

Session 13

Seismology, geoethics and society: risk communication at the service of risk reduction

Conveners:

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If resilience and seismic risk reduction have been largely discussed over the past decade, becoming catch-all concepts that are sometimes devoid of their initial meaning, they are nevertheless important realities and goals for geoscientists and disaster managers. Risk communication is a key aspect to improve the reaction of a community hit by an earthquake. In fact, good risk communication, made throughout the earthquake cycle, motivates its audiences to take preventive and even life-saving actions. In addition, if designed appropriately, it can also prevent the spread of earthquake misinformation. For these reasons, it would be fundamental a framework of reference ethical principles and standards for orienting those who deal with risk communication in conducting their activity as functionally as possible and being fully aware of their responsibilities. In this perspective, geoethics represents an opportunity for scientists dealing with geohazards and georisks to grasp the importance of their activity under an ethical and social perspective. It can also be a way for increasing the awareness of the populations that live in seismic prone areas to improve their knowledge on earthquakes and then to be better informed about the virtuous behaviors that can save their lives.

This session welcomes contributions that explore:

- Good practices and different means of communicating dynamic seismic information (e.g., format, medium, stakeholders, cultural context, temporality, uncertainties).
- Efficacy of education campaigns and innovative initiatives.
- Good practices to counter earthquake misinformation.
- Ethical and social responsibilities in risk communication and education.
- Framework of reference for ethical principles and standards to guide geoscientists in carrying out their professional and research activities.



We invite everyone dealing with those and related issues to hand in a contribution, namely researchers in geo- or social science, practitioners, journalists, educators, and policy makers. The diversity of participants will enrich the discussions of this session. The session is sponsored by the International Association for Promoting Geoethics (www.geoethics.org), and received funding from the European Union's Horizon 2020 research and innovation programme.