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Subject: ASSW 2017 PRAGUE – Abstract submission confirmation
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The Arctic Science Summit Week 2017
31 March – 7 April 2017, Prague, Czech Republic



Dear Dr. Erlend Moster Knudsen,

Thank you for submitting your abstract for the upcoming [ASSW 2017 PRAGUE](#) Summit.

Your abstract is successfully saved in our database. [Changes](#) are allowed until the deadline – 16 December 2016.

Please find the overview of the saved abstract below:

Session **23. Communicating Arctic Change – Successes and Challenges of Effective Science Communication from Multiple Perspectives**

Presentation **Oral**
Preference

Abstract **From Pole to Paris: Communicating Climate Change through Accessible Terms**
Title

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Keywords **Two-way interaction**
 Social media
 Outreach
 Young researchers

Abstract **Two young climate researchers decided to leave their offices to cycle and run 13,000 km**
Text **across half the globe from April to December 2015. Their goal? To raise awareness of**
 climate changes in general and the importance of the climate summit in Paris (COP21) in
 particular.

Along the way from the two Polar Regions, Dr. Daniel Price and Dr. Erlend Moster Knudsen gave talks in schools and universities, organized open climate events together with

scientific partners, engaged in dialogues with cycling, running and online followers, and tailored climate science for communication through traditional and social media. The main focus of the initiative Pole to Paris was a two-way interaction, also interviewing locals who already experience impact of climate changes in their daily life. Along with flags from the Arctic and Antarctic, their voices were carried along and retold on the way to and at COP21, emphasizing the impact the fastest changing regions of the planet have on the rest.

Supported by a young team and numerous volunteers, Pole to Paris was able to reach millions on six continents by offering a new narrative to the climate change story. Personal stories, easy language, common formats and accessible forums were key elements to these journeys.

In this talk, we will hear about the motivation for and experiences with the extraordinary outreach initiative Pole to Paris. It serves as an example of how science communication can be made more efficient, making use of both personal interaction and web-based technologies. However, it is also a story showcasing challenges with regards to coordination across time zones and personal backgrounds, as well as balancing academic careers and low funding resources.

The presenter, Dr. Knudsen, was recently nominated as a future Arctic leader by News Deeply. He will share his vision for a thriving Arctic.



Should you have any questions or queries, please do not hesitate to contact us.

Kind regards,
[Summit Secretariat](#)