

Activities & Accomplishments of AP-SciComm

(Advisory Panel for Science Communications)

The most
effective
communication



PICES-2022 - Science Communication Training: How to Create Memorable PICES Science Stories



Science Communication Activities

2018 Topic Session- “Science communication for North Pacific marine science”

Led by Jackie King, Mitsutaku Makino, Matthew Baker, and Emanuele Di Lorenzo

2019 Workshop on “Learn to effectively communicate your science”

Workshop led by Jackie King with two Invited Speakers: Alison Morrow (Morrow Media, USA) and Cherisse DuPreez (Fisheries and Oceans Canada, Canada)

2020-2022 - Study Group: Science Communication

Draft communication plan, developed recommendations for a new PICES website and talked about branding for PICES.

2022 - “How to create memorable PICES science stories”

Created 3 videos

2023 - “Creating Concise & Compelling Fact Sheets to Amplify your PICES work”

Created several Fact Sheets

2024 – “PICES Science Jam”

Workshop to build on what we have learned and produce communication products during the meeting





How to motivate someone?

Remind them what they love (AND)

And then take it away (BUT)

And then give them hope (THEREFORE)

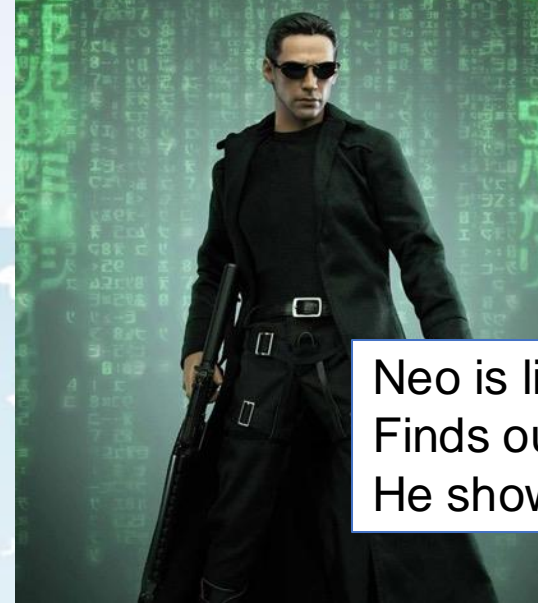
Communicate using ABT method



We all know the components of a good story



Dorothy lives in Kansas
We're not in Kansas anymore
Clicks her heels to go home



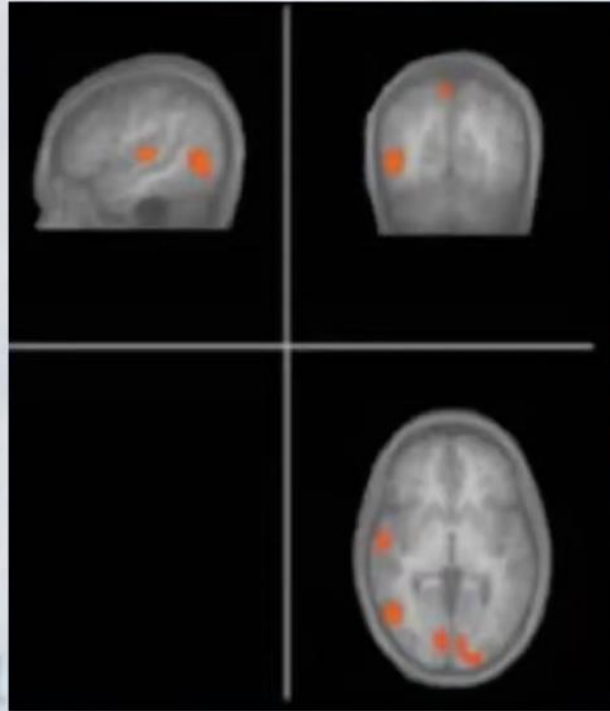
Neo is living his life
Finds out it is a false world
He shows people the truth



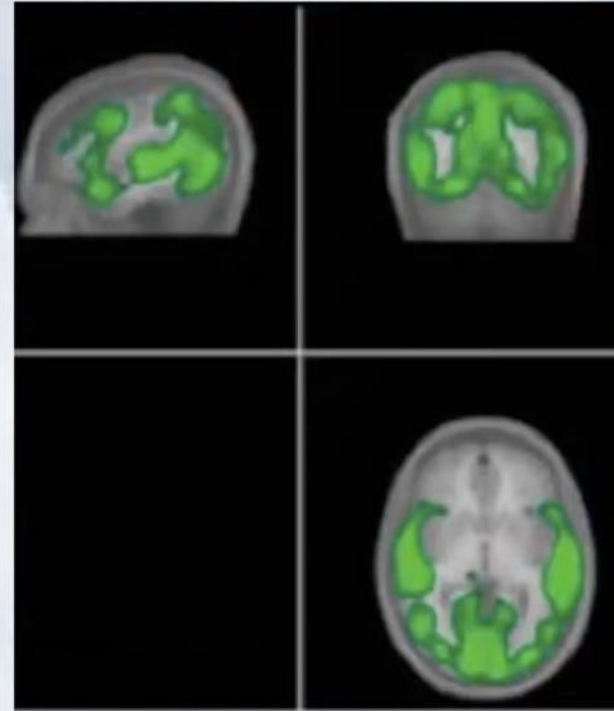
Hobbits live in the Shire
Nasty Ring they have needs to be destroyed
Take it to Mount Doom

Neuroscience

And
And
And



Non-narrative



Narrative

And
But
Therefore

Methods of Communicating



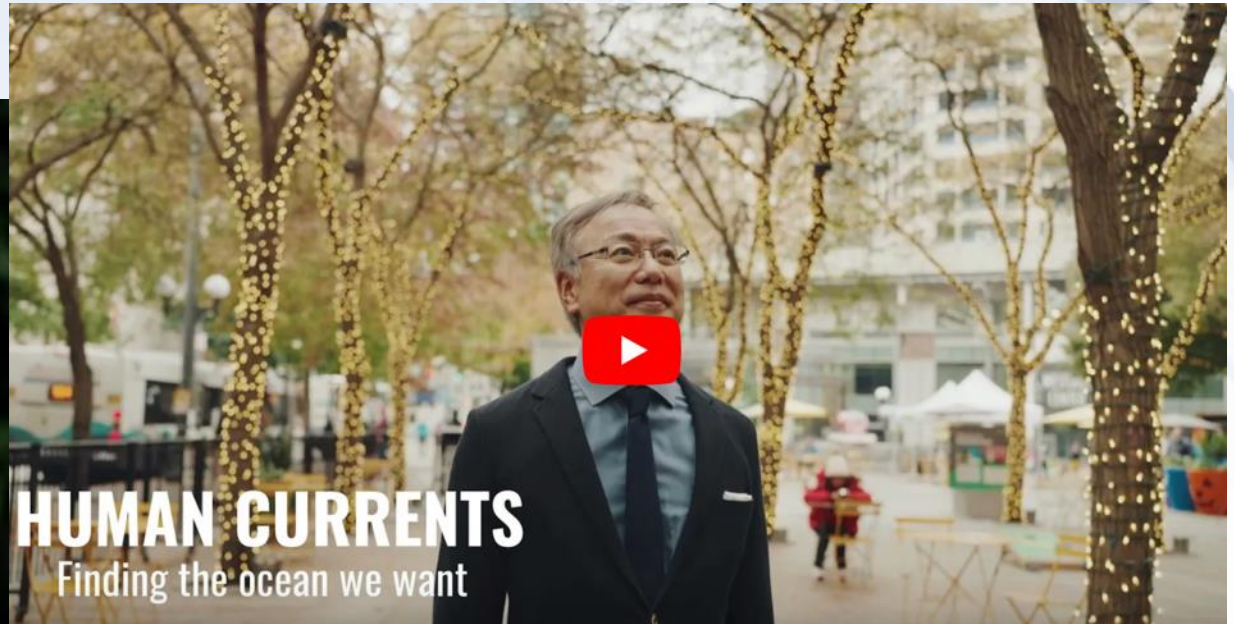
PICES-2023 W1: Creating Concise & Compelling Fact Sheets to Amplify your PICES work.





ECOP's come with a fresh perspective.

Khush Jhugroo
EMERGING TIDES: An ECOP Story



HUMAN CURRENTS
Finding the ocean we want



SMARTNET
A Global Knowledge Network





Advisory Panel

Early Career Ocean Professionals

ECOPs will inherit the ocean, so we need to include them in the solution that they will be expected to carry forward in the future.

AREAS OF FOCUS



Community



Mentorship



Integration

! What is a PICES ECOP?

- A self-identified individual



Attendees of the 2023 AP-ECOP Business Meeting



KEYWORDS

- Scientific Knowledge
- Intergovernmental
- Collaboration
- Diversity
- Interdisciplinary

MORE INFORMATION



SCIENCE ORGANIZATION PICES



North Pacific Marine Science Organization - PICES

An intergovernmental science organization to promote marine research in the North Pacific and its adjacent seas.



Participants of the 7th International Zooplankton Production Symposium

FACT SHEETS: Morning coffee break on Wednesday (302B); Poster session on Thursday night

- In the process of completing or who has completed **professional training**
- In areas relevant to **ocean knowledge**
- From a **diverse range of sectors**

! Contact AP-ECOP co-chairs

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generations to come is also a huge, complex and long-term endeavor.

Increasing Early Career Ocean Professional (ECOP) integration into PICES will help bring new voices and ensure succession planning is in place.

Increasing mentorship and training will also help ensure PICES is providing the skills and learning opportunities to prepare for leadership opportunities and to welcome them into the PICES family.

Current Actions

- ✓ Creating a mentorship program for ECOPs to gain insight from senior PICES members
- ✓ Working with PICES governing board to incorporate ECOPs into decision making & working groups
- ✓ Creating flyers in multiple languages to describe what PICES defines as an ECOP
- ✓ Creating and advertising ECOP opportunities for engagement to make sure ECOPs feel welcome and valued in PICES
- ✓ ECOP Reporting & demographic data collection

ECOP is.

It can be hard to retain ECOPs. Our goal is to keep them interested and engaged in the longer term (retention of talents kind of issue) and make sure we are inclusive and meaningfully involving ECOPs across sectors and cultures.

Integrating ECOPs into PICES needs a tiered approach with opportunities at various leadership levels and commitment levels.



research in the North Pacific and its adjacent seas. Its members include Canada, Japan, People's Republic of China, Republic of Korea, Russian Federation, and USA. The PICES structure is designed to promote the collaboration and rapid exchange of scientific information through scientific committees, expert groups, advisory panels, and scientific programs with international participation. Jointly organized scientific sessions and workshops occur at PICES Annual Meetings.

from the physical and biological foundations of marine systems, such as biogeochemistry and phytoplankton production, to the dynamics of the highest trophic levels, including fisheries and socioeconomic systems. International cooperation has led to dramatic advances in our understanding of the North Pacific's natural and socioeconomic systems providing tools and knowledge to inform solutions to current and future issues.

Current Work

- Partnerships for solutions during the United Nations Decade of Ocean Science for Sustainable Development.
- The integrative science program, FUTURE, seeks to understand how marine ecosystems in the North Pacific respond to climate change and human activities.
- Working Groups on diverse topics such as climate extremes, small fishes, and seamount ecology.
- Cross-cutting expert groups on Early Career Professionals and Science Communications.
- Scientific engagement in a climate conscious manner, considering environmental justice, equity, and diversity in planning meetings with the worldwide scientific community.

CONTACTS

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PICES, the North Pacific Marine Science Organization, is an intergovernmental scientific organization that was established and held its first meetings in 1992. Its present members are Canada, Japan, People's Republic of China, Republic of Korea, the Russian Federation, and the United States of America.

PICES - The North Pacific Marine Science Organization | Secretariat c/o Institute of Ocean Sciences
9860 West Saanich Road, Sidney, BC, Canada V8L 4B



Social Media use in Science



Goals for using social media in science

- I want my research to have a greater impact
- I want to share scientific info & collaborate more widely
- I want people to know how cool PICES is

Thursday Morning Coffee Break (302B)





Promoting PICES Science

Science Communications Outreach – enhance PICES main webpage

North Pacific Marine Science Organization
International collaboration for improved ocean health.

FUTURE: PICES Science Program **CO₂ Emission Reductions Tracker**

Search Everything

ABOUT PROJECTS EVENTS JOIN US!

International collaboration and study, providing reliable data and advice, for improved ocean health.

MEETINGS & EVENTS
PICES 2020
> PICES 2020 Virtual
> Capacity Building
> MSEAS

PICES NEWS
> PICES Career Postings
> Call for Nominations
> Expert Groups

PICES ADVICE
> PICES Latest Advice
> PICES Outreach
> PICES Videos

PUBLICATIONS
> PICES Special Pubs
> PICES Press

MEMBERS
> PICES Intranet (Members Only)

Quick Links
> ADVICE for Decision Makers
> TUTORIALS for Citizen Scientists
> RESOURCES for Scientists
> PICES Strategic Plan
> Early Career Ocean Professionals
[Ask a PICES Scientist](#)

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- Modernize entry page
- Target specific audiences: Public, Decision-makers, Scientists





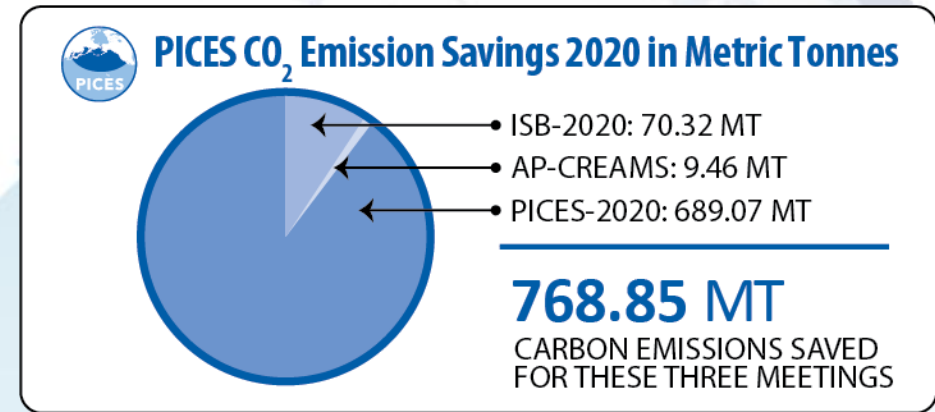
Environmental Sustainability

• PICES Cumulative Emission Savings Year to Date 2020: 768.85 Metric Tonnes (MT) of CO₂:

- ISB-2020 70.32 MT
- AP-CREAMS 9.45 MT
- PICES-2020 689.07 MT

• Equivalent to:

- 166 Passenger vehicles driven for one year
- 3,070,349 Km driven by average passenger vehicle
- 327,491.12 Litres of gasoline consumed
- 384,270.75 Kg of coal burned
- 1,780 barrels of oil consumed
- Carbon sequestered by: 12,713 tree seedlings grown for 10 years
- 1,004 acres of U.S. forests in one year



Share with other International Organizations





PICES Leadership for Greener Meetings:



- No plastic
- Reusable mugs or water bottles
- Virtual business meetings
- Annual meeting plenary talks recorded; some hybrid aspect to annual meetings
- PICES considering offering carbon offset purchase moving toward carbon neutrality

Communicate this
with other
International
Organizations



What's next?

Community Outreach with the Waikiki Aquarium



Let's make this a habit!



**WAIKĪKĪ
AQUARIUM
COASTAL
CLEANUP**

*Working together to keep
our shorelines clean!*

REFRESHMENTS | EDUCATIONAL TABLES | GIVEAWAYS

LEARN MORE ABOUT CURRENT MARINE RESEARCH

SATURDAY, OCTOBER 26TH
9 WAIKĪKĪ AQUARIUM
10AM - 12PM

Sign up here!





Please Join our Science Communication Workshops

Morning coffee breaks and poster session

10:15-10:50 Coffee breaks

- Tuesday, Oct 29: All about the ABT
- Wednesday, Oct 30: Fact Sheets
- Thursday, Oct 31: Social media

18:00-20:30 Thursday, Oct 31

- Poster session: Develop your Fact Sheet





Please communicate your PICES science

Feel free to ask for help from AP-SciComm

