



Council of Managers of National Antarctic Programs
31st ANNUAL GENERAL MEETING
28-31.07.2019, Plovdiv, Bulgaria



HALF-DAY WORKSHOP ON ANTARCTIC-RELATED EDUCATION & OUTREACH

“Communicating the importance of our Antarctic activity”

As part of the 31st COMNAP AGM, a half-day Workshop on Education and Outreach will be held 08:30-13:00, Wednesday 31 July 2019, Plovdiv, Bulgaria

Convened by the Council of Managers of National Antarctic Programs (COMNAP),
Co-hosted by the Bulgarian Antarctic Institute and the Ministry of Education and Science of the Republic of Bulgaria

FIRST ANNOUNCEMENT / CALL FOR EXPRESSIONS OF INTEREST

BACKGROUND

Within COMNAP and COMNAP Member National Antarctic Programs, we all understand the importance of Antarctica and the work we do there. As part of our programmes' routine activities, we must ensure we communicate this importance to a broad range of stakeholders, including the public, our governments and our funders, the Antarctic Treaty System delegates, the broader science community and the global policy development community. If we want to be successful we need to ensure our messages are clear, targeted, and that we use a range of technology and social media platforms to our advantage, especially to reach out to early career people, students, and those who will be the influencers of the future. This workshop was proposed against this background, in support of the goals of the COMNAP Expert Group on Education, Outreach & Training, in consideration of the current Antarctic Treaty Consultative Meeting (ATCM) Intercessional Contact Group (ICG) on Education and Outreach, and building on previous workshops including the Workshop on Education & Outreach held on the margins of ATCM XXXVIII (2014), Sofia, Bulgaria.

With this First Announcement of the Workshop, we invite everyone registered for the COMNAP AGM to attend. Those involved in National Antarctic Program's education and outreach activities are particularly welcome.

With this is an Expression of Interest we invite you to consider whether you wish to make a presentation related to one of the topics of interest below. All Expressions of Interests received by the deadline will be considered for inclusion in the half-day workshop.

A final programme will be made available on 1 June 2019.

OBJECTIVES

The theme of the Workshop “Communicating the importance of our Antarctic activity” articulates the principle objective of the workshop, that is, to showcase and share the best practices used by National Antarctic Programs to promote their Antarctic work. There will be presentations and time for discussion.

The main topics to be discussed during the Workshop are:

- Outreach in regards to large, multidisciplinary and multi-nation, collaborative research projects
- Telling your countries’ Antarctic story
- Using social media to promote key National Antarctic Program messages and achievements
- Innovative technologies and how they can be an outreach tool
- National education practices-including Antarctic or polar topics in school curriculums
- Education and Outreach projects currently underway: How do we measure success?
- Increasing outreach impact: how can we collectively tell our Antarctic narrative essentially to maximize the return on resources and on our education and outreach investment
- Popularising Antarctic science and science support activity amongst youth.

EXPRESSION OF INTEREST

If you wish to express an interest to make a presentation at the Workshop, please send an email with your name, National Antarctic Program name (or expert organization affiliation), title of the proposed presentation, and a brief abstract describing the focus of the proposed presentation, to the workshop convener (see contact information below).

Deadline for expressions of interest is: 1 April 2019.

CONTACT INFORMATION

Dragomir Mateev, COMNAP Education, Outreach & Training Expert Group Leader will be the convener of the workshop which will take place on Wednesday 31 July, from 0830 to 1330 hours.

Dragomir Mateev, Convener of the workshop, polar@gea.uni-sofia.bg

Javed Beg, EXCOM Vice Chair, Oversight Education, Outreach & Training Expert Group, javed.beg@gmail.com