

Communication strategy on how geodesy contributes to strengthen the study of our changing planet

GOAL

The UN General Assembly adopts a resolution for a global geodetic reference frame for sustainable development

Communication challenge

Geodetic science and the underpinning global geodetic reference frame are not well understood by decision makers, particularly at the political level

Communication objectives

Help the UN delegations to understand the role geodesy and a global geodetic reference frame play in society, and why global geodesy is so important to the ongoing study of our changing planet

Ambitions

- UN General Assembly adopts the resolution in January 2015
- Develop a roadmap for enhancement of a global geodetic reference frame and multilateral cooperation on geodesy under a UN umbrella

Strategy

- Develop a suite of common communication tools including video, factsheet and infographics to explain the importance of geodesy for the study of our changing planet
- Establish meetings with the UN delegations and committees before the General Assembly, where the presenters use the newly developed communication tools to maintain consistency
- Make use of international science networks to communicate the importance of geodesy to their respective science domains
- Raise awareness of the role of a global geodetic reference frame by spreading the message through video/animation released on the internet and social media

Communication platform

- Geodesy is a global science. Through geodesy we measure and define the Earth's shape, motion, rotation, gravitational field and changes to these.
- Geodesy is fundamental for monitoring changes to the Earth including the continents, ice caps, oceans and the atmosphere. Geodesy is also fundamental for mapping, navigation and universal timing.
- Geodesy provides a very accurate and stable coordinate reference frame for the whole Earth. This coordinate system allows you to relate measurements taken anywhere on the Earth with similar measurements taken at a different time or location.
 - Global Geodesy is dependent on contributions from nations all around the globe. We aim to change from the current system where contributions to the development of a global geodetic reference frame are undertaken on a "best efforts" basis to one where they are made through multilateral collaboration under a UN mandate.

Foreign affairs/ UN delegates

Increase the knowledge of geodetic observation, why geodesy is so important for the study of our changing planet and why a multilateral collaboration under a UN mandate is needed



GGIM-committee

Develop good GGIM ambassadors who will provide advocacy for geodesy in their countries, and encourage greater participation in the multilateral cooperation



International research/ science networks

Use science networks to influence governmental organizations and NGOs, to share the message about the importance of geodesy and a global geodetic reference frame



Target groups

Messages

Tools

