
**Marketing geoscience data:
challenges and progress in 2008**

G. J. DEMONT

*Nova Scotia Department of Natural Resources,
1701 Hollis Street, P.O. Box 698, Halifax, NS, Canada B3J 2T9
<gidemont@gov.ns.ca>*

What do you think the response would be if you stood in a community meeting and posed these two questions to the audience? (1) What is that white rock exposed along the edge of the parking lot? (2) Does it pose a risk to this building? The geologists in the room would recognize it as gypsum and wonder why they constructed the new P3-school at this location. Unfortunately, the planners, engineers, architects, and builders did not recognize the rock type or the risks involved with building on it. Why didn't they know? If you asked the same group how many have taken a geology course in their life time you would have your answer. This question was posed at several municipal council meetings and various other public presentations over the past three years. The response is generally <10% of meeting attendees. There are a number of reasons for this low number, but they will not be discussed in this presentation. What will be presented are the Geological Services Division's efforts to address this issue.

The division has adopted a new approach to marketing its geoscience data, moving it from the dusty library shelves into the hands of community decision makers. Two topical issues, coastal-zone management and climate-change adaptation, provided the division with new marketing opportunities in 2008. These two issues are currently the subject of intense study by federal, provincial, and municipal governments, providing the geoscientists at the Department of Natural Resources an opportunity to build new partnerships.

This work is not without its challenges, the lack of geological education being one of the largest. The effort is justified, however, because it provides communities with essential information required for their socio-economic and land-use planning projects. It also benefits the Geological Services Division by raising the profile of geoscience research, which may lead to new research funding.