National Focal Points to at least thirty;  
Translate 3 mathematical geoscience issues into publicly accessible terms;  
Conduct at least two more Earth science outreach projects with Partners;  
Ignite a first worldwide, single-issue outreach campaign;  
Collect political support for the UN Year of Global Understanding;  
Co-organize one Geoscience Olympiad.