



## What is Creative Climate Lab?

### Elevator Pitch

Creative Climate Lab is a global collaborative program that addresses the critical climate change issue by bridging science and art. CCL will communicate data, research, and solutions through artistic works. The core concept pairs researchers with world-class artists to raise awareness and inspire action regarding the urgent crisis in the polar regions and oceans.

### Organizational Role

CCL will function as a central administrative body responsible for securing and managing funding, nurturing and supporting the development of artistic and scientific talent, and facilitating the international dissemination of creative informational works.

### Operational Cycle and Implementation

The program will operate on an annual cycle, with key stages and activities as outlined below:

- **Fundraising:** The initial phase involves raising a seed round of funding from academic grants and philanthropic sources. This funding will be the foundation for launching the program and supporting the first cohort of fellows.
- **Call for Applications and Selection:** The program will invite applications from both artists and scientists. A dedicated committee or board will review the applications and portfolios and select the successful candidates. The selection process will emphasize the program's interdisciplinary nature, seeking artists who work across multiple media (photography, film, painting, sculpture, installation art, digital art, poetry, etc.) and can engage a broad and diverse audience. Scientists at the graduate or PhD level with a focus on climate research will be particularly favored.
- **Pairing and Team Formation:** The selected artists and scientists will be paired to form "integrated teams" based on their areas of interest and expertise. The aim is to create synergistic partnerships that leverage artists' and scientists' unique skills and perspectives.

- **Field Research and Expeditions:** For projects that involve fieldwork in the polar regions, Creative Climate Lab will partner with expedition lines or research organizations to provide logistical support, including transportation, accommodation, and food. This may involve collaborations with organizations such as Lindblad or Ponant for expeditions to Antarctica and the Arctic. For longer-term projects in Antarctica, partnerships with the National Science Foundation may be explored to facilitate access to research bases like McMurdo Station. Additionally, collaborations with organizations like the International Association of Antarctica Tour Operators (IAATO) may be necessary to secure permits and access to restricted areas.
- **Arctic Research:** For integrated projects in the Arctic, Creative Climate Lab will explore partnerships with governments and research institutions in Arctic countries, such as Norway. This could involve securing housing and research facilities like Longyearbyen and Ny-Alesund in Svalbard.
- **Tropics Research:** For integrated projects in the Tropics, Creative Climate Lab will explore partnerships with recreational scuba diving organizations such as PADI or SSI and associated equipment manufacturers or other expedition sponsors.
- **Ocean Research:** For projects focused on ocean research, Creative Climate Lab may partner with shipping lines like MAERSK to enable integrated teams to conduct research and collect samples during long-haul journeys across multiple oceans.
- **Space-based research:** Creative Climate Lab may partner with NOAA or climate-tracking satellite initiatives to allow researchers to collect data on ice flows and ocean temperature fluctuations.
- **Creative Output and Publication:** The integrated teams will engage in collaborative research and creative endeavors, resulting in a range of artistic works that explore and communicate the impacts of climate change. Creative Climate Lab will facilitate the publication and dissemination of these works through various channels, including the following:
  - a. **Bi-Annual Publication:** To showcase the work of the integrated teams, a high-quality, beautifully designed softcover book will be published twice a year. This publication will serve as a platform for sharing the program's artistic and scientific outcomes with a broader audience.
  - b. **YouTube Channel:** A dedicated YouTube channel will be established to document the progress of the integrated teams and their projects. This channel will provide a behind-the-scenes look at the creative process and research. It will be valuable for engaging and attracting future collaborators and donors.
- **Fundraising and Outreach:** To sustain the program and support future cohorts of fellows, Creative Climate Lab will organize fundraising events and outreach activities, including the following:
  - **Annual Fundraising Dinner:** A black-tie fundraising dinner will be held annually to raise funds for upcoming projects. The dinner will feature a gallery showcasing the work of the current class of artists, and the artists will join their paired climate researchers on stage to present their projects to the attendees.

- **Benefit Concert:** To raise additional funds and awareness for the program, a benefit concert featuring A-list musical talent could be organized.
- **Educational Outreach:** Creative Climate Lab may also develop educational outreach programs to share the insights and creative works generated by the program with schools, universities, and the general public.

By fostering collaboration between artists and scientists, Creative Climate Lab aims to create a powerful platform for raising awareness and inspiring action on climate change. Through its multifaceted approach, the program seeks to harness the power of creativity and scientific inquiry to address one of our time's most urgent and far-reaching challenges.

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### **Creative Climate Lab**

Where Science Meets Storytelling

Website: [creativeclimatelab.com](http://creativeclimatelab.com)

Email: [info@creativeclimatelab.com](mailto:info@creativeclimatelab.com)