

Antarctic Treaty Consultative Meeting XXIX,
Edinburgh 2006



Discover Antarctica! Public Engagement Campaign

Evaluation Report

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Evaluation Report

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Foreword

When the Antarctic Treaty Consultative Meeting met in Edinburgh in June 2006, it represented a number of firsts for the UK and for the Antarctic community. It was the first time for almost 30 years that the UK had hosted ATCM, the first time that the meeting had been used to reach out to a wider audience, and the first time that the meeting discussed and endorsed a major international scientific initiative in the shape of International Polar Year 2007-2008.

I am delighted to say that in respect of the public engagement events associated with ATCM XXIX – which are the subject of this report – the meeting was an unqualified success. Through more than 20 events during two weeks in June, over 12,000 people were thrilled, amazed and inspired – their words, not mine – by both the stunning scenery of the Antarctic and the globally important science that is done there.

Polar science, the Antarctic Treaty and ATCM XXIX have a great deal to teach us. Not only about what we can achieve through international collaboration and partnership working, but also about how much more powerful that work can become if we can communicate it effectively to a wider audience.

Today, as in the past, international collaboration is an essential part of conducting successful science programmes in the challenging environment of the Polar Regions. This international collaboration not only enhances scientific research and knowledge, it fosters closer cooperation in a geopolitical sense. The Antarctic Treaty itself – born out of scientific collaboration between nations during the International Geophysical Year of 1957-1958 – is testament to that.

Polar science is crucial to understanding how our world works. Given the mounting pressures on the planet of human activity, translating that understanding into political action through effective communication is perhaps an even greater challenge. In this respect, the public engagement events that formed part of the ATCM XXIX leave us with a valuable legacy on which to build, not only for IPY but also for ATCMs in years to come.

Finally, I would like to thank the Foreign & Commonwealth Office Polar Regions Unit for inviting the Natural Environment Research Council's British Antarctic Survey to become partners in delivering such an important event.

Professor Chris Rapley CBE
Director, British Antarctic Survey
President of the Scientific Committee on Antarctic Research

Executive Summary

British Antarctic Survey (BAS) took the lead to create an exciting and engaging series of public events to run during the Antarctic Treaty Consultative Meeting (ATCM) held in Edinburgh in June 2006.

The overall objectives were to raise awareness of the ATCM in 2006; to highlight the UK's key role in Antarctica and, within the Treaty, to the ATCM delegates; and to promote the BAS Science in Society programme. It was the first time that a campaign of this scale had been created in Edinburgh by BAS or been built around an ATCM meeting.

This evaluation report describes how objectives for media, marketing, public engagement, as well as education and business to business campaigns were met, and in many instances, expectations exceeded. Media coverage and feedback from stakeholders and audiences indicate a high impact factor.

The key elements that led to the success of the campaigns were:

- A professional science PR team at BAS
- Funding from, and direct involvement of, the client – the UK Foreign & Commonwealth Office Polar Regions Unit which included the ATCM project management team
- Partnership with HMS *Endurance*
- Partnerships with leading science visitor attractions and many organisations (particularly the BA and Ocean Terminal) in Edinburgh
- Enthusiastic involvement of volunteers from Natural Environment Research Council centres (British Antarctic Survey, British Geological Survey and the Centre for Ecology and Hydrology)

Over 20 public events across the city during a two-week period attracted more than 12 000 visitors from Edinburgh and Central Scotland. Thousands of visitors were happy to queue for up to 45 minutes to visit ice ships RRS *James Clark Ross* and HMS *Endurance* and many attended more than one Discover Antarctica! event. Exit polls revealed that some members of the public came from as far afield as Aberdeen and Yorkshire to visit the ships.

Print news coverage alone generated more than 11 million opportunities to read about ATCM and Discover Antarctica! The marketing and promotional campaign presented over 6 million opportunities to view/hear.

Existing working relationships were strengthened and new ones made that will take forward co-operation and understanding in Antarctic research.

The following pages describe the different elements of the campaign and how each was evaluated. A series of appendices reveal the depth of involvement and the number of people and organisations without whom Discover Antarctica! would not have been possible.

Linda Capper, MBE, MCIPR
Head of Press, PR & Education
British Antarctic Survey



Introduction

This report focuses on the leadership of British Antarctic Survey (BAS) in the public engagement campaign and elements of the business PR surrounding the ATCM formal sessions. It does not attempt to evaluate the success of the overall project management of the business meeting carried out by the UK Foreign & Commonwealth Office ATCM project team.

Purpose of this evaluation

This evaluation report is a record for the future that refers back to the planning stages and how those plans were adapted and executed. It records successes and learning points that will be useful to all those involved and will be of value for future polar communications teams and their creative campaigns.

Background

The UK hosted the Antarctic Treaty Consultative Meeting (ATCM XXIX) in Edinburgh from 12-23 June 2006 at the Edinburgh International Conference Centre (EICC). Some 300 delegates from around 45 countries attended the 'business sessions' that ensure the continued protection of the world's last great wilderness. The Foreign & Commonwealth Polar Regions Unit (FCO PRU) is responsible for UK Antarctic policy. As the UK national Antarctic operator, BAS works in partnership with PRU to provide support and expert advice.

The FCO PRU and its ATCM project management team were responsible for the organisation of the ATCM. Member States take turns to host the ATCM and 2006 was the first time since 1977 that the meeting had been hosted by UK.

The BAS Press, PR & Education team (PPRE) were members of the 'Steering Group' that was responsible for direction, planning and organisation of the ATCM. The PR team took the lead in creating and implementing a public engagement campaign – Discover Antarctica! – that for the first time 'brought Antarctica to Edinburgh', raised awareness of the UK's leadership in Antarctic affairs and promoted the importance of the continent for scientific understanding of global environmental issues during an ATCM.

Campaign objectives

Both the FCO PRU and BAS are funded by UK taxpayers. As part of its Science in Society programme, BAS proactively communicates its science and operations to all sectors of society to enable informed public dialogue on global environmental issues. This important UK event provided an opportunity

to raise awareness of the role that FCO PRU plays in administering UK Antarctic policy and to fulfil BAS science communication and public engagement objectives.

To facilitate 'business to business' (B2B) relationships throughout the ATCM, a number of private receptions and dinners were held for delegates and invited guests at different venues across Edinburgh. British Antarctic Survey hosted, jointly with HMS *Endurance*, a reception for delegates and invited guests at Ocean Terminal shopping centre overlooking the BAS research ship RRS *James Clark Ross* and RN hydrographic vessel HMS *Endurance*.

Campaign methods

With no existing 'Antarctic market' in Edinburgh, an integrated communications and promotional campaign was necessary to ensure high profile visibility for the meeting and to attract family audiences to events across the city. A combination of paid advertising and 'free' media coverage targeted at Edinburgh and Central Scotland communities ensured that more than 12 000 visitors attended the public events.

Partnerships with Edinburgh organisations were vital to share effort and resources and to maximise the impact of the campaign. Organisations included the Edinburgh and South East Scotland Branch of the BA (British Association for the Advancement of Science), Ocean Terminal and Edinburgh International Conference Centre. These partnerships ensured maximum exposure to target audiences and provided an engaging 'Antarctic experience' for Central Scotland. A full list of partners is available in appendix 2.

Many people were required to execute a campaign of this scale. In addition to BAS and FCO staff, Discover Antarctica! involved more than 50 people from 25 Edinburgh science centres and organisations.

Evaluation methods

A combination of quantitative and qualitative measures was used to get a broad picture of the success of each element of the campaign. Visitor numbers, average dwell time and visitor responses were used to assess impact of events. Number of media interviews, articles and analysis of key messages form the basis of media evaluation. Post-event requests for feedback from partners and stakeholders were positive. Results can be seen in the following detailed reports for each element of the campaign and in the appendices at the end of this report.

Conclusion

Discover Antarctica! was an ambitious campaign for a small team. Previous experience of working with partners created the confidence for the BAS PR team to embark on a campaign of this scale in a geographical area that was new to them. The following pages will reveal that the campaign can be judged as a success, delivered on time and within budget; and created a legacy for future partnership working with the BA, science and visitor attractions, as well as strengthening existing business relationships and establishing new ones.



Media Campaign

The media was seen as a key mechanism for communicating the business of the ATCM and attracting visitors to the various public events. The campaign had to take into account the challenge of generating media interest in an international meeting that had closed 'business sessions'.

Campaign objectives

- To maximise local media coverage of public events to raise awareness of Discover Antarctica! and support the marketing campaign
- To communicate key messages – UK's chairmanship of the ATCM; the role of the Antarctic Treaty in the governance of Antarctica; UK's leadership in Antarctic affairs; the importance of Antarctic research for understanding global environmental issues – through national and international media, including science, political and environment press
- To establish an effective and efficient press office at the EICC for the duration of ATCM

Campaign methods

The media campaign began in February 2006 with a comprehensive review of Scottish print, broadcast and online media. Between February and June 2006, the press team built strong relationships with key individuals and media outlets.

The press team developed a variety of core stories – including political, scientific and cultural angles – designed to appeal to a wide range of Scottish media. Several Scottish tie-ins were exploited to good effect, including local history (the role of Scottish scientists in the heroic age of Antarctic exploration and the importance of the whaling industry to the Edinburgh economy from the mid-nineteenth to the mid-twentieth centuries).

A set of high-quality, high-impact images was selected from British Antarctic Survey's image database to support the media campaign.

Full use was made of the ATCM website (www.atcm2006.gov.uk) to promote public events and to host a virtual press room, via which journalists could register for ATCM media accreditation and access post-embargo press releases. A variety of other websites – most importantly The Hub (festival ticket agents in Edinburgh) and *What's On* – were used to showcase public events. Reciprocal links were set up between the ATCM, BAS and The Hub websites.

In the run-up to the meeting, an email invitation was issued to all heads of delegation alerting them to the press operation and inviting them to nominate a media spokesperson. This was followed up by an invitation to the opening day press conference (see below).

A press room was set up at EICC on Sunday 11 June, equipped with telephones, PCs plus broadband access, printer, photocopier, ISDN codec box, refreshments and background briefing material on Antarctica. The press room was staffed during all ATCM sessions and operated an out-of-hours service at all other times.

A press conference was organised during the morning of the opening day of ATCM. Speakers were Lord Triesman, FCO Minister for Overseas Territories, Professor Chris Rapley, Director of British Antarctic Survey, and Dr Tony Press, Director of the Australian Antarctic Division. The event was chaired by Dr Mike Richardson, head of the UK delegation and head of the Polar Regions Unit at the Foreign & Commonwealth Office. Following the press conference, journalists were able to attend the formal opening ceremony of ATCM by HRH the Princess Royal and Lord Triesman. Speeches and background were available in a press pack and the Minister was supported by a member of the FCO press office.

Daily press cuttings were displayed in both the press room and the ATCM internet café.

Press releases

An operational note was issued early in May inviting media to a briefing on ATCM hosted by the Edinburgh Convention Bureau. A dozen journalists attended the event, which was presented by a member of the BAS press team and the FCO. As well as building relationships with local media, the briefing resulted in a two-page spread on ATCM, including an opinion piece by BAS director Chris Rapley, in *The Scotsman* on Saturday 27 May.

Seven press releases were issued during June. These covered public events as well as key business issues under discussion at ATCM:

- Penguins invade Edinburgh's Princes Street (09/06/06)
- Antarctic vital for climate change science (12/06/06)
- Scottish school children stamp their designs on Antarctica (15/06/06)
- Discovering Antarctica in the classroom (15/06/06)
- Antarctic Treaty meeting issues historic Edinburgh Declaration (20/06/06)
- Tourism on the table at Antarctic Treaty meeting (21/06/06)
- Antarctic Treaty meeting moves to protect frozen continent from non-native species (28/06/06)

All releases resulted in press coverage. The text of each release is available in Appendix 4.

Analysis of coverage

ATCM and Discover Antarctica! generated more than 100 individual items of media coverage. This is likely to be a significant underestimate because although ATCM stories were carried by Russian and Arabic wire services as well as Reuters, PA, AP and North American and Australasian news agencies, effectively monitoring foreign language media outlets is a major challenge.

Most coverage (95%) was in print and online media. For local and national (UK) print media, 83% of stories included pictures and coverage included at least five cover stories and/or double page spreads, including *The Scotsman* (double page spread on 27 May 2006) and *Science & Public Affairs* (June 2006). Public events were the feature story in the What's On section of *The List* – Edinburgh and Glasgow's bi-weekly listings magazine.

Good coverage was achieved in local, national and international print media as well as target trade and technical publications. For all media combined (print, broadcast and online), international media accounted for 61% of coverage, national media 32% and local media 7%.

As well as high-circulation UK daily and Sunday newspapers (*The Daily Telegraph*, *The Sunday Times*), ATCM was well covered by Australian daily papers. ATCM was covered by media in more than 12 countries in Europe, North America, Australasia, Africa and Asia. Based on latest audited circulation figures, print coverage alone generated more than 11 million opportunities to read about ATCM and Discover Antarctica! Circulation figures are available in Appendix 5.

A question was also asked in the House of Commons on ATCM (*Hansard*, 3 July 2006)

All but two items of coverage mentioned ATCM, while FCO was mentioned in 20% of stories and British Antarctic Survey in 40%. A notable success was the strong link made by the media between the public events and ATCM: virtually all coverage of public events explained that Discover Antarctica! was a celebration of the UK's hosting of ATCM.

At least 25 different aspects of ATCM and Discover Antarctica! were covered by the media, including climate change, the Antarctic Treaty system and environmental management. The top three stories covered by the media were:

- Tourism
- International Polar Year
- Non-native invasive species

Coverage/focus on these issues directly reflected press releases issued by the ATCM press office (an estimated 87% of stories originated from the ATCM press office).

Measured against the objectives set for the media campaign, the press team worked very effectively in communicating key messages about the success of

the Antarctic Treaty, the role of ATCM in the governance of the continent – especially in the effective management of potentially controversial issues such as tourism and other environmental impacts. The main messages from media coverage were that ATCM remains an effective means of governing the continent (especially in managing sensitive environmental issues), that Antarctica is a continent for peace and science, and that Antarctic science remains crucial for understanding global environmental issues such as climate change. In addition, media coverage effectively highlighted British Antarctic Survey's role as the UK's national operator and as a world-leader in Antarctic science, and trailed International Polar Year 2007-2008.

In all, more than 60% of media coverage included quotes from ATCM delegates, the vast majority (over 80%) organised by the ATCM press team. At least 50 interviews with delegates were arranged over 10 days, and at least 24 individuals from 12 different delegations gave media interviews during ATCM.

Thirty journalists registered via the ATCM virtual press room, 14 visited the press room regularly during the 10 days of ATCM and six attended the opening day's press conference.

EurekAlert and AlphaGalileo (major online science news services) registered 390 and 102 hits respectively for the opening ATCM press release (12/06/06) and 533 and 102 hits for the closing release (28/06/06).

Copies of all available press cuttings are shown in Appendix 6.

Impact

- Based on latest audited circulation figures, print coverage alone generated more than 11 million opportunities to read about ATCM and Discover Antarctica!
- Pre-event coverage in major Scottish media
- Press conference attracted 6 journalists including international news agencies (Press Association and Reuters)
- Journalist from Reuters and freelance writers were present in the press room most days, with visits from PA, BBC News, BBC Radio Scotland, *New Scientist*, *The Scotsman*, *Edinburgh Evening News*, *The Sunday Herald*, *The Daily Telegraph*
- 50 interviews with delegates were arranged over 10 days
- More than a dozen delegations gave interviews to the media
- Over 100 articles published
- Coverage in UK, European, US, Australian, African and Asian media
- Delegates pleased to have press office facility
- Positive feedback from media
- EICC trade press covered the business of running the meeting

Measured both qualitatively (via feedback from the media and ATCM delegates) and quantitatively (via cuttings) the media campaign was a success, despite direct competition from the International Whaling Commission meeting in St Kitts & Nevis from 16-21 June and the fact that all

ATCM sessions (bar the opening ceremony and part of the morning session of International Polar Year day) were closed to the media.

As well as supporting the marketing campaign to raise awareness of the public events, the media campaign raised awareness of the UK's hosting of ATCM and generated a significant amount of debate in the media on key issues for Antarctica such as the management of tourism and environmental issues.

For delegates, having this type of media operation at ATCM was a new experience and none of the media present had covered ATCM before. Feedback from both journalists and delegates was extremely positive:

"Thank you for all your help this week re: Antarctic Treaty. It was refreshing enough that you were able to put me in contact with every source I needed for my news story – no small feat at a large conference – but your suggestions for feature ideas were all spot on. Clearly, your background as a freelance journalist was a real advantage to both of us. Again, thank you" – *Eben Harrell, The Scotsman*

"The publicity from the ATCM has worked its way back to New Zealand also and I did a live piece on Radio New Zealand's morning chat show (9 'til Noon) yesterday. All good stuff. Pleased we got some useful material out. I am certainly very pleased about what we managed to achieve regarding the non-native species issue" – *ATCM delegate*

"Thanks for including us as well and for giving us the option to talk to whomever would listen" – *ATCM delegate*





Marketing Campaign

The aim of the marketing campaign was to increase awareness of Discover Antarctica! in Edinburgh and the surrounding area (within a 50 mile radius) and to attract members of the public to events and exhibitions.

Campaign objectives

- To raise the profile of Discover Antarctica! to ensure events were well attended
- To create the excitement of an 'Antarctic festival' taking place in central Scotland
- To meet the Communications Plan objective of 'raising the profile of ATCM with a number of key audiences' through the vehicle of Discover Antarctica!
- To raise the profile of BAS and its role in the Antarctic (as part of its Science in Society strategy)

Methodology: Campaign execution

The BAS PR team devised a mix of marketing and advertising activities to publicise Discover Antarctica! The campaign ran over a six-week period, increasing its intensity in the two weeks before the first event for greater impact.

Being a festival-friendly city, Edinburgh has a good variety of outlets and activities for marketing events and its compact geography means that – compared with a city like London – it is easier to make a big impact with a moderate budget.

The brand

To reflect Antarctica's iconic and visually arresting landscape, the team chose artwork that instantly conveyed 'Antarctica the place'. Emperor penguins on an ice shelf with a stunning blue sky provided a striking and memorable image for the Discover Antarctica! brand. The image was used in all marketing and advertising.

The advertising highlighted Discover Antarctica! as 'events, exhibitions and talks for all the family' and highlighted the ATCM website (www.atcm2006.gov.uk) for full listings as well as The Hub as an information line. At the time of going to press with the leaflet, there were 20 events planned. An additional 3 events were subsequently organised and these were promoted on the website. The adverts also made an association to the ATCM with a strap line 'Discover Antarctica! is bringing Antarctica to the public whilst the ATCM takes place in Edinburgh'.

Paid marketing/advertising at a glance

- Edinburgh Arts & Entertainment – leaflet/poster distribution throughout Edinburgh, Lothians, Borders and Fife
- *Scotland on Sunday* – leaflet insert (78,000 copies)
- Clear Channel Advertising – large posters at bus shelters
- Viacom Outdoor – advert on 100 buses in Edinburgh & Leith
- Forth 1&2 – advert on local radio
- *What's On* publications – half page advert in four editions
- *The List* magazine – full page advert on the inside front cover
- *Science in Parliament* – double page advertorial

Leaflets and posters

The leaflet provided an eye-catching and comprehensive listing of most of the Discover Antarctica! events. The size was dictated by the most common leaflet racks on display in central Edinburgh and for distribution through a recommended agency. Over 150,000 were printed.

Approximately 25,000 leaflets and 100 posters were sent to the organisers of each event. They were encouraged to display them prominently in their visitor attractions, post them to their mailing or subscription lists and distribute to staff. They were also sent to organisations with an active interest in Antarctica, including local universities and research centres.

Over 15,000 leaflets and 200 posters were distributed through **Edinburgh Arts and Entertainment** (EAE). As a professional distribution agency, EAE has leaflet racks in tourist outlets, shopping centres, supermarkets, leisure centres throughout Edinburgh and the surrounding area.

The distribution list includes:

- Top 9 culture sites in Edinburgh – combined footfall exceeds 2 million per year (National Museums of Scotland, The Filmhouse, Festival Theatre, The Hub, Royal Lyceum Theatre, Playhouse, Queen's Hall, Traverse Theatre, Usher Hall)
- Top 7 visitor attractions in Edinburgh – combined 3.5 million visitors per year (Royal Botanic Gardens, Edinburgh Zoo, Scottish Whisky Heritage Centre, Edinburgh Castle, Edinburgh Dungeon, Our Dynamic Earth, Royal Yacht Britannia)
- Tourist buses – 500,000 passengers per year (The Edinburgh Tour, City Sightseeing, Mac Tours)
- Prime retail sites – combined annual footfall exceeds 35 million (Ocean Terminal, Princes Mall, St James Centre, The Gyle Centre)
- Edinburgh residents – combined annual footfall exceeds 1.5 million per year (Royal Commonwealth Pool, Ainslie Park Leisure Centre, Dumbrae Leisure Centre, Meadowbank Sports Centre, Gracemount Leisure Centre. Over 50 outlets of Tesco, Morrisons, Sainsbury and Dobbies Garden Centre)

Based on these annual footfall and visitor/passenger numbers, there were around 4.9 million opportunities to pick up the Discover Antarctica! leaflet from EAE racks alone during the 6-week marketing campaign.

In addition, leaflets were sent to over 100 schools in Edinburgh and Leith to specifically highlight the events targeted at schoolchildren (see more under Education).

The Sunday newspaper **Scotland on Sunday** distributed 78,000 leaflets as an insert in its 4 June edition. This was timed two weeks before Discover Antarctica! to allow people to plan their diaries.

Paid advertising took the form of 6-sheet posters booked through **Clear Channel Advertising** at 15 prominent bus shelters in Edinburgh and Leith over a 4-week period (22 May – 22 June). These large posters (183 x 122cm) were aimed at bus users, people in their cars and shoppers. Five of these were on or adjacent to Princes Street – Edinburgh's main shopping street. The other 10 sites were chosen along the bus routes from Edinburgh to Leith to highlight the activities taking place at Ocean Terminal.

Super headliner adverts were booked in 100 buses through **Viacom Outdoor**. The sites chosen were on buses based at the city central depot which houses 211 harlequin buses (approx half single deck). Many of these buses regularly do the number 22 route, which runs from Edinburgh to Leith. This was planned to reinforce the bus shelter advertising, which was positioned along the same bus route. Aimed at a captive audience, the adverts, were 66cm x 20cm and displayed over a 4-week period (29 May – 23 June).

A 30-second advert was aired on **Forth 1&2 Radio**. The script was light-hearted and focused on Antarctica coming to Edinburgh and mentioned the ships – RRS *James Clark Ross* and HMS *Endurance*. For maximum impact the advert was aired on average 3-4 times a day over a two-week period (6-21 June).

To specifically target tourists, a half-page advert was placed in four editions of the **What's On** guide (Edinburgh & Lothians, Angus & Dundee, Loch Lomond & Stirling, Perthshire). These guides are available in more than 350 venues, including hotels, bed & breakfasts, visitor centres, shopping centres, shops, restaurants, libraries and tourist information centres. As a result of the booking and subsequent negotiation, editorial space was secured in the *What's On* and the front cover featured a photograph of the RRS *James Clark Ross*.

For tourists and the residents of the city looking for social events, an advert was placed in **The List** magazine in the issue coinciding with the dates of Discover Antarctica! (8-22 June). A full-page ad, in colour, on the inside front cover ensured prominence. In addition, the booking helped secure an editorial feature (almost a full page) featuring interviews with an artist and a BAS scientist about their experiences of Antarctica.

To specifically target MPs, Parliamentarians and policy makers, a double page advertorial was booked in the journal **Science in Parliament**. This also secured an Antarctic image on the front cover.

Impact – opportunities to view/hear

Clear Channel Advertising – bus shelter adverts. This is difficult to quantify, but given that the annual footfall on Princes Street is 21 million, it is estimated that there were 1.75 million opportunities to see the adverts during the 4-week campaign.

Viacom Outdoor – ‘super headliners’. With 320,000 passengers journeys a day on Edinburgh’s 549 buses, the Discover Antarctica! advert – which ran on 100 buses for 4 weeks, means that 1.7 million passenger journeys were taken on buses displaying Discover Antarctica! adverts.

Scotland on Sunday – leaflet insert. The circulation of this Sunday paper is 77,230 (ABC Jan – June 2006) and covers a wide range of audiences. Readership is calculated as 340,000. The reader profile is split equally with 180,00 men and 161,000 women. Age profiles – 20% are aged 15-34, 45% aged 35-54 and 35% over 55. Some 85% are ABC1 with the remaining 15% C2DE. The majority of readers are from Scotland but 9.5% are from England and Wales (*figs from NRS Apr 05-Mar 06).

What’s On – the four guides have a combined circulation of 85,000, throughout 350 venues in Edinburgh & Lothians, Angus & Dundee, Loch Lomond & Stirling, Perthshire.

The List magazine – approximately 18,000 copies are distributed throughout Edinburgh and Glasgow priced £2.20. Of this 84% are bought. It is believed that each copy has 5.2 readers. Therefore over 93,000 people had the opportunity to view the advert.

Forth 1&2 Radio – the advert was aired 56 times over two weeks (6-21 June). It is estimated that 388,000 listeners aged 15+ heard this message an average of 6 times. This is 35% of the population of Edinburgh, Lothians and Fife.

Feedback from The Hub, which sold tickets for Discover Antarctica! performances at the EICC as well as acting as information line, suggests that among a sample of 15% of people booking tickets, most had heard about the events via the web (17%), word of mouth (12%) or from the leaflet (11%).

Budget

The FCO provided approximately £30,000 for the marketing campaign. Costs are outlined overleaf.

Marketing/Advertising costs for Discover Antarctica!	
Clear Channel Advertising - Advertising space for bus shelter posters over 4 weeks (x 10 sites on Princes Street and in Leith)	£7050
Print of 6 sheet posters x 20 (+ delivery)	£322.50
Discover Antarctica leaflet costs:	
Edinburgh Arts & Entertainment – Distribution of leaflets and posters in & around Edinburgh	£1956.69
Howlett Design – Leaflet design	£587.50
Flying Colours - Printing of 150,000 leaflets and 200 posters	£6525.62
<i>The List</i> magazine – full page advert	£1373.58
<i>What's On</i> guides – half page advert in four guides	£940
<i>Scotland on Sunday</i> – leaflet insert on Sunday 4 June	£2702.50
Forth 1&2 Radio – 30 second radio advert aired over 2 weeks	£4227.86
Viacom Outdoor – headliner adverts in 100 buses over 4 weeks	£3525
Production of posters	£489.97
<i>Science in Parliament</i> – full page advert	£1410
TOTAL	£31,111.22





Exhibitions and Events Campaign

This element of the public engagement campaign was very much integrated with the media and marketing campaigns. Twenty-three events across Edinburgh attracted over 12 000 visitors.

Campaign objectives

- To create a series of integrated public events and exhibitions to attract ATCM delegates and different sectors of Edinburgh and Central Scotland society
- To communicate key messages – UK's leadership in Antarctic affairs; the importance of Antarctic research for understanding global environmental issues
- To have a single brand identity for all events – Discover Antarctica!

Budget for provision of BAS exhibition material in Edinburgh International Conference Centre, for taking RRS *James Clark Ross*, transporting display material, staff travel costs, catering for B2B reception was £32 000. Salaries and value of existing display material are excluded from the budget calculations. See marketing section of this report for spending on promotion.

EDINBURGH INTERNATIONAL CONFERENCE CENTRE

- To maximise the use of the venue for the ATCM business sessions by creating public exhibitions in the open spaces and performance talks in the auditoria of the Edinburgh International Conference Centre; and to attract members of the public to exhibitions featuring Antarctic science, art and heritage photography
- To work with FCO ATCM project management team to devise the design brief for the layout and content of the public exhibition areas
- To create a programme of 4 'performance' talks engaging to young adults and members of the public with no background in science
- To promote the art and photographic exhibitions that were curated and managed by others

OCEAN TERMINAL SHOPPING CENTRE

- To host two public open days and one schools day onboard the BAS research ship RRS *James Clark Ross* and RN Antarctic hydrographic ship HMS *Endurance* for the purpose of public engagement and for enthusing young people in science

- To use exhibition areas within Ocean Terminal to attract visitors to the ships and to provide engagement for people less physically able to go onboard the ships
- To organise a delegates' tour of the ships to showcase the UK joint ship operations in Antarctica and introduce them to selected science themes
- To host jointly with HMS *Endurance* an evening reception for 500+ delegates and invited guests (B2B) in Ocean Terminal Bar & Grill

VENUES ACROSS EDINBURGH

- To maximise reach and impact through involvement of Edinburgh-based organisations involved in public engagement in science

Campaign methods

The city of Edinburgh was chosen in 2004 as the ATCM venue by FCO PRU because of its excellent conference facilities and infrastructure. The BAS PR team was involved in this selection and made early visits to Ocean Terminal in Leith to assess this venue's potential for visits by research ships. Ocean Terminal is a major retail centre which attracts around 45 000 shoppers over a weekend and it was clear that it would provide an excellent entrance to ship open days. Furthermore, the enthusiasm and experience of Ocean Terminal's marketing manager for this event generated confidence in this choice of venue.

The exhibition space and auditoria in the Edinburgh International Conference Centre were ideal for the closed ATCM business sessions but it was evident also that there was scope for using this venue for evening and weekend public events. A decision was made to create a public exhibition showcasing BAS science programmes, UK university Antarctic research, and exhibitions of Antarctic art and heritage Antarctic photographs. *White Horizons*, the exhibition of Antarctic art from 1775 to 2006 gathered around 60 pictures into the first exhibition of its kind to be held in the UK. The BAS PR team, together with FCO ATCM project management team, created the design brief. BAS also devised a programme of 4 performance talks to capitalise on the excellent technical facilities and support provided by EICC.

Initially, ship open days and performance talks were to be the extent of the public engagement events. However, BAS had worked in the past with Our Dynamic Earth (science centre with polar gallery), Edinburgh Zoo and fellow NERC colleagues at the British Geological Survey, so the PR team decided to explore possibilities for involvement of those organisations. In addition, BAS has over many years enjoyed successful working relationships with the BA (British Association for the advancement of science) and contacted the Edinburgh and South East Scotland Branch inviting them to get involved. Edinburgh City Council and Edinburgh Convention Bureau were key contacts for the ATCM business sessions and they provided valuable information for planning public engagement events.

Briefing meetings were held in Edinburgh with presentations from BAS PR team and FCO ATCM project managers in November 2005 and February 2006. The BA branch chairman and secretary canvassed their science communication

network for ideas and participants. The level of enthusiasm from all of the above organisations was stunning and exceeded any expectations for collaboration. Together this group created around 20 public events across the city during the two-week period. BAS provided expert speakers for many of the BA-organised and other events.

During ATCM both RRS *James Clark Ross* and HMS *Endurance* became floating exhibition centres for the open weekend. BAS scientists became 'storytellers' as they staffed 10 interactive exhibition areas in onboard laboratories and on the aft deck of the *James Clark Ross*. A shop stocked with BAS merchandise offered visitors a souvenir opportunity and raised £5000 in income. A troupe of actors in Snow Queen and entourage costumes entertained the crowds as they queued.

Visitors to HMS *Endurance* had the opportunity to talk to helicopter pilots, officers and crew about working in the ice. A well-known wildlife photographer and HMS *Endurance* photographers exhibited stunning images; HMS *Endurance* surveyors exhibited results from hydrographic surveys to chart the seabed in the Southern Ocean. Timed helicopter demonstrations entertained crowds throughout the weekend.

More than half of the 23 public events were free.

Evaluation methods

The number of visitors to each event was counted; 10% of visitors to the ships were sampled for their impressions about the experience; visitor books and feedback forms were available at events. Post-event emails were sent to event organisers and participants. When asked how they found out about the Discover Antarctica! most people had seen at least one of the posters/leaflets/ads which concurred with that noted by Hub Tickets. Word of mouth was effective in encouraging people to visit more than one event. Many visitors to the ship open days were aware of the work of British Antarctic Survey and/or HMS *Endurance* and came specifically to see them. Antarctica features in many school studies for key stage 3 and the Scottish equivalent which made events particularly attractive to teachers.



Discover Antarctica!: audience figures

Event	Audience size
Monday 12 June 2006 March of the Penguins, <i>Filmhouse</i> , 6pm, BA event with Professor Lloyd Peck (BAS), Professor David Sugden (Edinburgh University)	191
Performance events at Edinburgh International Conference Centre – 7.30 pm	
Tuesday 13 June 2006 Living in Antarctic extremes with Professor Lloyd Peck (BAS)	250
Wednesday 14 June Secrets in the ice with Dr Valerie Masson-Delmotte, <i>Laboratoire de Sciences du Climat et de "Environnement, France</i>	130
Monday 19 June 2006 Scots in the Antarctic, <i>Dr David Munro, Royal Scottish Geographical Society</i>	150
Thursday 22 June 2006 From Life in the Freezer to Planet Earth with the BBC Natural History Unit	370
Free Exhibitions at EICC weekday evenings from Mon 12-Thurs 22 June, 7pm – 10pm	
Saturday 17 & Sunday 18 June, 10am - 6pm Antarctica: A continent for science White Horizons – British art from Antarctica 1775-2006 The Antarctic photographs of Herbert Ponting Estimated total number of visitors	1100
Free Exhibition during June at Apex Hotel (20 days) Fahrenheit 32; Antarctic ice photography by Marzena Pogorzaly	4000
Wed 14, Thur 15, Sat 17 & Sun 18 June 2006 Meet the scientists, <i>Royal Museum</i> , 10.30am – 1pm (drop in)	750
Thursday 15 June, 2006 National Gallery of Scotland. Heart of Whiteness, by Jean de Pomereau, International Polar Foundation	70
Saturday - Monday 17-19 June 2006 – Free 10 am-5pm Ships of the ice, <i>Ocean Terminal</i> , Open weekend with Schools day on Monday Shop takings £5000	5000
Sunday 18 June 2006 My day in Antarctica, <i>Royal Museum</i> , 11.30am Life on the ice – Antarctica, <i>Deep Sea World</i> , 11.30 am Liz Thomas (BAS) Café scientifique: sailing south, <i>Ocean Terminal</i> , 6.30pm. Captain Nick Lambert RN, HMS <i>Endurance</i> , Geof Swinney, Royal Museum and Brian Kelly, Discovery Dundee	60 120 60
Mon & Tues 19 June 2006 Learn Antarctica, Our Dynamic Earth, 10am – 3pm (schools' workshops with Mike Pinnock, Liz Thomas & David Wattam[BAS])	200
Rare as penguins' teeth, with Dr Keith Reid (BAS) <i>Edinburgh Zoo</i> , 7.30pm	134
Wednesday 21 June 2006 Ice sheets and climate change, Dr Mike Bentley University of Durham The Royal Society of Edinburgh, 5.30pm	185
A midwinter night's dream, <i>Royal Observatory</i> , with Jon Shanklin (BAS), 7pm	45
Thursday 22 June 2006 - Discovery Point, Dundee. 7.30 Talk by author Michael Tarver on his new book "The SS Terra Nova"	60
Total	12695

Impact

There was universal enjoyment the experience; most people were happy to queue for up to 45 minutes to get onboard the ships – even in the rain; footfall at Ocean Terminal shopping centre was up by 30% over the weekend; and many events were over-subscribed. The following comments, received by email, give a flavour of the impact on visitors and event organisers:

"Can you please pass the following message on to [the British Antarctic Survey staff member] who spoke to my husband, six year old daughter and I on the *James Clark Ross* on Sunday? He told us that he lives in Antarctica for two and a half years at a time and works off the inflatable dinghy.

On Sunday he showed my husband and six year old daughter around and she (Lucia) got to try on a life jacket and have her photo taken by one of the crew. We asked the scientist about the midwinter's celebration and making gifts for one another obviously hit a chord with my daughter. As she skipped along to school this morning, I asked my daughter what she'd make as a midwinter's gift if she was in Antarctica and had to make something from found objects. Without a pause, she said she'd make a skateboard for someone out of two tins of tuna and a flipper – so she'd obviously taken a lot in!!!

Can you please pass this little story onto the guy who helped us into the inflatable dinghy and allowed us to try on the life jackets? Hopefully it will raise a smile and let you all know that your efforts to share your knowledge and experience certainly paid off, and got this little one thinking" – *visitor to RRS James Clark Ross*

"I took my children up to Edinburgh from Cumbria to see the *James Clark Ross* and *Endurance* and all of us really enjoyed it . . . A superb job" – *visitor to ships*

"The weekend [at Ocean Terminal] went really well. Very positive response from the public and very, very busy! We had a good spot in the shopping centre and the feedback we got from people who had been on the ships that day was also very positive, people didn't even seem to mind the wait in the rain. I definitely think it would be something we would get involved in again" – *Edinburgh Zoo*

"I was surprised by the number of visitors who had travelled to Edinburgh specifically to take in the Antarctic events and were staying locally for up to a week" – *British Geological Survey*

"The RSGS much appreciated the opportunity to participate in the Discover Antarctica event in Edinburgh during the past 2 weeks . . . I have had some nice comments about the talk I gave. The staging and technical support for this was quite superb" – *Royal Scottish Geographical Society*

"The events on *James Clark Ross* went well and we were very impressed with the level of interest of the general public, how far some had travelled to attend and for how long some had stayed" – *British Geological Survey*

"Someone took the initiative and made it easy for us to fit in [to Discover Antarctica] and brought together a wide-ranging and imaginative programme at what seemed like short notice. Leaflet design was very eye-catching" – *Royal Observatory*

"Visited *James Clark Ross* last Sunday and I wanted to pass on to you how enthusiastic and engaging the staff were on board. Without exception, they were an absolute delight and I hope you can pass on both how well they conveyed the excitement of their work and came across personally" – *Professor Anne Glover, Chief Scientific Advisor for Scotland*



Education Campaign

Campaign objectives

British Antarctic Survey has a continuing commitment to enthusing young people in its science and operations. The educational activity during Discover Antarctica! included the following objectives:

- To showcase a new online interactive resource for key stage 3 & 4 Geography teachers – Discovering Antarctica, developed in partnership with FCO and the Royal Geographical Society with IBG
- To create a special day for the winners of a stamp design competition – the competition was open to all Scottish schoolchildren and organised by FCO and RGS
- To dedicate one of the ship open days to school visits
- To provide speakers/presenters for polar classroom days organised by Our Dynamic Earth, the Royal Museum, Deep Sea World and others
- To encourage and promote ‘hands on’ activities in Ocean Terminal organised by Edinburgh Zoo and Our Dynamic Earth

Campaign methods

The approach to this activity built on tried and tested methods used in Cambridge (BAS Office) and at previous events where young people were the specific target audience. Briefing discussions with each of the partner organisations resulted in a suite of activities that were promoted through each organisation’s existing networks of educational contacts. To give the polar emphasis, BAS invited some of its young scientists to act as ‘story tellers’ onboard the *James Clark Ross* or as ‘classroom presenters’ in science centres that had an existing programme of educational visits. Ocean Terminal’s marketing manager kindly made space available throughout the shopping centre for ‘hands-on’ activities including Edinburgh Zoo’s ‘discovery table’ and Our Dynamic Earth’s ‘flatpack penguin’. A letter and promotional leaflet was sent to schools throughout Edinburgh and Central Scotland encouraging them to book places on the *James Clark Ross*/HMS *Endurance* school day or the various workshop sessions elsewhere in the city.

Demonstrations by BAS and Royal Geographical Society of a new online interactive resource were received enthusiastically by teachers, students and parents.

Impact

Working in partnerships with education officers from science centres and visitor attractions and with education staff at Ocean Terminal added considerable value to Discover Antarctica! Each activity provided a rich

experience to young people and each event gave strength to the overall education programme.

Over 20 BAS staff acted as storytellers for the exhibition, events and the education campaign. This was an excellent opportunity for them to present themselves and their work to the public, and to gain valuable experience in communicating Antarctic science to a wider audience. Feedback from children, teachers and parents was extremely positive:

"We learnt a lot about what the [British Antarctic Survey] ship does and where it goes. The most interesting part of the talks at Ocean Terminal was when we got told how much food they took with them to the Antarctic. We would just like to thank you so much for this wonderful day out. We enjoyed every part of it" – *Grangemouth High School*

"We had a truly memorable day and thoroughly enjoyed ourselves. It was great to meet so many lovely people and the award presentation on board HMS *Endurance* with Captain Lambert and crew members was very special indeed – "well good" as Danielle said (typical today's teen I guess). The framed stamps will be taking pride of place alongside a framed copy of the photograph with Danielle receiving her award from the captain. Having a tour of both ships has really fired our interest in Antarctica and we will try to keep up to date on where HMS *Endurance*, in particular, is sailing to and when she returns to Antarctica" – *British Antarctic Territory stamp competition winner*

"I was so pleased to have been a part of such a wonderful event . . . I know from my comments forms that 'Life on the Ice' was really well received and enjoyed by our visitors" – *Deep Sea World*

"It's not often that I come away from something really thrilled and inspired, but the visit you arranged for us to the ships in Leith definitely came into that category. The scientists manning their exhibits were so enthusiastic and keen to talk to our boys and girls – even after a weekend with thousands of other visitors. Our party of typically reluctant and bolshy teenagers were really excited by what they saw and heard – the feedback afterwards was excellent . . . It really was an exciting and stimulating experience – and the science itself was gripping!" – *Glendalmond College*





Business to Business PR

B2B objectives

As this was the first time that UK had hosted the Antarctic Treaty Consultative Meeting since 1977. The meeting required a high profile to match its political and business importance. The overall objectives were:

- To showcase excellence in UK Antarctic affairs and science to ATCM delegates from 45 countries
- To strengthen existing business relationships and forge new ones between national Antarctic operators, academia, policy makers and HMS *Endurance*

B2B methods

The FCO ATCM project management team staged an impressive opening ceremony with HRH the Princess Royal as keynote speaker. Delegates were presented to Her Royal Highness during an evening reception in Edinburgh Castle. This event and other evening receptions were devised by the ATCM project management team. As part of its contribution to B2B relations, BAS and HMS *Endurance* hosted a joint reception for delegates and invited guests.

Around 350 personal letters of invitation to the reception were sent to academic, government, arts and business associates of BAS and RN. Each letter contained the programme for Discover Antarctica! and guests were encouraged to visit exhibitions and events in the programme.

The reception was held in Ocean Bar & Grill within Ocean Terminal shopping centre and offered excellent views over the two ice ships at the quay. Delegates were given guided tours of the ships before joining other guests at the reception. Around 500 guests enjoyed an evening of conversation, speeches and a helicopter demonstration. Blue champagne and canapés were served throughout the evening.

Impact

Positive and enthusiastic comments were received from delegates with 'Best ATCM ever' heard frequently. Successful working partnerships were established with Edinburgh 'stakeholders' who contributed to Discover Antarctica!; several will lead to future collaborations. Evidence for this is found in the following quotes:

"I thought the reception in Edinburgh last night was truly excellent. It was both an enjoyable and a very interesting evening in terms of new contacts and re-acquaintances made" – *National Oceanography Centre, University of Southampton*

"Delegates from 46 nations participated in what is effectively the annual meeting of the government of Antarctica. A team from the Foreign and Commonwealth Office, supported strongly by BAS have been planning the meetings and the 20 or so associated public events for the best part of a year. I am pleased to say that the outcome was hugely successful, with the many Delegations saying that the meetings were the best organised that they could remember, and with universal praise for the public outreach activities" – *Professor Chris Rapley, Director, British Antarctic Survey*

"The Foreign & Commonwealth Office team, ably assisted by British Antarctic Survey, deserve the highest praise for the organisation and running of this major annual two-week conference of the 46 Antarctic Treaty States. All Delegations were full of praise for the practical arrangements for the meeting itself, and for the imaginative side events associated with Antarctica which took place in and around Edinburgh . . . The outputs from the meeting will contribute to the good governance of the continent, not least in environmental terms, and to promoting scientific endeavour there on a truly cooperative and international basis. And that at a time when Polar affairs are widely recognised as crucial to the future of the planet" – *Sir Michael Wood, Chairman of the Antarctic Treaty Consultative Meeting 2006*

"The meeting was not only a great success in terms of the work done, but, thanks to the impressive efforts of the UK organisers, it was also at the core of a series of remarkable public events: exhibitions, public lectures, demonstrations – a model to be followed in involving the general public in Antarctica!" – *Johannes Huber, Executive Secretary, Antarctic Treaty Secretariat*





Conclusions and recommendations

There is sufficient evidence from feedback and observation to conclude that the ATCM and Discover Antarctica! were a huge success and all the objectives set in the 2005 Communications Plan were met.

Learning points to take into account for future ship events would be to make it clearer that access to working vessels is limited for people with disabilities; and that to allow adequate dwell-time, entry to the last visitors should be one hour before closing.

Media relations undoubtedly delivered world-wide coverage but there was potential for more. For future ATCM media exposure, to overcome the challenge of the 'closed meeting', the host country could establish early interactions with individual delegations and national operators to encourage wider media opportunities.

Partnerships with local organisations with existing audience networks and a common approach to science communication brought great strength to the campaign and future events in other areas should attempt to re-create this.

This was the first time that a large-scale public engagement campaign and formal media operations accompanied an ATCM and it is hoped that Member States planning their own country's involvement in future meetings will find this evaluation useful.





Acknowledgements

Almost 200 people were involved in making Discover Antarctica! a success - too many to mention here but their names are listed in appendix 2. Our particular thanks go to Professor Chris Rapley, Director of BAS for committing the Press, PR & Education team to this campaign and actively taking part in it.

Without funding from FCO PRU and the involvement of Dr Mike Richardson, Jane Rumble, Paul Davies, Eleanor Petch, Belinda Perkins, Nick Khosla and Richard Simcott, Discover Antarctica! would not have taken place.

Captain Nick Lambert RN and Lt Cdr Carl Wiseman RN from HMS *Endurance* and Captain Graham Chapman and Chief Officer Robert Paterson from RRS *James Clark Ross* together with BAS Ship Operations Manager Chris Hindley were our partners for 'Ships of the Ice' at Ocean Terminal and were responsible for all the technical, operational and safety issues associated with opening working vessels to the public. Special thanks to Captain Lambert for his creative ideas for our joint exhibition; particularly for devising and organising helicopter and boat demonstrations, for taking part in Café Scientifique and for presenting prizes to winners of the stamp competition – an event that will be remembered by the children all of their lives.

The enthusiasm and expertise of our partners from Edinburgh science centres and visitor attractions stunned us and we owe Fay Jameson, Marketing Manager at Ocean Terminal, and Nigel Over of the BA Edinburgh and South East Scotland Branch a debt of gratitude.

Tim Moffat and Pete Bucktrout from BAS were responsible for the co-ordination and creative direction of the four performance talks at EICC. The 'can do' approach and professionalism of Karen Wood, Kenneth Boak and the technical team at Edinburgh International Conference Centre was impressive and essential for the success of public events there.

We are grateful to all the speakers, storytellers and helpers who gave up their time to entertain everyone. And of course, to the people of Edinburgh, Central Scotland and beyond who came to our events, visited our exhibitions and told their friends about it we give a round of applause.

Linda Capper, Athena Dinar & Becky Allen
July 2006

Appendix 1. Communications Plan for the Antarctic Treaty Consultative Meeting (ATCM) 12-23 June 2006, Edinburgh

The purpose of this communications plan is to establish how to raise the awareness of the ATCM in 2006.

1. Aims

- Internal. To highlight the UK's key role in Antarctica and within the Treaty to the ATCM delegates
- External. To promote the UK's chairmanship of the ATCM and the Antarctic Treaty; to promote BAS science in society initiatives.

2. Key Objectives of communication

- To raise the profile of the ATCM with key audiences – policymakers, Antarctic operators and the science community and a wider public through a number of initiatives
- To promote FCO Polar Regions Unit (PRU) and UK plc as the integral player in the organisation and facilitation of the ATCM
- To promote British Antarctic Survey (BAS) as a leader in Antarctic affairs, research and operations
- To promote BAS as the UK's presence in Antarctica
- To ensure good communications (both internal and external) throughout the planning period and facilitation of the ATCM
- To promote other organizations with a vested interest in Antarctica (such as Antarctic Heritage Trust)

3. Key messages/what are you trying to communicate

- The ATCM is an international political meeting where important matters regarding the governance of Antarctica are discussed and agreed
- Key issues determining good practice for operating in the Antarctic are discussed, recommendations made and noted for implementation. For example environmental issues are discussed at Committee for Environmental Protection
- The ATCM attracts key players from the Antarctic community from all over the world
- BAS is a world leader in Antarctic research
- FCO PRU plays a leading role in the discussions at ATCM
- The Antarctic Treaty is one of the most successful international agreements in the world
- Antarctica is designated as a continent for peace and science
- ATCM is the 'eve' of International Polar Year

4. Key audiences

- ATCM delegates
- UK Policymakers (Other Government Departments/MPs etc)
- UK Antarctic community (tourism industry, environmental groups)
- The media – to deliver a global audience
- Young people – in schools, through media, children's activities (with a focus on the local population)

- Families, academics and business people in Edinburgh and Central Scotland

5. Action Planning

- Have dialogue with other key UK bodies with an interest in Antarctic and polar matters to coordinate media targeting
- Form partnerships where possible with Edinburgh-based science centres/organisations
- Create Event Plan showing feasible activities with resource costs, timetable and actions
- Ensure press facilities are available at meeting via press office
- PRU to identify what 'issues are' and what meetings are 'open' to press
- Improve Antarctic material on FCO website (with possible new BAT site)

6. Target Media

- Displays and materials for ATCM Delegates
- Specialist magazines
- Science, political and environment press
- Educational materials
- Children's TV and magazines

7. Budget

- Marketing £30k; Ship exhibition and reception £32k

8. Review

- Monitor media coverage – positive, negative or neutral

9. Other

- Ministerial or Royalty presence at opening

Linda Capper & Athena Dinar, February 2005

Appendix 2. List of partner organisations and key contacts

With special thanks to everyone on this list and their colleagues who contributed to the success of Discover Antarctica!

BAS – ATCM public engagement team

Linda Capper, Head of Press PR & Education (including exhibitions management)
Athena Dinar, Marketing & Event Manager
Becky Allen, Press Officer (funded by FCO)
Barnaby Smith, Press Officer (seconded from Centre for Ecology & Hydrology, NERC)
Bruce Tate, PR Assistant

BAS UK ATCM delegation members

Dr John Dudeney, Deputy Director till January 2006
Robert Culshaw, Deputy Director from January 2006
Dr John Shears, Head of Environment and Information Division
Rod Downie, Environment Office
Kevin Hughes, Environment Office

FCO – ATCM project team

Dr Mike Richardson, Head of Polar Regions Unit
Jane Rumble, Deputy Head, PRU
Sir Michael Wood, Chair of ATCM
Paul Davies, Project Manager
Eleanor Petch – Business, Ceremonial and Media
Nick Khosla – FCO Exhibitions, Logistics
Belinda Perkins, Conference Organiser
Richard Simcott, Website developer
Gemma Blackburn, FCO Press Officer

Exhibitions and Performance Talks – EICC

Karen Wood, Events Manager, Edinburgh International Conference Centre
Kenneth Boak, Technical Manager, Edinburgh International Conference Centre
The Technical Team at EICC

Amanda Dhillon, Speakeasy (exhibition designers)

Prof David Walton – co-curator White Horizons art exhibition
Bruce Pearson – co-curator White Horizons art exhibition
Heather Lane, Scott Polar Research Institute – curator Ponting photographs
Professor Julian Dowdeswell, Director Scott Polar Research Institute – curator UK university science poster display
James Moon, designer Antarctic concept vehicle (exhibitor)
Hugh Broughton Architects/Faber Maunsell – Halley VI model and poster display (exhibitor)

Rachel Morgan, UK Antarctic Heritage Trust (exhibitor)

Performance events

Dr Tim Moffat, British Antarctic Survey (performance co-ordinator)
Pete Bucktrout, British Antarctic Survey (creative co-ordinator, performances)
Professor Lloyd Peck, British Antarctic Survey (speaker)
Geoff Elliot, British Antarctic Survey (audience participation assistant)

Jeanette Parkin (audience participation assistant)
Dr Valerie Masson Delmotte, the Laboratoire des Sciences du Climat et de l'Environnement, France (speaker)
Dr David Munro, Royal Scottish Geographical Society (speaker)
Alastair Fothergill, Series Producer and Vanessa Berlowitz, Producer BBC Natural History Unit (speakers)

Ships – RRS *James Clark Ross* & HMS *Endurance* open days, Ocean Terminal exhibition and private reception event

Captain Graham Chapman, RRS *James Clark Ross*
Chief Officer Robert Paterson, RRS *James Clark Ross*
Catering Officer Hamish Gibson, RRS *James Clark Ross*

The officers and crew of RRS *James Clark Ross* (20)

Captain Nick Lambert RN, HMS *Endurance* (guest speaker Café Scientifique)
Lt Cdr Carl Wiseman RN, HMS *Endurance*
Commander W D Steele RN, NROSNI – DNRO
Gillian Lang, Deputy Staff Public Relations Officer, NROSNI – DNRO
Lt Cdr Naomi Howard RN, HMS *Endurance*
The officers and crew of HMS *Endurance*

Fay Jameson, Marketing Manager, Ocean Terminal
Clare Lugton, Marketing Officer, Ocean Terminal
Jean Yves van der Kieft, Catering Manager, Ocean Bar & Grill

David MacPherson, Port Manager, Port of Leith
Captain Graham Vale, Harbour Master, Outer Forth

Dr Philip Stone, British Geological Survey, NERC (exhibitor JCR)
Dr Ted Harris, British Geological Survey, NERC (exhibitor JCR)

Philipp Wesche, University of Edinburgh (Café Scientifique)

British Antarctic Survey, NERC (storytellers JCR)

Vicky Auld
Ellen Bazeley-White
Fiona Brazil
Dr Martin Collins
Alison Cook
Andreas Cziferszky
Dr Tara Deen
Neil Farnell
Sophie Fielding
Sue Foord
Chris Gilbert (photographer)
Chris Hindley

Dr Tim Moffat
Cathy Moore
Prof Chris Rapley
Sally Thorpe
Alex Tate
Graham Thomson
Dr Clare Waluda
David Wattam
Dr Hamish Campbell
Penny Granger
Andrew Wilson
Liz Homer

Education; Stamps PR

Jamie Oliver, Publications and Education Manager, British Antarctic Survey
Judith Mansell, Education Officer, Royal Geographical Society (with IBG)
Claire Wheeler, Royal Geographical Society (with IBG)
Rinku Mitra, Royal Geographical Society (with IBG)
Jon Wolton, Royal Geographical Society (with IBG)

Our Dynamic Earth – polar classroom, flatpack penguins at Ocean Terminal;

Christine Angus, Education Manager
Catriona Bruce, Marketing Director
Mike Pinnock, British Antarctic Survey (polar classroom presenter)
Liz Thomas, British Antarctic Survey (polar classroom presenter)

Edinburgh Zoo – talk; exhibition at Ocean Terminal; educational activities

Nicola White, Corporate Hospitality and Events Manager
Mary Patterson, Education Manager
Rob Thomas, Research Manager
Dr Keith Reid, British Antarctic Survey (speaker)

Royal Society of Edinburgh – talks/lectures

Roisin Calvert-Elliott, Events Manager
Stuart Brown, PR and Communications Manager
Lindsay Conn, Executive Assistant
Dr Mike Bentley, University of Durham (speaker)

Edinburgh and South East Scotland Branch of the BA (British Association for the Advancement of Science)

Nigel Over, BA Branch Chairman
Tony Weir, Events Secretary

Edinburgh Filmhouse

Beverley Nicolson, Development Officer
Professor Lloyd Peck, BAS (speaker)
Professor David Sugden, University of Edinburgh (speaker)

National Museums of Scotland

Lyndsey Clark, Science Communication Manager
Dr Alan Rodger, British Antarctic Survey (presenter)
Dr Steve Roberts, British Antarctic Survey (presenter)
Dr Chris Fogwill, University of Edinburgh (presenter)

The Royal Museum

Geoff Swinney, Principal Curator, Lower Vertebrates and Mollusca (speaker)

The Royal Observatory

Dan Hillier
Sheila McCartan
Jon Shanklin, British Antarctic Survey (speaker)

National Gallery of Scotland

Helen Monaghan, Talks & Events Programmer
Jean de Pomereau, International Polar Foundation (speaker)

Deep Sea World

Gill Sullivan

Liz Thomas (speaker)

RRS Discovery, Dundee

Brian Kelly, Education & Community Outreach Officer

Apex International Hotel, Edinburgh – Fahrenheit 32 photographic exhibition

Alan Harbisher, manager, Apex International

Marzena Pogorzaly, photographer

Marketing

City of Edinburgh Council – advice on marketing, media & schools distribution

Jane Bremner, Senior Events Officer

Edinburgh Convention Bureau – ATCM business relations; media relations

Frank Sullivan, PR consultant

Ellen Colingsworth, Manager Edinburgh Ambassador Programme

Kristi Hayes, Convention Services Executive

Amy Gordon, Convention Accommodation Assistant

The Hub – box office for performance talks at EICC; ticket and info hotline

Jo Chapple, Ticket Services Manager

Appendix 3. Feedback from visitors, stakeholders, storytellers, schools, business to business, media and delegates

Visitors to ships

"Can you please pass the following message on to [the British Antarctic Survey staff member] who spoke to my husband, six year old daughter and I on the *James Clark Ross* on Sunday? He told us that he lives in Antarctica for 2 and a half years at a time and works off the inflatable dinghy. On Sunday he showed my husband and six year old daughter around and she (Lucia) got to try on a life jacket and have her photo taken by one of the crew. We asked the scientist about the midwinter's celebration and making gifts for one another obviously hit a chord with my daughter. As she skipped along to school this morning, I asked my daughter what she'd make as a midwinter's gift if she was in Antarctica and had to make something from found objects. Without a pause, she said she'd make a skateboard for someone out of two tins of tuna and a flipper – so she'd obviously taken a lot in!!! Can you please pass this little story onto the guy who helped us into the inflatable dinghy and allowed us to try on the life jackets? Hopefully it will raise a smile and let you all know that your efforts to share your knowledge and experience certainly paid off, and got this little one thinking" – *visitor to RRS James Clark Ross*

"I took my children up to Edinburgh from Cumbria to see the *James Clark Ross* and *Endurance* and all of us really enjoyed it . . . A superb job" – *visitor to ships*

"Thank you and all your staff on board the *James Clark Ross* for making our visit such a memorable day. We were greatly impressed by the responses to questions asked by our members when visiting the ship. As you know, some of our members have considerable experience of working in Antarctic waters. It was a great pleasure to discuss matters relating to Antarctica with your staff – they certainly made our outing most enjoyable . . . Again, our sincere thanks for making a very special day out for a group of Antarctic veterans" – *Salvesen ex-whalers club, Edinburgh*

Visitors to White Horizons art exhibition

"An exhilarating display of unique artworks that represent human observation in the most extreme environment"

"An inspired exhibition of rarely seen work"

"A brilliant idea superbly displayed"

"Amazing art conveying an inspirational place"

"What a wonderful way of bringing the splendours of Antarctica to those who have never been"

"An atmospheric and poignant reminder of our beautiful planet"

"Absolutely wonderful – fantastic to bring the conference to the public"

"What a joy to see this exhibition as part of the two week conference"

Stakeholders

"The weekend [at Ocean Terminal] went really well. Very positive response from the public and very, very busy! We had a good spot in the shopping centre and the feedback we got from people who had been on the ships that day was also very positive, people didn't even seem to mind the wait in the rain. I definitely think it would be something we would get involved in again" – *Edinburgh Zoo*

"I was surprised by the number of visitors who had travelled to Edinburgh specifically to take in the Antarctic events and were staying locally for up week" – *British Geological Survey*

"The RSGS much appreciated the opportunity to participate in the Discover Antarctica event in Edinburgh during the past 2 weeks . . . I have had some nice comments about the talk I gave. The staging and technical support for this was quite superb" – *Royal Scottish Geographical Society*

"The events on *James Clark Ross* went well and we were very impressed with the level of interest of the general public, how far some had travelled to attend and for how long some had stayed" – *British Geological Survey*

"Someone took the initiative and made it easy for us to fit in [to Discover Antarctica] and brought together a wide-ranging and imaginative programme at what seemed like short notice. Leaflet design was very eye-catching" – *Royal Observatory*

"Visited *James Clark Ross* last Sunday and I wanted to pass on to you how enthusiastic and engaging the staff were on board. Without exception, they were an absolute delight and I hope you can pass on both how well they conveyed the excitement of their work and came across personally" – *Professor Anne Glover, Chief Scientific Advisor for Scotland*

"[I] just wanted to thank you for sending me an invitation to last Monday's reception. Had a great time and really enjoyed being up for the ATCM. You put on a great show! Congrats. Regarding Discover Antarctica! – I was only up in Edinburgh for three days in all, but what I saw was great, ie the ships and exhibitions. You've obviously set the bar very high for next ATCMs, and although I can't comment on the general public response, I know the people from the Edinburgh University geosciences department really enjoyed the events they went to. Being interested in Antarctic art, I obviously really enjoyed the Antarctic art exhibition and only regretted that it wasn't international in outlook – probably too complicated to pull together. In any case, really great show and catalogue. Also love seeing the Ponting prints very well displayed upstairs" – *Discover Antarctica! speaker*

"I was so pleased to have been a part of such a wonderful event . . . I know from my comments forms that 'Life on the Ice' was really well received and enjoyed by our visitors" – *Deep Sea World*

"Marketing from BAS was excellent. Diversity of events very good. Quality of publicity materials very good" – *Stakeholder*

"All promotional materials accompanying this project were very highly produced and timely" – *Stakeholder*

"The best thing about Discover Antarctica was that it was truly city-wide and that the events were exciting enough to get people out and about that weekend. The leaflet and posters were good too and gave a real sense of 'festival' to the events" – *Stakeholder*

"I really enjoyed being part of Discover Antarctica. The whole event was very interesting and very well put together. This was the highlight for my events year for me" – *Stakeholder*

Storytellers

"Organisation was great . . . having time to take breaks was great, even if you moved to another area to help out, it kept you fresh. All the kit moves, set ups and organisation of visitors through the ship seemed excellent. Feedback was very

positive, great for kids to have the open back deck of fun toys to see at the end of the inside tour" – *BAS storyteller, JCR*

"The feedback that I gained while at ATCM was very positive. In general, the members of the public over the weekend were all very positive and much enjoyed their chance to visit the ship, as you know from your feedback. I thought that the event went well. It was difficult to always keep the flow moving as the visitors were so interested in our work . . . I enjoyed being part of the event, it's great to have chance to talk to the public about what we do and reminds us just how lucky we are to do the kind of work that we do! So thanks for the opportunity" – *BAS storyteller, JCR*

"I spoke to quite a few people that had visited the ship and had come back to the shopping centre, all those that I spoke to were very positive and said they had enjoyed the visit or learnt a lot. It was nice to ask the children what they had learnt on board . . . Overall I really enjoyed the experience and feel it's important to tell the public all about our science and work" – *BAS storyteller, Ocean Terminal shopping centre*

Schools

"It's not often that I come away from something really thrilled and inspired, but the visit you arranged for us to the ships in Leith definitely came into that category. The scientists manning their exhibits were so enthusiastic and keen to talk to our boys and girls – even after a weekend with thousands of other visitors. Our party of typically reluctant and bolshy teenagers were really excited by what they saw and heard – the feedback afterwards was excellent . . . It really was an exciting and stimulating experience – and the science itself was gripping!" – *Glenalmond College*

"We learnt a lot about what the [British Antarctic Survey] ship does and where it goes. The most interesting part of the talks at Ocean Terminal was when we got told how much food they took with them to the Antarctic. We would just like to thank you so much for this wonderful day out. We enjoyed every part of it" – *Grangemouth High School*

"We had a truly memorable day and thoroughly enjoyed ourselves. It was great to meet so many lovely people and the award presentation on board HMS Endurance with Captain Lambert and crew members was very special indeed – "well good" as Danielle said (typical today's teen I guess). The framed stamps will be taking pride of place alongside a framed copy of the photograph with Danielle receiving her award from the captain. Having a tour of both ships has really fired our interest in Antarctica and we will try to keep up to date on where HMS Endurance, in particular, is sailing to and when she returns to Antarctica . . . There are so many people we would like to thank for giving us such a special day to remember - but where to start and how? Meanwhile I would just like to take this opportunity of thanking you and maybe you could pass our thanks onto your colleagues. I shall be sending thank you cards to the Captain and Crew of both ships and also to the Royal Geographic Society" – *British Antarctic Territory stamp competition winner*

Business to Business

"I thought the reception in Edinburgh last night was truly excellent. It was both an enjoyable and a very interesting evening in terms of new contacts and re-acquaintances made" – *National Oceanography Centre, University of Southampton*

"Delegates from 46 nations participated in what is effectively the annual meeting of the government of Antarctica. A team from the Foreign and Commonwealth Office, supported strongly by BAS have been planning the meetings and the 20 or so associated public events for the best part of a year. I am pleased to say that the

outcome was hugely successful, with the many Delegations saying that the meetings were the best organised that they could remember, and with universal praise for the public outreach activities" – *Professor Chris Rapley, Director, British Antarctic Survey*

"The Foreign & Commonwealth Office team, ably assisted by British Antarctic Survey, deserve the highest praise for the organisation and running of this major annual two-week conference of the 46 Antarctic Treaty States. All Delegations were full of praise for the practical arrangements for the meeting itself, and for the imaginative side events associated with Antarctica which took place in and around Edinburgh . . . The outputs from the meeting will contribute to the good governance of the continent, not least in environmental terms, and to promoting scientific endeavour there on a truly cooperative and international basis. And that at a time when Polar affairs are widely recognised as crucial to the future of the planet" – *Sir Michael Wood, Chairman of the Antarctic Treaty Consultative Meeting 2006*

Media

"Thank you for all your help this week re: Antarctic Treaty. It was refreshing enough that you were able to put me in contact with every source I needed for my news story – no small feat at a large conference – but your suggestions for feature ideas were all spot on. Clearly, your background as a freelance journalist was a real advantage to both of us. Again, thank you" – *Eben Harrell, The Scotsman*

Delegates

"The publicity from the ATCM has worked its way back to New Zealand also and I did a live piece on Radio New Zealand's morning chat show (9 'til Noon) yesterday. All good stuff. Pleased we got some useful material out. I am certainly very pleased about what we managed to achieve regarding the non-native species issue" – *ATCM delegate*

"Thanks for including us as well and for giving us the option to talk to whomever ever would listen" – *ATCM delegate*

"The meeting and the public engagement programme were a huge success. The UK set a standard that future ATCM hosts will struggle to match. This could not have happened without all the BAS input: our hard work paid off . . . Having spent years of my life at such meetings, I can say that I remember very few which were so well organised, had such an impact on the public, or navigated the waters of negotiation so smoothly. The outcome produced great benefit for BAS, as well as for Britain" – *Robert Culshaw, Deputy Director, British Antarctic Survey*

"On behalf of the Foreign & Commonwealth Office, and all here in Polar Regions Unit, I would like to express our sincere gratitude for the huge degree of enthusiasm and commitment that was shown by BAS staff. The numbers are too many to mention all by name – and that in itself is a demonstration of BAS's assistance to the Consultative Meeting . . . There can hardly have been a citizen of Edinburgh that did not know that the Antarctic was in town during those two critical weeks in June. That degree of external programming to an ATCM was unprecedented . . . To have the *James Clark Ross* tied up alongside HMS *Endurance* in Leith was a crowning touch to the external events at Edinburgh" – *Foreign & Commonwealth Office*

Appendix 4. Press Releases

Penguins invade Edinburgh's Princes Street (09/06/06)

Shoppers should be on the look out for the posse of penguins that has descended on Edinburgh. The invasion has been sparked by the fabulous frosty fun on offer during Discover Antarctica! – a two week festival of events organised by British Antarctic Survey from 12 to 22 June to celebrate the city's hosting of the Antarctic Treaty Consultative Meeting.

First port of call for people wanting to join in the fun should be the screening of *March of the Penguins* at the Filmhouse on Monday 12 June, which includes a special Q&A session with climate change experts from British Antarctic Survey and Edinburgh University.

The following day, Professor Lloyd Peck of British Antarctic Survey and star of the 2004 Royal Institution Christmas lectures gives a special, interactive performance at Edinburgh International Conference Centre where he'll give the audience a chance to find out how penguins and other animals survive on the world's coldest continent.

The icing on the cake will be at Ocean Terminal in Leith where, on Saturday 17 and Sunday 18 June, two ice ships – British Antarctic Survey's RRS *James Clark Ross* and the Royal Navy's HMS *Endurance* – will be open to the public.

RRS *James Clark Ross* is one of the most advanced marine research vessels afloat and thousands of visitors are expected to seize the opportunity to take a free tour of both ships, and get a rare look at the amazing science that goes on in the polar regions.

On Saturday 17 June at 11am, 1pm and 3pm, one of HMS *Endurance*'s Lynx helicopters will be putting on flying displays to entertain visitors, and throughout the weekend, Ocean Terminal is the venue for a host of free, hands-on activities for the whole family, including a chance to hug a husky, build a flat-pack penguin and see a real Antarctic field camp.

There are special events – including films, talks and exhibitions – taking place every day during Discover Antarctica! at venues across Edinburgh, including Edinburgh Zoo, the Royal Observatory, the Royal Museum and Deep Sea World.

For a full programme of events visit www.atcm2006.gov.uk or phone Hub Tickets on 0131 473 2000.

ENDS

Issued by BAS Press Office: for further information contact Athena Dinar, tel: 07740 822 229, Linda Capper, tel: 07714 233 744.

Notes for picture editors: Broadcast quality footage and stunning stills images are available from the Press Office on the numbers above.

Notes for editors

1. March of the Penguins is at the Filmhouse, Lothian Road, Edinburgh at 6pm on Monday 12 June. Tickets £5.20/£3.70 from the Filmhouse, tel: 0131 228 2688.
2. Professor Lloyd Peck's performance, Living in Antarctic extremes is at Edinburgh International Conference Centre at 7.30pm on Tuesday 13 June. Tickets £3/£1 from Hub Tickets, tel: 0131 473 2000.
3. Ships of the ice are open from 10am to 5 pm on Saturday 17 and Sunday 18 June at Ocean Terminal, Leith.
4. The Antarctic Treaty is one of the world's most successful international treaties. Since coming into force in 1961, it has ensured that Antarctica remains a continent devoted to peace and science.
5. Emperor penguins are featured on Discover Antarctica! posters and leaflets. Icons of the Antarctic, the emperor is the giant of the penguin world and one of the largest of all birds. Emperors breed further south than any other penguin, in large colonies on sea-ice during the bitterly cold and dark Antarctic winter.
6. British Antarctic Survey is a world leader in research into global issues in an Antarctic context. It is the UK's national operator and is a component of the Natural Environment Research Council. It has an annual budget of around £40 million, runs nine research programmes and operates five research stations, two Royal Research Ships and five aircraft in and around Antarctica. More information about the work of the Survey can be found on the website: www.antarctica.ac.uk.

Antarctic vital for climate change science (12/06/06)

*** Operational Note: Press Conference Monday 12 June, 10.00am at Edinburgh International Conference Centre ***

Around 300 scientists, legal and political advisors from 45 countries meet in Edinburgh from 12 to 23 June to discuss the continued protection of Antarctica - the world's last great wilderness.

This is the first time since 1977 that the Antarctic Treaty Consultative Meeting has been hosted by the UK. The two-week meeting at Edinburgh International Conference Centre addresses the future environmental, policy and legal challenges facing the continent that was designated for peace and science in 1961. Issues for discussion include enhanced scientific collaboration during the forthcoming International Polar Year, sustainable tourism, biological prospecting, and management of the effects of climate change on the Antarctic environment.

'The importance of Antarctica as a platform for science cannot be underestimated. As the effects of climate change become more evident, it will be to the Antarctic that we must continue to turn for possible answers - both to examine the pre-history of our planet locked up in Antarctic ice, and to monitor the very stability of that ice-sheet. For sea-level rise, when it comes, will partly have its origins in the southern continent.'

British Antarctic Survey (BAS) undertakes a world-class programme of scientific research and plays an influential leadership role in Antarctic affairs. Professor Chris Rapley, Director of British Antarctic Survey, says,

'The Polar Regions are crucial to the stability of the planet. But while the Antarctic Treaty System ensures scientific cooperation and collaboration in Antarctica, and seeks to protect its environment, it will increasingly have to confront the impacts on the Antarctic of change outside its jurisdiction, raising new issues of global international negotiation. The forthcoming International Polar Year will provide the sound scientific underpinning for such policies and treaties'

ENDS

For further information contact Becky Allen, ATCM Press Officer, Mob: 07736 921693 or Linda Capper, British Antarctic Survey Press Office, Mob: 07714 233744.

Notes for picture editors: Broadcast quality footage and stunning stills images are available from Linda Capper.

Notes for editors

1. The Antarctic Treaty came into effect in 1961 and is one of the world's most successful international agreements. The Treaty put all territorial claims into abeyance and designated the continent as a place for peace and science.
2. Antarctica is of global importance because science in Antarctica can help provide the answers to global concerns such as climate change. For example, ice cores from the Antarctic can tell us about the history of the earth's climate over the past 900,000 years.
3. Among the issues discussed at the Antarctic Treaty Consultative Meeting will be site guidelines for parts of Antarctica that attract significant numbers of visitors, the environmental and safety implications of very large ocean liners visiting Antarctica and guidelines on the exchange of ballast water to protect Antarctica from invasive non-native species.
4. International Polar Year (IPY) takes place over 2007/08. A joint initiative by the Meteorological Organisation and International Council for Science, IPY's aim is for an international burst of scientific activity to enhance our understanding of the polar regions and thus our understanding of global processes.

5. British Antarctic Survey is a world leader in research into global issues in an Antarctic context. It is the UK's national operator and is a component of the Natural Environment Research Council. It has an annual budget of around £40 million, runs nine research programmes and operates five research stations, two Royal Research Ships and five aircraft in and around Antarctica. More information about the work of the Survey can be found on our website: www.antarctica.ac.uk.

Scottish school children stamp their designs on Antarctica (15/06/06)

Four young Scots have won a competition to design a new set of postage stamps for the British Antarctic Territory. More than 125 children entered the competition, held to celebrate the UK's hosting of the Antarctic Treaty Consultative Meeting in Edinburgh from 12-23 June. This is the first time that this major international meeting has been held in the UK since 1977.

The winners will be presented with their prizes on Saturday 17 June onboard the Royal Navy's ice patrol vessel HMS Endurance by Captain Lambert, and will then enjoy a celebratory lunch on the bridge of British Antarctic Survey's RRS James Clark Ross. The winning designs can be seen at Ocean Terminal and onboard HMS Endurance. Both ships will be berthed at Ocean Terminal Leith and are open to the public on Saturday 17 and Sunday 18 June and to schools on Monday 19 June.

The four winners are: 6-year old Erica Currie of Eastertoun Primary School in Bathgate, West Lothian; Meghan Joyce (age 10) of Abbeyhill Primary School in Edinburgh; Lorna MacDonald (age 11) of the James Young High School in Livingston, West Lothian; and Danielle Dalgleish (age 13) of Lochgilphead High School in Lochgilphead, Argyll. Each will each receive a prize of £50 and their schools will receive £100.

The stamp design competition was co-ordinated by the Royal Geographical Society (with the Institute of British Geographers) in association with the Scottish Association of Geography Teachers for the Foreign & Commonwealth Office. The winning designs were chosen by representatives from Foreign & Commonwealth Office, the Royal Geographical Society (with the Institute of British Geographers), British Antarctic Survey and the Crown Agents.

ENDS

Notes for editors

1. Photo opportunity. The prize giving will be at 11:00 on Saturday 17 June on HMS Endurance, berthed at Ocean Terminal, Leith. Media wishing to attend should contact Linda Capper, Press Officer, British Antarctic Survey, mob: 07714 233744.

2. The winning stamp designs are available within the British Antarctic Territory, from the Crown Agents (www.sovereignstamps.co.uk) or from the Falkland Islands Philatelic Bureau (www.falklands.gov.fk).

3. The UK will host the annual meeting of the Antarctic Treaty Parties – the Antarctic Treaty Consultative Meeting in June 2006 for the first time in 27 years. The meeting will be held in the Edinburgh International Convention Centre from 12-23 June and up to 350 delegates from 45 Countries are expected to attend.

4. The British Antarctic Territory covers the Antarctic Peninsula, south of 60°S from 20°W to 80°W. All sovereign claims on Antarctica are held in abeyance under Article VI of the Antarctic Treaty. The UK was the First State to become a Party to the Treaty, which entered into force in 1961.

5. The competition to design stamps for the British Antarctic Territory was launched on 9th June 2005 and the closing date for entries was 30th September 2005. All schools in Scotland were invited to participate. 125 entries were received and one design from each of the four age groups (under 8s; 9-10s, 11-12s and over 13s) was chosen to be made into an official British Antarctic Territory stamp. The stamps were released to the Territory on 26 February this year.

Discovering Antarctica in the classroom (15/06/06)

A new online interactive teaching tool is launched this week. For the first time teachers of Key Stages 3 & 4 Geography have access to a resource that covers the science and geopolitics of the world's last great wilderness.

Discovering Antarctica has been developed jointly by the Royal Geographical Society (RGS-IBG), British Antarctic Survey (BAS) and the Foreign and Commonwealth Office (FCO) Polar Regions Unit.

The website, www.discoveringantarctica.org.uk, is aimed at geography teachers and students and features a wide range of themes to utilize and investigate both in classroom learning and in independent coursework.

Topics including climate and environmental change, the future of the continent, international politics, current scientific research and tourism each come with downloadable factsheets, multimedia interactives, images to challenge and inspire.

A dedicated 'Teachers Area', providing notes, relevant curriculum links and top tips for using website activities on an interactive whiteboard in the classroom feature in Discovering Antarctica.

Discovering Antarctica was developed to enthuse young people in Antarctic research and to give teachers access to an authoritative resource from the UK's national Antarctic operator. It was funded by FCO's Polar Regions Unit and launches as the UK hosts the Antarctic Treaty Consultative Meeting in Edinburgh, in June 2006. It is a key UK contribution to education during the forthcoming International Polar Year 2007-09 – a major international scientific drive to understand the role the Polar Regions play in the Earth system.

Posters to promote the new website will be sent to all UK secondary schools this month.

For the most up-to-date, in-depth teaching and learning resources on Antarctica visit www.discoveringantarctica.org.uk

ENDS

For more information, contact:

Jamie Oliver, British Antarctic Survey education officer: Tel 01223 221413; email jaol@bas.ac.uk

British Antarctic Survey Press Office: Linda Capper – tel: (01223) 221448, mob: 07714 233744, email: l.capper@bas.ac.uk

Notes for editors

1. The Royal Geographical Society (with IBG). The learned society and professional body for geography and geographers. Established in 1830 to promote 'the advancement of geographical science', today we are a dynamic world centre for geographical learning – supporting research, education, expeditions and fieldwork, as well as promoting public engagement and informed enjoyment of our world. www.rgs.org.

2. British Antarctic Survey is a world leader in research into global issues in an Antarctic context. It is the UK's national operator and is a component of the Natural Environment Research Council. It has an annual budget of around £40 million, runs nine research programmes and operates five research stations, two Royal Research Ships and five aircraft in and around Antarctica. More information about the work of the Survey can be found on our website: www.antarctica.ac.uk.

3. Foreign & Commonwealth Office, Polar Regions Unit takes a leading role in international Antarctic affairs. It is responsible for the administration of the Antarctic Treaty.

Antarctic Treaty meeting issues historic Edinburgh Declaration (20/06/06)

Scientists and policy makers from 45 nations have this week pledged political and financial support to International Polar Year 2007-2008 – the biggest internationally coordinated research effort for 50 years.

In its Edinburgh Declaration on the International Polar Year 2007-2008, the Antarctic Treaty Consultative Meeting said,

'We, the Antarctic Treaty Parties, express our support for a successful International Polar Year. We believe that the scientific research undertaken during the International Polar Year will increase knowledge of the Antarctic and will yield a better understanding of the major terrestrial, ocean and atmospheric systems that control the planet. The polar regions are sensitive

barometers of climate change, and we value their biodiversity. Their health is vital to the well-being of the earth's systems and its inhabitants.'

This International Polar Year builds on the historic achievements of the three previous initiatives which took place in 1882-83, 1932-33 and 1957-58. It is a joint initiative of the World Meteorological Organisation and the International Council for Science, and its aim is to provide better observation and understanding of the Earth's polar regions, and to focus the world's attention on their importance. Fifty years ago, the international scientific and logistical cooperation of the International Geophysical Year paved the way for the successful negotiation of the Antarctic Treaty. This Treaty has stood the test of time and has secured Antarctica as a continent of peace and science ever since.

The full text of the Edinburgh Declaration is at www.atcm2006.gov.uk.

Available for interview is:

Robert Culshaw, Deputy Director, British Antarctic Survey, mob: 07711 127280.

ENDS

Issued by Becky Allen, ATCM Press Office, mob: 07736 921693 and Linda Capper, British Antarctic Survey Press Office, mob: 07714 233744.

Notes for editors

1. International Polar Year 2007-2008 involves thousands of scientists from 60 countries in an intense, internationally coordinated campaign of research that will initiate a new era in polar science. It will provide the most thorough and comprehensive record of the changing state of the Polar Regions ever obtained.
2. The Antarctic Treaty Consultative Meeting is taking place in Edinburgh from 12-23 June. Among the issues being discussed are tourism, bioprospecting, and environmental protection of Antarctica.
3. The Antarctic Treaty came into effect in 1961 and is one of the world's most successful international agreements. The Treaty put all territorial claims into abeyance and designated the continent as a place for peace and science.
4. Antarctica is the highest, driest, coldest and windiest continent on Earth. Science in Antarctica can help provide the answers to global concerns such as climate change. For example, ice cores from the Antarctic can tell us about the history of the earth's climate over the past 900,000 years.

Tourism on the table at Antarctic Treaty meeting (21/06/06)

The close cooperation between the tourist industry and the Antarctic Treaty System has worked to manage effectively the growing numbers of visitors to

the continent, according to the International Association of Antarctica Tour Operators (IAATO).

Speaking at the Antarctic Treaty Consultative Meeting, taking place at Edinburgh International Conference Centre from 12-23 June, Denise Landau, executive director of IAATO said, 'In recent years, the number of tourists to Antarctica has grown by the thousand each season. Over the past 15 years, IAATO has developed a series of by-laws, codes of conduct and operational guidelines designed to manage the industry and monitor activities, so that tourism is a positive influence for the environment of Antarctica. These procedures are all founded on agreements set forth by the Antarctic Treaty parties.'

The Antarctic Treaty grants freedom of access to any individual, organisation or government. Today, this freedom of access extends to the more than 26,000 international tourists each year who land in Antarctica and are able to witness and experience Antarctica's tranquil natural splendour, ancient glaciers and unique wildlife. For many people, Antarctica embodies the most profound manifestation of international peace in the world today. Managed in the past half-century through the Antarctic Treaty System's unprecedented global partnership of nearly 50 countries, the entire continent is formally designated 'a natural reserve, devoted to peace and science'.

IAATO is, however, concerned about tour companies and private individuals operating in the Antarctic that are not members of IAATO or based in countries that are not part of the Antarctic Treaty System.

'To date, private sector Antarctic tourism has developed as a remarkably low impact and co-operative model. Thousands of people have been able to experience and appreciate the Antarctic wilderness, with much less environmental impact than in any other part of the globe. Antarctica belongs to the people of the world. The more people can see and experience it in an environmentally responsible way, the better chance it will be well managed for future generations.

'A pristine environment is critical to the future of the Antarctic tourism industry. IAATO is committed to continuing its work, in association with the Antarctic Treaty governments, to ensure that future generations have the opportunity to experience an Antarctic environment that is not impaired by our current and future operations.'

Available for interview is: Denise Landau, IAATO, mob: 07876 084670.

Detailed information on tourist numbers is available at www.iaato.org.

ENDS

Issued on behalf of IAATO by Becky Allen, ATCM Press Office, mob: 07736 921693 and Linda Capper, British Antarctic Survey Press Office, mob: 07714 233744.

Notes for editors

1. The International Association of Antarctica Tour Operators (IAATO) was formed in 1991 by a network of tour operators to promote safe, appropriate, sustainable, and environmentally sound private-sector travel to the Antarctic. Today, IAATO has more than 80 member organisations from 14 countries, representing over 95% of commercial tourism operators in Antarctica.
2. The Antarctic Treaty Consultative Meeting is taking place in Edinburgh from 12-23 June. More than 250 delegates from 45 countries are discussing a wide range of issues, including tourism, bioprospecting, and the environmental protection of Antarctica.
3. The Antarctic Treaty came into effect in 1961 and is one of the world's most successful international agreements. The Treaty put all territorial claims into abeyance and designated the continent as a place for peace and science.
4. Antarctica is the highest, driest, coldest and windiest continent on Earth. Science in Antarctica can help provide the answers to global concerns such as climate change. For example, ice cores from the Antarctic can tell us about the history of the earth's climate over the past 900,000 years.

Antarctic Treaty meeting moves to protect frozen continent from non-native species (28/06/06)

Important new measures to protect Antarctica – the world's last great wilderness – from invasive non-native species have been agreed at a meeting of Antarctic experts in Edinburgh.

Scientists and policy makers at the Antarctic Treaty Consultative Meeting, which finished at Edinburgh International Conference Centre on Friday 23 June, agreed new measures that will reduce the risk of non-native species being introduced into both marine and terrestrial ecosystems in Antarctica.

To protect the marine environment, the meeting adopted new practical guidelines for ballast water exchange by ships operating in the Southern Ocean around Antarctica. Under the new guidelines drawn up by the UK, vessels will need to exchange any ballast water before arriving in Antarctic waters, and plan for and keep records of all ballast water operations.

According to Dr John Shears of British Antarctic Survey, "In the past, Antarctica was isolated with a very harsh and cold environment, which made it very difficult for non-native species to establish. However, more and more people are travelling to the continent, most of them on ships. Evidence from other parts of the world has shown that there is a direct link between numbers of people visiting a remote area and the numbers of non-native species that survive. Once established, they can be very difficult to eradicate. Prevention is better than cure."

Concerned that a rapidly changing and warming climate on the Antarctic Peninsula could increase the risk of non-native species establishing themselves on the continent itself, the meeting also backed a series of recommendations made by New Zealand. These include development of a code of conduct for land-based activities - a set of minimum standards that all visitors, including tourists and scientists, would have to follow. Scientists called for more research into the issue. Dr Shears said that scientists need to identify which areas of Antarctica are most vulnerable and better understand the potential implications of climate change on the spread of non-native species.

Dr Shears says, "Antarctica's remoteness and isolation offer science a unique opportunity to understand our world. Part of Antarctica's value as a natural laboratory lies in the fact that its communities of animals and plants consist of only a few species living in simple relationships. This makes the Antarctic a perfect place to study how ecosystems work. The inadvertent introduction of non-native species into Antarctica could put this in jeopardy, and has the potential to change the continent's biodiversity forever."

ENDS

Notes for editors

Issued by Becky Allen, ATCM Press Office, mob: 07736 921693 and Linda Capper, British Antarctic Survey Press Office, mob: 07714 233744.

1. The Antarctic Treaty came into effect in 1961 and is one of the world's most successful international agreements. The Treaty put all territorial claims into abeyance and designated the continent as a place for peace and science.
2. Ballast water is essential to the safe and efficient operation of modern shipping, providing balance and stability to un-laden ships.

Appendix 5. Media circulation

PRINT MEDIA

UK

Daily Telegraph	900,000
Sunday Times	1.3 m
Sunday Telegraph	645,000
The Times	657,000
The Guardian	404,000
New Scientist	164,000
Science and Public Affairs*	5,000
Science in Parliament*	1,350
Geographical Magazine (2 stories)	
BBC Focus	58,000
International Traveller	
Conference Call	5,000
The Herald	100,000
Sunday Herald (2 stories)	58,000
Scotsman* (4 stories)	102,000
West Lothian Courier	
What's on*	
Filmhouse programme	
Lifelinks*	18,000
Scottish Field	12,000
Scotland Magazine	45,000
The List	18,000
Edinburgh Evening News	73,000
Metro Scotland	130,000
The Leither	
Outlook	
Ambassador	

INDIA

Hindustan Times (2 stories)	1.4 m
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EUROPE

Corriere della sera	671,000
Conference & Incentive Management	

US

Seattle Times	377,000
Washington Times	100,000
Deseret Morning News	73,000
Hartford Courant	153,000
Kansas City Star	270,000

AUSTRALIA & NEW ZEALAND

Sunday Telegraph	701,000
Herald Sun News	554,000
Courier Mail	321,000
MX (Australia)	288,000

New Zealand Herald	530,000
The Advertiser	270,000
Daily Telegraph	342,000
The Australian	295,000
Canberra Times	68,000
Sunday Tasmanian	60,000
Dominion Post (NZ)	98,000
Hobart Mercury	48,000

AGENCIES

Scottish Press Association
 Islamic Republic News Agency
 Merco Press
 Reuters
 NZ PA
 AP
 Pravda
 M2 Presswire
 Marketplace morning report
 Newshouse news service
 State news service

BROADCAST

BBC Radio Scotland
 ABC news

WEB MEDIA

BBC News online
 zee news
 travelvideo
 ABC
 CNN.com
 green consumer guide
 CTV.ca
 themercury.co.za (SOUTH AFRICA)
 perthnow (AUS)
 chinabroadcast.cn
 turkishweekly
 alertnet
 swiss info
 ens-newswire
 Africa news
 BBC Monitoring
 Broadcast news
 Canadian Press

Based on latest audited circulation figures, print coverage alone generated more than 11 million opportunities to read about ATCM and Discover Antarctica!

** Cover story and/or double page spread*

Appendix 6. Press cuttings, May – September 2006
