

7th 3D geological modelling meeting in Warsaw 2025 – Minutes of breakout session on **Communication of Geological Models**

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Summary

- Identify specific clients groups
- Identify the reasons for engaging with each group (goals)
- Be relatable and seek to make connections
- Find common ground – even if it's something unrelated
- Bring things down to a human scale
- Get people excited
- Get people into the field/core facility/well field/lab so they can see real things for themselves (and not just maps)
- Use real words and minimize jargon
- Respect people's views and listen to concerns
- Develop products for different client groups (traffic light maps, 3D back to 2D)
- Money talks
- PRACTISE!

What to keep in mind when communicating with stakeholders?

- Challenge preconceptions – test what you know
- Repetition
- Who are our clients
 - Amateurs
 - Engineers, other knowledge domains
- Make geology part of the conversation
- Why do you need all the data > focus on data of interest
- Dynamic process to communicate
- Terminology > find common words/ground
- Step back and listen
- Make a flyer about tools > awareness at the start of project
- Several teams and points of view for single project
- Show cost/benefit
- Most people lack imagination in 3D (?)
- Same with geologic time scale
- Keep it simple – translate your understanding
- 3 color map
- Adapt to audience
- Not too scientific, keep a simple language
- Give example of implication: this is where the water is
- Talk to the situation, give information

- Uncertainty: must be honest, manage expectation
- Children as example:
 - They walk away when they lose interest
 - Bring in pieces of shale or chalk stone to explain
 - Also works with adult policymakers
- Remember to tell the basics
- Physical instruments can be shown
- Or landscapes
- Challenge preconceptions
- Invite the locals to come and see samples of layers
- Give info in little bites
- Example: groundwater level monitoring > locals where interested
- Give little gifts – in exchange policy makers have to listen to explanations
- Start in to, knowledge will trickle down
- Negative audience
 - Take people seriously and inform about benefits
 - God made it like this ? Try to find common words anyway . .
- Listen
- Talk in relative ages
- Use analogies, e.g. ex Devonian kingdom of tetrapods
- Water cycle can be explained just for a single lot
- Spain: a yearly Geology Day in every province for free

Challenge to explain complex 3D model for the minister in 5 minutes

- Pick presenter with same dialect ad minister
- Practicing poster pitch with students
- Boil your pitch do to: So, why ?