

# APECS activities and some communication lessons from IPY

**POLAR RESEARCH, EDUCATION,  
OUTREACH AND COMMUNICATION  
DURING THE FOURTH IPY**

How the 2007-2008 International Polar Year contributed  
to the future of education, outreach and communication



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# APECS RESEARCH ACTIVITIES



- Virtual Poster Session
- Disciplines of the Month
  - Field Sites
- Literature Discussion
  - Funding Database
  - Event Listings
  - Online Courses
- Graduate Programmes

# APECS & CAREER DEVELOPMENT

- Discussion/mentor panels & Workshops
- Field Schools
- Mentorship Programme
  - Webinars
- Leadership Experience
- International Committees



# EDUCATION & OUTREACH

- Polar Resource Book
- Connections from the Field
- Antarctica Day
- FrostBYTES
- Researchers into Classrooms & Museums
- Influencing Policy Makers

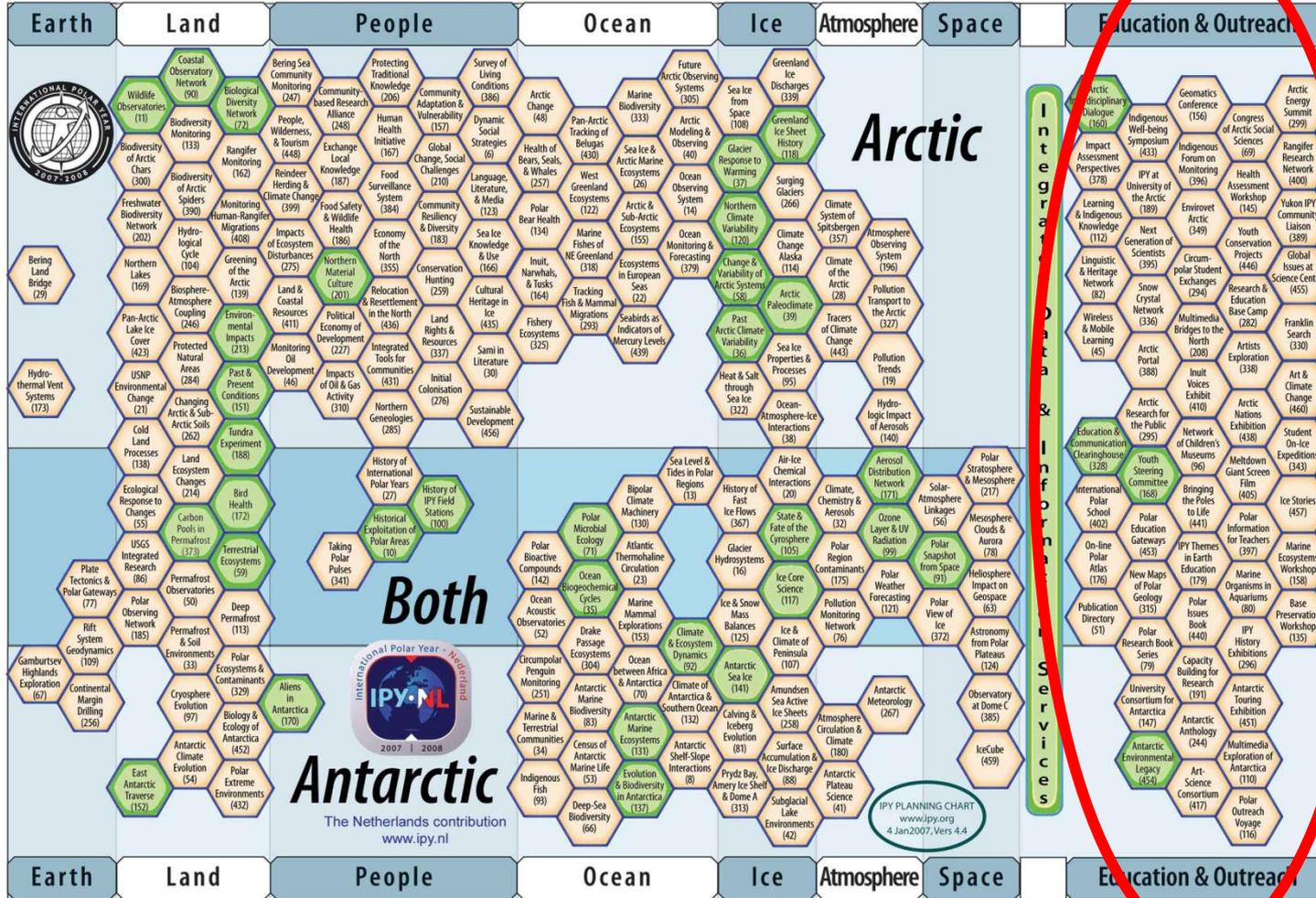


# Outreach during the International Polar Year

The IPY Planning Group set out to have IPY EOC to have an impact on a **global scale** that would **target key audiences** with important messages and themes.



# IPY 2007-2008



# What can be learned about EOC from IPY?



 IPY microcosm of science outreach information

Jenny Baeseman (APECS) and Dave Carlson (formerly of IPY IPO) supported by ICSU, the IPY IPO and AWI put together a team of IPY educators, communicators and researchers to form the IPY EOC Assessment Committee.

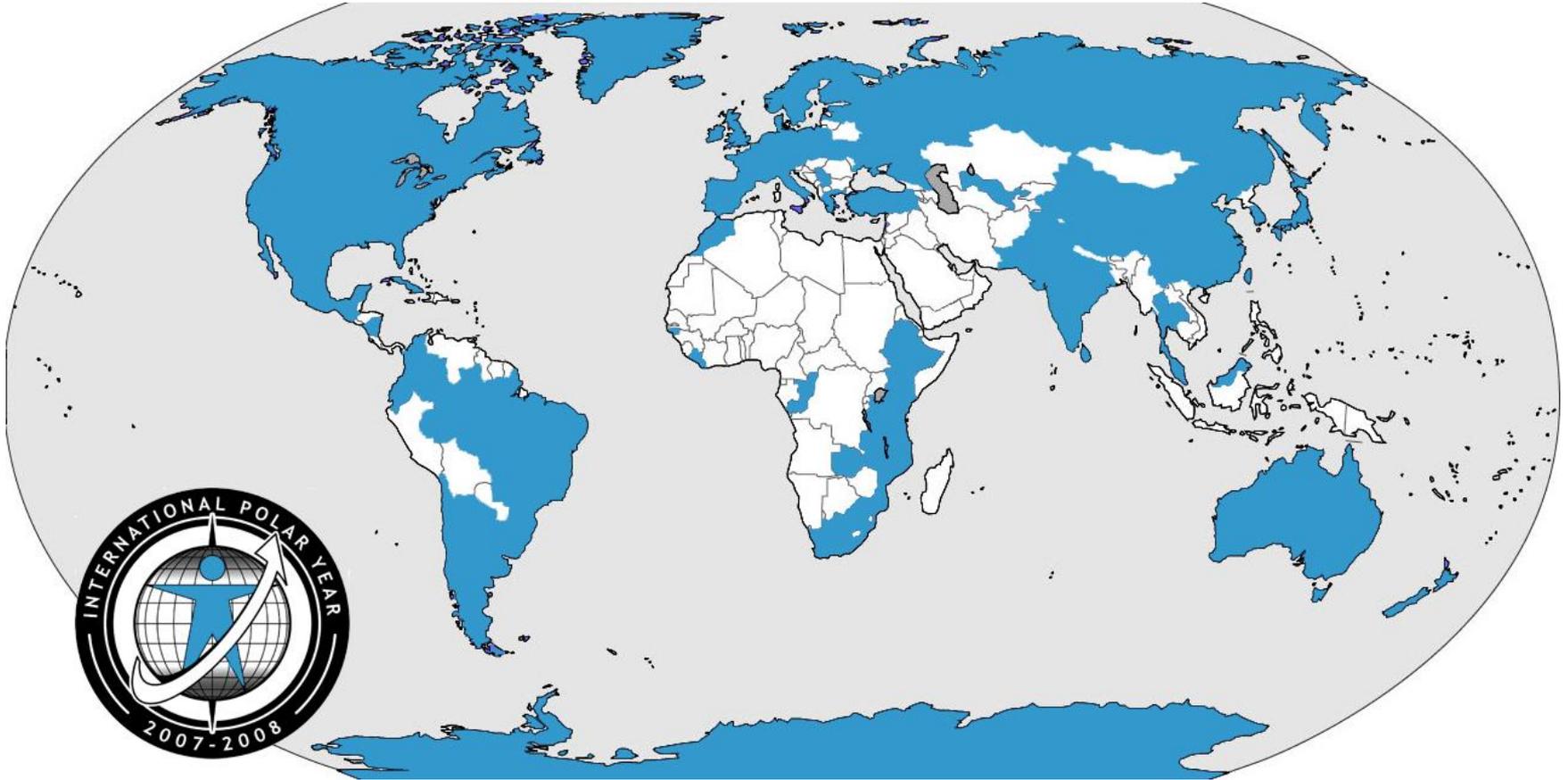
# Was IPY EOC successful?



Going back to the objectives of the IPY  
Planning Group.....

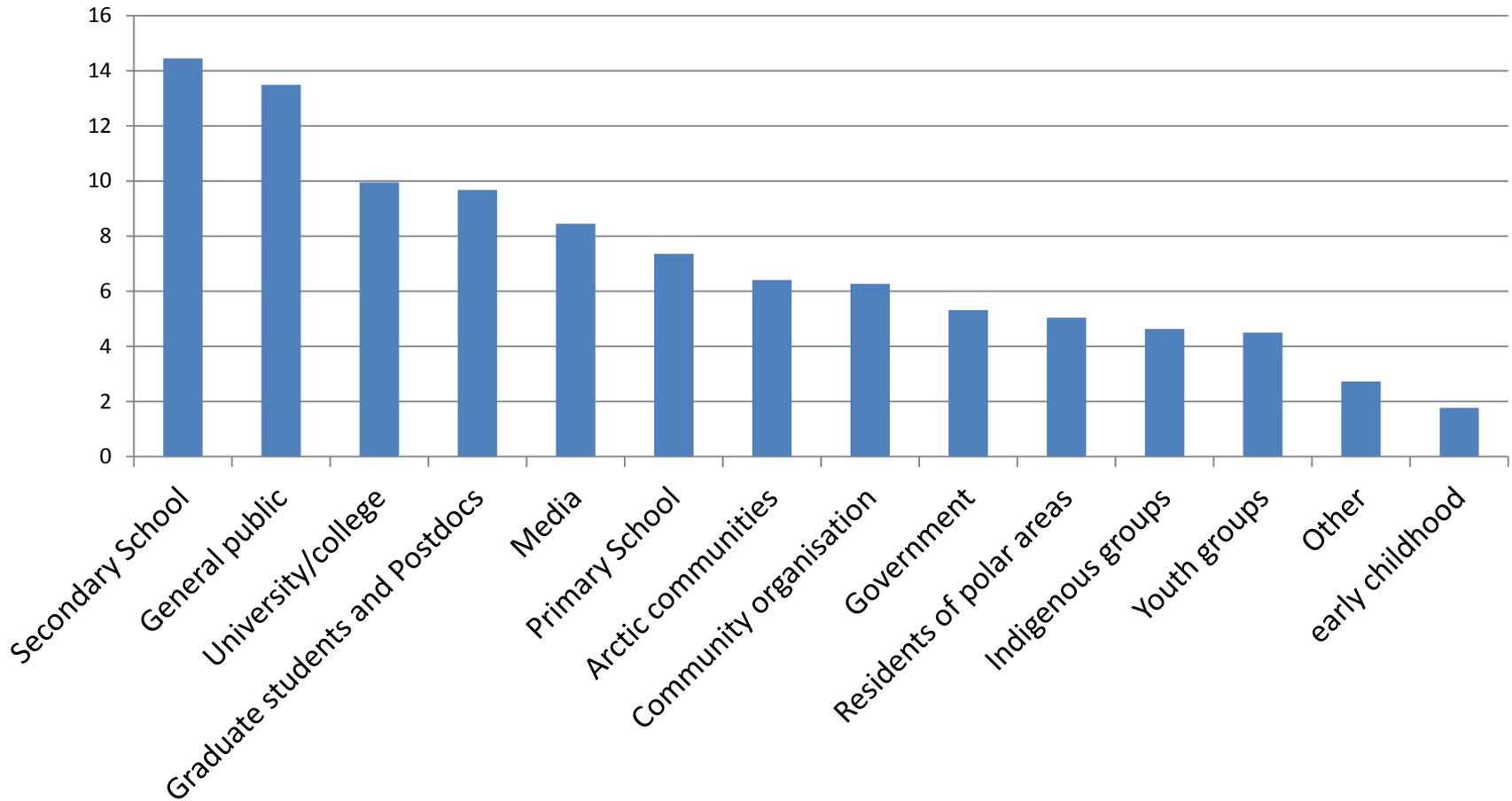
1. global scale
2. target key audiences
3. important messages and themes

# 1. Global Scale



IPY EOC projects reports indicate that more than 70 countries were involved

## 2. Wide Audiences



IPY EOC projects reached more than 14 million people



# So IPY EOC was successful by its own goals.....but why?



You don't have to look far for the signs of success, but what about the IPY EOC efforts made it so great?



# Why IPY EOC was successful – 1

- EOC was integrated into the larger science IPY programme from the beginning.

## IPY IPO Newsletter, July 2006, issue # 1

Welcome to the first edition of the International Polar Year (IPY) International Programme Office (IPO) quarterly newsletter. The aim of this newsletter is to provide you with updates on IPY IPO activities throughout IPY 2007-2008. However, first an introduction to the IPY IPO staff! From left to right, Cynan Ellis-Evans, Rhian Salmon, Nicola Munro, David Carlson and Camilla Hansen (based in Sweden) and Odd Rognø (not in picture) is based in Norway.



### Update on IPY Endorsed Full Proposals

The final deadline for the submission of full coordinated proposals was 31<sup>st</sup> January 2006. To date 218 proposals have been endorsed by the IPY Joint Committee (JC). 158 are Science, 49 are Education and Outreach and 1 for Data Management. The IPY Planning chart, which can be found at [www.ipy.org](http://www.ipy.org), shows all IPY endorsed projects. At the recent IPY JC 3 meeting, held in April, the JC agreed that the formal review process for submitting full coordinated proposals has ended. The IPO still accepts and welcomes new Expressions of Intent - please contact [ipypo@bas.ac.uk](mailto:ipypo@bas.ac.uk) for further information.

### Data Management Update

NSIDC and the IPY IPO hosted the Data Management Sub-committee meeting and workshop at the British Antarctic Survey in Cambridge, UK, between the 2<sup>nd</sup> - 4<sup>th</sup> March, 2006. More than forty participants from thirteen countries attended the workshop, which followed the first meeting of the IPY Data Policy and Management Sub-committee. Participants developed specific

IPY IPO Newsletter, July 2006, Issue # 1

### Special Requests

It is hoped that there will be an IPY Summary Conference at the end of IPY at which we would like to be able to show off the achievements of IPY! IPO will very shortly submit a letter to all IPY National Committees, soliciting nominations of venues and contributions of associated support. It is hoped that the IPO can put forward these ideas to the JC at their next meeting.

The next Joint Committee meeting takes place in Svalbard, September 26<sup>th</sup> - 28<sup>th</sup>, 2006. For this meeting, we would appreciate it if each National Committee could put forward a report outlining their national IPY activities to the Joint Committee. These reports need to be with the IPO by 1<sup>st</sup> September, 2006 at the latest.

Recommendations on engaging archives, data discovery and access methods, standards and interoperability and ways to ensure that all IPY data are captured and readily available. Further information can be found at <http://www.icy.org/encyclopedia/encyc-145>. The IPY JC, at its April meeting, confirmed the IPY Data Policy.

IPY IPO Newsletter



## Update on IPY Education and Outreach Activities

### March meetings

IPO was represented in many meetings at the Arctic Science Summit Week (ASSW) in Potsdam, which was held at the end of March, 2006. During this event the International Polarstern Association's coordination meeting for their IPY Polarstern activities took place and the IPY Observations sub-committee initial meeting was held.

### IPY at European Geosciences Union (EGU)

In April, IPY sessions at EGU in Vienna provided an opportunity for IPY to showcase a range of its Science. Ten coordinated project coordinators gave presentations at an EGU Union Session on IPY and the IPY Booth proved to be very popular for participants to have more detailed discussions and acquire some IPY literature. In addition to the Union Session, there were several splinter meetings (POLNET, APEX, TEMPORAE), a town meeting on IPY data management and sessions on new technologies for IPY and on Education activities for the International Years.

### IPY Joint Committee 3 (JC) Meeting

Following discussions at the IPY JC meeting on April 20-22, 2006, it was agreed that the JC would advocate internationally for increased national funding. As a result of this, the IPO sent out two letters to each IPY National Committee or National Point of Contact. The first letter encouraged each nation to fund IPY research and to include support for data management as a component of that funding. The second letter requested national funding contributions to the international coordination efforts of the IPO and the IPY sub-committees.

### Antarctic Treaty Consultative Forum (ATCM) 12<sup>th</sup> - 23<sup>rd</sup> June

IPO were involved in organising IPY events and activities at the 29<sup>th</sup> Antarctic Treaty Consultative meeting in Edinburgh in June. Dave Carlson presented a talk entitled 'IPY and the Antarctic environment to the ATCM Committee for Environmental Protection where he made the case that IPY

### ATCM Continued...

represented an unprecedented opportunity to understand global and local environmental issues in Antarctica, but in doing so that IPY must attend its own collective environmental impact. The PowerPoint presentation and narrative from this talk are now on the IPY website. June 19<sup>th</sup> saw a whole day devoted to IPY during ATCM at which an excellent selection of speakers attended to discuss IPY Science and activities and plans in the Arctic Council. The treaty delegates produced a strong Edinburgh Declaration in support of IPY - a copy of this has now been posted on the IPY website.

### Update on IPY Education and Outreach Activities

With the arrival of the new Education and Outreach Coordinator, Rhian Salmon, IPY Education and Outreach activities have gained momentum. There have been two main tasks, starting with re-development of the IPY web portal. A working group has outlined what ipy.org needs to do (target audience, content such as blogs, news, press releases, links and resources, maps, calendar and images etc). Certain tools/pages will be developed in the interim and put up on the current site as a way of collecting and providing information until the new site goes live. The second task has been to collect media, education and outreach activities for each IPY endorsed project. In particular, 60 word summaries. These are important as they provide information for journalists, educators, individuals etc on IPY Science.

### Up and coming events.....

16<sup>th</sup> - 18<sup>th</sup> August - Education and Outreach Executive Meeting, US  
26<sup>th</sup> - 28<sup>th</sup> September - JC2 Meeting, Svalbard  
2<sup>nd</sup> - 4<sup>th</sup> October - AAAS Arctic Division Science Conference, Alaska

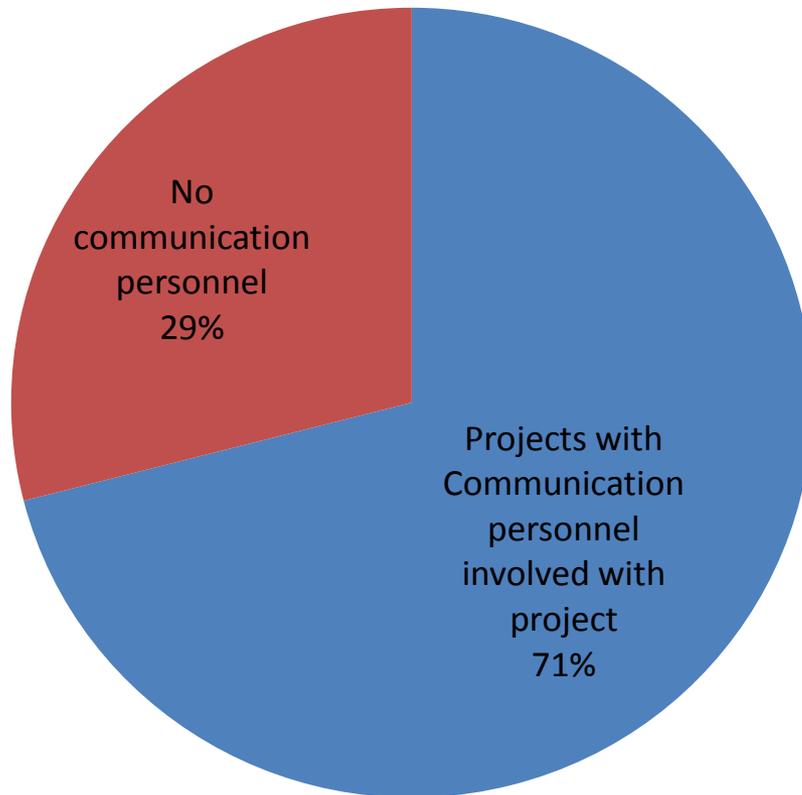
If your National Committee has any events or activities you want advertised in forth coming IPY IPO newsletters, please send details to [ipypo@bas.ac.uk](mailto:ipypo@bas.ac.uk).

IPY IPO Newsletter



# Why IPY EOC was successful – 2

- The EOC efforts engaged and involved experts in both science and communication.



- Researchers
  - Graduate students
  - Educators
  - Teachers
  - Communication experts
  - Media personnel
  - Writers
  - Artists
  - Musicians
- .....were all involved in IPY EOC projects

# Why IPY EOC was successful – 3

- EOC was encouraged and coordinated from a central office throughout the IPY.



We had a lot of help from the IPY IPO and we used all the materials available online. – *Miriam Hebling Almeida , Colégio Puríssimo Coração de Maria, Brazil*

# Why IPY EOC was successful – 4

- The EOC programme was branded and inclusive.

- Consistent branding
- Inclusive
- Teachers Discussion Group
- Classroom posters
- Opportunities
- Activities
- Blogs by teachers
- Image library
- Lesson plans sorted by level of preparation needed
- And more.....

**INTERNATIONAL 2007-2008 POLAR YEAR**

U. S. AIR FORCE  
NEW YORK AIR GUARD

HOME SITEMAP LOGIN NEWS AND ANNOUNCEMENTS MULTIMEDIA IPY BLOGS LINKS AND RESOURCES EVENTS FEATURE PROJECTS

**Partners:** Educators, Participants, Press

**FOCUS ON:** Atmosphere, Ice, Land, Oceans, People, Space

### What is IPY

- › About IPY
- › Contact IPY
- › General submission form
- › National IPY Committees
- › Youth and Early Career
- › Get Involved
- › Polar Weeks
- › Who's Who
- › IPY Project Database
- › Data and Information
- › Archiving

### Popular Tags

Announcements  
Antarctic Arctic

## Educators

Education and Outreach are integral to the International Polar Year 2007-8. Teachers and students have the opportunity to experience authentic science in real time. We encourage everyone to get involved in this huge, exciting scientific collaboration by visiting exhibitions, teaching and learning about the polar regions, watching films and documentaries, reading books, going on expeditions, and contacting scientists while in the field.

To keep in touch with IPY education activities, please join the [IPY Teachers Discussion Group](#)

Send services from your classroom to [Nicola Munro](#), IPY Education Liaison International Programme Office

### Quick Links

- [International Polar Days](#): lots of resources and multi-lingual activities around a polar theme. Get Involved! The next IPY day will focus on [Polar Oceans](#) with activities and events throughout the week of March 17th - 26th. Lots of educational hand-out activities and links and resources available now for you to download.
- [Polar Classroom Activities](#)
- [Videos of IPY Presentations](#)
- [Polar Books](#)
- [Classroom Posters](#)
- [Opportunities for Teachers and Students](#)
- [IPY Honeycomb chart](#)
- [USGS Polar Science Educational Resources](#)
- [IPY Discussion Groups](#)
- [IPY Blogs by Polar Teachers](#)

### Background Material:

- [IPY Brochure](#): a colourful hand-out about IPY for a general audience.
- [IPY Science Summary](#): Brief overview of IPY science and activities.
- [Frequently Asked Questions](#)
- [Polar image libraries](#)
- [IPY Scope of Science](#): an in-depth account of the breadth, variety, complexity and urgency of polar research at the start of IPY
- [IPY Chapter in EcoScience](#): One of these chapters focusses specifically on IPY and contains a good overview for

# Why IPY EOC was successful – 5

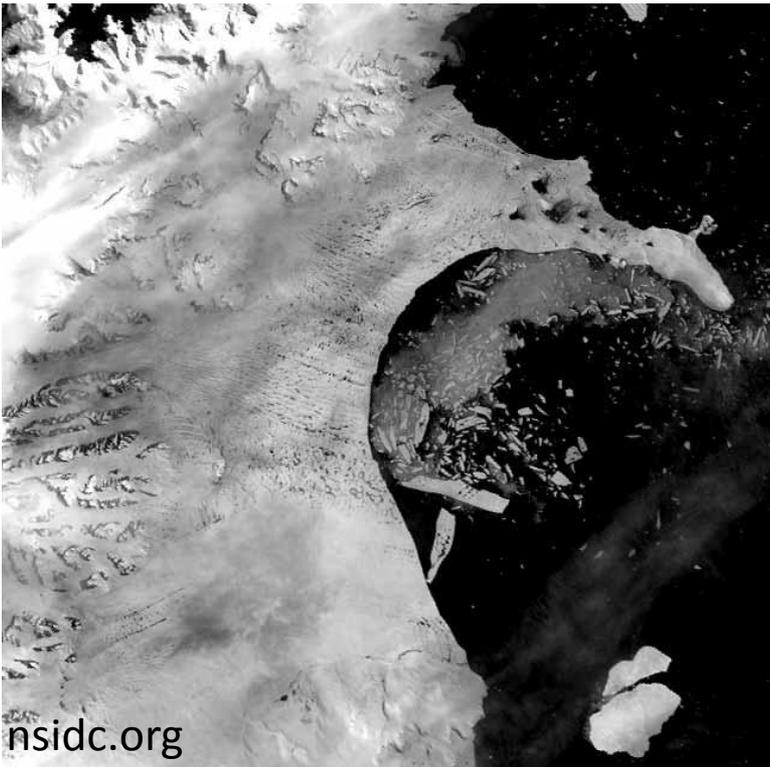
- Advocacy maintained EOC momentum throughout the IPY period.



# Why IPY EOC was successful – 6

- Polar issues were timely and topical.

2003



Collapse of the Larsen B Shelf

2007, 2010



Rapid decline in Arctic summer sea ice

# The IPY Outreach Catalogue



Shaping the Future  
of Polar Research



- [Home](#)
- [About](#)
- [Members](#)
- [News](#)
- [Career Opportunities](#)
- [Meetings & Events](#)
- [Activities](#)
- [Resources](#)
- [Links](#)

- Research Activities
- Education and Outreach
  - Helpful Information
  - Polar Resource Book
  - "Cool" Speakers
  - IPY EOC Assessment
    - Catalogue**
  - Antarctica Day
  - E&O Committee
  - Polar Research Blogs

- Working Groups
- Mailing Lists

#### Member Tasks

- Login/logout
- Edit your profile
- Submit an article
- Submit a job
- Add an event

## IPY EOC Catalogue



### The IPY Outreach Catalogue is here!

Since the close of the International Polar Year (IPY) in the Spring of 2010, the IPY Education, Outreach and Communication (EOC) Assessment Project has been working to collect information on Education, Outreach and Communication projects that occurred during the 2007-2008 International Polar Year.

We have now collected survey responses from more than 200 IPY EOC activities and have information on more than 500 education and outreach programs. Thank you to all those who have taken the time filled out our survey, your efforts are greatly appreciated and we have included all the entries into our current catalogue of IPY EOC efforts, which you can take a look at here.

You can search the catalogue by keywords in any of the categories and the total number of activities will be indicated at the bottom. You can order the catalogue by the activity name, target audience or medium. As more activities submit their information the catalogue will grow over the next few months.

If you worked on an EOC during the latest IPY and it is not in our database we still do not have any record of it. Please take a look through our catalogue! All the records submitted to date are included, so if you don't see it, we don't have a record of it! And if you know of any more IPY EOC activities please take the time to enter them in order to have them recorded.

[Export to CSV](#) [Import from CSV](#)

Search the catalogue by Key words

SEARCH:	<input type="text"/>	<a href="#">CLEAR</a>
Press enter on your keyboard to search	<input type="text"/>	
		<a href="#">Advanced search</a>

# What we have learned about EOC through IPY – 1

- The public, students, teachers, media, artists and musicians want to be actively engaged in science.

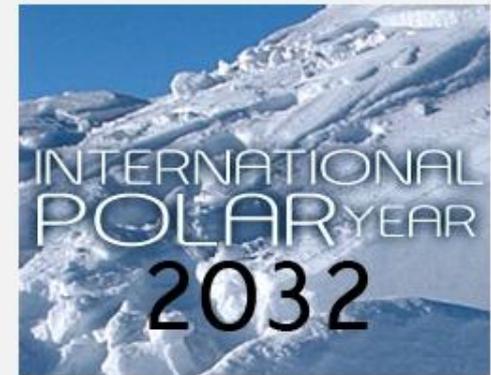


# What we have learned about EOC through IPY – 2

- Professionals in science and communication, at junior and senior levels, expressed frustration at the lack of professional recognition for outreach activities.



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We need to support and reward EOC efforts now to ensure future polar outreach

# What we have learned about EOC through IPY – 3

- Small scale outreach projects benefit greatly by being linked to larger outreach initiatives.

## Polar Days

- Seven 1 day events
- 2007 to 2008



## Polar Weeks

- Four Week long events
- 2009 to 2010

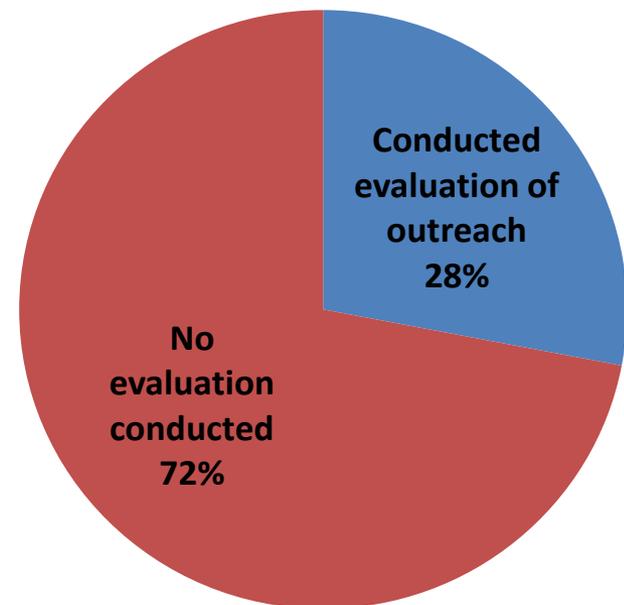
Grew to involve hundreds of people in 49 countries, with participants on all 7 continents.

Many smaller programs and projects joined these larger events until the last one in 2010.

# What we have learned about EOC through IPY – 4

- Formal outreach assessment is still lacking in most programmes and needs to be prioritized in order to gauge the effectiveness of such programmes and to adapt accordingly.

**We expect review and assessment of science, why not of science education to ensure goals are being met?**





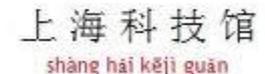
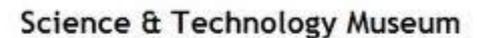
# What we have learned about EOC through IPY – 6

- Institutions and organizations with long-term programmes should house and maintain networks that link scientists and communicators, creating a legacy of the science programme and sustaining outreach efforts past short lived projects.



# What we have learned about EOC through IPY – 7

- Science outreach efforts should involve partners that already have EOC capacity and an audience such as teachers, media and science centers.



# In Summary.....



- IPY EOC was successful
- And it was successful because of all those people who worked hard to make it happen!
- The public in general wants active science involvement
- Most scientists want to do EOC, but need support and resources
- Educators and communicators need to be involved to help develop relevant, effective material

# APECS in the next year



- New Director
- Polar Week coming up in march with numerous activities
- IPY Montreal Meeting, many events
- APECS Website is getting a facelift

# Many Thanks

- Thanks to all those who undertook outreach projects during IPY!
- Jenny Baeseman, Dave Carlson and Allen Pope
- ICSU, SCAR, IASC, AWI for support and funding
- IPY EOC Assessment Committee – Renuka Badhe, Jennifer Bellman, David Hik, Louise Huffman, Jacinta Legg, Margarete Pauls, Mare Pit, Sandy Shan, Kristin Timm, Kristen Ulstein and Sandy Zicus

