

**Winning hearts and minds -  
creating better environmental awareness  
and understanding as a foundation for a  
sustainable industry**

**Dr Gareth Davies  
Aquatera Ltd**

# Why is it important and basic building blocks

## Why

- Right options taken during operations
- Better informed decision making
- Dispelling “internet myths”
- Reducing uncertainty and fear of the unknown

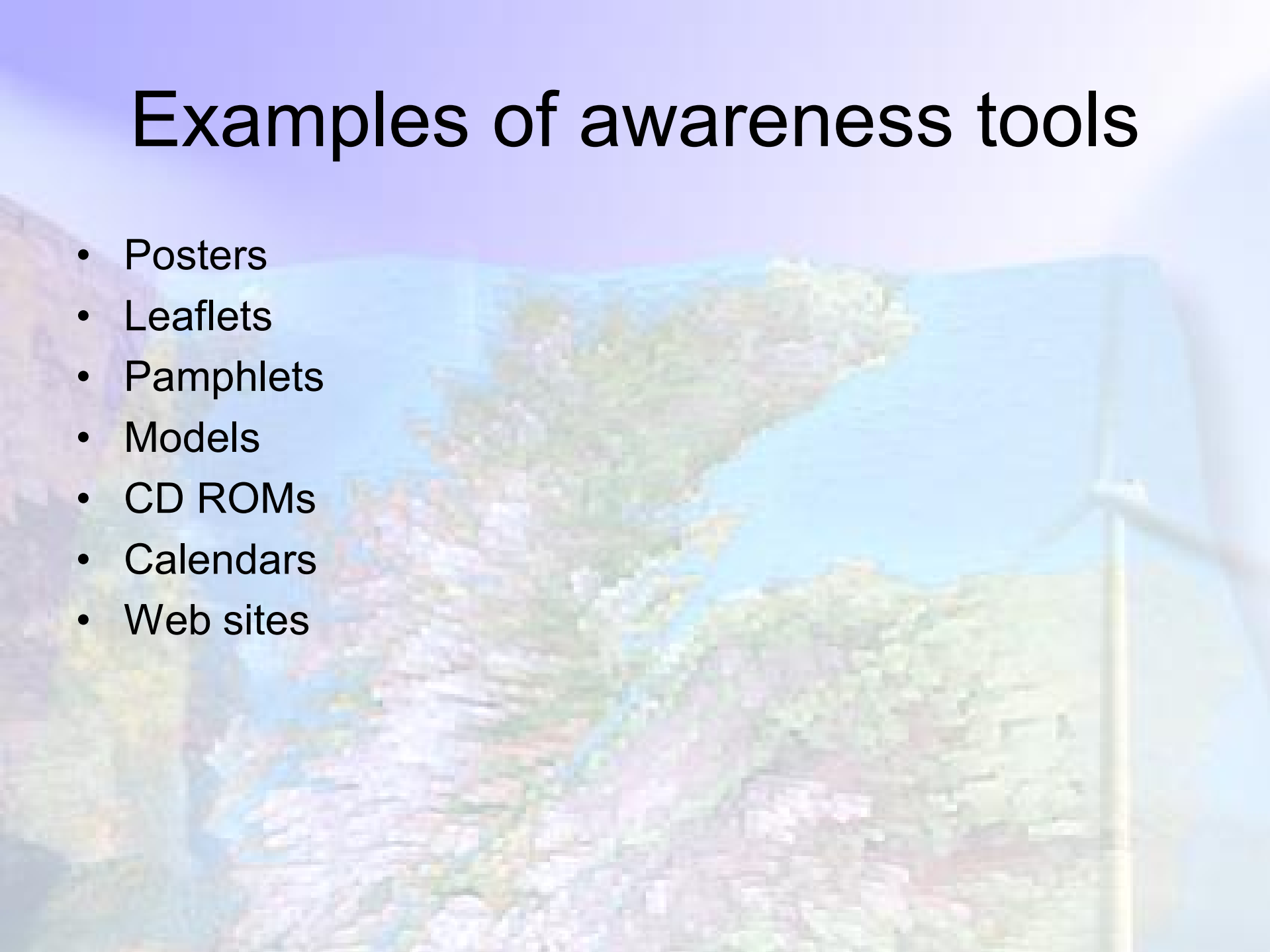
## Using graphics, maps and models

- Help to show reality
- Foundation of understanding
- Clear to all what you are talking about
- Old but relevant saying “ a picture paints a thousand words”



# Examples of awareness tools

- Posters
- Leaflets
- Pamphlets
- Models
- CD ROMs
- Calendars
- Web sites



# Using 3D to enhance information exchange

- Personal exploration of issues and facts of interest
- Gives intuitive sense of spatial issues
- Freedom to roam to where individual wants
- Helps create a desire to learn by making it “fun”



Example

[Shortcut to Flotta14](#)

# The future

- Downloadable information packages from web sites
- Access to models and database
- Converting data to objects
- Examine your own what if scenarios, operational issues, planning issues and strategic issues

