



#SpeakingSciencetoPower





ARCTIC BASECAMP

ABOUT US:

“What happens in the Arctic DOESN’T stay in the Arctic.”

Arctic Basecamp is a unique high-profile science solutions communication platform created by Professor Gail Whiteman. Our mission is to 'speak science to power' in order to encourage bold climate action. Arctic Basecamp is registered as a not-for-profit organisation in the Netherlands.

We work with global scientists and world-class organizations and individuals raising awareness of the global risks from Arctic change and to highlight the urgent need for scalable solutions to climate change.

We have successfully hosted four high-level events at the World Economic Forum in Davos (2017 - 2020). We attended UN Climate Week in New York in 2019 and have plans to be at more high profile and pop up events - physically and virtually - during 2020-21.

In September 2019 we took Emmy nominated actor Rainn Wilson to Greenland to raise awareness of the effects of warming Arctic temperatures. Watch the trailer for his film he made about climate change at <http://bit.ly/2vxGZ1R>. Activities like this bring the issues we need to address directly into mobile phones and news feeds of people who may not seek out this information – speaking science not only to power, but to everyone.

We will be hosting a ‘virtual’ Arctic Basecamp to coincide with ‘Davos Dialogues’ in January 2021, to ‘speak science to power’ despite travel restrictions as a result of the Covid 19 pandemic. We will be working with high profile collaborators and will be a proof of concept for operations in a post Covid era.

Arctic Basecamp is an official science partner to the Unite Behind the Science campaign, launched by Christiana Figueres and Greta Thunberg in 2020. This initiative advocates that leaders take bold action in line with the irrefutable evidence that the world is in a planetary emergency.

We do this to accelerate a movement for change because we know that **what happens in the Arctic doesn’t stay in the Arctic.**

ARCTIC BASECAMP VIRTUAL EVENT:

Arctic Basecamp's guerilla style is to pop-up at live events in places where powerful people gather. Now, during Covid-19, we have had to rethink our approach. But Covid did not halt our desire to carry on disrupting.

In January 2021 we will be holding a virtual Arctic Basecamp using a video platform to host a 2-4 hour 'telethon', together with celebrity co-host Rainn Wilson (2.3M Instagram followers), during the traditional WEF Davos week w/c 25 January 2021.

The World Economic Forum are scheduling digital 'Davos Agendas' and Arctic Basecamp will be programming content to surround and complement our proposed 'agenda' - The Great Reset: Leveraging the Arctic as a Strategic Climate Asset.

During our high-profile event, we will be showcasing a series of fun, entertaining, high-impact virtual conversations with scientists and a range of different kinds of influencers including celebrities, athletes, policymakers, business leaders, youth activists, packaged together into a 2-4 hour online program. Our combined reach will be in the millions.

We will also include a series of takeaways and action items that audiences can do to support our activity.

We strongly envisage any future physical events will have a digital element and our January Virtual Arctic Basecamp will be a proof of concept that we can implement at these high profile events online. We intend to make these virtual events a regular aspect of our activations.

We are planning physical attendance at other events in 2020-12 including the rescheduled World Economic Forum in June 2021 and the Conference of the Parties (COP 26) in November 2021.



**UN CLIMATE
CHANGE
CONFERENCE
UK 2021**

IN PARTNERSHIP WITH ITALY

**WORLD
ECONOMIC
FORUM**



ARCTIC BASECAMP DAVOS:

Our flagship event is at the World Economic Forum's annual meeting in Davos, where we have successfully hosted four high-level events (2017, 2018, 2019 and 2020). During Davos week, we set up a real Arctic science basecamp, with an expedition tent which acts as our workplace during the day and our dormitory at night, camping in sub-zero temperatures to bring a message of global risk to the world leaders at the WEF. All scientists volunteer their time.

In Davos, Arctic scientists, youth activists, global business leaders, policymakers, innovators and disruptors come together for a series of events, science briefings, debates and discussions on the Arctic. We want our presence to kick-start innovative policy decisions and to find real-world global situations to the climate crisis.

Our partners/speakers have included UN Global Goals, Al Gore, Christiana Figueres, former and current heads of state, student activist Greta Thunberg and youth climate delegates from around the world, actor Rainn Wilson, music star Ellie Goulding, artist Banksy, model and author Lily Cole, global business leaders and networks such as The World Business Council for Sustainable Development, The B-team, We Mean Business, and civil society organizations including Mission2020, WWF, The Club of Rome, HubCulture, and Extinction Rebellion.

In 2020 Professor Gail Whiteman was invited into the main Congress Centre to present "What's at Stake: The Arctic" and participate in a panel discussion alongside Prime Minister Sanne Marin, Al Gore, Scott Minerd moderated by Elena Cherney (Wall Street Journal).

Arctic Basecamp also hosted the launch of Unite Behind the Science in Davos in 2020.

Arctic Basecamp at Davos in 2020 was made possible with financial support from sponsors: Lancaster University's Pentland Centre for Sustainability in Business, BNP Paribas, X The Moonshot Factory, WWF, The Fort Foundation, Berghaus, Endura and Novatug.



Clockwise from top: Arctic Basecamp youth delegates with author and model Lily Cole, Greta Thunberg camping at Arctic Basecamp at Davos in 2019, Christiana Figueres at the launch of #UniteBehindtheScience

ARCTIC BASECAMP

WHY?:



The Arctic is the poster child for the need to stay below the +1.5C emissions target, and it's warming twice as fast as the rest of the planet. Climate Research shows a strong and direct correlation with rising CO2 emissions and loss of Arctic ice.

Science shows that the Arctic is the barometer of global risk - what happens in the Arctic doesn't stay there. Research shows that Arctic change and rapid Arctic warming is linked to extreme weather farther south. Be it frigid cold spells, prolonged floods, persistent warmth, or long dry spells. ¹

Every mid-September, the Arctic summer sea ice melts to its lowest point. In 2019, the Arctic ice was close to an all-time low. Greenland melted significantly and Arctic peatland fires were raging. This is a worrying sign of climate change. All of the data shows that the Arctic is in crisis – this large system has entered an 'unprecedented state'. ²

Arctic temperatures have already reached unprecedented levels in 2020 and the sea ice melted at record levels in July of this year.

2020/21 are critical years for climate action, Arctic Basecamp and associated scientists are committed to make the irrefutable case that the world needs to scale up bold climate action now.

REFERENCES

- 1 <https://www.weforum.org/agenda/2018/03/arctic-melting-beast-from-the-east-why-we-should-be-worried/>
- 2 <https://www.weforum.org/agenda/2019/04/the-arctic-has-entered-an-unprecedented-state-researchers-warn/>



Left: Arctic Basecamp scientists along with Astro Teller, Captain of Moonshots, X The Moonshot Factory, Rainn Wilson and other speakers at the joint session "World Changing Science" at Davos House, January 2020

ARCTIC BASECAMP CORE TEAM:



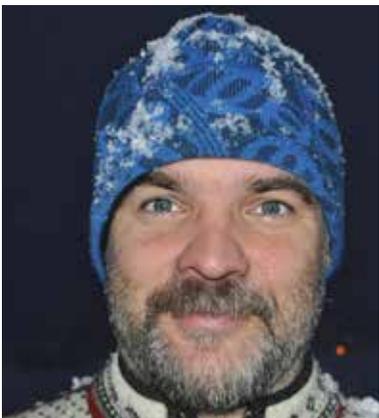
Professor Gail Whiteman

Founder: Professor Gail Whiteman is the founder of Arctic Basecamp and Professor of Sustainability at the University of Exeter's Business School (UK).

She is an expert on global risk arising from the systemic changes occurring in the natural environment. She is a member of the World Economic Forum's Global Agenda Council on Frontier Risk and was a scientific keynote speaker at WEF's 2020 session at Davos "What's at Stake: The Arctic" alongside panellists including Finland's Prime Minister Sanna Marin and Former US Vice President, Al Gore.

Since 2012, she is the Professor-in-Residence at the World Business Council for Sustainable Development and is actively involved in building science based targets collective business action, including those for a future low-carbon economy.

You can follow her @GenerationCO2



Dr. Lovro Valcic

Director of Logistics: Dr. Lovro Valcic is the founder and CEO of Bruncin Ltd, a dynamic company with an outstanding team of R&D experts, working closely with scientists to develop custom solutions, systems, and sensors to facilitate fieldwork and research in the Polar regions.

Bruncin Ltd participates as a partner in various EU and USA funded research projects and field campaigns, providing a wide variety of solutions and support in hardware, communications and software.

Lovro has previously worked as Senior Developer at the Scottish Association for Marine Science, UK and as the head of ICT for the Alaska Volcano Observatory Remote Sensing team at the Geophysical Institute, University of Alaska Fairbanks, USA.

Associated Scientists:



Dr. Jeremy Wilkinson
British Antarctic Survey
UK



Dr. Jennifer Francis
Woods Hole Research
Center, USA



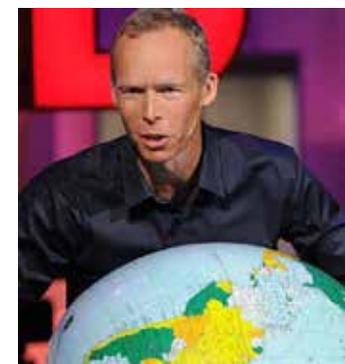
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Simon Fraser University
CANADA



Prof. Alun Hubbard
Tromsø - The Arctic
University of NORWAY



Prof. Johan Rockström
Potsdam Institute for
Climate Impact Research
GERMANY

ARCTIC BASECAMP ADVISORY BOARD:



James Balsillie

Jim Balsillie is a former Chairman and co-CEO of Research In Motion (BlackBerry), a technology company he scaled from an idea to \$20 billion in sales globally.

Amongst many other things he is the founder of the Balsillie School of International Affairs, Arctic Research Foundation and the Centre for Digital Rights.

He was the only Canadian ever appointed to US Business Council and the sole private sector representative on the UN Secretary General's High Panel for Sustainability. He is a member of the Global Advisory Board of the Stockholm Resilience Centre.



Rainn Wilson

Rainn Wilson is an American actor, comedian, writer, director, businessman, and producer. He is well known for his role as Dwight Schrute on the American version of the television comedy *The Office*, for which he has earned three consecutive Emmy Award nominations for Outstanding Supporting Actor in a Comedy Series.

He is a committed climate change advocate. He also founded the website and YouTube channel SoulPancake with over 3.3 million subscribers. With the tagline "We make stuff that matters." SoulPancake has been featured on Oprah Winfrey's Satellite Radio Show and Super Soul Sunday.



Maurits Bruel

Maurits Bruel is a board member of Arctic Basecamp Foundation. He has been promoting responsible ownership, impact investing and governance in family business for several decades, as a consultant and board member.

He is also known for his publications on a systems view of happiness, and for creating the executive program on this subject at Erasmus University Rotterdam.

He is a strong advocate for investing in clean energy and serves on the advisory board of the largest near-shore windfarm in the world.



Julia Jackson

Julia Jackson, a second-generation proprietor of Jackson Family Wines, has dedicated her life to the environment on a global scale. In 2018, Julia launched Grounded a non-profit organization, with a goal to address the global climate crisis.

Now, guided by Julia's leadership, Grounded is supporting and connecting the most substantive and data-driven solutions to help make a tangible difference in our planet's trajectory within the 10 year IPCC timeline.

Through strategic partnership and outreach, she is leading a collaborative effort focused on immediate systemic change.



Andy Karsner

Andy Karsner is currently a senior strategist at X, the Moonshot Factory, where he brings an entrepreneurial focus to economic competitiveness, global security and environmental sustainability.

Andy has held several global leadership positions, including founder and CEO of Enercorp, a windpower development firm and international agent of Vestas, involved in project development, management and financing of energy infrastructure as well as being director and senior development manager for Wartsila Power Development and other multinational energy and development firms.

ARCTIC BASECAMP

2020-21:



World Economic Forum
Davos

Summer Melt
ARCTIC

Summer Sea Ice Minimum
ARCTIC

Davos Agenda
ONLINE

VIP Climate Tour
GREENLAND

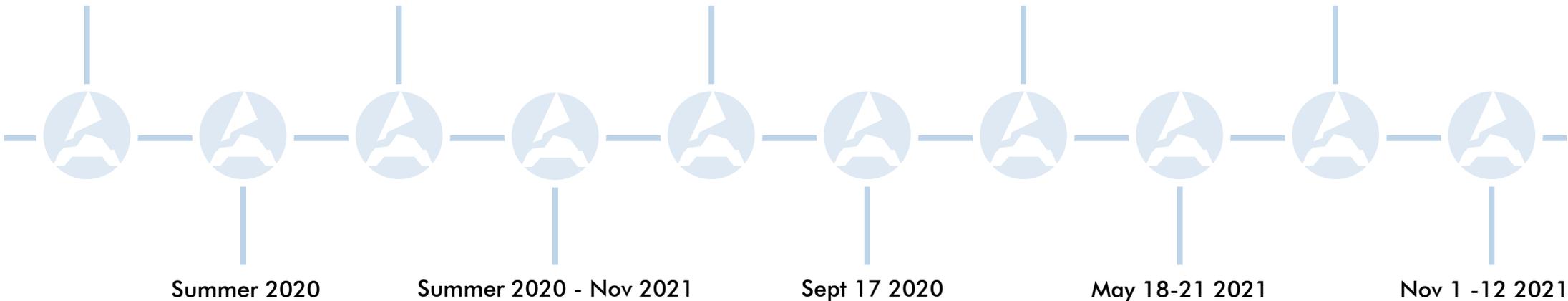
January 2020

Summer 2020

Mid Sept 2020

January 26-29 2021

Summer 2021



Soul Pancake Podcast
ONLINE

Social Media Campaign
ONLINE

Virtual Press Conference
UN Climate Week

World Economic Forum

COP 26
Glasgow, UK



Bursts during:
Climate Week
WEF
PARIS AGREEMENT
ANNIVERSARY (DEC)
UNGA - COP 26





What happens in the Arctic doesn't stay in the Arctic

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