

Scientific communication about geodesy and land surveying: activity of the geodesic educational initiative 'Honorable Krakow Meridian' from Poland.

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SUMMARY

The basis for the effective functioning of the field of science in society is effective education: the scientific communication aspect of the achievements, meaning and role of a given field of science in the construction of civilization and the functioning of society. In the face of profound changes in geodesy, there is a need to popularize knowledge about the history of geodesy, its contribution to the description of the World which we live in, and the functioning of land survey as a public service. Such activities, by building social awareness of the achievements of geodesy and the role of land surveying, help to create a positive image of this field, so that it is treated with respect, in the eyes of ordinary people, maintaining its *raison d'être* in reality of the 21st century. This mission is carried out by the geodesic educational initiative 'Honorable Krakow Meridian' (HKM) from Poland, launched in 2012 by surveyor Mariusz Meus, known as 'Mr. Meridian'. The HKM initiative popularizes knowledge about geodesy by marking geodetic objects in the field and restoring the memory of geodesy historical monuments, transforming them into tourist attractions with an educational function. In addition to field campaigns, the HKM initiative conducts intensive media activities, educating the public about the history of geodesy, its scientific and administrative function, engaging in numerous science communicating projects, both in Poland and abroad. Such activity is universal and should constitute one of the pillars of a global, perspective view on the future of geodesy.

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