



**Earth Science for Society**

**March 19-21, 2017  
Big Four Building  
Stampede Park**



## Event Overview

Earth Science for Society (ESfS) is a fun, educational, and dynamic geoscience outreach event in which students, families, youth groups, and the public are given an opportunity to explore Earth Science fundamentals.

ESfS will take place at the Big Four Building, Stampede Park, Calgary, Alberta.

Geoscience outreach is a vital part of the Canadian Society of Exploration Geophysicists (CSEG) Foundation.

The ESfS organizing committee is a volunteer-led initiative.

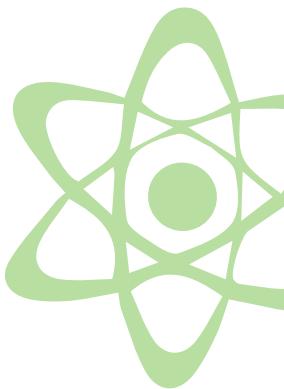
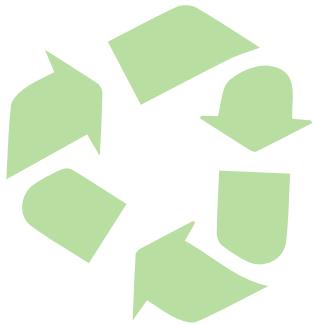
**Visitors will participate in activities in four themed pavilions:**

- Resources and You
- Energy for Us
- One Dynamic Earth
- Our Future!

**Expected attendance is 2,500:**

- 1,500 junior high and homeschool students
- 1,000 general attendees – families, youth groups and the public
- Media

- FAMILY-FRIENDLY
- OPEN TO THE PUBLIC
- FREE ADMISSION



# Mission Statement

The exhibition will inspire an understanding of Earth Science which is fundamental to public appreciation of responsible consumption, resource management, natural hazards, climate science and environmental issues.

Knowledge of Earth Science is crucial for responsible collaboration by geoscientists, governments and companies to find and develop resources for the products and infrastructure that we use in our daily lives.

Increased science literacy is essential for the students of today as they are the decision-makers of tomorrow and the future caretakers of the Earth.



## Schedule & Details

### WHERE

- Big Four Building, Stampede Park, Calgary

### WHEN

- Sunday, March 19  
11:30 am – 5:00 pm
- Monday, March 20  
8:45 am – 2:45 pm
- Tuesday, March 21  
8:45 am – 2:45 pm

### WHO

- 1,500 junior high and homeschool students
- 1,000 general attendees – families, youth groups and the public
- Media

### WHAT

#### • Sunday:

Interactive hands-on exhibits. Geoscience presentations in the Geo-Theatre. Volunteers will guide youth groups on the exhibit floor. K-12 youth will be given a Scavenger Hunt booklet.

#### • Monday/Tuesday:

Interactive hands-on exhibits. School groups will be accompanied by volunteer guides and teachers/parents. Students will spend two hours on the exhibit floor with scheduled visits to all four pavilions. They will be given a Scavenger Hunt booklet to encourage interaction with exhibitors.

# Pavilion themes



Each pavilion will have underlying themes of environmental responsibility, safety and career opportunities.



**RESOURCES AND YOU:** The focus of this pavilion will be on i) responsible exploration and extraction of natural resources and the role they play in our everyday lives; ii) balancing the economic need for resource exploration, development and production with the environmental stewardship, minimizing our impact on the Earth; and iii) managing our water resources.

**ENERGY FOR US:** Both renewable and non-renewable resources will be included in this pavilion. Potential topics include responsible exploration and extraction of hydrocarbon, coal and uranium; exploitation of geothermal resources; and various aspects of solar and wind energy.

**ONE DYNAMIC EARTH:** This pavilion will provide an opportunity to address such topics as natural hazards, the history of life on Earth, and the geology of Canada.

**OUR FUTURE!**: The focus of this pavilion will be on sustainability of resource industries and communities, and on new technologies that have been or are being developed to extract resources, increase energy efficiencies, protect the environment etc.

*The content of any given pavilion is NOT limited to the above list. Also, it is recognized that the topics identified with one pavilion may also fit into other pavilions.*

# The Event Plan

## EXHIBITORS

Acquire exhibitors from across Canada who:

- Engage and inspire
- Illustrate environmental responsibility and safety
- Showcase the value of Earth Science
- Share their geoscience expertise

## SPONSORS

Obtain funds to cover budgeted net costs of \$125,000 from industry and organizations.

## MARKETING

Implement a marketing plan to optimize public and media participation.

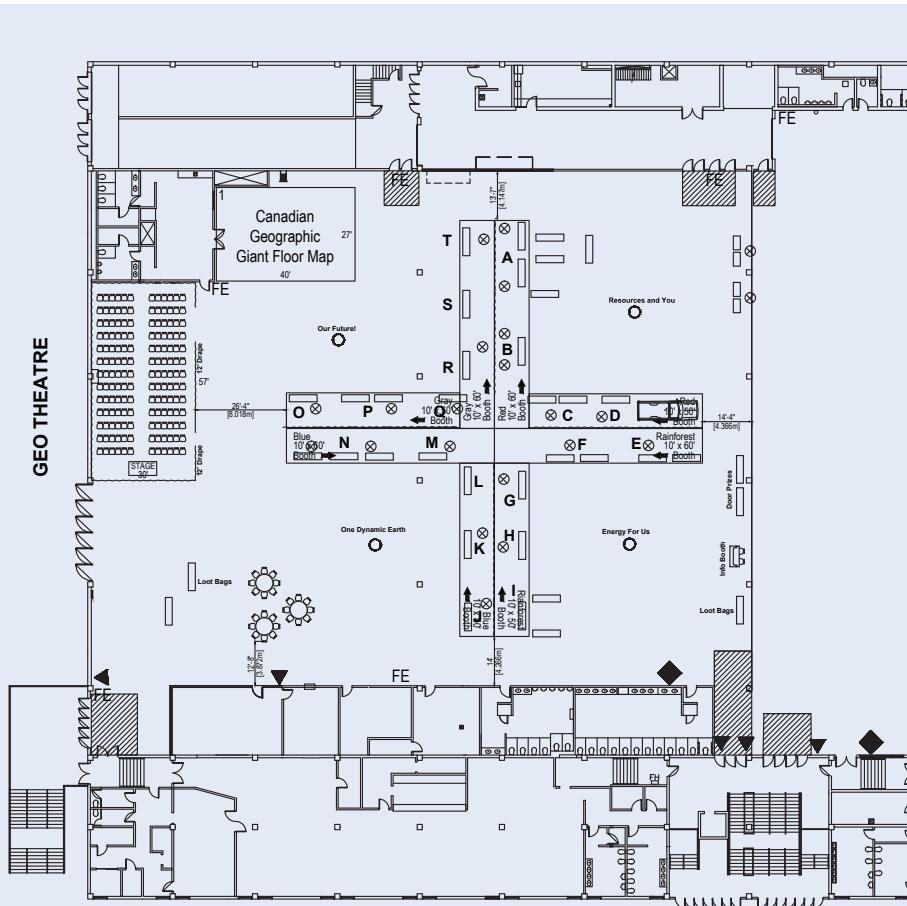
## GUIDES

Call for volunteer guides.

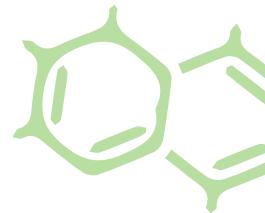
## VENUE & FLOOR PLAN

The ESfS Exhibition will be held in the Big Four Building, Stampede Park, Calgary, Alberta. Tentative floor plan below.

Four themed pavilions with a focus on Earth Sciences: **Resources and You, Energy for Us, One Dynamic Earth and Our Future!**



\*Floor plan is subject to change



## Objectives

The exhibition will:

- Expose students and the public to various aspects of Earth Sciences in a fun, educational and interactive way.
- Demonstrate how Earth Science plays a critical role in our society.
- Make the connection between responsible resource development and the things we use every day.
- Inform students about education and career options.

Earth Science for Society will enhance public knowledge of:

- Our earth
- Natural hazards
- Climate science
- Environmental issues
- Responsible consumption and management of resources

I got to experience first-hand what happened in the Gold Rush and what people did for a living.

- Elaine, age 12

The scavenger hunt booklet was great as it helped the kids with focus.

- Educator

The third grade kids were enthusiastic and eager to learn about fossils!

- Volunteer

A fabulous event. Just keep making it happen.

- Exhibitor





**Earth Science for Society**

For More Information:

[esfscanada.com](http://esfscanada.com) | [esfscanada@gmail.com](mailto:esfscanada@gmail.com)

*Thanks to Daniel Wennerstrom for photographs*

YOUR HOST

