



Balancing the diversity and range of project content and general evaluation criteria

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It is of growing importance to ensure that results of public-funded scientific research are made available to and useful for a wide range of stakeholders, e.g., the public, the industry, and the scientific community. The Climate Office for Polar Regions and Sea Level Rise at the Alfred Wegener Institute Helmholtz Centre for Polar and Marine Research has furthered this important communication and dialogue processes from the scientific community to the society through various projects since nine years. Some examples of specific activities will be presented. A focus will be put on the variety of projects realized and the problems arising when these projects are compared to each other in terms of deriving evaluation criteria which are intended to be generally usable. Main basis for the presentation are recent activities in the context of the topic 'permafrost' which are part of the outreach activities of the Helmholtz Climate Initiative REKLIM (Regionale Klimaänderungen/Regional climate change. This involves presenting the process and results of a school art project performed in collaboration with the Wilhelmsburg comprehensive school in Hamburg in context of a long-term cooperation project 'Maritime Centre Elbe Islands' (MZE). Two further projects focus on the internet as an important dialogue tool/platform. One is the work with about 20 students of the DEKRA Hochschule für Medien Berlin for the International Permafrost Conference (ICOP) 2016 in Potsdam, Germany. During this conference the students will be responsible to serve all social media channels of the ICOP conference website. They have been trained during their studies on the topic permafrost and prepared for the work in courses. In addition, the three partners REKLIM, Institut des études culturelles et internationales (IECI) and the DEKRA Hochschule für Medien Berlin are initiating an interdisciplinary social media project, focusing on permafrost degradation and societal impacts in the Yakutsk area, Russia. The last two projects based on a social-media project which accompanied the international climate conference 'Our climate – our future' 2014 in Berlin.

The presentation will discuss approaches, how to overcome obstacles, describe learning processes of all partners during these projects and discuss the problem of how to derive possible evaluation criteria's for such a wide range of project contents.