

Communications for IPY 2007-2008 International Organization:

How do we organize ourselves??

HAIS Meeting, Washington, DC
October 5, 2006

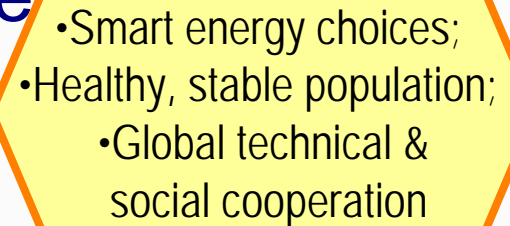


Key IPY Messages

- Shrinking Snow and Ice
 - Marine and Terrestrial Ecosystems
 - Feedback Systems
- Global Connections & Impact
 - Sea level
 - Climate Warming
- Northerners Facing Change
 - Health
 - Culture
 - Economies

Target Audiences

- General public, consumers & voters
 - Current and of the coming decade
 - In & beyond Europe, N. America
- Current & Future Scientists
- Policy & Decision Makers
 - To influence science programming, vision and funding



• Smart energy choices;
• Healthy, stable population;
• Global technical & social cooperation

Organizations Involved

- International Program Office (Cambridge)
 - EOC Subcommittee
- National Secretariats
- Regional based IPY Events
- **PLUS** all the partners and organizations that support these individual efforts



International Partners

- International Sub-Committee (14 seats)
- International EOC Development Discussion Group (contact Rhian Salmon)
- Other National Secretariat efforts
- Regional partnerships



International EOC Portfolio

- Primary Education
- University & Professional Education
- Science Public Engagement
- Events
- Art
- Assessments

Big Picture Questions??

How do we ensure we are not overlapping efforts?

How do we ensure consistency in core messaging?

How do we organize national communication efforts to enhance bilateral partnerships and legacy outcomes??



Specific Audiences

General Public:

- Which organizations will be targeted from an international, national, and regional perspective?
- How do we ensure complementary messaging?
- What about projects that aren't international in scope?

Specific Audiences

Regional IPY Communities:

- What do we need to communicate in order to prepare and engage regional communities?
- Are there common messages from an international perspective?

Specific Audiences

Scientists:

- What do scientists need to know to be prepared for the realities they will face on the ground in specific regions? (i.e. licensing and permitting, logistical support, community expectations)
- How do we coordinate these efforts?

Specific Audiences

Youth: (Primarily being supported by International and National Youth Steering Committee)

- How can National Secretariats support their messaging and ensure consistency with national and international efforts?

Specific Audiences

Policy & Decision Makers

- What communication messaging will inspire international policy and science planning collaboration?
- Coordination?? What countries need to work together?

Challenges

- Resources (Human and financial)
- Coordinating body (do we have the best structure, funding, etc)
- Engaging and nurturing partnerships
- Others?