



ARCTIC HUB – MAKING KNOWLEDGE ACCESSIBLE

A blue-tinted photograph of an Arctic scene. In the foreground, a team of white sled dogs is pulling a sled. A person in a dark jacket and hat is visible on the sled. In the background, a small boat is on the water. The entire image is overlaid with large, dark blue, stylized numbers "2022".

# Annual Report

Arctic Hub 2022

A wide-angle photograph of a serene Arctic landscape, featuring a calm body of water reflecting the surrounding rugged, snow-capped mountains. In the foreground, a small kayak with two people is visible on the water. The entire image is overlaid with a semi-transparent blue filter. The text "We create the future with knowledge and research" is centered in a large, white, serif font.

# We create the future with knowledge and research

But in an age where information flows and details tend to drown, research alone is not enough. The new knowledge must be put to use and directed toward those who need it. It needs a guide.



At Arctic Hub, we make sure that the research in Greenland is aligned and flowing freely. When a climate scientist from the United States is going to the Greenland Ice Cap or a PhD student from Denmark is going to Tasiilaq, we are ready to guide, give good advice and provide them with contact information for local experts along the way. And when policymakers ask for a research overview

or Greenland's business community asks for specific knowledge, we provide them with an overview and help them locate the researchers they need. We are also working to ensure that research in Greenland is conducted together with – and for the benefit of – the people in Greenland. **At Arctic Hub, we make knowledge accessible.**





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Layout  
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Publication  
March 2023

## Introduction

In the past year, it has been a particularly great joy to witness how Arctic Hub has really delivered on its mission.

Globally, Greenland has become a symbol of climate change, and its geopolitical location has only increased the amount of international attention it garners. While the war in Europe has left its mark on both science diplomacy and research in the Arctic, it is safe to say that research is being conducted in Greenland and the Arctic like never before.

Greenland holds an even greater research potential than we realize today. For that reason, we are happy to be a key player in Greenland's recently adopted first-of-its-kind research strategy. A world facing more and more complex challenges needs new answers, and the research that takes place in and around Greenland holds many of the answers and potential solutions – both locally and globally.

Therefore, the Arctic Hub's main task is to make knowledge from research conducted in Greenland more accessible. Above all, this task requires a better overview of the many research projects in Greenland. This, in turn, requires a strengthened flow of knowledge across research and society, as well as an intermediary linking the country's many research stakeholders.

At Arctic Hub, we strive every day to be that intermediary; the people in charge of translating the important research-generated knowledge into sustainable and knowledge-based action in the years ahead.

**- Ulrik Smith Korsholm, Chairman of the Board, Arctic Hub & Deputy Director, DMI - Danish Meteorological Institute**

## Arctic Hub by the numbers

**2858**

Followers on SoMe

**11**

Produced videos about research  
in and around Greenland

**5**

Employees



**9**

Published articles about research  
in and around Greenland

**8712**

Unique users of arctichub.gl

**108**

Number of countries that have visited arctichub.gl



**33**

Arctic Hub events

**19**

Mentions of Arctic Hub in the media

**35**

Presentations about Arctic Hub



**274**

Inquiries



A photograph of four people (three women and one man) sitting on a rocky, moss-covered cliff. They are all smiling and looking towards the camera. The background shows a wide, calm body of water (a fjord) and distant, hazy mountains under a soft, overcast sky. The people are dressed in casual to semi-formal outdoor clothing. The woman on the far left is wearing a black long-sleeved shirt and blue jeans. The woman next to her is wearing a black blazer over a light-colored top and black pants. The woman in the center is wearing a blue jacket over a red top and blue jeans. The man on the far right is wearing a green velvet jacket over a striped shirt and black pants.

## About Arctic Hub

The Arctic Hub secretariat is based in Nuuk, Greenland, where we work to build bridges between people, institutions and countries interested and involved in the research conducted in Greenland.

## Arctic Hub's board

Arctic Hub's Board of Directors consists of four members appointed on behalf of Greenland and four members appointed on behalf of Denmark.

Two board meetings and one board seminar were held in 2022.



**Ulrik S. Korsholm**

Chairman of the Board. Deputy Director, DMI – the Danish Meteorological Institute



**Inge Høst Seiding**

Head of Institute, Institute of Culture, Language and History, Ilisimatusarfik



**Lise-Lotte Terp**

CEO & Founder ProConsi International



**Torben Røjle Christensen**

Professor, Aarhus University. Scientific leader, Greenland Ecosystem Monitoring and Zackenberg Research Station. Affiliated professor at the University of Oulu



**Inoqut Kristensen**

Investment Manager & Analyst, Nalik Ventures



**Astrid Maria Spring Öberg**

Consultant, Greenland Business Association

**Vacant posts:** Department of Education, Culture, Sports and Church, Government of Greenland; and Danish Agency for Education and Research, Denmark

## Arctic Hub's secretariat



**Anna-Sofie Skjervedal**  
Head of Secretariat



**Nicoline Larsen**  
Communications Officer (on  
maternity leave until Dec 1, 2023)



**Ole Ellekrog**  
Communications Officer  
(maternity cover)



**Julia Maegaard-Hoffmann**  
Consultant and project manager



**Jakku Bregnhøj**  
Secretariat Officer



**Nukannguaq Mathiesen**  
Student assistant



# Financial summary

Arctic Hub is financed by the Danish and Greenlandic Finance Act respectively.

## Revenue 2022

Grant Denmark	3,000,000 DKK
Grant Greenland	757,000 DKK
<b>Total</b>	<b>3,757,000 DKK</b>

## Costs 2022

Operation, salary, board	3,037,000 DKK
Communication	495,490 DKK
Events and Projects	500,510 DKK
<b>Total funds spent</b>	<b>4,033,000 DKK</b>



Photo: Carsten Egevang





## Arctic Hub activities 2022

With the pandemic finally loosening its grip in 2022, Arctic Hub could pick up the pace on implementing creative and innovative ways to build bridges between research and society.

## Activities that build bridges between research and society

Our core purpose is to bring people together. In 2022, we initiated or co-hosted 33 events, all with the aim of building bridges between research and society.

Arctic Hub's civic events (for instance, those hosted during the Nuuk International Film Festival) create awareness, curiosity and a better understanding of the science that surrounds us.

Many international conferences were held in Greenland in 2022. Participating actively and hosting sessions at these conferences has allowed Arctic Hub to gather research stakeholders and put our work on both the national and international agenda.

Arctic Hub's research-oriented events provide opportunities for network expansion and strengthened collaboration. For example, together with the Greenlandic Research Council, the Icelandic Centre for Research, Rannís, and the Icelandic Arctic Cooperation Network, we gathered around 70 researchers from Greenland, Iceland and Denmark in Nuuk. The ensuing workshop

resulted in concrete research priorities, which were included in an official cooperation agreement between Greenland and Iceland.

Through popular science dissemination (most notably, in the form of videos and articles), Arctic Hub helps to make knowledge from research even more visible and accessible.



### Research



Education



Authorities



Public



Business  
& Industry



International  
actors





## Media training and research dissemination

Arctic Hub works directly with the researchers to ensure that more research reaches the Greenlandic people. In 2022, Arctic Hub held two seminars on research communication. The seminars aimed to strengthen both the researchers' communication skills and the bridge between researchers and the media. These seminars also provided a unique platform for knowledge sharing and networking for all researchers residing in Greenland.

In addition, our dissemination events inspired researchers to test new tools and ways to communicate their knowledge and results – and to explain how their research can benefit society at large.

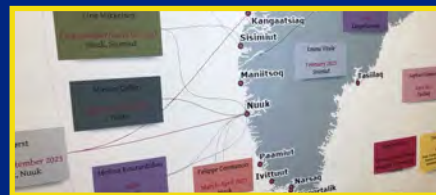
## Arctic Hub Field Campaign Coordination Workshop

In 2022, Arctic Hub initiated a new interactive coordinating platform, the Arctic Hub Field Campaign Coordination Workshop, giving researchers and other research stakeholders a better overview of the fieldwork and activities in Greenland. The workshop helped to provide fertile ground for new collaborations, more effective coordination and to reduce 'research fatigue'. The output of the workshop – an overview of the field season's research activities – was made available and disseminated through the Arctic Hub's external platforms.

## Participation in networks, knowledge forums and conferences

Arctic Hub engaged in both Greenlandic, Danish and international networks and knowledge forums for Arctic research stakeholders. Such activities help to strengthen important relationships and provide insight into current issues and knowledge gaps on both sides of the Arctic Circle.

Examples of networks and knowledge forums include Hindsgavl Arctic Workshop, Isaaffik, Forum for Arctic Research (FAF), Greenland-Iceland Research Cooperation Network and the EU exchange on research funding.









## Matchmaking, inquiries and book-a-meeting

In 2022, Arctic Hub received 274 inquiries from scientists and other stakeholders around the world. Virtually all inquiries involved a wish to connect.

Many also took advantage of the opportunity to book a meeting with our team, who would then assist with information, guidance and refer to relevant institutions, organizations, authorities and people in Greenland. We continuously work to ensure that this information is available in our **guides**.

With the goal of strengthening the local anchoring of research in Greenland, we make an effort to equip our external stakeholders with local insight and know-how. We can assist with local contacts that may be relevant for your research project, and with knowledge that can contribute to a better anchoring of knowledge from research in Greenland.



# 274

inquiries from researchers and other stakeholders from around the world



## Collaborations

Collaborating with other research stakeholders is paramount to our work as a unifying hub and gateway to the Greenlandic research world.

Since research is often an international undertaking, Arctic Hub works to facilitate the proper framework for international dialogue on the development of the best and most valuable research relationships. We do this by e.g., facilitating activities that require dialogue and knowledge sharing among Arctic research stakeholders across research areas, industries, authorities and citizens. In 2022, we co-hosted a workshop with a focus on strengthening research collaborations across Greenland, Iceland and Denmark.



## A selection of Arctic Hub's collaboration partners, network groups and core stakeholders in 2022

### Business actors

Arctic Economic Council, Arctic Circle Business, Sulisitsisut – Greenland Business Association.

### Research actors

Nunatsinni Ilisimatusarnermik Siunnersuiso-qatigiit – Greenland Research Council (NIS), Isaaffik, Ilisimatusarfik – University of Greenland, Pinngortitaleriffik – Greenland Institute of Natural Resources, Icelandic Arctic Cooperation Network, Ránnis (The Icelandic Centre for Research), University of Iceland, University of Akureyri, Arctic DTU, AAU Arctic, Forum For Arctic Research (FAF), Hindsgavl Group, IASC (International Arctic Science Committee), Mon-tana State University.

### Authorities

The Greenland Self-Government: Department of Foreign Affairs, Business and Trade, the Min-

istry of Foreign Affairs of Denmark, Joint Arctic Command, Greenland's Mission to the EU in Brussels, The European Commission, UK NERC Arctic Office.

### Embassies and consultancies

British Embassy, US Embassy in Denmark, US Consulate in Nuuk, Iceland Consulate in Nuuk.

### Education sector

UNLEASH, Niuernermik Ilinniaffik.

### Civil Society

Nuuk International Film Festival, Institut français du Danemark.

### Decision-makers and parliamentarians

The Danish Parliament Greenland Committee, Arctic Parliamentarians, parliamentary representatives.

## Presentations

The interest in Arctic Hub is significant and continues to grow. 2022 saw a great demand for presentations on our mission and to have Arctic Hub moderate panel debates. In 2022, we presented to national, Danish and international research stakeholders – including decision makers, the EU Commission, interest organizations, etc. In total, the secretariat gave 35 presentations in 2022.

Arctic Hub gives presentations on themes such as:

- How to bridge research and society
- How to bridge research and industry
- How to encourage citizen participation



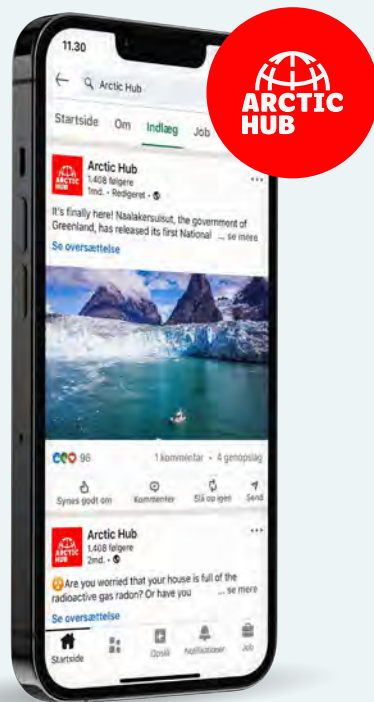
# 35

presentations from the secretariat in 2022

## Communication

As a bridge-builder between research and society, communication plays an absolutely central role. Arctic Hub's communication tasks span article production, video production, a trilingual website, active presence on SoMe and communication training for researchers.





## Our platforms – Social Media

**LinkedIn** is targeted at the international research environment, and we seem to be hitting the mark here, as the most frequent industries among our followers are “research”, “higher education” and “public authorities”. Arctic Hub has succeeded in reaching out to this particular target group throughout 2022, as the number of followers has grown from 317 at the beginning of the year to 1,312 at the end.

**Facebook** is targeted at the general population and we also seem to be hitting the target here since 71 percent of our 766 followers are located in Greenland.

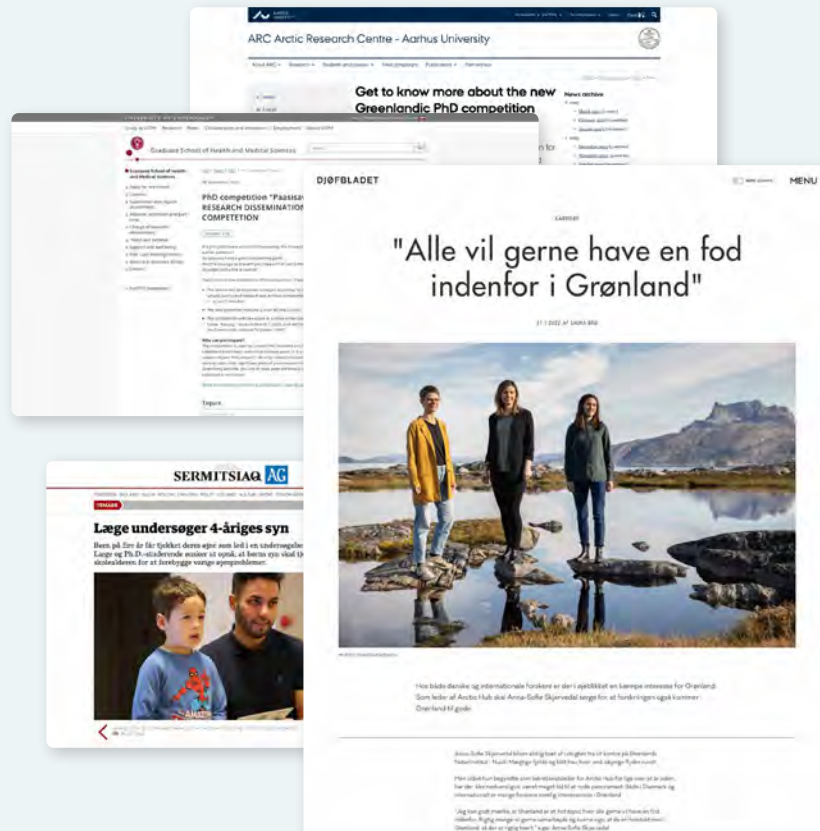
**YouTube** is where we share our video content, which we continued to produce more of throughout 2022.



## Press coverage



The media once again showed interest in Arctic Hub in 2022. Thus, Arctic Hub was mentioned 16 times in the media, 14 of which were in Greenlandic media, while the remaining two mentions appeared in the international media Polar Journal. The Greenlandic media coverage mainly came from the newspaper [Sermitsiaq](#) and the [TV station KNR](#), which featured Arctic Hub several times.

In addition, Arctic Hub was mentioned nine times in member magazines, newsletters and on various websites (including [Djøl.dk](#) and the websites for the [universities of Aarhus](#) and [Copenhagen](#)).




## Communication efforts

### Scientific videos

In 2022, we continued to expand our catalog of easily accessible videos about Greenlandic research. Click here  and here  to see a couple of our videos from 2022.


### Science articles

We also produced a number of popular science articles about Greenlandic research, including  one from Uummanaq explaining how local knowledge about sea ice is used by researchers.

### Advertorials

Arctic Hub ran a paid article about the hub in Danish newspaper Jyllands-Posten in 2022. The article, which can be read here  appeared both in a special supplement about Greenland and in the printed version.

### Paasisavut

In 2022, we took the first major steps towards hosting the large research dissemination competition Paasisavut, which aims to showcase Greenlandic research to a large part of the population .

## Concluding remarks and future prospects

We achieved our goals for 2022. This naturally creates great expectations for the coming year. 2023 offers both the consolidation of Arctic Hub's core tasks and the launch of two new ambitious projects that will strengthen our efforts to build even stronger bridges between research and society.

With sustainable management of Arctic Hub's current resources and room for maneuvering top of mind, we will first and foremost concentrate on Arctic Hub's most important task: to make knowledge from research more accessible.

2023 will see Greenland's first research dissemination competition Paasisavut, where five young researchers will pitch their research on live television to all of Greenland. The live show will help put research in focus, and show people from outside the research communities how research actually benefits society.

Making knowledge more accessible also requires an overview. Another new flagship from Arctic Hub in 2023 will therefore be the launch of a report that creates a better overview of research projects and activities in and around Greenland. With the report we intend to shed light on barriers and potentials, all for the purpose of making it easier to conduct research in Greenland. The report can – and should – become a useful tool for Arctic research stakeholders i.e., research institutions, officials, citizens, local and international decision makers and, of course, the researchers themselves.

Finally, Arctic Hub is a key player in the recently adopted national research strategy for Greenland. The strategy's objectives concerning overview, visibility, accessibility and strengthening collaborations are all topics that reflect our daily operations. That is why we believe the Arctic Hub can play an important role in supporting the research strategy and helping to realize even more of the strategy's objectives in the coming years.

**- Anna-Sofie Skjervedal,  
Head of Secretariat at Arctic Hub**



[WWW.ARCTICHUB.GL](http://WWW.ARCTICHUB.GL)