

Communicating Climate Change through Accessible Terms



POLE ^{TO} PARIS

Arctic Science Summit Week, Prague

Erlend Moster Knudsen

April 7th, 2017

What?



TARAWA, KIRIBATI

DENVER, COLORADO

COPENHAGEN, DENMARK

KALMAR, SWEDEN

PARIS, FRANCE

ABU DHABI, UNITED ARAB EMIRATES

ABUJA, NIGERIA

HONIARA, SOLOMON ISLANDS

APIA, SAMOA

CHRISTCHURCH, NEW ZEALAND

NORTHERN RUN - 3,000 KM

SOUTHERN CYCLE - 10,000 KM

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#ClimateKilometre
What Will YOU Do?

Who?



Daniel Price

FOUNDER / DIRECTOR / SOUTHERN CYCLIST



Erlend Moster Knudsen

DEPUTY-DIRECTOR / NORTHERN RUNNER



Thomas Gillman

GENERAL MANAGER / UNDP LIAISON



Catherine Jones

PARTNER DEVELOPER



Beth Ward

PUBLIC OUTREACH COORDINATOR



Jeff Willis

ENGAGEMENT STRATEGY



Oria Jamar de Bolsée

EUROPEAN UNION COORDINATOR



Kieron-Scott Woodhouse

DIGITAL ADVISOR



William (Niancen) Miao

PARTNERS AND SPONSORS LIASON



Jodi Gustafson

UK OUTREACH

Why?

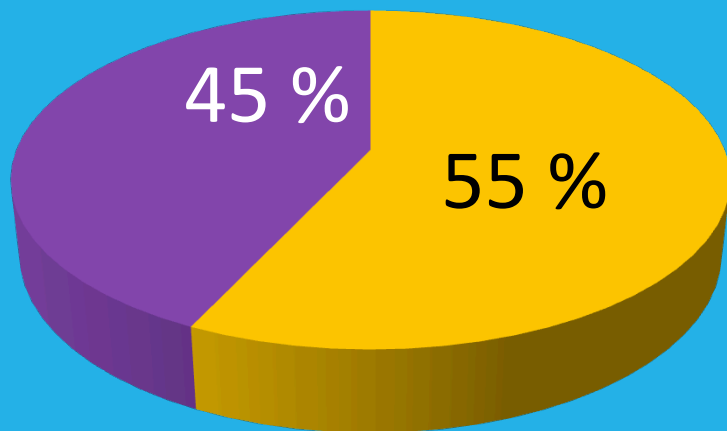


Natural/non-existent
climate changes



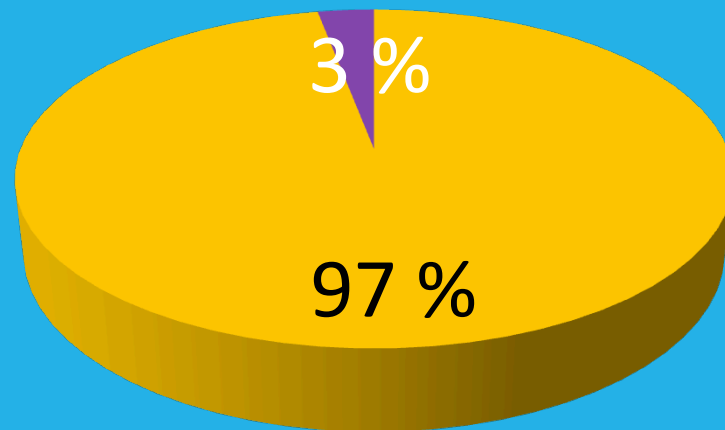
Human-induced
climate changes

(U.S.) General Public



Source: Yale University &
George Mason University (2016)

Climate Researchers



Source: Cook et al. (2016)



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How?



Espen Mortensen



How: Two-way Interaction

Ove Aavo



Stian Jakobsen

How: Education and Events



Clare Howes



UNDP Indonesia



Namdalsavisa





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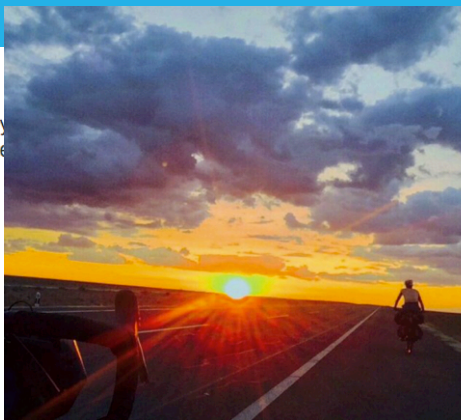
How: Traditional and Social Media

@UNDP

UN Development @UNDP

Learn something new today: Here's y
 #climatechange crash course provide
 @poletoparis: ow.ly/Tb5OW

RETWEETS: 53 FAVORITMARKERINGER: 28



poletoparis FØLG

59 liker 7 U

poletoparis Dan is currently boosting through Northern #China on his way to #Mongolia! Expect some amazing shots of the Gobi #Desert to come soon.

#SouthernCycle #RoadtoParis #COP21 #travel #road #roadtrip #summer #sunset #travel #bike #biking #bicycle #cycle #cycling #drama #nofilter #friends #instamood #journey #adventure pics_abroad 🙌🙌🙌

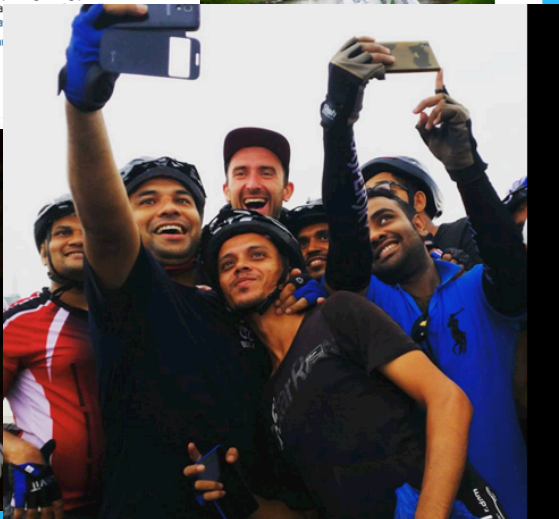
climatestore Good luck and hang in there. We're posting a blog post on our site to raise a #clima kim_h

theguardian

Running for climate change: 'I was very much on the edge physically and mentally'

Obama Howard takes the road with Eilend Mester Knudsen, one half of Pole to Paris, a campaign and journey by two scientists from the two polar regions of the world to crucial UN climate talks in Paris

ADVERTISEMENT
 INTERNET SECURITY FOR ALLE ENHETER



Pole To Paris
 Publisert av Jeff Willis (?)
 29. juli · Redigert · 🌐

One of the best things about being on the #RoadToParis has been making so many new friends who care passionately about the need to #ActOnClimate.

In some ways we will be carrying all of their stories with us to #COP21.

#Bangladesh
 #SouthernCycle

Tagg bilde · Legg til sted · Rediger

Liker · Kommenter · Del

👍 Emmy Stavastrand Neuls, Oriá Jamar de Bolsée, Anne Steenstrup-Duch og 68 andre liker dette.

🔗 4 delinger

Skriv en kommentar ...

Pole to Paris Co-Founder

How: In Paris



UN Foundation



Conclusion: One Step Forward



POLE TO PARIS



COP Paris





WMO OMM

KickForward

Bjerknes Centre
for Climate Research



Empowered lives.
Resilient nations.



LÖP
LAB
DET



Thank you!

