

# Research and dissemination: an ethical way to prevention

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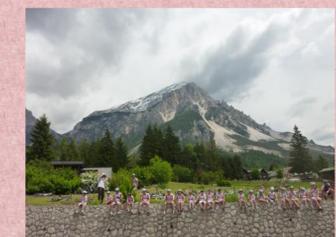
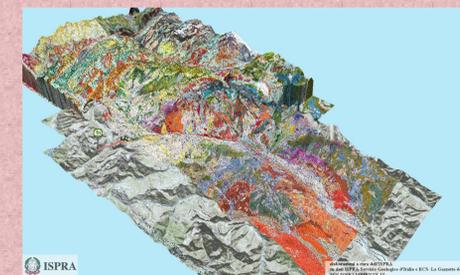
The Italian landscape is well representative of the dualism risk / resource which, along with its contradictions, characterizes the whole country. In fact, it also poses continuous questions to the further parallel duality defense / management, as we think to those cases where the natural environment is a high source of hazard to the population living in the concerned territory, being at the same time a resource thanks to the beauty expressed by the shapes of the landscape.

More than 50 years after the tragedy of Vajont, the issues of shared knowledge, awareness, perception of risk, are still pending and the prevention practices are still a dramatically distant goal. It is essential to disseminate scientific heritage, by implementing processes of communication, using new codes and strategies, able to make individuals / communities / society aware of the local context, in order to trigger a consistent and shared virtuous behaviour.

The difficulty for the scientific communicators in reaching the wider public, requires new integrated solutions. A very positive experience is related to the project "GeoloGiro" geology at the Giro d'Italia, (realized thanks to a cooperation between ISPRA Geological Survey and the Italian Council of Geologists) which provides a TV time dedicated to make comprehensible the reasons of the geological and environmental beauties of the territory crossed by cyclists during each stage. A further project development, includes the transmission of a short cartoon in which a strange character - a pink dinosaur named GiROSAuro, cycling fan, pink as the jersey worn by the winners of the "Giro d'Italia"- explains to the children the secrets of geology, telling them how everything is always changing. The individuation of a specific target as the youngest audience is, has a multiple purpose: to provide their information relating to the geosciences, directly connected to a major sporting event (which involves cycling initiatives for children), a further aim is to induce an involvement of the families, often distracted or indifferent to territorial issues.



The knowledge of the environment where we live is an essential process, even for the survival itself; the difficult journey towards science and knowledge, has been characterized, in the various ages, from different approaches, conditioned by the availability of tools and resources, as well as by the particular historical social, political phases. Research on the evolution of phenomena in time and space; their description, representation and analysis; the interaction between mankind and the physical environment, are a priority for geologists.



Geo-thematic Maps and GIS are powerful tools for territorial planning, for risk management,, for communication

The strategies of participatory democracy are based on this indispensable assumption, aiming at involving the public in policy management, as well as in prevention practices, towards the sustainable development of the territory

Shared ethics, for the world of research as well as for the society, must aim at overcoming the usual and sterile actions of a mere repairing of the damage, in order to reach a shared behaviour, based on a conscious knowledge, which is the essential foundation to start integrated actions of prevention, mitigation and restoration

