

# Invitation to an Arctic Venue at COP 15

**A communication action during the UN Climate Conference  
in Copenhagen, December 2009**



**In December 2009 the nations of the world gather in Copenhagen to decide  
for a historic answer to one of the greatest challenges of our time,  
climate change and its consequences**

**Knowledge and information about the Arctic climate are  
important assets for this decision**

**The meeting in Copenhagen presents a unique option  
for highlighting the Arctic messages**

**This is an invitation to join the highlighting of these  
messages and their importance**

## Highlighting the Arctic

*The UN climate conference COP 15 will present a milestone for the international efforts of reducing greenhouse gas emissions and for international agreement on adaptation to global climate change. The entire climate interested world will focus on Copenhagen, making the city an attractive arena for delivering important messages on climate change.*

*The Arctic presents a particular position in perceiving global climate change. The consequences of global warming involves the Arctic and are experienced here first and most. The Arctic and Nordic countries have consequently developed a comprehensive and unique knowledge base about climate change, as it already now is manifested clearly in the Arctic.*

*The knowledge about climate change in the Arctic will be an important message to deliver during COP 15. Through this letter the Danish Energy Agency wishes to invite institutions and organisations from the Arctic and Nordic countries to join a thematic communication platform aiming at highlighting the Arctic climate changes.*

### Dissemination through parallel-events in Copenhagen

Several parallel events are planned all over Copenhagen. A coordinated dissemination of Arctic climate change information has, however, not been provided, although some institutions are currently planning to present Arctic messages (e.g. Greenland Home Rule, Danish Meteorological Institute, WWF) at different events.

The Danish Energy Agency is taking the initiative to organise a joint effort, that will unify and coordinate dissemination, events, messages and other activities, during COP 15 to highlight Arctic climate change, and through which a synergy with other planned initiatives may be developed.

**The aim of the initiative is to create visibility and understanding of the Arctic climate change during COP 15. It will provide the Arctic and Nordic institutions and organisations with a unique dissemination platform for presenting their knowledge and messages to the public and to the international media gathered in Copenhagen.**

The Energy Agency will contribute with an Arctic COP 15 secretariat to coordinate and facilitate the effort and the contributions from the interested institutions.

A start up workshop took place 1st of May in Copenhagen, attended by more than 20 institutions from the Arctic and Nordic countries. The participants strongly supported the initiative and suggested a variety of ideas

Following the results of the workshop the joint communication platform will be organised as an Arctic venue of its own in close interaction with other relevant initiatives.

A coordination committee was established to continue the work with the venue and other suggestions from the workshop.

## **'Arctic Venue' on the North Atlantic Quay**

*A joint Arctic display and a powerful centre among parallel events*

### **Venue facilities**

Being the ideal venue for a joint and high impact presentation of the knowledge of Arctic climate change, the North Atlantic Quay is situated in the centre of Copenhagen. For more than 200 years this place has been the departure point for numerous Arctic expeditions. Prominently situated at the harbour front it is visible from all over the central harbour. Here you will find a variety of exhibition facilities, the embassies of the North Atlantic countries Iceland, Greenland and Faroe Islands, The Arctic Institute and the restaurant Noma, offering excellent, Nordic inspired food and recently elected the world top restaurant number three.

During COP 15 the North Atlantic Quay will also be hosting several other already planned climate information initiatives oriented to the Northern hemisphere. The main building will be wrapped up as an iceberg, eye-catching from distance and several climate related events and exhibitions will take place in larger show rooms, among others the huge climate event of Greenland, including the exhibition 'In the Eye of Climate Change' and the web-portal [www.climategreenland.gl](http://www.climategreenland.gl).



1. *Main building: Exhibition room 216 m<sup>2</sup> for stands, events, exhibitions, etc..*
2. *Building with hall, two larger and one smaller rooms for events, lectures or presentations*
3. *Dock sides surrounding the buildings*
4. *Open space of app. 3000 m<sup>2</sup> optional for placing equipment or a tent with stands.*
5. *Options for rent of a 1600 m<sup>2</sup> hall and 2 lounges for events, lectures*

***Facilities for 'Arctic Venue' on the North Atlantic Quay.***

These historic surroundings will be the inspiring framework for a large, joint communication platform. As Arctic players, you may present results and findings, which in different themes illustrate Arctic climate change, taking advantage of the synergy from the other initiatives.

Direct shuttle-service from central points, positioning of advertisement displays at strategical spots in Copenhagen, referring to 'The Arctic Venue' and decorating the harbour-busses may be organised

## **Comprehensive in form and content**

The communication of Arctic climate change during COP 15 will present new knowledge as well as findings from Arctic cooperation in Arctic Council, ACIA, IPCC, Nordic Council of Ministers etc. It will be covering natural science, social science and cultural approaches to climate change and relate to local, regional and global perspectives. The contributions of the participating players will constitute the concrete presentation. They will be organised thematically, illustrating for example

- Paleoclimate, atmosphere, ice and sea ice, sea currents and CO<sub>2</sub>-absorbation, climate models
- The impact of climate change on habitats
- Man and society in the Arctic, way of life, socio economic consequences and development options

Developing the presentations of the themes may take place in networking groups between the participants. The venue presents options for presenting and combining a variety of different forms of communication initiatives inside the building as well as in the adjacent areas. These may be exhibitions, stands, posters, lectures and debates or panel discussions, presentation of scientific equipment, sculptures, cultural items, television spots, experiments, technology solutions, interactive activities illustrating daily life in the Arctic, visits to research institutions, Arctic food, scientific equipment, excursions and more.

To strengthen the attention to the North Atlantic Quay as a centre of Arctic information during COP 15, press material and guides will be produced and disseminated before and during the COP 15.



## **Other plans and ideas of activities**

### **Web-site for Arctic messages of climate change**

A web-site will be established, organised in good interaction with other relevant initiatives and mirroring the messages chosen by the participants. Here you will find updated news on Arctic climate, research results, links to participating institutions, video spots, reference and information about presentations, links to fieldwork venues, adaption initiatives, blogs etc., etc.

The web site may continue after the Cop 15.

### **IGO/NGO stand and/or side-event in the Bella Centre**

Interested players may apply for access to set up stands and side-event at the COP 15 conference venue, addressing their communication directly to the delegates and the international press.

### **Visibility is the key to communication**

The joined, Arctic communication platform will be presented with marked initiatives to gain the greatest attention possible. They may include

- An event with important, publicly well known persons in relation to the opening of the conference.
- An informative and attractive web page
- A broad and comprehensive advertising
- Technical, informative or art arrangements to illustrate the climate changes of the Arctic, e.g. advertising signs in the airport and at central squares, mobile icebergs, laser polar light, mega-screens etc.

### **The Coordination Committee**

The committee was established at the recent workshop on May 1st 2009. The task of the committee is to develop the concept for a joint Arctic parallel event at the North Atlantic Quay and the overarching framework for the coordinated initiative, among others logistics, compilation and distribution of the different initiatives, options for outreach to different target groups, development of joint initiatives, etc.

The tasks of the coordination committee are closely coordinated with other planned events through the representation by coordinators and communication persons of the relevant institutions. The members are: Lisa Johannsen (Greenland Home Rule), Mai Maskell Andersen (Danish Meteorological Inst.), Martin Hilker (North Atlantic Quay, Gertie Skaarup (Niels Borh Institute) and Kaspar Lythans (The Energy Agency - secretariat to the group and project coordinator)

### **Economy**

The Energy Agency is contributing with a secretary for coordination of the contributions, participation, logistics, joint press material, including coordinating with the City of Copenhagen, Ministry of Foreign Affairs, Wonderful Copenhagen and other players.

The coordination committee contributes to organising the work ahead with the North Atlantic Quay as the framework for joined Arctic parallel-events

The Energy Agency has received a conditional grant from the Nordic Council of Ministers of over 400.000 DKK/60.000 €to cover joint costs of venue facilities and press material. Beyond these limitations, participation will depend on own economic resources or other grants.

## Your response is needed

We suggest that you and your institutions evaluate and decide, in which way you may use and take advantage of this option for communicating your Arctic work and achievements.

Even though you may be involved in other events in Copenhagen, you may realise a synergy in joining this venue, too.

A provisional, non-committal, but concrete response on actual initiatives, including requirements of space and description of contribution will be necessary in the process of planning ahead.

We would appreciate your response at the earliest convenient time and preferably by June the 1st, due to the heavy demand for facilities, venues and other platforms of presentations during COP 15.

This invitation has been widely disseminated among institutions of the Arctic and Nordic countries. We are, however, fully aware that we may not have reached all relevant institutions, organisations and persons. If you have suggestions for other players, which may have an obvious interest in this initiative, please send us your suggestion including information of contact data.

For any question or suggestion to discuss, you are welcome to contact Kaspar Lytthans.

Kind regards

**Frederik Schmidt**

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