

AMAP COMMUNICATIONS STRATEGY: OVERVIEW



ARCTIC MONITORING AND ASSESSMENT PROGRAMME

The AMAP communications strategy is developed to support the communication and outreach goals of the Arctic Monitoring and Assessment Programme (AMAP). AMAP is a working group of the Arctic Council. AMAP was established in 1991 and is mandated to provide reliable and sufficient information on the pollution and climate status of, and threats to, the Arctic environment, and to provide scientific advice on actions to be taken in order to support Arctic governments in their efforts to take remedial and preventive actions to minimize adverse effects of contaminants and climate change.



The AMAP Working Group is the Arctic Council group responsible for monitoring and assessing the status of the Arctic region with respect to pollution and climate change issues. It does this through the implementation of the coordinated AMAP (trends and effects) monitoring programme and by conducting scientifically-rigorous assessments.

Based on the results of AMAP assessments, the AMAP Working Group develops recommendations, including (non-prescriptive) recommendations for actions and other policy-relevant information that are delivered to the Arctic Council, Arctic governments and other relevant bodies for their consideration. All such recommendations and information are supported by, and are consistent with AMAP's independent scientific assessment process and resulting findings.

AMAP's strategic communication goals

- Effective communication of key messages to identified target audiences.
- Supporting AMAP's overall mandate and objectives.
- Promoting effective engagement with stakeholders.
- Increasing understanding.
- Increasing awareness of AMAP and its work.

Key messages

- AMAP is responsible for monitoring and assessing Arctic pollution and climate change.
- AMAP produces reliable, independent and science-based information.
- AMAP products inform policy-makers about issues of global importance.
- AMAP works closely with multiple stakeholders both within and outside the Arctic to achieve its goals and objectives.
- AMAP products empower stakeholder communities to engage in decision-making about issues that directly affect Arctic peoples and Arctic ecosystems.

Target Audiences

The AMAP communications and outreach strategy addresses a diverse set of target audiences.

It also addresses AMAP's internal communications needs, both within the AMAP community and between AMAP and the Arctic Council and its other subsidiary bodies.

Main target audiences for AMAP are:

- Policy- and decision-makers in Arctic and non-Arctic countries;
- Science community;
- Northern residents, in particular Arctic indigenous peoples Policy- and decision-makers in Arctic and non-Arctic countries;
- International bodies that address pollution and climate issues at the global scale, such as UNEP;
- Multiple stakeholders, including business and industry groups, NGOs, etc.
- Public (including educational user groups);
- Media;
- Arctic Council (internal communications)

Different communication and outreach tools and tactics are employed as appropriate to develop communication and outreach activities targeting different audiences.





Outreach plans for major activities

Dedicated communication and outreach plans are developed for each major AMAP activity taking account of available resources.

AMAP media outreach is initiated by AMAP, for example, through press releases issued in conjunction with the release of major new assessments. However, AMAP's communication and outreach implementation plans recognize that media interest may not always coincide with AMAP's product release timelines. In this regard, AMAP communication activities are closely coordinated with the Arctic Council communication and national media response activities.

Cooperation and consultation with Arctic Council Permanent Participants (representatives of Arctic indigenous peoples' organizations) is of particular importance in both planning and implementing AMAPs communication and outreach activities.

Communication products

AMAP work is based on a rigorous scientific approach, including transparency of process, comprehensive referencing of sources, and thorough peer-review to ensure that its products are recognized as reliable and credible. Documentation of key findings and the possibility to track these back to the scientific assessments and the studies that underpin the assessments has been and will continue to be a key feature of AMAP products, which include:

- Websites and online resources. Web resources are a key tool in both the Arctic Council and AMAP Communications and Outreach strategies. The AMAP website (www.amap.no) serves both external communications goals (providing public access to general information about AMAP and its work, its results and products) and internal communications needs (e.g. private work areas for expert groups and internal document distribution).

- Text-based (printed or electronic) publications (including summary reports, scientific/technical reports, briefing notes, fact sheets, brochures, scientific journal articles, press releases, etc.) constitute the primary AMAP communication and outreach products.
- (Multi-)media products are produced in connection with larger (assessment) activities – these include photo stocks, films and film clips.
- Conferences. Conferences and tradeshows provide opportunities for stakeholder communication and engagement as well as venues for exposing and promoting AMAP and its work.
- New media. AMAP is exploring the use of social media, web-casts and web-seminars for communications and outreach. Use of these tools can be expected to increase in future communications and outreach initiatives. AMAP is being assisted by the Association of Polar Early Career Scientists (APECS) in this work. Follow AMAP on Twitter at @AMAP_Arctic.

AMAP assessment reports and related outreach materials are made available on the AMAP website (www.amap.no) as open access documents. All products for which AMAP holds the copyright can be used freely as teaching materials and for other educational purposes.

Evaluation

Effectiveness of communications efforts are tied to outcome-based measures of success in order to evaluate whether AMAP communication and outreach efforts meet strategic communication objectives, promote more effective information transfer, reach identified target audiences and increase participation in the development of the process.

A dedicated activity is being established to poll users and collate feedback and other metrics that can be translated into objective performance targets and measures.



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Arctic Monitoring and
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