

# FROM TWITTING TO TRAINING: A COMMUNICATION APPROACH TO ADAPT TO A CHANGING ARCTIC CLIMATE



Dragana Bojovic<sup>1</sup>, Marta Terrado<sup>1</sup>, Isadora Christel<sup>1</sup>, Francisco Doblas-Reyes<sup>1,2</sup>, Halldór Jóhannsson<sup>3</sup>, Gerlis Fugmann<sup>4</sup>, Luisa Cristini<sup>5</sup>

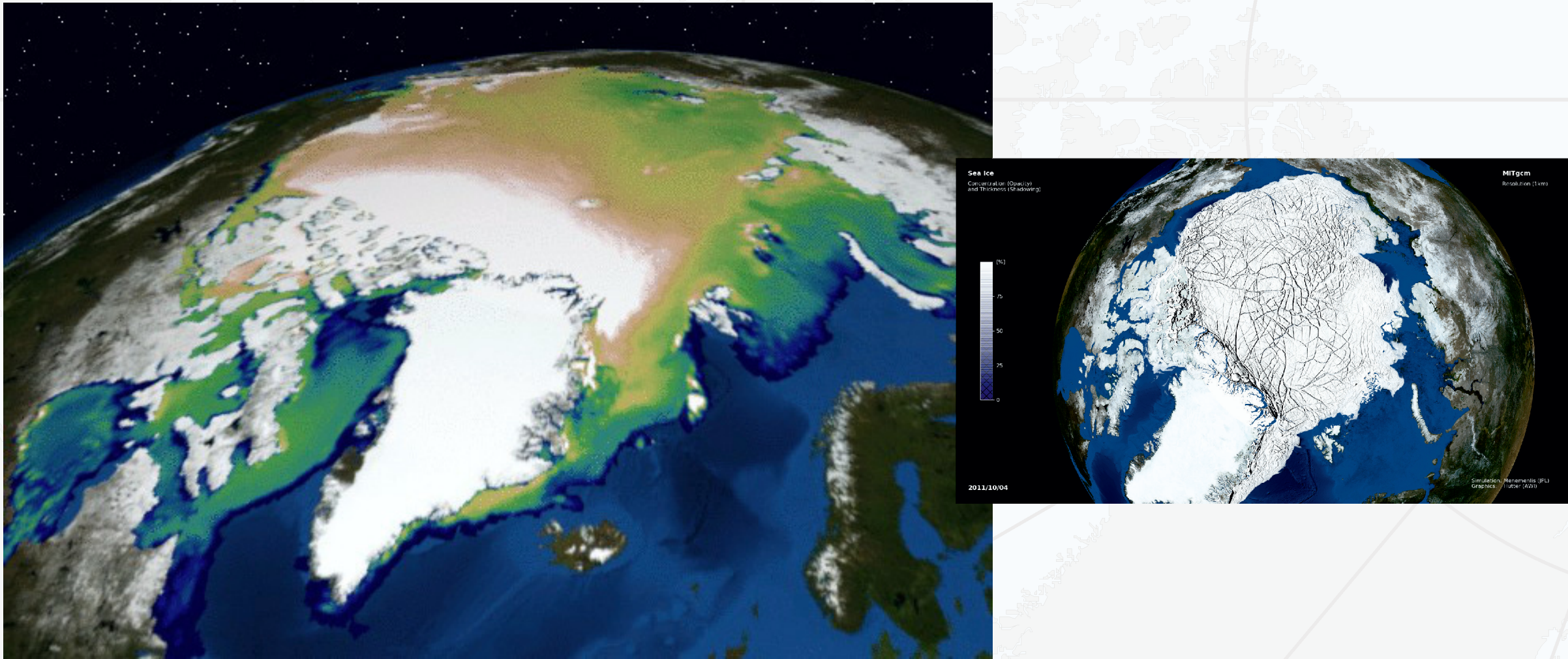
<sup>1</sup>Barcelona Supercomputing Center (BSC), <sup>2</sup>ICREA, <sup>3</sup>Arctic Portal, <sup>4</sup>APECS, <sup>5</sup>Alfred Wegener Institute Helmholtz Centre for Polar and Marine Research

## APPLICATE PROJECT

The APPLICATE project develops enhanced predictive capacity for weather and climate in the Arctic and beyond, determining the influence of Arctic climate change on the Northern Hemisphere.

To provide at the same time scientifically robust and user relevant and usable knowledge about the climate and weather in the Arctic, the project needs to maximise exposure of the science produced to different users and collect and consider feedback from them. APPLICATE thus assures continuous knowledge sharing and knowledge exchange with Arctic stakeholders, including policy makers, businesses and society.

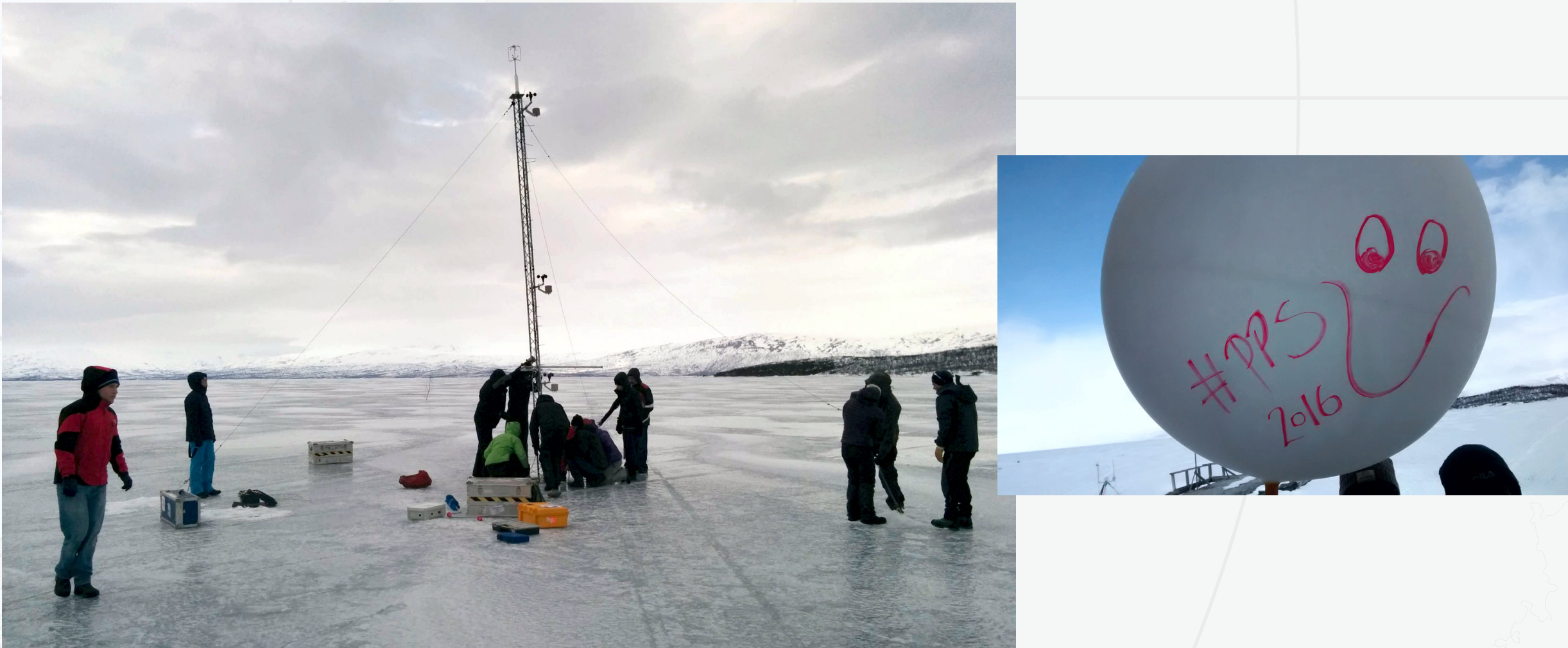
By effectively exchanging information with stakeholders and co-developing the knowledge, APPLICATE assures the stakeholder-relevance of the project results.







## COMMUNICATION APPROACHES FOR AN EFFECTIVE KNOWLEDGE EXCHANGE

Society is overwhelmed with information and scientists need to compete with the plethora of available data to gain users' attention and understanding. APPLICATE thus employs diverse communication approaches and participatory techniques to deliver its scientific findings. In particular, the information and activities are shaped around three stakeholder groups:

- **Scientific community** – advanced data users who can indicate gaps in scientific knowledge.
- **Public and private sector** – users who can benefit from enhanced operational predictive capacity across time scales.
- **Society at large** – include the general public and communities who possess local knowledge.



## LEVELS OF COMMUNICATION IN THE APPLICATE PROJECT

Communication through information DISSEMINATION	<b>PROJECT WEBSITE</b> The website is a primary channel for communicating about the project.  <a href="http://applycate.eu">applycate.eu</a>	<b>SOCIAL MEDIA</b> Interactive communication channels, such as Twitter, enable engaging with various stakeholders in a two way communication.   <a href="https://twitter.com/applycate_eu">@applycate.eu</a>	<b>USER BLOG</b> POLAR PREDICTION MATTERS blog is hosted at the Helmholtz Blog and jointly developed and maintained with other polar research projects – YOPP and BlueAction. The content of the blog builds around articles written by stakeholders presenting climate change in the Arctic, use of climate data and similar topics. This will launch a discussion on the proposed topics.	<b>USER BLOG</b> 
Communication through USER ENGAGEMENT	<b>WORKSHOPS and MEETINGS</b> Promoting the project and disseminating results in international fora of relevant events will strengthen the role of the project as a base of cutting edge research.	<b>USER GROUP</b> Regular meetings and virtual consultations with representatives of stakeholders from different sectors to assure timely response and feedback to the project outputs and help shape them to user relevant products.	<b>INTERVIEWS</b> Interviews with representatives of different stakeholder categories and economic sectors will help better understand their needs and requirements, while improving their understanding of the changes in the Arctic and the role of climate forecast data.	
Communication through TRAINING	<b>WEBINAR SERIES</b> Aimed at early career researchers, but also open to the general public, the webinars will introduce APPLICATE and increase the awareness about the impact of Arctic changes.	<b>ONLINE COURSE</b> Three-month course on Advancing predictive capacity of Northern Hemisphere weather and climate aimed will increase knowledge and improve stakeholders' capacity for using climate and weather data, advancing predictive capacity of the Northern Hemisphere.	<b>SUMMER SCHOOL</b> It will involve young researchers, current and future stakeholders and users of weather and climate data, improving knowledge on the topics, theories and methods applied in the project, and building a network of well-informed future stakeholders in the Arctic.	<a href="#">Apply for SUMMER SCHOOL until 15 September</a> 
CONCLUSIONS	By continuously exchanging information and taking into account stakeholder needs via social media, User Group, workshops, meetings, interviews and virtual consultations, APPLICATE will increase the relevance of its research and hence directly improve stakeholders' capacity to adapt to climate change.			