Other Communication Activities
Title: Other Communications Activities (social networking, publications, SCAR Newsletter, etc.)

Authors: R Badhe, E Griffin, M Sparrow

Relevant URLs or references to other reports:
http://www.scar.org/communications/
https://www.facebook.com/groups/2514526253/ (Facebook)
http://www.linkedin.com/groups?gid=2090555&goback=%2Enpv_49090627 (LinkedIn)
https://plus.google.com/u/1/b/115401807524685999678/115401807524685999678/posts (Google+)
http://www.youtube.com/watch?v=ixChRFvBmdE&feature=youtu.be (ACCE YouTube)

Introduction/ Background: SCAR increases the visibility of the organization and its activities through Communication. SCAR develops cooperation with partners; mobilizes resources; effectively links the Secretariat staff with SCAR’s Executive Committee, scientific activities, and other Antarctic organizations; ensures that all SCAR members are aware of opportunities to participate in SCAR; and establishes SCAR as the preferred source of scientific information for policy makers, scientists and journalists looking for information with respect to scientific issues in the Antarctic and Southern Ocean region.

Expected Benefits/Outcomes: Increased visibility for SCAR, and dissemination of information in a range of matters, in order to create maximum impact.

Partners: National Antarctic Organisations’ PR groups, other international organisations like COMNAP, IASC, Science Media Center, etc.

Budget Implications: A standard publication budget of $2000; additional requests are made as required.
Other Communications Activities
(social networking, publications, SCAR Newsletter, etc.)

Introduction

SCAR aims to improve knowledge of the benefits of Antarctic science that affect the wider community in member countries; promote better understanding by governments, the media, academia, the general public and others of Antarctic and Southern Ocean issues; and improve communication with funding institutions about key Antarctic research initiatives and future directions. The task of communicating SCAR’s message is shared between the SCAR Secretariat acting internationally and SCAR National Committees reaching national communities. SCAR encourages each national member to establish a web site and communication protocols and to regularly disseminate news about SCAR activities.

Strategic partnerships with other organizations also raise SCAR’s profile and help to disseminate the SCAR message to an even wider range of audiences (see IP 6). SCAR partners with organizations such as the Science Media Centre in London to disseminate news about Antarctic science.

Methods of Communication

SCAR mainly uses electronic means to communicate, publish and distribute news and materials of interest.

The SCAR Newsletter (http://www.scar.org/news/newsletters/) is published Quarterly (once a year being published jointly with IASC for a bipolar issue) and highlights SCAR News as well as science and other pertinent articles.

The “Notes from the President”, is an information email written on an ad hoc basis by the SCAR President directly to the SCAR Delegates focusing on issues of importance to SCAR Members.

A new “News from the SCAR Secretariat” has been introduced that is sent to all SCAR Delegates on a quarterly basis. This focuses on items such as particular science highlights, grant applications, products and other issues that are likely to be of most interest to Delegates.

The Antarctic Climate Change and Environment review (ACCE, 2009), is available online as a free download as are the annual updates. A new major update is also available through Polar Record (see http://www.scar.org/publications/occasionals/acce.html).

Additional information about SCAR activities is available at numerous Standing Scientific Group and Scientific Research Program web sites. SCAR communicates it message through a variety of meetings that include business meetings, conferences, symposia, workshop, and other meetings. In addition, individual SCAR groups commonly arrange workshops or seminars that may be held in association with other major events. SCAR Open Science Conferences have been well attended and most importantly draw together an interdisciplinary community including early career researchers. SCAR also has groups on social networking sites such as ‘Facebook’ (around 800 members), a resource used extensively by younger scientists and the general public, and ‘LinkedIn’ (around 600 members), which is aimed at the business community. SCAR also have a general SCAR Open Science Conference page on Facebook, and this will principally be managed by the LOC social media contact, with Secretariat retaining administrative rights. A Google+ SCAR group, and a YouTube channel have also recently been added, and membership is being developed. In-house production of video material has been piloted and is detailed below in the Climate Communications section.

SCAR’s goal is near “real time” transmission of documents that support decision-making, and has adopted a procedure of posting Working and Information Papers in support of the biennial Delegates and Business Meetings in advance. SCAR is committed to streamlining its meetings by preparing documents in standard formats with page limits, providing all presentations as slide shows with simplified text for non-native English speakers, and producing a guide to the Delegates Meeting that contains an annotated agenda and one-page, standardized summaries of the contents of all papers.
**SCAR Merchandise:**

SCAR merchandise is now updated, with a SCAR tie (in three designs) and cloth badge and will be expanded to further establish the SCAR brand and image. A SCAR scarf (unisex) is currently being produced, and should be ready by the end of the year. A Google shop-front has been set up to sell these merchandise products, including the ACCE and Science in the Snow books.

**SCAR media available:**

Quick, and effective communication is essential when SCAR is represented in international meetings. For this purpose, SCAR has now produced portable posters for all the new SCAR SRPs, ACCE update and the Muse Prize. These will be updated as necessary.

**Social Media**

General polar news items (both scientific and others) and Press Releases are posted on a regular basis, both on the SCAR website, various social media pages, as well as through various mailing lists (ClimateL, BiodiversityL, DCMC, CCF, etc.) for optimum dissemination of information. A newsletter is issued quarterly and several SCAR programmes issue their own newsletters. The SCAR newsletter has been updated and given a professional look. In addition SCAR responds to a wide range of requests for information received at info@scar.org.

**The SCAR Website**

The SCAR website is in the process of being extensively updated - please see IP13 for further details.

**The SCAR Communications Plan**

Effective communication with those that have an interest in SCAR is essential and SCAR utilizes a range of tools to ensure timely and frequent contact with various communities and entities. SCAR aims to explore mechanisms and technologies to improve communication of its mission, relevance and accomplishments and is committed to transparency in all of its actions. The SCAR Communication Plan identifies target communities each requiring specifically tailored messages. However his plan, which was published in 2006, is in need of being updated and revised. The lead for this could be taken by the CBET committee and EXCOM with assistance from the Secretariat.

**Climate Communications**

Following the release of the SCAR Antarctic Climate Change and Environment (ACCE) report in 2009, both Treaty and SCAR Delegates meetings expressed support for more work by SCAR on Climate Change communications. External funding allowed development of the SCAR Climate Change Communications Plan, delivered as an Information Paper to ATCM XXXV in Hobart, June 2012 (http://www.scar.org/treaty/atcmxxxv/).

This last year has seen a number of initiatives undertaken to deliver the aims set out in the plan. The major element of these activities has been the effort to promote the update to the ACCE report, produced by the ACCE Advisory group and published in Polar Record in April 2013. To support the publication a press release together with a “top ten” summary of the main science conclusions were produced (http://www.scar.org/publications/occasionsals/acce.html). A SCAR branded booklet containing the report was produced and distributed to the Treaty parties at the ATCM XXXVI meeting in Brussels in June 2013. Copies will also be sent to all SCAR Delegates. A short video interview with the lead author, Prof. John Turner, was recorded which acted as an introduction to the report. This was hosted on Youtube and linked from the SCAR website front page, as well as embedded on the website itself on the specific ACCE pages (http://www.youtube.com/watch?v=ixChRFvBmdE&feature=youtu.be). To date the video has received over
450 views from a wide global audience and served as an important test for the further use of video in SCAR communications, expected with the upcoming launch of the new SCAR website.

A proposal was submitted to Norway to use the ACCE update as core material with which to test engagement with the UNFCCC process. This resulted in funding being granted to allow SCAR to use its official observer status with UNFCCC to attend the Climate Change Meeting in Bonn, June 2013. SCAR was represented at an exhibit booth for the first week of the conference, presenting the ACCE update and other relevant material. Also in the first week two of the authors of the ACCE update made presentations at a Press Briefing held by SCAR. The Briefing was webcast live by UNFCCC and is archived together with the presentation slides on their website. In the second week the Executive Director was invited to take part in a Cryosphere focussed side event and gave a full overview of the ACCE update. The slides were also made freely available. The Secretariat will report on the analysis of this initial engagement with UNFCCC and produce conclusions as to the best way forward in future.

A proposal to coordinate communications around the launch of the IPCC Assessment Report 5 with IASC, APECS and Polar Educators International was submitted to ICSU but was unsuccessful. Other activities included participation in the Antarctic Science Conference, September 2012 and the Student Conference on Conservation Science, March 2013, both in Cambridge.