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**Unconventional proposals for the diffusion of the scientific heritage**

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The concept of public health is most commonly linked to the feared occurrence of epidemics and contagion, which have a great impact on the collective imagination and are part of society's cultural baggage. However, it also includes other problems not as immediately apparent such as environmental, hydro-geological, and seismic risk. Referring to this sensitive point, we propose a strategic tool: Knowledge, this is the key word. The diffusion of the scientific heritage, using topics well known and appreciated, may represent one of the new goals for the Territorial Sciences, a challenge as well.

The presence of scientific information in the Italian media offer is still limited, mainly confined to an area that does not have sufficient exchange with the multiple communication channels. Even codes and styles of the proposals remain static in a format that often represents reality in a spectacular way, subtracting reliability to the scientific truth.

A recent experience, that provided very reliable results, because continuous and documented by audience data RAI (Italian TV public company) is certainly the "GeoloGiro", a project aimed to make comprehensible to the general public (and to the athletes) the environmental setting of the landscapes crossed by the cycling race "Giro d'Italia", the most important stage race in Italy: more than 3500 km, 21 stages. The project was welcomed by the organisers of the Giro and the Italian Cycling Federation which included in the live programming of each stage –"Anteprima Giro"- a short insert dedicated to offering the public a new and interesting point of view on the landscapes and the sites, linking scientific information to the agonistic value of the competition. The territorial morphology becomes a key component in the context of the race; scientific information about the geo-environmental settings of an area is linked to cultural development as well as to local arts and traditions (always deeply linked to environmental conditions). The results are very encouraging: the race involves a large public, favoring direct contacts between spectators and athletes. This is another important element, to be there in person, talking to the people directly, as well as in TV live transmission, in other words working in the open and putting oneself on the line. It is only in this way that geologists can become ambassadors of a project and can be recognised as a reliable expert, conferring credibility to the project's mission. Moreover, the fact itself of having opened constantly a space, in a world seemingly far away, but more than ever connected to common themes, is a concrete success.

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