



**Ny-Ålesund**  
**Research Station**  
**Norway**

Recent development and outreach campaign

Ingrid Kjerstad, Msc. in Marine Biology

Research Coordinator/The Norwegian Polar Institute



INTERACT Station managers Forum 2023



# What is Ny-Ålesund Research Station?

- The world's northernmost year-round research station
- long-term observations and research activities from more than 20 research institutions
- easy access and a well-established research infrastructure
- Both Norwegian and International investments

## **Statistics from 2022:**

*International hosts: 10*

*# projects: 140*

*Research days: 13 906*

*Permanent staff: 40-60*





# KINGS BAY

79N



**KINGS  
BAY**

79N



Norwegian  
Polar Institute





NORWEGIAN MINISTRY OF  
CLIMATE AND ENVIRONMENT

**KINGS  
BAY**

79N



Norwegian  
Polar Institute

**KINGS  
BAY**

79N



Norwegian  
Polar Institute

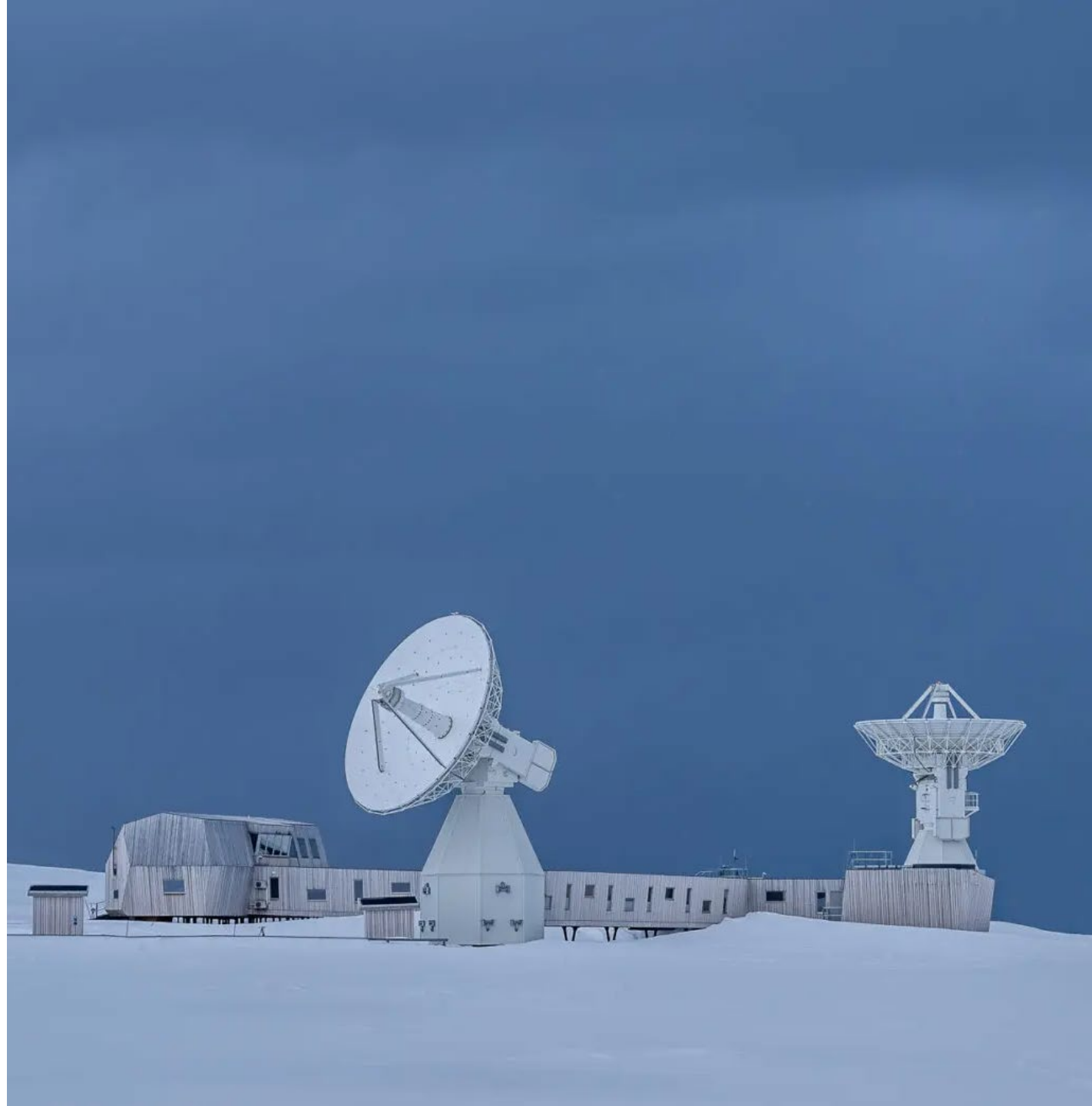




# Radio silence

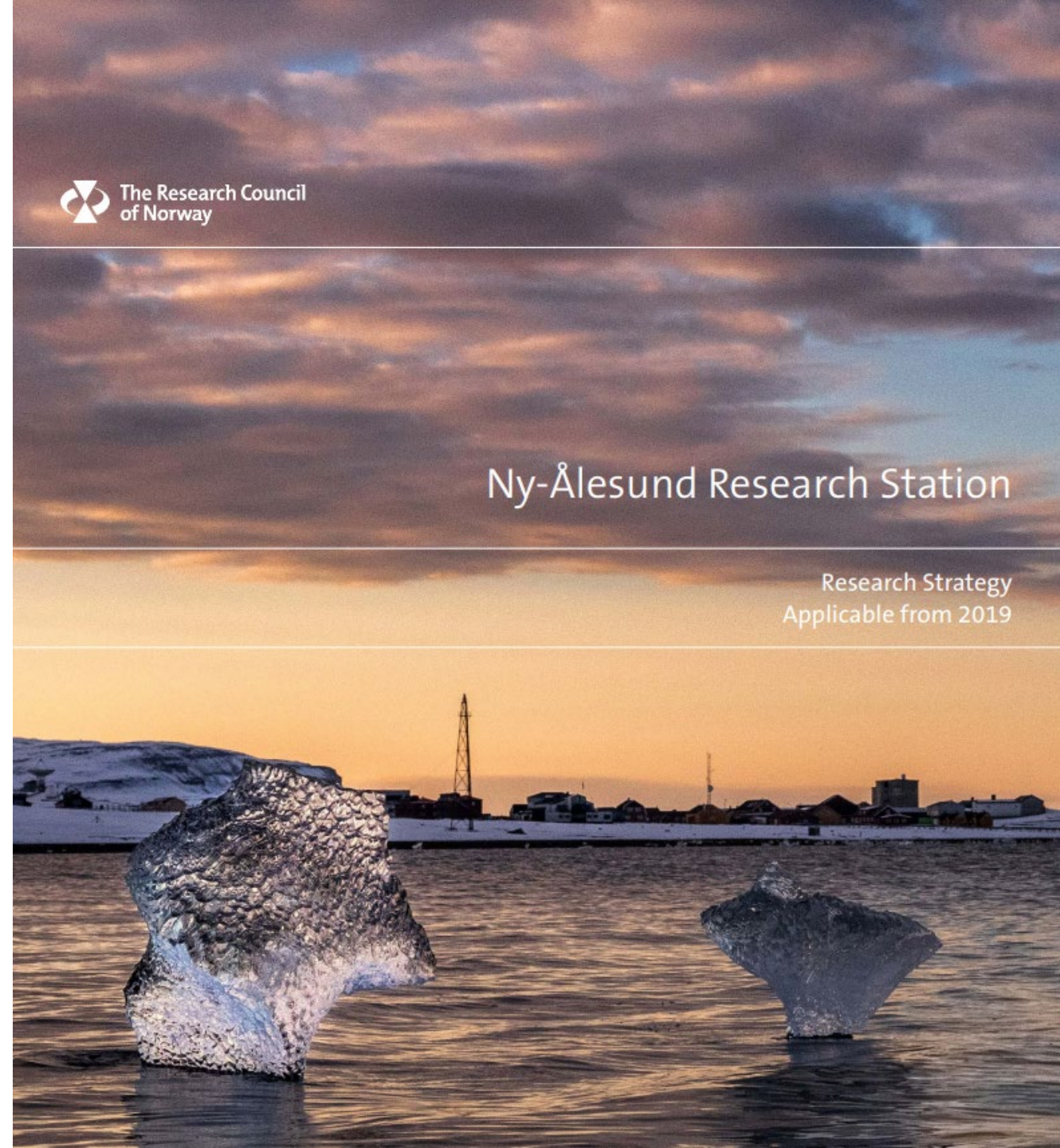
*“Ny-Ålesund is a radio silent area”*

- VLBI radio telescopes owned by the Norwegian Mapping Authority need radio silence to function optimally
- the long-term goal is to further minimize the emissions of electromagnetic (radio wave) pollution.
- The regulation: frequencies between 2 GHz–32 GHz within a 20 km radius from Ny-Ålesund can only be used with a permit from the Norwegian Communication Authorities (Nkom)



# Recent developments – whats new?

- New framework in 2019: The research strategy
- The ambition: clearly define expectations regarding quality, cooperation, openness, data-sharing and sharing of results from NyA-RS.
- Objectives:
  - ✓ World-class science
  - ✓ Sustainable research production
  - ✓ Open access to data

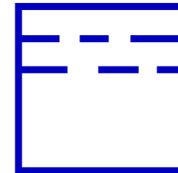


# Practical implications of the strategy

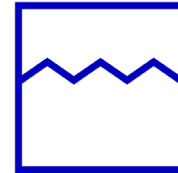
- Branding of Ny-Ålesund Research Station
- Only natural science
- Term “hosts” was introduced – local institutions
- More clear expectations on data sharing
- Some organizational shift in responsibility – NPI official host
- New position – research coordinator



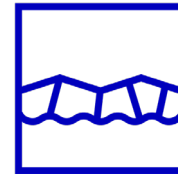
Ny-Ålesund  
Research Station  
Norway



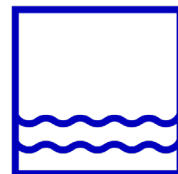
The Atmosphere Flagship



The Terrestrial Ecosystem  
Flagship



The Glaciology Flagship



The Kongsfjorden System  
Flagship



# Recent development - Challenges 2023

- Permafrost and infrastructure
  - increased allocations (20 mill. NOK/pr. year) from the state in 2022



# Recent development - Challenges 2023

- Radio silence
  - High number of cruise ships
  - Requirements from other scientific instruments



# Recent development - Challenges 2023

- Field safety
  - Increased numbers of polar bears visiting Kongsfjorden
  - Changes in the field - more movement and melting on glaciers



# Outreach from Ny-Ålesund



Ny-Ålesund  
Research Station  
Norway

[www.nyalesundresearch.no](http://www.nyalesundresearch.no)



[www.npolar.no](http://www.npolar.no)



# Communication Strategy

- building the brand and making Ny-Ålesund an attractive site for international research institutions
  - Norwegian research infrastructure with active international participation
  - Help target audience with where to find information
  - making the flagship programmes more know
  - disseminating the research results from all the institutions located in Ny-Ålesund Research Station
- 
- Target audience: researchers, press, decision makers, general public
  - Platforms: website, newsletter, facebook, discussion forum



## *Communication strategy*

### *1. Introduction*

Ny-Ålesund is a key site for natural science research and monitoring in the Arctic. More than 20 research institutions have long-term activities in Ny-Ålesund, making the Ny-Ålesund Research Station one of the world's northernmost year-round research communities.

In 2019, The Research Council of Norway completed a research strategy for the Ny-Ålesund Research Station. The strategy supports the good cooperation, the tools already established, the high-quality research and the unique infrastructure in Ny-Ålesund. The cooperation forum Ny-Ålesund Science Managers Committee (NySMAC) and the establishment of thematic flagship programmes have been very important for the cooperation in Ny-Ålesund Research Station and will continue to be so in the future. The same is true for Kings Bay AS, whose purpose it is to operate, maintain and develop research infrastructure in Ny-Ålesund and provide other necessary facilities and services.

The Norwegian Polar Institute performs Norway's host role in Ny-Ålesund and is responsible for implementing and following up the research strategy locally.

The Norwegian Polar Institute and Kings Bay AS have established a brand platform for the Ny-Ålesund Research Station, defining among other things a brand vision, objectives and mission. This communication strategy is an extension of the brand platform.



# Outreach campaign - April

- Project between NyA-RS and NPI main office
- High activity in April
- Focus on goals in the strategy through
  - dissemination of research activity
  - International cooperation
  - Infrastructure
- Reach out as wide as possible



# Activity in April

- We focused on the project linked to (Sett inn bilde av)
- Holtedahlsfonna
- Havis
- Havforsuring
- Zeppelin
- SIOS project





**ATMOSPHERE:**  
Installation of new  
sensors  
on the mountain



**GLACIOLOGY:**  
ICE-Memory and  
Black carbon in snow



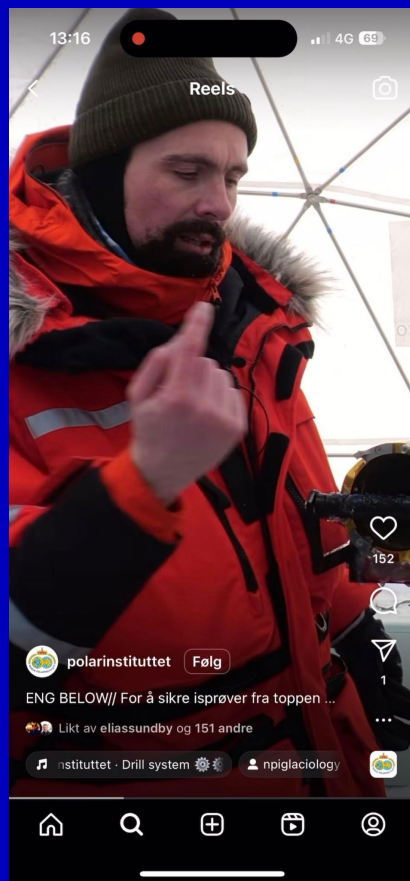
**OCEANOGRAPHY:**  
Sea ice monitoring



**Project:**  
Ocean acidification



7`O-clock News  
www.nrk.no



**Thank you for your attention!**



**Ny-Ålesund  
Research Station  
Norway**

Contact: [research.nya@npolar.no](mailto:research.nya@npolar.no)





# The Norwegian Polar Institute mandate

The main supplier of scientific knowledge about the Norwegian Polar region

Scientific and strategic advisor for the government and the administration in Polar questions

Responsible for the topographical and geological mapping of Svalbard, Jan Mayen and Norwegian possessory and claim regions in Antarctica

Provide logistics in the Polar region



