Everyone would agree that Earth Sciences have experienced in the last decades important advances, especially, thanks to technology. Step by step, the mysteries of the Planet Earth are being solved and since the World is nowadays completely interconnected, scientific discoveries travel in seconds around the whole globe. However, earth scientists, and probably, scientists in general, have still an important unfinished business: the capability of transferring and sharing successfully their knowledge to non-scientists or potential end-users. A good example for this occurs during the management of volcanic crises where the correct communication between scientists, politicians, media and threatened population is the main ingredient to guarantee a “happy ending”. The responsibility of earth scientist is not only to understand the phenomena taking place in the Planet Earth, but also to be able to pass on this information using a common language understandable for non-scientists, specifically when human lives depend on the success of such communication. In the same way, it has to be done an effort to standardize this language so that scientist around the world could communicate using the same words avoiding potential misunderstandings. Probably, the most efficient manner to do it is through protocols that should be within everyone’s reach backed by international organizations such as the IUGG and related associations.