

Project information

Keywords

outreach, science communication, podcast, micro-documentaries, talkshow

Project title

Ice-9 med delprosjekt hello X (tidligere X2068) nr362274

Year

2018

Project leader

Christine Cynn

Geographical localization of the research project in decimal degrees (max 5 per project, ex. 70,662°N and 23,707°E)

69

Participants

The project is funded by the following institutions: KORO Kunst i offentlige rom, Kulturråd, Sparebank Kulturnæringsstiftelsen, DKS, NNKM, Fritt Ord, FRAM flagships

Flagship

Terrestrial

Funding Source

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Summary of Results

The focus of the project was on building an online community around the issues concerning the future of the Arctic and on the outreach and communication of the flagship's research projects and themes. Ice-9 has integrated several Terrestrial themes and researchers into live events, workshops (with a combination of narrative techniques and new technology), podcasting and social media.

Ice-9 reaches both regional and international audiences through the new hello X website and podcast to imagine the lives of the future in the Arctic through documentary and fiction stories. After only six months:

- Our social media reach is now (okt. 2018) 4000 per month and growing
- Our top videos on social media are viewed around 1200 times in the first three days
- First five episodes of the hello X podcast (in English, with bonus Norwegian versions) have around 750 downloads from Apple podcasts, Soundcloud, and all other major podcast apps.
- The hello X website has around 300 views a day.
- In 2018 we reached over 500 students in over 25 classroom with augmented reality role-play in northern and southern Norway, with a special 3-day exchange between Russian and Norwegian teens in Svalbard.

We have hosted live events in 4 cultural festivals, and three Framsenderet public events.

Master and PhD-students involved in the project

none

Published Results/Planned Publications

PODCAST

In april 2018 Ice-9 launched the podcast hello X, with a focus on food and ecosystems in the Arctic.

- Who is X?
 - *about the project hello X with a focus on the relationship between stories and science, with researcher **Ann Eileen Lennert** (Polar museum).*
- What's eating you, part 1 (1 norwegian version and 1 english version)
 - *on Arctic food production and land use, with 2 generations of North Norwegian farmers Jenny Nordgård and Helga Nordgård*
- A joik for the future (1 norwegian version and 1 english version)
 - *on climate change and its impact on Sami land use and indigenous identity in the north, with artists Marja Fjellheim Mortensson, Katarina Barruk and Elina Waage Mikalsen*
- What's eating you, part 2
 - *on ecosystems, with researchers **Lis Lindal Jørgensen** (IMR, Fjord and Coast Fram flagship), **Pedro Duarte** (NPI, Arctic Ocean Fram flagship), **Elina Haltunnen** (IMR), **Ann Eileen Lennert** (Polar museum) og **Sigurd Tønnessen** (Førsteamanuensis filosofi, UiT).*
- Clown of the sea
 - *puffins on Røst, in Northern Norway, with researcher **Zofia Burr** (fjord and coast).*
- (Work in progress) Podcast episode on seabirds
 - with **Tone Kristin Reiertsen** (NINA, Fjord and Coast Fram flagship) og **Jan Ove Bustnes** (NINA, Hazardous Substances Fram flagship). To be launched in october
- In dialogue about interviews in December for podcast hello X
 - **Dorothee Ehrich** with Marit Ellisiv Landsend
 - **Jarle W.Bjerke**

Each episode credits the Fram centre flagships which supported the project in 2018 and 2017: Fjord & Coast, Polhavet, Terrestril, MIKON You can find the podcasts here: <https://hellox.me/podcasts/>

WORKSHOP

23 story workshops:

with school classes (538 pupils) in Aust-Agder, Tromsø og Svalbard,

Science content on seabirds and marine ecosystems from:

Tone Kristin Reiertsen (NINA, Fjord and Coast Fram flagship)

Jan Ove Bustnes (NINA, Hazardous Substances Fram flagship) and

Geir Wing Gabrielsen (NPI).

SHORT/ANIMATION FILMS

- Tavaha - short film showcasing clean up of the ocean/coast in Lofoten.
- X redder en krykkje - animation film based on the stories the pupils made during the story

workshops in Aust-Agder and Tromsø.

- Film from test field trip on Kronprins Haakon

INTERVIEW/EVENT RECORDINGS AND LOGGING

We have done interviews with researchers and event recordings and logging of material at Framsenderet and are assessing them for use in podcast, social media etc. for this year and next year.

Interview recordings and logging:

Paul Renaud, Fjord and Coast

Under planning: Interview with **Jarle W.Bjerke (Terrestrial flagship)**. We are also looking for others to interview for potential podcast use from .

Event recordings of presentations/talk and logging:

Dialogdagen - Fjord and Coast

Årsmøte - Fjord and Coast

Framdagen 29.september:

- **Kathy Dunlop** (Akvaplan-niva, Flagship Fjord and Coast), 'Fra vann til hval: økosystemstudier i Kaldfjorden i Troms'
- **Jarle W Bjerke** (NINA. Flagship Terrestrial), 'Raske vegetasjonsendringer i Arktis og i Nord-Norge: kan det påvirke naturforvaltningen'
- **Torkjel Sandanger** (UiT, flagship hazardous substances), 'Befolkningsundersøkelser øker vår forståelse av miljøeksponering'
- **Anita Evenset** (Akvaplan-niva, flagship MIKON), 'Sjødeponier for avgangsmasse fra gruver - konsekvenser for marint miljø'
- **Haakon Hop** (NPI, flagship Ocean Acidification), 'Havforsurning i arktiske havområder - forskning og visjoner i flaggskipsprosjektet OA-DREAM.
- **Karl Gunnar Aarsæther** (SINTEF Ocean, flagship Arctic Ocean) 'Forbedret sikkerhet i isen - hvordan kan tallene hjelpe?'

The recordings are being logged and evaluated for use in podcast or social media posts this year and 2019. Raw sound files/clips are available upon request.

SOCIAL MEDIA POSTS

Posts on facebook page 'hello X'.

- Framdagen image w/text - news post about Framdagen at Framsenderet, introducing the new

flagship 'Plastic in the ocean'.

- Fritt Fram live stream of talks with researcher presenters at Fritt Fram (featuring Tone Kristin Reiertsen (NINA, Fjord and Coast Fram flagship)
- Image w/quote - Pedro Duarte (Polhavet) on change in marine ecosystems
- Video of from talk-show at Dialogdagen (fjord and coast) Photo & post featuring the participating institutions
- Plastic in the Arctic workshop, live stream from the Fram centre tour

EVENTS

- Talk show at Tromsø Folkekjøkken
 - Guests included researcher Starrlight Augustine, Akvaplan-niva. Cesare)
- hello X podcast launch event at Polaria:
 - Talk show + parade 'March to the Future'
- Presentation of hello X project at Framdagen
- Fritt Fram!
 - talk show + exhibition elements. Guests included researchers Dorothee Ehrich (UiT), Paul Renaud (Akvaplan-niva) and Pedro Duarte (NPI).
- hello X story laboratory at Insomnia
 - Talk show + AR app test
- Talk show at Dialogdagen (included Lis Lindal Jørgensen, Tone Kristin Reiertsen, Janne Søreide (UNIS), Raul Primicerio (UiT), Martin Biuw (Havforskningsinstituttet)
- Talkaoke mobile talkshow at Fram breakfast

Invitations to the launch for podcast, Fritt Fram! talk show, hello X story laboratory (@insomnia) was sent to project leaders for 2018 projects in the flagships Fjord and Coast, Arctic Ocean, MIKON and Terrestrial

Communicated Results

See Published results

Interdisciplinary Cooperation

See Published results

Budget in accordance to results

Påløpte kostnader 2018

Hva	NOK
Engagement with the flagship researchers, publications, and databases	17 000

Production of podcast based on 'Klimaeffekter på terrestre økosystemer, landskap, samfunn og urfolk' inputs	20 000
Addition of 'Klimaeffekter på terrestre økosystemer, landskap, samfunn og urfolk' content to additional X2068 elements (youth workshops, public art installation, website, social media, live events)	18 000
Administration	5000
SUM (påløpte kostnader 2018)	60 000

Estimerte kostnader 20.nov-31.des 2018

Hva	NOK
Engagement with the flagship researchers, publications, and databases	13 000
Production of podcast based on 'Klimaeffekter på terrestre økosystemer, landskap, samfunn og urfolk' inputs	10 000
Addition of 'Klimaeffekter på terrestre økosystemer, landskap, samfunn og urfolk' content to additional X2068 elements (youth workshops, public art installation, website, social media, live events)	12 000
Administration	5000
SUM (estimerte kostnader for 20.nov-31.des 2018)	40 000

Could results from the project be subject for any commercial utilization

No