



**Table of Contents:**

Introduction..... 3  
The IPY context ..... 4  
    Canadian Involvement in IPY 2007-2008 ..... 4  
Objectives ..... 5  
Strategic Approaches ..... 5  
Audiences..... 6  
    Primary Audiences..... 6  
    Secondary Audiences..... 6  
Messages ..... 7  
Tactics ..... 8  
The Call for Proposals ..... 17  
Existing Resources and Projects Under Development..... 19

This framework was prepared by the Canadian Polar Commission, in consultation with the Canadian National IPY Committee and Secretariat and Federal IPY Program Office.

We thank Foreign Affairs Canada for its financial contributions to this project.

## Introduction

This document provides an overview of the input from two workshops, one held in Edmonton in the fall of 2005, and the second in Ottawa in the spring of 2006.

Altogether, about eighty people took part in the two workshops, representing a variety of organizations with an interest in the International Polar Year, including governments, indigenous peoples' organizations, and NGOs. The organizers wish to thank all of those people who so generously gave their time to this effort.

The information provided here will be useful to all IPY partners in Canada including:

- The National IPY Committee. The Committee has a small secretariat based at the University of Alberta, which is able to take on some of the communications and outreach tasks related to the IPY. However, to undertake many of the tasks suggested by workshop participants, additional funding and partners will be required.
- The Federal IPY Program Office. The office will be disbursing a total of \$150 million over the next six years in support of Canadian IPY initiatives. The first call for science proposals closed on March 31, 2006. The call for proposals for communications and outreach is not yet scheduled, but will probably occur in the fall of 2006. The terms of reference for that call for proposals will be determined by a sub-committee currently being constituted by the Federal IPY Program Office.
- Workshop participants or other organizations with an interest in IPY. The International Polar Year was never envisaged as a solely federal government-driven and supported enterprise. Many other organizations are already contributing to the IPY in their own ways. Organizations are encouraged to undertake any elements of this plan that appeal to them. The only request is that organizations undertaking efforts in this area should contact the Canadian IPY Secretariat so that these activities can be added to the inventory of ongoing activities. One possibility is that organizations can view the activities suggested in this document as a list of potential projects for which they can later apply for funds to carry through the projects.

This document is structured like a communications strategy, with a consideration of contextual issues, objectives, strategic approaches, tactics, and resources available. As noted above, however, it is not a strategy that will likely be implemented by any single organization, but rather by a combination of organizations working together.

## **The IPY context**

The International Polar Year 2007-2008 (IPY) is an international program of coordinated, interdisciplinary scientific research and observations in the Earth's polar regions. The goals of the IPY are to explore new scientific frontiers, to deepen our understanding of polar processes and their global linkages, to increase our ability to detect changes, to more fully involve arctic residents with research activities, to attract and develop the next generation of polar scientists, engineers and logistics experts, and to capture the interest of school children, the public, and decision-makers.

Overall, the IPY seeks to foster new observations and research, exploiting innovative, modern technology, whilst building on and enhancing polar initiatives already planned or underway.

The official observing period of the IPY will be from 1 March 2007 until 1 March 2009 to allow observations during all seasons, and the possibility of two summer field seasons in each polar region. The aim is to establish a manageable and feasible number of core activities, within a much broader set of associated initiatives.

## **Canadian Involvement in IPY 2007-2008**

Canada has taken a strong lead in the international organization of the International Polar Year, and Canadian researchers are engaged in the development of IPY research projects and programs.

The Government of Canada has committed \$150 million over six years to help make the International Polar Year a success both in Canada and in the rest of the world. Partnerships with research agencies, governments, and industry, both within and outside Canada, are expected to result in a significant increased investment in polar research.

Communications and outreach activities are integral parts of the planning and execution of the IPY, and have been emphasized throughout the development of the IPY international program. There are four main objectives outlined in "A Framework for the International Polar Year 2007-2008" that guide the development of national communication and outreach plans:

- To capture the interest, and increase the knowledge of polar regions and the Polar Year, of educators, the public, government officials, researchers, media reporters and writers.
- To attract and develop the next generation of polar scientists, engineers and leaders;
- To interact with other parties promoting IPY 2007-2009, such as IPY National Committees, polar organizations, foundations etc.; and
- To provide a channel for people living in the polar regions to interact with the polar science community on research, especially in the Arctic.

## Objectives

Participants in the Ottawa workshop were asked to rank the objectives they had identified by voting for their top three choices. The most popular objectives were the three listed below. Some ideas from other objectives identified have been folded into these top three objectives.

- To increase knowledge and understanding of polar regions, including ensuring that scientific results from Canadian IPY are not just published in scientific journals, but are also publicly accessible (the “creative commons” approach), and disseminating IPY results in a fashion that is accessible to northern communities and organizations.
- To use IPY as a catalyst to engage youth in science, especially polar science. Methods include importing polar curricula to schools, and promoting an increase in post-secondary faculty and programs devoted to northern studies.
- To promote awareness of Canada’s leading role in areas such as Arctic science and governance. This will help demonstrate Canada’s knowledge and commitment to polar issues, and national interests in polar regions.

## Strategic Approaches

Participants at both workshops spoke of the general strategic approaches that they would like to see adopted as part of IPY communications and outreach activities. These are summarised as follows:

- Ensure that archiving of data is a requirement for all projects under Canadian IPY so it is accessible to everyone; this is a priority and obligation of all IPY projects.
- Link the IPY message to established fora and as many available events, programs, and resources as possible. Take advantage of joint endeavours and partnering.
- Use a holistic approach to telling stories about IPY – it is not just about the research, relate it to other aspects of polar realities. Promote *among scientists* a holistic approach to polar research, transcending disciplines and kinds of science (physical, social, traditional).
- Encourage a holistic understanding of polar research and polar impacts.

- Make IPY a mainstream media and arts story, which will reach a larger and more varied audience than specialist science media and programs.
- Encourage and support researchers in knowledge translation, and to explain why they do science or why they are undertaking a particular study, whether the reasons are utilitarian or curiosity-driven.
- As far as is possible, use northerners to tell northern stories.

## **Audiences**

Of the objectives identified by workshop participants, many are relevant to a general audience, but there are also specific audiences that participants identified as important to attaining communications and outreach objectives.

### **Primary Audiences**

- Decision-makers (includes MPs, MLAs, MNAs, and senior federal, territorial and provincial officials)
- Youth/Education system
- Media
  - national
  - regional
  - local
  - specialty
- Private sector, especially those working in the north
- Northern Community organizations (local councils etc.)
- Researchers
- International, including environmental organizations and processes, and international media

### **Secondary Audiences**

- Non-governmental Organizations
- Arts/Cultural organizations including museums
- Migrant workers in the north (people who come to the north to work for short periods, such as construction crews)

## Messages

This is not strictly a communications strategy, so it is not simply a matter of delivering an approved set of messages to an identified audience to trigger an appropriate response. However, communicating about IPY is *part* of the objective, and a variety of messages came through in both workshops. Those messages were not focused on specific audiences, but were framed for a general audience.

- Changes in the polar regions impact the entire planet, so it is important to understand the changes that are taking place.
- Canada is a leading polar country with national interests that require greater attention to the circumpolar world.
- The International Polar Year provides an opportunity for all Canadians, and particularly youth in the north to find ways to integrate the traditional and emerging global world views.
- The results of IPY activities will set the research agenda for the next decades.
- The outcomes of IPY will leave a legacy of new knowledge, capacity and interest in polar regions.

## Tactics

Workshop participants identified tactics for specific audiences. These have been further broken down into three time-frames: immediate, short-term, and longer term. The immediate activities can be undertaken now with existing resources. The short-term and longer-term activities will require additional planning and/or resources.

These time-frames are designed to assist organizations in prioritizing the long list of proposed activities. Of course if any organization wishes to immediately begin an activity identified as ‘longer-term’ it could do so.

The following table lists examples of activities that could be undertaken to advance IPY Communications and Outreach efforts. Not all of these tactics target specific audiences, but rather are equally applicable to all audiences, and as such are listed in a separate category of ‘general audience’.

AUDIENCE	IMMEDIATE	SHORT-TERM	LONGER TERM
<b>Decision makers</b>	Add to (e) mailing lists for IPY newsletters/digests	Prepare ready-made articles for MP/MLA ‘householders’	Briefing breakfasts (similar to established program ‘bacon and eggheads’)
	Place article in “Hill Times” newspaper	Prepare speech modules on IPY for their use	Take them on familiarization tours to the north
	List and take advantage of strategic speaking opportunities, such as national chambers of commerce meeting, Ministers of Education meeting.	Identify, recruit and brief champions (as the previous governor-general was for Arctic issues)	
		Encourage the federal government to appoint an IPY ambassador for the duration of the International Polar Year.	

AUDIENCE	IMMEDIATE	SHORT-TERM	LONGER TERM
<b>Corporate</b>	The Canadian IPY Secretariat should maintain a list of corporate sponsors approached by different organizations re IPY to prevent them from being inundated.	There are northern sensitivities about some sponsors – an ethical filter should be applied to any company that may be approached, or that may be seeking to sponsor IPY activities.	Look for crossover promotional activities. Northern-owned companies (e.g. Saku) may be good partners.
	Add to (e) mailing lists for IPY newsletters/digests	Provide articles for industry association newsletters, speakers for annual conferences, especially for resource extraction industries such as Prospectors and Developers Association, Canadian Association of Petroleum Producers.	IPY display information for airports

AUDIENCE	IMMEDIATE	SHORT-TERM	LONGER TERM
<b>Corporate</b>	Commercial Endorsements: If corporate or other supporters are to be recruited, they will likely want some official endorsement, including the rights to use the IPY name and logo on their own promotional materials. Which organization is empowered to supply that endorsement? What should be the conditions of endorsement? Need policy on these questions.		
<b>Northern Communities</b>	Tag IPY on to other campaigns/events with a presence in the north.	Public Service Announcements for radio, TV, and print media	Community radio spots on IPY
	IPY logo contest open to kids from the north	Articles for northern papers, newsletters and magazines	Scheduled scientist visits to communities

AUDIENCE	IMMEDIATE	SHORT-TERM	LONGER TERM
<b>Northern Communities</b>	Use local broadcasters, for example, Inuit Broadcasting Corporation – where feasible, invite them along to document research activities.	Approach northern literacy councils for possible assistance in appropriate communication.	Ascertain the need for terminology workshops for indigenous languages, to ensure accurate and consistent translation of IPY research.
		Communicate potential demands to local businesses to ensure that IPY-related research teams do not strip communities of essential supplies, such as gas containers.	Develop IPY Writer/Artist/Scientist-in-Residence programs in northern communities, or re-focus existing programs on the IPY during 2007-2009.
<b>International Audience</b>	Encourage international indigenous organizations with roots in Canada (e.g. Inuit Circumpolar Conference, Arctic Athabaskan Council) to become spokespersons.	Pitch Canadian IPY stories to international media, especially resident in Canada.	
	Identify likely Canadian IPY success stories	Pitch IPY stories to Radio Canada International	

AUDIENCE	IMMEDIATE	SHORT-TERM	LONGER TERM
<b>International Audience</b>		Identify international opportunities (e.g. international science conferences) with Canadian speakers. Provide speaking notes on IPY to those with an opportunity.	
		Use Canadian embassies, consulates and missions as an opportunity for spreading IPY information. Add IPY information to “Canada in a box”.	
<b>Media</b>	Identify potential of using Canada Winter Games in Whitehorse as an official launch event (senior government officials, media already there, taking place in the Arctic)	Target science shows, such as CBC Quirks and Quarks.	Identify/create opportunities for media to accompany researchers in the field.
	Create a one-stop shop for media (one place where media can find spokespersons, background, contacts, FAQs etc.) <b>Under development by Canadian IPY Secretariat.</b>	Identify individual reporters/producers etc. with an interest in polar science. Ensure this group is fed regular information on IPY, and receives IPY news tips. Allow media to sign up for regular news tips through media portion of website.	Joint ArcticNet/Northern Contaminants Program meeting next December is an opportunity for media to meet many researchers working on IPY research – do a media relations campaign around the meeting.

AUDIENCE	IMMEDIATE	SHORT-TERM	LONGER TERM
<b>Educators</b>	Ensure weblinks to IPY are present on sites used as resource by teachers, e.g. science.gc.ca	Make presentations to educators meetings, such as association of universities and colleges meetings, teachers' federation meetings. Set up an IPY kiosk at such meetings.	Push for more science-based curriculum and staff in community learning centres in the north.
	Ensure universities and schools are added to (e) mailing lists for IPY newsletters/digests. Develop targeted mailing lists to help ensure publications get to those interested in reading them.	Develop materials that fit into <i>existing</i> curricula. Teaching plans are developed a year in advance, and developing new curriculum takes several years. Yukon schools already have some 'discretionary time' built into their school year, in which they could potentially use IPY-related materials. Ensure curriculum materials link to teachers' core goals of literacy and numeracy.	Make available interactive webcast sessions on IPY for schools. Use video-conferencing technology to bring IPY projects into classrooms.
		Get IPY into the 'scientists in the schools' program	Bring science teachers to the Arctic.
		Outreach to educational publishers.	

AUDIENCE	IMMEDIATE	SHORT-TERM	LONGER TERM
<b>General Audience</b>	Develop a spokespersons list for different aspects of IPY	Equip research teams to document their research (give them video equipment) so that they can contribute to footage to purpose-made DVD/CD collections for northern communities – footage would also be useful for b-roll packages for media.	Develop a Polar Challenge (like the One-Tonne Challenge), that gives people a chance to engage directly in IPY research at some level.
	Three IPY sites: the Multiple Canadian sites for IPY are confusing to the public. The organizations currently hosting IPY sites need to clarify the situation, and make the primary host the one that will most likely have the greatest longevity (thus ensuring one aspect of IPY legacy).	Provide training to scientist spokespersons to better equip them to speak to public and media.	

AUDIENCE	IMMEDIATE	SHORT-TERM	LONGER TERM
<p><b>General Audience</b></p>	<p>Inventory of existing activities: A need was identified for a list of existing activities that is publicly accessible so potential partners can see what activities are underway, and what needs existing projects have for partners. The first part of that is already accomplished. Through the two polar commission meetings, there is a listing, contained in this report, or existing activities, as far as is known. This could be web-hosted and regularly updated. Organizations leading existing projects could add the information identifying their partnership needs/wants.</p>	<p>Develop an IPY kiosk for use at shows, conventions etc. (perhaps 2 kiosks, one western-based at Secretariat, one eastern-based at Polar Commission for ease of travel)</p> <p>Other materials that could be developed include:  Presentation kits.  Television vignettes (modeled on Heritage Moments).  IPY trivia calendar.  Internet-based Virtual Museum of the North.  Theme boxes with materials and activities that can be used in communities without a lot of resources or expertise.</p>	

AUDIENCE	IMMEDIATE	SHORT-TERM	LONGER TERM
<b>General Audience</b>	Special “day” opportunities: A need was identified for a listing of existing special ‘days’ (e.g. earth day) which may lend themselves to IPY content, and who already cooperates on these ‘days’. One of the federal communicators present at the meeting could take on this task.	Look at the history of polar science to demonstrate its utility and relevance. Many ideas and technologies resulting from polar research are now common knowledge. These examples could inform all communications materials.	
	Distribution list gaps: Participants wanted to know who is on the existing distribution lists maintained by CPIN and the Secretariat. A consolidation of these lists could help identify gaps for potential partners. This consolidation could be undertaken by either CPIN or the Secretariat.		

## The Call for Proposals

Participants in the Ottawa workshop were asked to make specific recommendations to the Federal IPY Office regarding the call for proposals under the communication and outreach-funding envelope. The federal sub-committee is therefore urged to take into account the following considerations:

1. Projects under this envelope should be possible at all scales – national, regional and local.
2. The CFP should include a ‘junior’ level of funding with simpler forms and requirements to facilitate applications from northern communities, or smaller individual projects
3. Funding should promote and allow indigenous peoples’ organizations to promote IPY initiatives at an international level.
4. Any requirements linked to funding should be made clear at the start of the process, and a ‘working list’ of conditions should be made public to potential applicants as early as possible.
5. A call for proposals should reference the inventory of existing projects (see above) to ensure that potential proposals do not duplicate work already being undertaken.
6. A promo flyer for the call should be developed for IPY sites as soon as possible (maybe an initial flyer with general concepts, to be replaced by a more specific one as soon as dates and terms of reference are settled).
7. The federal program office should explore ways to avoid the fiscal year pressures ‘driving’ projects.
8. Participants want clarity on whether materials developed under federally-funded projects will be vetted in any way by the funders.
9. There has to be an allowance made in projects for translation costs.
10. Northern nodes will need more financial support to help potential northern applicants with this call (and others). There could also be a small fund set aside to assist proponents in proposal development. “Needs’ workshops could also be held in northern regions in advance of the call for proposals. Alternatively, such workshops could be considered as projects for the first call.
11. Some portion of the funding envelope should be set aside for northern-led proposals.

12. A copy of the National Canadian Communications and Outreach Framework being developed (outcomes of the Edmonton and Ottawa workshops) should be included in materials accompanying the call.
13. Partnerships and linkages should be encouraged in applicants, but not necessarily at the international scale. Such links could be regional or national.
14. What will the role of the national IPY committee be in endorsing any projects funded as “IPY projects”? Any endorsement process should be linked to the call for proposals, and should not impose any additional burden or time-lag on applicants.
15. Projects should have an evaluative component.
16. There should be a requirement to archive all data related to projects funded, so that data is accessible to other researchers.

## Existing Resources and Projects Under Development

In the course of the two workshops, especially the first, participants were asked what resources they already had that could contribute to IPY communications and outreach activities. They were also asked what future projects they might undertake that could contribute to IPY communications and outreach activities. The following is an attempt to capture as much as is currently known about those activities. As noted in the “Tactics” section, this is the beginning of a useful inventory of resources and ongoing projects connected to IPY. This list now needs to be web-hosted and regularly updated to ensure its continuing utility.

Organization	Project	Status	Contact(s)
<b>Canadian Circumpolar Institute and Circumpolar Library (U of Alberta)</b>	Archiving service for all IPY materials	Pre-proposal	Sandy Campbell Elaine Maloney  <b>NB – need to add contact emails/number for listed contacts.</b>
<b>Calgary Zoo</b>	Zoo can provide facilities to host IPY related events	New offer	Kevin Strange Michelle Woodard
<b>Centers for Research In Youth , Science Teaching and Learning (CRYSTAL)</b>	Will develop approach to evaluate success of Canadian IPY Communications program	New offer	Stephen Norris
<b>Provincial Museum of Newfoundland and Labrador</b>	Could develop an edukit for 2007	New offer	Kevin McAleese
<b>Arctic Institute of North America</b>	Arctic (quarterly journal) will feature IPY articles and research	Planning underway	Karen McCullough Dawn Johnston
	New AINA website will have expanded news section and will post IPY news	Planning underway	
	Will partner with other organizations or publishers in production of an IPY trivia calendar	New commitment	
	Developing an IPY Publications Database in association with its ASTIS online database.	Full IPY Proposal	

<b>Fisheries and Oceans Canada</b>	Provide information and links with Canadian IPY researchers working on fisheries and oceans projects	Existing commitment	Vera Williams
	Will use its links with northern communities and co-management bodies to help deliver IPY information	New commitment	
<b>Phaeton Group</b>	Phaeton Group is an international group that works to make field science, history, and exploration more accessible to a broad audience through books, articles, museum displays, and public presentations. Canadian member Vera Williams will urge inclusion of IPY projects in their work. <a href="http://www.phaetongroup.com">www.phaetongroup.com</a>	New commitment	Vera Williams
<b>Youth Science Foundation Canada</b>	Sends out 2 mailings per year (both in English and French) to 12,500 schools and teachers. Will regularly include IPY information from now through the entire period.	Planning underway	Laura William Reni Barlow
	Runs the Student Mentorship Association Regarding Technology & Science (SMARTS), a network for peer mentorships. New mentorship program elements involving university students and professional researchers will facilitate mentorships with IPY researchers. IPY Youth Steering Committee will partner.	New partnership	
	The SMARTS Network's STEM Hub online database makes information on science, technology, engineering and mathematics programs easily available to youth. Any IPY-related program, whether local or national, can be listed by clicking "Add program." Youth can add comments and ratings to listed programs that have been completed.	Under development: launch in October	
	Will use website to deliver IPY information.		

<b>Prince of Wales Northern Heritage Centre</b>	Has good contacts with NWT communities and functions in 11 official languages of NWT: can assist IPY researchers with community contact and outreach	New offer	Charles Arnold
	Edukits available on northern science and research	Existing resource	
	Has facilities to host lecture series	New offer	
<b>Canadian Polar Commission</b>	Newsletters for Arctic (4 per year) and Antarctic (3 per year) – delivering IPY information in all.	Existing commitment	Jean Marie Beaulieu Steven Bigras
	Maintains Polar Commission website and Canadian IPY website	Existing programs	
	Polar researchers directory on CPC website but need money to update and maintain	Possible resource	
	CPC has contacted the Canadian Mint regarding the production of an IPY coin. Status of this request is uncertain		
	CPC has contacted Canada Post to request an IPY stamp. Canada Post is currently contacting other IP countries, with a view to coordinating release of IPY stamps.	Under development	
	Associated with Royal Canadian Geographic Society and will encourage RCGS activities re: IPY	Existing commitment	
<b>Yukon Environment Outreach</b>	Developing program to get IPY info and researchers into schools across Canada	Pre-proposal	Remy Rodden
	On steering committee of Environmental Educators Association of Canada, and will take message to annual meeting. Late September 2005.	New offer	
	Associated with Yukon group that leads GLOBE Canada program. GLOBE is natural partner to help researchers link with schools	New offer	

<b>Inuit Tapiriit Kanatami (ITK)</b>	Will feature IPY link on ITK website	New commitment	Eric Loring
	Interested in developing other communications projects related to IPY.	New offer	Carla Williamson
<b>Canadian Museum of Nature, provincial museum of Newfoundland and Labrador</b>	Are willing to take IPY information to national museums conference.	New offer	Kevin McAleese
<b>Canadian Museum of Civilization</b>	Developing 2007 exhibition on the Canadian Arctic Expedition, which can be used as a focus for other communication projects.	Under Development	Bob McGhee
	Willing to partner in development of a monthly lecture series (October 07 to May 08) by leading scientist/communicators, with potential radio and electronic or published products.	New offer	
	Willing to provide expertise in museum or web-based communication ventures.	New offer	

<p><b>Schools on Board</b> - an outreach program of ArcticNet aimed at bridging science education and Arctic climate change research. Housed at the University of Manitoba <a href="http://www.arcticnet.ulaval.ca">www.arcticnet.ulaval.ca</a></p>	<p><u><a href="#">field programs on board the CCGS Amundsen, where students and teachers become integrated with the research activities of various ArcticNet science teams</a></u></p>	<p>Existing commitment</p>	<p>Lucette Barber - <a href="mailto:barberl@cc.umanitoba.ca">barberl@cc.umanitoba.ca</a></p>
	<p>yearly field program offered in conjunction with the ArcticNet research agenda.</p>	<p>Existing commitment</p>	
	<p>Schools on Board Network - a communication tool for distributing information on S/B initiatives - could be used to promote IPY activities - includes educators, agencies, and scientists Schools on Board has access to a vast network of Arctic scientists through both the CASES (Canadian Arctic Shelf Exchange Study) and ArcticNet networks</p>	<p>Existing commitment</p>	
	<p>Circumpolar Inuit Field Program - targeting Inuit students and teachers from the circumpolar nations.</p>	<p>Proposal</p>	

	<p><b>Schools on Board</b> International Student Field Program - targeting international students from countries collaborating on the Circumpolar Flaw Lead Study</p>	Proposal	
	<p>Arctic Climate Change Youth Forum - in conjunction with an ArcticNet science meeting</p>	Proposal	
	<p>Improving the webcam capabilities of the field program to provide 'live' broadcasts of scientists and students working in the Arctic.</p>	Proposal	
<b>Students on Ice</b>	<p>Have a longstanding highly trafficked website dedicated to youth and the Polar Regions that also tracks the SOI expeditions. Will feature IPY.</p>	Existing commitment	Geoff Green
	<p>Has extensive partnerships and contacts in education and polar communities across Canada and around the world. (i.e. RCGS)</p>	Existing commitment	
	<p>Have an extensive alumni of over 500 youth that have gone on expeditions to the Polar Regions</p>	Existing commitments	