

Stichting Arctic Basecamp Foundation Report on Activities for 2022

Background

Stichting Arctic Basecamp Foundation is a non-profit science communication organization headquartered in the Netherlands and incorporated in March 2020. Our mission is to “speak science to power” and using the latest science and data, Arctic Basecamp Foundation is committed to increasing awareness of the global risks associated with polar climate change. We aim to encourage bold climate action through various campaigns, briefings, events, and research. Since its inception, our foundation has successfully hosted six high-level events at the World Economic Forum in Davos (2017 - 2022), along with our online activation of the 2021 Davos Agenda. Furthermore, we have also recorded presence at key events including the UN Climate Week in New York in 2019, COP 26 and 27 and Arctic Circle assembly in 2022.

Activities

This report highlights the main activities undertaken by Stichting Arctic Basecamp Foundation to deliver its goals for the year 2022. These include key achievements of our organization from January 2022 to December 2022 as presented below:

Science Advisory Team:

- The science advisory team was extended with four new members.

Partnerships and Collaborative engagements:

- Established partnerships with Reuters, Now This Earth, Global Citizen and Bloomberg
- Collaborative engagements with
 - World Economic Forum
 - We mean Business Coalition
 - World Business Council for Sustainable Development
 - Climate TRACE
 - Earthrise Media
 - Climate Vulnerable Forum

Donations and Funds Received:

Total funds received in 2022 were 1.753 million EUR.

To support the ongoing development of the Arctic Risk Platform project, Stichting Arctic Basecamp Foundation received the second year of a two-year award of €1.699 million for the year 2022. WWF UK supported the youth programme once again with two donations totalling 0.046 million EUR. BNP Paribas also donated a small award to support our events in Davos totalling 0.006 million EUR. An independent production company Rise and Shine Cinema UG donated 0.002 million EUR to our youth program.

The Foundation received in-kind donations from Global Science Communications Council (media support), Moon Rabbit (creative strategy and implementation) and University of Exeter (PR support).

Expanding Information on Polar Change & Global Impacts:

- Launched the Arctic Risk Platform (ARP) at the Annual Meeting of the World Economic Forum, Davos in May. During 2022 the ARP was redesigned with a focus on global risks based on key-stakeholder feedback. The website achieved 380,671 unique visitors and 1,358,907 page views between May and December 2022.
- Achieved meaningful and measurable impact on the strategic agenda of major global risk conveners, such as the World Economic Forum. As a result of our work Arctic change was explicitly identified in the 2023 WEF Global Risk Report; the first ever session on Polar Issues in the WEF's Annual Meeting at Davos (where the ARP was showcased); and the launch of the WEF Hoffman Fellowship on Polar issues, a cross-partnership between the World Economic Forum, Arctic Basecamp and the University of Exeter with an explicit research task to assess the viability of extending the ARP into a Polar Risk Dashboard in order to address the global risks from (and to) the Arctic and Antarctic biospheres.
- Launched the Arctic Risk Calculator web app – a tool which invites participants to engage directly with climate science, allowing them to see the severity of Arctic change in their lifetimes.
- Conducted a sensor survey and compiled a report on typical sensors and observations systems used in the Polar regions (e.g., weather stations).
- Published a 30-page risk-briefing, aimed at global policymakers at the World Economic Forum's Annual Meeting at Davos, titled "What Arctic Breakdown Means for WEF 2022".

Global Communications Outreach:

- Novel integration of the Arctic agenda and global risks into major media outlets in new ways e.g., Bloomberg's new podcast on Climate featured a 33-minute podcast on Arctic issues (with over 40,000 listeners) and Arctic Basecamp and Reuters created a new series in 2022 using ARP narratives and content, called "Arctic Warning". The series launched in early 2023 to coincide with Davos week in January.
- Our data acquisition, processing, storage, and visualisation system (FREEZE) was updated to provide generic links to all our data products which can now be easily embedded not only on the ARP but also on any other web or mobile app or service.
- A 'Solutions' tab was launched on the ARP featuring local, regional, and global solutions and case studies to focus and inspire users into action.
- An alert function was added to the ARP, by which the science team, supported by the rest of the team members, continuously monitors and creates alerts for significant events in the relevant domains in addition to automated alerts.
- An automated news feed was added to the ARP, which automatically captures worldwide news about the Arctic and climate change.
- Launched the Climate Calculator tool at the Glastonbury festival in June 2022 to foster user engagement and achieved 376+k organic social media impressions over the festival period.
- In partnership with Global Citizen, we amplified messages of global risk through editorial content and provided content for Arctic Basecamp social media channels.
- The "SDGs on Thin Ice" campaign was launched in Oct 2022 during the UNGA week supported by online media and digital advertising on nytimes.com (New York Times).
- Delivered a geotargeted social media ad campaign targeted to 29 climate vulnerable countries and regions in advance of COP 27.
- Launched the "Arctic Risk Name Changer" during COP27. This led to peak of 1 million+ page views of the ARP in that month and over 120k names generated in 72 hours. The potential media reach for this campaign was over a billion from 15.9M+ unique authors.

High Level Events & Briefings:

Stichting Arctic Basecamp Foundation participated in the following high-level events to extend the reach of its mission:

- The Foundation delivered bespoke briefings on Arctic risks using the Arctic Risk Platform to global leaders such as head of state HSH Prince Albert II of Monaco and the CEO of the L'Oréal Group, Nicolas Hieronimus.
- Attended the 2022 Annual Meeting at the World Economic Forum in May, in which Arctic Basecamp hosted seven events spread between the Arctic Basecamp tent, the Schatzalp Hotel and the SDG tent in Davos .
- Participated in a high-level panel titled "Mitigating Risks and Creating Business Solutions with Environmental Intelligence" at the World Economic Forum's Annual Meeting at Davos, including a keynote by Nigel Topping, UN High Level Champion for COP 26 and a launch presentation of the ARP by Professor Julienne Stroeve to 75+ in person and livestream audience.
- Participated in a high-level panel titled "Collaboration to Address Global Polar Risks" at the Arctic Circle Assembly in Iceland in October 2022, together with the World Economic Forum. A VIP luncheon event was co-hosted by Advisory Board Member, Dorrit Moussaieff (First Lady of Iceland (2003 -2016), with introductory remarks from Arctic Circle Assembly Chairman & Former President of Iceland (2003-2016) Olafur Ragnar Grimsson, and Gill Einhorn, Head of Innovation and Transformation at the Centre for Nature and Climate, World Economic Forum. Participants included 30 ambassadors and ministers including the Ambassador from China and senior Minister from India.