



# Frozen-Ground Cartoons: An international collaboration between artists and permafrost scientists



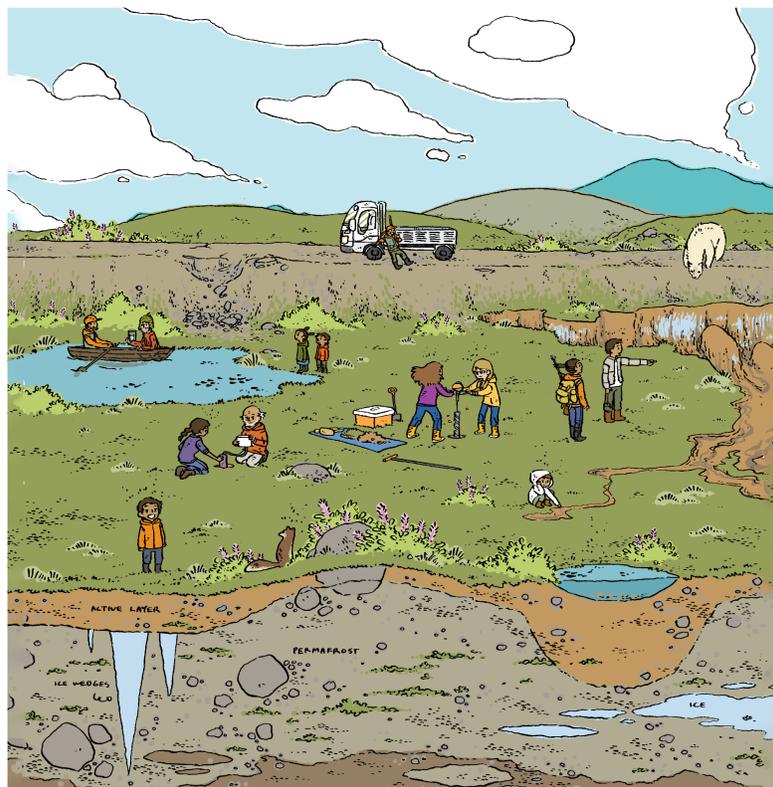
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## Summary

The general public knows very little about permafrost and the “whats”, “whys”, and “hows” of permafrost research. Our project aims at ‘Fostering permafrost research to the ends of the Earth, via a series of comic strips making permafrost science accessible to children, youth, their parents, and teachers.

**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.

Comics are excellent ways to communicate messages in today’s media landscape: they are graphic, funny and direct, and can be rapidly shared via social media. By introducing pupils 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’.



## What’s next? Comics in more languages!

Spring 2018

Our comics are now available in English and Swedish. We are currently translating the comics into **other languages, including German**. Look for updates at our website, and contact us if you have ideas for how to receive a translation into your favorite language.

## Where can I get my comics?

You can download the comics from: [www.frozengroundcartoon.com](http://www.frozengroundcartoon.com)

Contact the Frozen Ground Cartoon project at [frozengroundcartoon@gmail.com](mailto:frozengroundcartoon@gmail.com) for more info.

**DGP special: a limited number of printed copies is available on this conference.**

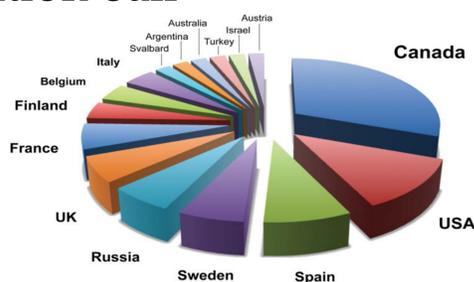
## The process: from an idea to a printed comic

### Step 1: Application call

Jan 2016

Motivation letter, project vision, portfolio samples

49 received  
(16 countries)  
10 selected



### Step 2: One-page ‘pitch’

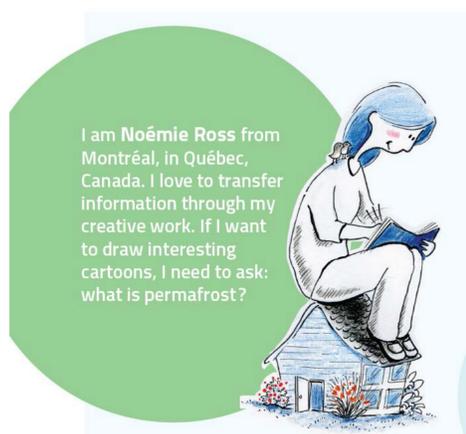


10 received  
2 selected



### Step 3: Collaboration with the artists

Apr - Dec 2016



### Step 4: Distribute comics

May 2017 - today



Final comics will be distributed both electronically and on paper through national and international research networks. Final products will be disseminated as a web site, 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.

## Author Affiliations

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

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## Acknowledgements

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