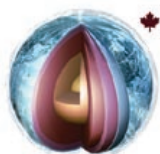


2008 **INTERNATIONAL** YEAR
OF PLANET EARTH

Earth Sciences for Society

*where on earth.
where in Canada.*

where.
Water Hazards Energy Resources Environment



*Canadian Federation
of Earth Sciences*

*Fédération canadienne
des sciences de la Terre*

Dear Colleagues,

The celebration of the International Year of Planet Earth aims to capture people's imagination of the exciting knowledge we possess about our planet, and to see this knowledge used to make the Earth a safer, healthier and wealthier place for our children and grandchildren.

The achievement of this aim will be supported by two major programs. First is an outreach program that will focus on elevating public awareness and perception of the key role that the Earth Sciences and Earth scientists play in our economic growth and environmental stewardship. Earth scientists' knowledge of Earth systems and Earth history helps us better understand and appreciate a vast array of concerns fundamental to Canadians, including environmental issues, natural hazards and climate studies. It also helps us understand how to secure and develop Canada's energy, mining and water resources responsibly.

A second key goal is to reach out to young Canadians to excite them about potential careers in the Earth Sciences and the impact they can have on the future of the Earth Sciences in Canada. Canada is facing a severe shortage of young people entering related academic studies. It is expected that Canada will suffer from shortages in mining, oil & gas, academia, and environmental geoscience. A national Earth Sciences event held in Germany in 2002 clearly demonstrated that outreach and educational initiatives can greatly stimulate the renewal of such expertise. The following year, there was a fourfold increase in enrollment of university students in Earth Sciences-related courses. This is an energy that Canada also needs to harvest.

The IYPE committee has identified a number of important projects for 2008. On behalf of CFES and our member organizations in all of Canada's Earth Sciences sectors, I urge you to consider supporting one of these initiatives.

Sincerely,

Ian Young
President
Canadian Federation of Earth Sciences
www.geoscience.ca



2008 INTERNATIONAL YEAR OF PLANET EARTH

The International Year of Planet Earth 2008
celebrates the contributions made by the Earth Sciences
to our society.

IYPE: A Celebration of the Earth Sciences

The International Year of Planet Earth 2008 provides an unparalleled opportunity to publicize and celebrate the contributions made by the Earth Sciences and Earth scientists to our society on a global scale. In conjunction with the Canadian Federation of Earth Sciences, IUGS, UNESCO, and more than 70 countries worldwide, Canada will be a major participant in the International Year of Planet Earth. We plan to speak to Canadians regarding the major roles that the Earth Sciences have played and will play in the past and future development of our nation.

In the world of Earth Sciences, Canada is unique. We are endowed with major petroleum, coal, metal, mineral, and water resources. Resource extraction accounts for the largest component of our national GDP, representing one of the highest ratios among the industrialized nations. At the same time, we are strong and committed environmental stewards. Canada's Earth scientists explore and develop responsibly – and we conduct leading edge research on geohazards, climate change, evolution, and other important Earth issues.

Canada's IYPE Theme: WHERE on Earth. WHERE in Canada.

WHERE is an acronym for Water, Hazards, Energy, Resources and the Environment.

These five key Earth Sciences themes will be featured in a mix of highly visible projects from the national to local levels. Individual projects will be directed towards three principal goals:

OUTREACH

- Publicize the broad scope and importance of the Earth Sciences. Special emphasis will be directed towards our youth, encouraging them to consider pursuing a career in the Earth Sciences.

PUBLIC AWARENESS

- Use media to showcase Canada's high-tech resource extraction industry and its positive impact on the Canadian economy while demonstrating the clean, environmentally responsible practices the industry observes.

GEOSCIENCE RESEARCH & FUNDING

- Identify mechanisms for funding programs of research excellence in the Earth Sciences.

Get Involved . . . Get Ready!

Earth scientists contribute a lot more to the well-being of humanity and our ongoing survival on this planet than almost everyone realizes. IYPE provides the perfect opportunity to "blow our own horn," while creating an outreach legacy.

So, please get ready and get involved! Be a sponsor. Be a volunteer. Propose a project.

IYPE Project List – Sponsorship Opportunities

“FOUR BILLION YEARS AND COUNTING”

- Popular new book on geology and the geological history of Canada
- Directed towards high school audiences & general public
- Multi-authored, 27 chapters, with ultra-high-quality graphics
- Expected print run of 10,000 copies

\$200K PRINCIPAL SPONSORSHIP

GEOLOGY OF CANADA WEBSITE

- Website version of the “Four Billion Years” book
- Fully downloadable graphics (excellent teaching/project aids)
- Also to include lessons, field trip suggestions, etc.

\$100K PRINCIPAL SPONSORSHIP

GEO-TIME TRAILS

- 4.5 km naturalist trails (walking/biking) to be established in various cities and towns across Canada
- Trails to be annotated with all-weather signs depicting local geological history and key Earth events
- Scaled in distance along the pathway – relative to geologic time
- Unique trail for each city
- Inaugural trail established in Waterloo, Ontario

\$50K SPONSORSHIP PER TRAIL

EARTH SCIENCES THROUGH MUSIC & ART

- Key bilingual outreach initiative aimed at children of all ages
- Produced by experienced artist Holly Arntzen
- Tailored Earth Sciences songs for cross-Canada tour & CD
- Radio shows, songbooks, children’s material, & educators’ handbooks

\$250K SPONSORSHIP (FRENCH VERSION)

\$250K SPONSORSHIP (ENGLISH VERSION)

CAREERS IN EARTH SCIENCES WEBSITE

- Bilingual website aimed at grade 9 students
- pdf format plus fanfold flyer
- To be widely distributed to schools across Canada

\$35K SPONSORSHIP

NATIONAL LECTURE TOUR

- Cross-country lecture tour on popular Earth Sciences topics by renowned scientists
- Modeled after extremely successful “CSPG Honorary Lecture”
- To be presented at major museums, auditoriums, etc.
- Afternoon sessions for students – evening sessions for the public
- Topics could include Climate Change, Tsunamis and Dinosaur Extinctions

\$150K PRINCIPAL SPONSORSHIPS

Honorary Patron



Roberta L. Bondar
OC, O.Ont, MD, PhD, FRCP, FRSC



POPULAR GEOSCIENCE FACT SHEETS

- 32 Fact Sheets concerning mineral and resource deposits in Canada
- Paper copy and (free) downloadable pdf files
- Target audience: grades 7-11 students & teachers

\$100 K PRINCIPAL SPONSORSHIP

VARIOUS NEWSPAPER & MAGAZINE ARTICLES

- Series of short articles prepared by a professional writer
- Each to focus on a key Earth Sciences theme

\$20 K PRINCIPAL SPONSORSHIP FOR PREPARATION

TELEVISION ADVERTISING SPOTS

- Series of 15 second spots highlighting the Earth Sciences in Canada
- Second series of spots publicizing various IYPE events (To be determined)

EARTH SCIENCES TRAINING FOR TEACHERS

- Modeled after successful U.K. program
- Series of 1-2 hour workshops
- IYPE funds used to develop the pilot program

\$50 K SPONSORSHIP OPPORTUNITY

SW SASKATCHEWAN GEOSCAPES

- Develop brochures, displays & interpretive trails
- Highlight SW Saskatchewan's geoscape
- Target audience: tourists & students

\$40 K PRINCIPAL SPONSORSHIP

PROVINCIAL TERRITORIAL GEOSCIENCE POSTERS & BROCHURES

- Develop geo-brochures unique to each province/territory
- Working model is current 'Nova Scotia Rocks' brochure

\$25 K PRINCIPAL SPONSORSHIP PER JURISDICTION

YOUTH STEWARDSHIP IN ENVIRONMENTAL SUSTAINABILITY

- YSESP Committee is seeking funds to cover 8 various initiatives
- Each initiative could attract a separate sponsor
- Aim is to encourage students & teachers to pursue projects in sustainability

\$60 K TOTAL SPONSORSHIP OPPORTUNITIES

GEOLOGICAL & HISTORICAL HERITAGE OF QUEBEC CITY

- Develop and deliver a half-day field trip in old Quebec City
- Highlight geological and historical features
- Celebrate the city's 400th anniversary
- Target high school students
- Co-sponsored with Parks Canada & NRCAN communications

\$30 K PRINCIPAL SPONSORSHIP

100TH ANNIVERSARY BURGESS SHALE CONFERENCE DISPLAY

- 2009 is the 100th Anniversary of Walcott's discovery
- Host a joint professional/public conference in Banff
- Includes major display of Burgess & Walcott artifacts
- Funds required for program logistics and exhibits costs

\$25 K PRINCIPAL SPONSORSHIP

DIGBY MCLAREN MEMORIAL VOLUME - "PLANET UNDER STRESS"

- Produce a set of high-quality technical papers
- Various IYPE-themed
- At level of *Scientific American* magazine
- 10-12 key papers by renowned Canadian scientists
- Publish in McLaren Memorial Volume

\$10 K PRINCIPAL SPONSORSHIP

FINANCIAL SUPPORT FOR IYPE YOUTH STEERING COMMITTEE

- Establish an IYPE youth committee
- Committee to plan & coordinate specific youth-oriented IYPE events
- Work in collaboration with the National Committee and youth committees from other countries

\$25 K PRINCIPAL SPONSORSHIP

IYPE T-SHIRTS & CLOTHING

- Series of IYPE promotional T-shirts and other simple apparel
- IYPE Canada logo
- Colourful – aimed at students
- Sponsorship to defray costs of printing & first run
- Expect large volume runs

\$30 K PRINCIPAL SPONSORSHIP

GEO-WONDERS & GEO-PHOTO WEBSITE

- Utilize Canada's IYPE website to host a "GeoWonders" competition
- Could include a national photo contest
- On-line voting with prizes for regional winners

Our National Feature Program:

WHERE ON EARTH, WHERE IN CANADA: WEB-BASED CONTEST

- National contest for grade 7 students
- Students to identify the mineral and energy resource component of common household items and research where/how these basic materials are derived
- Could include an energy/resource "footprint" audit for the family
- Major and regional prizes to be awarded (e.g. dinosaur dig)
- Canadian science centers to help coordinate the program

\$130 K PRINCIPAL SPONSORSHIP

Minister
of Natural Resources Canada



Ministre
des Ressources naturelles Canada

Ottawa, Canada K1A 0E4

Dear Industry Colleagues,

During 2008, the world, including Canada, will celebrate the International Year of Planet Earth (IYPE). This year-long celebration is focused on elevating public awareness and perception of the key role that Earth Science and Earth Scientists play in economic growth and environmental stewardship. The growing global demand for fossil fuels, plus other important resources including base and precious metals, aggregates and quarry stone, combined with a heightened concern for the natural environment are particularly applicable to Canada.

One of IYPE's key goals is to educate Canadians on the importance of resource extraction to our economy and the environmental leadership that resource and service companies bring to the table. The Canadian IYPE theme "WHERE" – *Water, Hazards, Energy, Resources and Environment* – highlight this focus.

A second key goal is to reach out to young Canadians, and encourage them to learn more about Earth Science and its pivotal role in our society. In the near future, Canada will face a significant shortage of qualified Earth Scientists and it is our hope that the IYPE awareness campaign will spur additional enrolment into post-secondary Earth Sciences education.

The Earth Sciences Sector of Natural Resources Canada, as part of the Canadian Government's stated commitment to sustainable development and environmental stewardship strongly supports IYPE. I invite you to join with us in this important celebration and kindly consider a sponsorship opportunity.

Sincerely,

The Honourable Gary Lunn, C.P., M.P.

Canada 



Honorary Patron Roberta L. Bondar, OC O.Ont MD PhD FRCP FRSC

Canadian National Committee for IYPE

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Comments and questions can be addressed to your local committee member. We ask only that formal requests be made through Chairman John Boyd.