

GEODESY CARTOONS

Visual Storytelling in Geodesy: Connecting Science with Society

Outreach Efforts

Effective communication of geodesy's role in understanding the Earth's system is essential to **raise public awareness** and support. To bridge knowledge gaps and engage diverse audiences, the Global Geodetic Observing System (GGOS) of the International Association of Geodesy (IAG) has launched a series of outreach initiatives that make geodesy more accessible through visual media, multilingual content, and user-friendly platforms. GGOS offers a variety of tools to support this objective, including **educational videos** on YouTube, an **interactive geodetic platform** (geodesy.science/ggos), and active engagement on **social media**.

New Initiative: Geodesy Cartoons

To explore **new ways of communicating science**, GGOS is promoting the design of geodesy-themed cartoons, offering a fresh approach to visual storytelling. The goal is to **present geodetic concepts, products, and observation techniques** in a format that is both engaging and relatable. These cartoons also highlight **pressing societal issues** such as the impacts of climate change and tectonic activity, helping to emphasise the central role of geodesy to audiences of all ages.



geodesy.science/cartoon



Lost Without Geodesy



No GNSS – No Position

From navigation and timing to urban planning and geohazard alerts, geodesy powers countless everyday applications through various space technologies, such as Global Navigation Satellite Systems (GNSS). Hopefully, you will never have to witness what happens when it breaks down.



Riccardo Barzaghi
cartoonist

GEODESY CARTOON COMPETITION

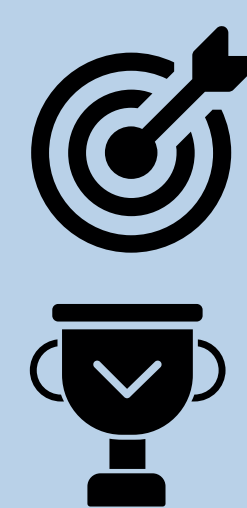


We are looking for funny, creative, and visually engaging cartoons that explain geodesy in a way everyone can enjoy. Whether you are a scientist, student, educator, or artist – this is your chance to show the world how exciting and relevant geodesy can be.



geodesy.science/cartoon/competition

Create your own
Geodesy Cartoon
and join
the competition



Mission: Help make geodesy understandable, entertaining, and accessible to all.

Prizes: Win up to 900€, receive a free IAG membership, and enjoy further exclusive benefits.



Authors

Martin Sehnal¹, Riccardo Barzaghi²,
Detlef Angermann³, Laura Sánchez³

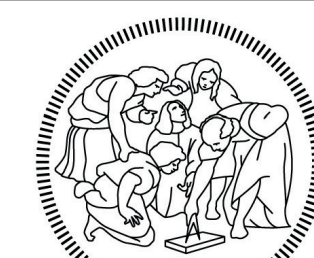
¹ BEV, Federal Office of Metrology and Surveying, Austria

² Politecnico di Milano, Italy

³ DGFI-TUM, Deutsches Geodätisches Forschungsinstitut, Technical University of Munich, Germany



Federal Office
of Metrology and
Surveying



POLITECNICO
MILANO 1863

