



From twitting to training: a communication approach to adapt to a changing Arctic climate

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Society is overwhelmed with information and scientists need to compete with the plethora of available data to gain users' attention and understanding. The European project APPLICATE (Advanced Prediction in Polar regions and beyond: Modelling, observing system design and Linkages associated with a Changing Arctic climate – applicat.eu) employs diverse communication channels and participatory techniques to deliver scientific findings to users. To attain its main objectives – enhance the predictive capacity of weather and climate in the Arctic and determine the influence of Arctic climate change on the Northern Hemisphere – the project needs to actively exchange knowledge with stakeholders.

The project shapes information and user relevant activities around three stakeholder groups, each with different needs and capacity to handle climate data: key, primary and secondary stakeholders. Key stakeholders – the scientific community and intergovernmental organisations – are advanced data users and can indicate gaps in scientific knowledge. Primary stakeholders – public and private sector – can benefit from enhanced operational predictive capacity across time scales. Secondary stakeholders – society at large – include the general public and communities who possess local knowledge. Representatives of primary users will be regularly consulted via a User Group, hence representing an additional advisory mechanism to the project. This group will help shaping climate data into relevant services. Integrating local knowledge with the scientific findings will bring sound and usable results, at the same time benefiting the scientific and local and indigenous communities.

APPLICATE applies a three-step user communication approach: dissemination, stakeholder engagement and training. Project information is disseminated to users via different communication channels, such as website, social media, including Facebook and Twitter, and printed materials. The project scientists will share and exchange knowledge with stakeholders in the User Group meetings, blog discussions (the blog is jointly maintained with the Year of Polar Prediction, YOPP), workshops and interviews. Collaboration with relevant European and international projects will maximise the project outreach. The project will also provide training activities primarily aimed at early career scientists, including webinars, an online course and a summer school.

Communicating with users, getting feedback from them and co-developing climate knowledge with different stakeholder groups will be the key to ensure that APPLICATE provides usable and trustworthy predictive information for decision making, improving stakeholders' capacity to adapt to climate change in the Arctic region.