

# Permafrost Comics

## Bridging the gap between science and society

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### Summary

Apart from people in cold region communities, the general public knows very little about permafrost and the “what”, “why”, and “how” of permafrost research. The International Permafrost Association (IPA) Action Groups “A Frozen-Ground Cartoon” and “Permafrost and Culture” aim to fill the gap between indigenous knowledge, complex scientific results and outreach to the general public. Via a series of comic strips making permafrost science accessible to children, youth, their parents, and teachers, our project subscribes to the IPA moto of ‘Fostering permafrost research to the ends of the Earth’ (<http://ipa.arcticportal.org>).

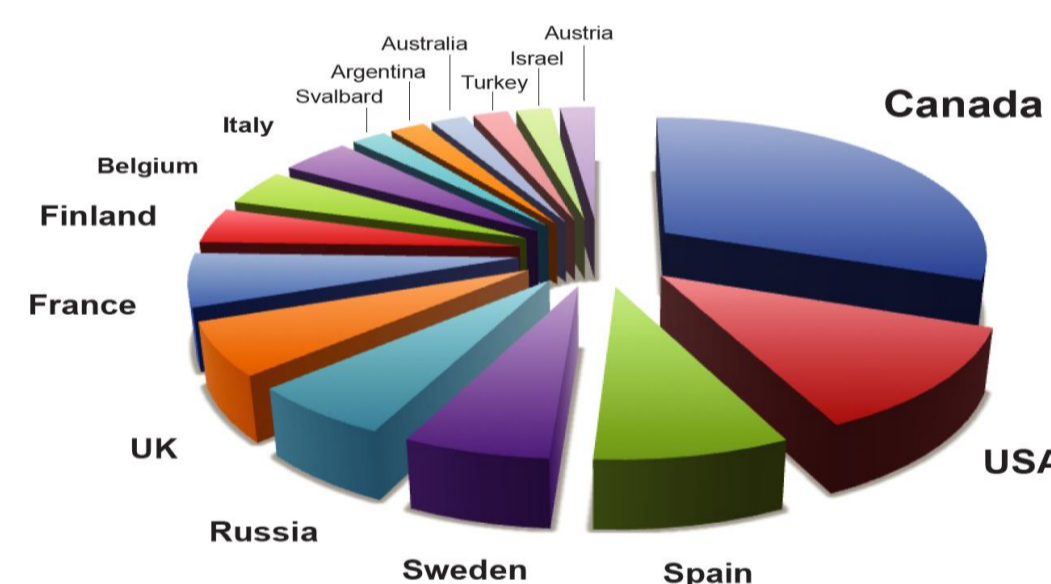
Comics are excellent ways to communicate in today’s media landscape: they are graphic, catchy, funny and direct, and can be rapidly shared via social media. Our project targets the general public, focusing on students who have to choose career paths at the high school or college levels. By introducing them to permafrost research activities, particularly fieldwork, our ‘Frozen-Ground Cartoon’ will **enhance the dissemination of permafrost knowledge** and broaden the international community of “permafrost lovers”.

### Step 1: Application call

Jan 2016

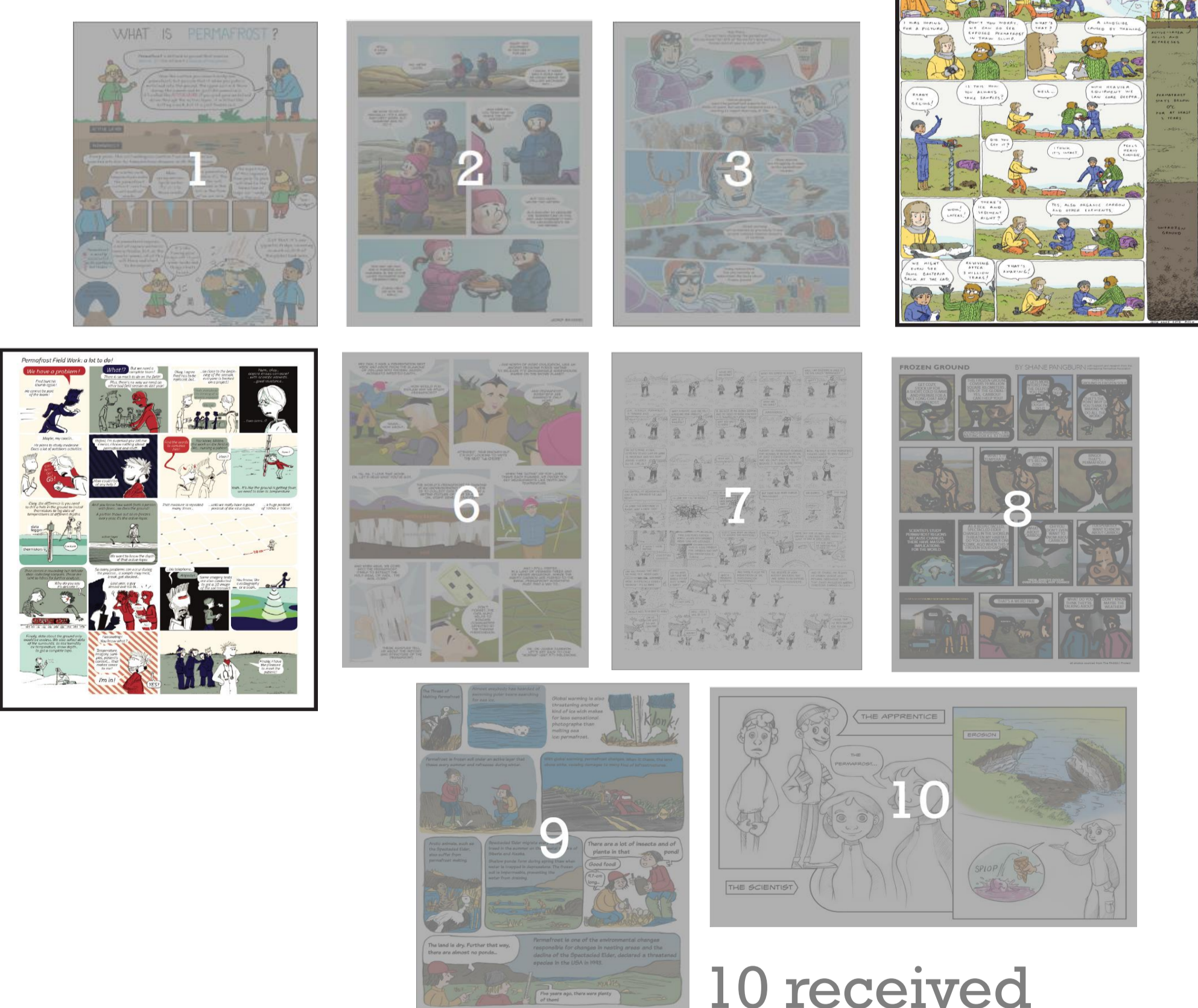
Motivation letter, project vision, portfolio samples

49 received  
(16 countries)  
10 selected

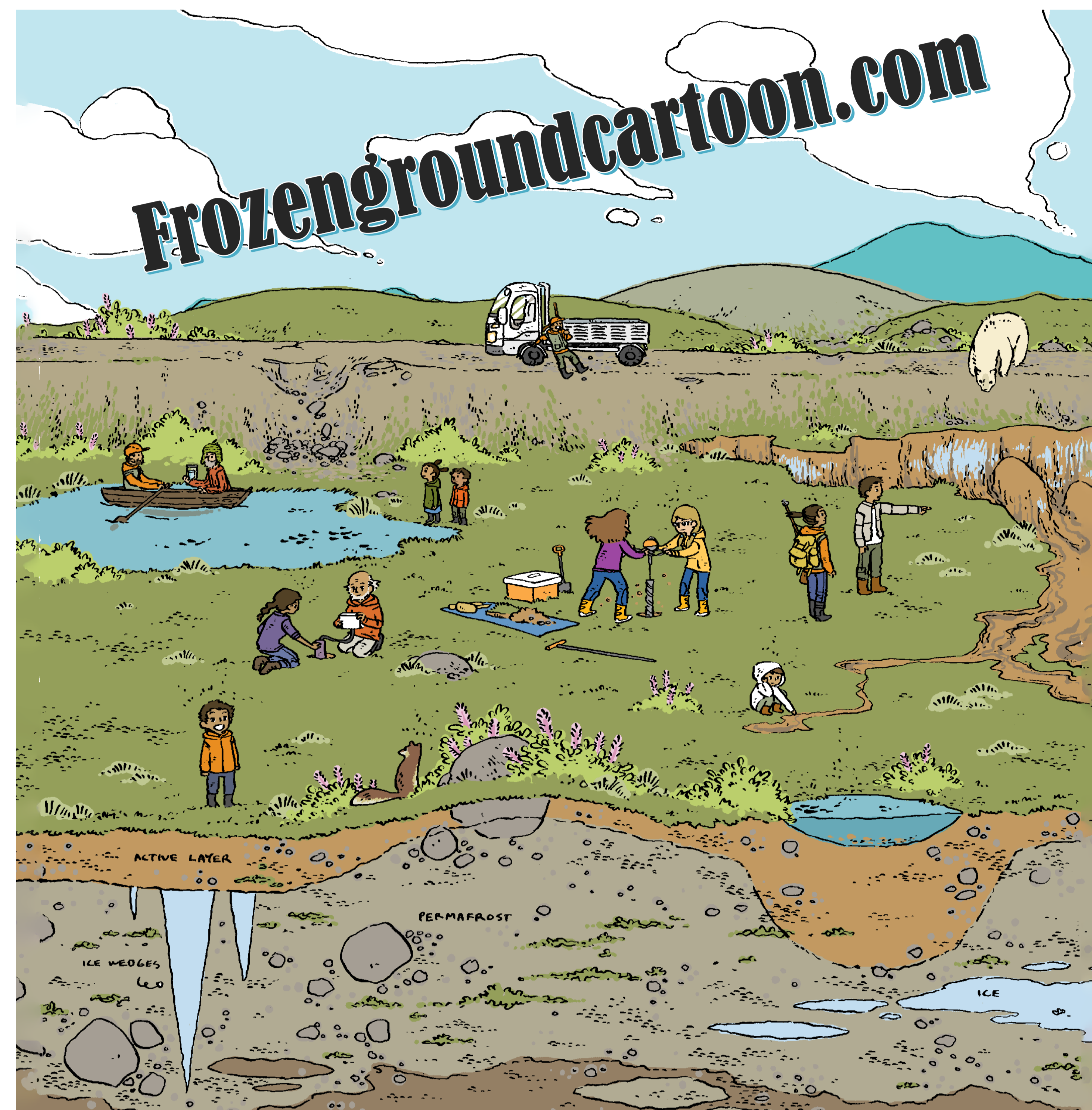


### Step 2: One-page ‘pitch’

Feb-Mar 2016



10 received  
2 selected



### Step 3: Collaboration with the artists

Apr - Jun 2016



### Step 4: Distribute comics

Jun 2016 - Apr 2017

Final comics are distributed both electronically and on paper through national and international research networks as a web site ([frozengroundcartoon.com](http://frozengroundcartoon.com)), on social media, and as posters and graphic novels for schools and libraries. In May 2017, printed comics were distributed to school children at Climate festival in Stockholm, with 1200 visitors.

### Great! Where can I get my comics?

RIGHT HERE!

The Frozen Ground Cartoon products can also be downloaded (in high res.) from [www.frozengroundcartoon.com](http://www.frozengroundcartoon.com)



All comics are licensed under the Creative Commons license, and can be freely used, printed and modified, as long as they are not used commercially.

Copies of the two 10 page comics by Heta Nääs and Noémie Ross have been printed in Canada, Germany and Sweden. Contact the Frozen Ground Cartoon project at [frozengroundcartoon@gmail.com](mailto:frozengroundcartoon@gmail.com) for more info.



### Next step: Comics in more languages!

Spring 2018

Our comics are now available in English and Swedish. We have a French version coming up, and have started to translate the comics into more languages, including, German, Russian, Japanese, Inuktitut, Komi, Chinese, Hindu...

Look for updates at our website, and contact us if you have ideas for a translation into your language.

### Author Affiliations

This project is coordinated by a core group of permafrost early career researchers from Canada, Germany, Sweden and Portugal (in collaboration with external senior advisors).

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