

# EDUCATION, AND OUTREACH INITIATIVES

---

# **Desirable characteristics**

---

- **Addresses training / capacity building including opportunities for individuals to convert to polar science and monitoring**
- **Provides opportunities for regional scholarship within broader international activities**
- **Readily communicable to public**

# **The main question:**

---

- **“Why are the polar regions and polar research important to all people on Earth?”**

# The plan

---

- Captures the interest, and increases the knowledge of polar regions and the Polar Year of educators, the public, government officials, researchers, media reporters and writers.
- Attracting and developing the next generation of polar scientists, engineers and leaders;
- Establish a way to interact with other parties promoting IPY 2007-2008, such as IPY National Committees, polar organizations, foundations etc.;
- and provide a channel for people living in the polar regions to interact with the polar science community on research, especially in the Arctic.

---

**THE SCOPE OF EDUCATION,  
OUTREACH  
AND COMMUNICATION  
EFFORTS**

# Education

---

- Refers to efforts designed to promote the development of programmes, infrastructure and resources needed to improve knowledge of polar-focused science, technology and humanities.
- These formal educational efforts mainly occur within classrooms.
- Formal education is not necessarily limited to curricula, but ranges from teacher training to classroom science experiments.

# Outreach:

---

- **Outreach - sometimes called informal education - refer to experiences for learning outside of formal classroom environments through stimulating media, exhibits, and community-based programmes.**
- **Examples of outreach activities include field trips, museums exhibits, zoo exhibits, lecture series, computer software, school competitions, quizzes and essay writing.**

# Communication

---

- **Identify interactions with the print, television, radio, internet and film media.**

# **IDENTIFYING THE TARGET AUDIENCES**

---

- **1. Primary and secondary education community – school children;**
- **2. Young and potential new polar researchers;**
- **3. Arctic communities;**
- **4. The general public;**
- **5. Decision-makers.**

# Audience

---

- **Educational efforts should be focused on the primary and secondary education community and the young and potential new polar researchers**
- **Outreach efforts are presented more for the general public, Arctic residents and decision makers.**
- **Communication effort is targeted at the general public.**

# Activities

---

- **Opportunities for primary and secondary teachers to participate in research fieldwork and thereby inspire their audience at home.**
- **Link communities together through environmental observations, and to link communities with polar researchers.**

# **Young and Potential New Polar Researchers**

---

- **Promote the recruitment of new and future research scientists and collaborators**
- **To increase awareness of polar issues at educational and research institutions.**

# Arctic Communities

---

- **Strengthen the dialogue and links between Arctic residents and the research community**
- **Engage Arctic residents in the design and implementation of IPY science, education and outreach programmes.**
- **Materials**  
**developed should aim for a holistic approach, being sensitive to natural science, social science and traditional knowledge.**

# **The General Public**

---

- **Promote polar research to the general public**
- **The target group is global, reaching people living outside the polar areas, Arctic residents, and tourists visiting the Antarctic and the Arctic.**
- **A special opportunity to raise awareness among people living far away from the poles**

# **Specially planned activities.**

---

- **Museum exhibits, large and small,**
- **Television documentaries, zoos and live webcasts.**
- **Established scientific information centres,**
- **A network of polar reporters, artists, authors, film producers, etc. could be created.**

# **Chair of Education and Outreach**

---

- **Hanne Petersen – Danish Polar Center**

---

# **University of the Arctic involvement**

# **UoA involvement**

---

- **UArctic take an active role in the preparations for the IPY**
- **UArctic focus on outreach, including how these two events support higher education and meet the needs of Arctic communities**
- **New Program Team established Aug 25, 2004**

# Members

---

- Chris Southcott, Chair - Lakehead
- Asta Balto - Sami College
- BDrd A. Berg - Tromsr University
- Jason Carpenter - Nunavut Arctic College
- Richard A. Caulfield - UAF
- Cindy Dickson - Yukon first nations
- Daria Egereva - RAIPON
- Bill Heal - University of Durham
- Lassi Heininen - Arctic Centre
- Jón Haukur Ingimundarson - Stefansson Inst.
- Lars Kullerud - University of the Arctic
- Tiina Kurvits - Polar Program, c/o Canadian Polar Commission
- Kari Laine - Oulu Univ.
- Edna Ahgeak MacLean - Ilisagvik College
- Eystein Markusson - UNIS
- James McDonald - ACUNS
- Larissa Pisareva - Sakha University
- **Rasmus Ole Rasmussen - Roskilde University**
- Larissa Riabova - Kola Science Center
- Peter Sköld - Sami Studies, UmeD
- David Stone - DIAND
- **Monica Tennberg - Arctic Centre**
- Tuula Thomlinson - University of Saskatchewan
- **Gitte Trondheim - Ilisimatusarfik**
- Wendy K. Warnick - ARCUS
- Sally Webber - Yukon College
- Outi Snellman - UArctic

# UoA involvement

---

- Working closely with existing organizations and institutions engaged in international Arctic Science and Research.
- The main purpose to ensure linkages between existing communities of international scientific research in the Arctic and our members to strengthen northerners' roles in those activities.
- The purpose to ensure integration between education programs and ongoing and planned research and science activities.

# Directions

---

- **Mutually beneficial cooperation between the IPY and UArctic can take three distinct – but not mutually exclusive -- forms:**
- **promoting UArctic as a joint deliverable of IPY with a mandate to educate all those interested in the north polar region with a particular emphasis on the needs of northerners as they seek to build sustainable communities,**
- **servicing as a vehicle for disseminating the results of IPY at the post-secondary level and to the interested public at large,**
- **supporting IPY projects developed by individual UArctic members and assisting in the submission of these projects through national IPY committees.**

# Course activities

---

- **Special Bachelor program**
  - **Advanced emphasis**
- **Field courses**
  - **CASS**
  - **CAES**
  - **IPSSAS**

# The plans

---

- **The plans are in development.**
- **A discussion to take place at UoA Council meeting, Oulu, May !!!!**