



Prepared by: Courtney Jermyn, Executive Director at ESM, email: [C.jermyn@earthsciencematters.org](mailto:C.jermyn@earthsciencematters.org)

## **The Time is Now! Geoscience for a Sustainable Future! Geo-Hackathon**

**Rationale:** For decades, the important role Earth Science plays in sustaining our future has been clear but it is often over looked or misunderstood by society and decision makers. The importance of effectively communicating and disseminating credible, factual science has never been more important than it is today. With the endless exposure to information (fake or factual) flashing before everyone's eyes through all forms of media outlets, society requires reliable outlets to obtain vital information in order to understand issues and make critical decisions to secure a sustainable future for all the generations to come.

Regardless of the important role Earth Scientists have in securing a sustainable future, the Earth Sciences is often viewed under a negative light because of its association with extraction industries. It is suggested that as a result of society becoming more environmentally aware and the negative perspective associated with some fields of the Earth Sciences the interest by the younger generations in exploring a career in the Earth Sciences is declining; at least in some countries. For example, it was reported by Wadsworth, F. et al. (2020) that the number of enrolled students in A-level geology in the UK experienced a declined by a quarter since 2014.

To the Earth Science community, we know this perception is skewed and urgently needs to be improved. The link to extraction industries can't be denied however, extraction of resources does not directly equate to lasting damage to the Earth. The diverse field of Earth Science has a lot of positives to offer society.

In order to safe guard the future of the Earth Science discipline that is essential for the future of our society, we need to take action to generate interest for new generations of Earth Scientists - expose the younger generation to the breadth and depth of our discipline - and demonstrate the role and impact it places in sustaining our future.

**Problem Statement:** Earth Science discipline is limited to not existent in many elementary and secondary school curriculums. If taught, it is often within the Geography lessons focused on theory and not on practical application of the science. This often leaves the students with a vague understanding or misunderstood perception of what the Earth Science discipline entails. When exploring career paths the Earth Sciences has mainly been associated with extraction industries, which are seen to be responsible for exploiting and destroying our Earth. However, Earth Science is much broader than its stereo type suggests and much more positive too. Earth Science is one of the most vital disciplines in order to ensure we as a society make good decisions to ensure a sustainable future. It is essential that the science and facts we publish need to be effectively communicated and listened to so that they are adequately incorporated into the decision making processes!

**Challenge:** Develop an attractive media product that can be used to inspire, engage and attract people to undertake a future career in the Earth Sciences. Enlighten the world to the exciting and important field of Earth Science to help stimulate the next generation of geoscientists for a sustainable future.

**References:** Wadsworth, F., Llewellyn E., Brown, R., and Aplin, A. (2020) Earth sciences facing a crisis of sustainability. Times Higher Education. Published 14 January 2020 online:  
<https://www.timeshighereducation.com/opinion/earth-sciences-face-crisis-sustainability#survey-answer>



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**Details:** #geoHack6thYES2020

## Registration:

### Participation criteria:

- Online or Physical presence are possible. Participants can sign up individually or as a team.
- For those attending the event in person proof of registration for the 36<sup>th</sup> IGC is mandatory!
- For all submissions registration forms and any other corresponding forms must be received to the 6<sup>th</sup> YES Geo-hackathon Team by the time doors open on 4 March.
- **Team criteria:** Maximum 6 people comprising a blend of experience levels and type of expertise
- **Individuals:** you will be assigned a team upon arrival

**Note:** Please check the YES Network website, [www.networkyes.net](http://www.networkyes.net), regularly for any updates or additional information leading up to the event. For those participating online, we hope to provide live information to you via the website or social media.

## When:

**Full Day:** 4 March 2020 -Full Day Hackathon from 9:00 doors open – 17:00 closing of Day 1

**Product Submission Deadline:** 6 March 2020 by 23:59

**Product Showcase/Judging:** 7 March 2020, time TBA

**Awards/Prizes Ceremony:** 8 March 2020 during 36<sup>th</sup> IGC closing ceremonies

**Important note:** it is recommended that from the 4th until the 6th of March, participants spend time to work jointly with their team to develop their product before the deadline for submission.

## Where:

**Venue:** India Expo Centre & Mart in Rm TBA

**Address:** Plot No. 25, 27,28,29, Knowledge Park II, Greater Noida, Uttar Pradesh 201306

## Prizes to be won: TBA

### Product Judging Criteria:

1. Addresses problem
  - Demystifies and de-demonizes the field showing leading a successful career in Earth Science is both attainable (i.e. relatable) and rewarding.
  - Showcasing the diversity of disciplines the Earth Science field comprises.
  - Demonstrate how Earth Science is applied to in ensure a sustainable future.
2. Creativity/Innovative
  - Bringing the “wow” factor to solve a problem
3. Clarity and applicability to society
  - Easy to understand and message is clear and engaging
4. Usability



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- Able to be used by target audience young people (pre-high school to end of secondary school (~11-16 yrs), able to connect to a wider audience as well is a plus.
5. Accessibility
- Able to be accessed internationally and online. Main language should be English, multiple language options is a plus.
6. Scalability
- Ability to be used for additional purposes and audiences and allow for upgrades.

**References:** Wadsworth, F., Llewellyn E., Brown, R., and Aplin, A. (2020) Earth sciences facing a crisis of sustainability. Times Higher Education. Published 14 January 2020 online:  
<https://www.timeshighereducation.com/opinion/earth-sciences-face-crisis-sustainability#survey-answer>