



©Tim Auer/polarbearsinternational.org



## Polar Bears International - Messaging

2021

## **Polar Bears International (PBI) is the only nonprofit with a sole focus on polar bears and their sea ice habitat.**

- PBI inspires people to care about polar bears and the fragile Arctic ecosystem.
- PBI's research leads to a greater understanding of polar bears and informs sound policy.
- PBI's education and advocacy efforts instill hope and inspire action.
- PBI's conflict-reduction efforts are designed to prevent tragic encounters.

## **What makes Polar Bears International different?**

- We have a specialized focus on polar bears and the Arctic.
- We have a small team with a big impact. We keep overhead low and action high.
- We're known for our emphasis on science.
- We're a trusted educational resource.
- Our conservation and research projects span the circumpolar Arctic.

**Polar Bears International's mission is to conserve polar bears and their sea ice home.**

### **The overarching threat to polar bears: climate change**

- Ultimately, the only way to save polar bears is to greatly reduce the carbon emissions that are causing the sea ice to melt. Polar bears rely on sea ice to reach their seal prey.
- But it's not just about polar bears. Climate warming affects us all.
- PBI's research on the impacts of a warming Arctic adds to our understanding and underscores the urgent need to act.
- PBI's education and advocacy efforts inform, inspire, and provide a platform for sharing solutions--amplifying the voices of people around the world.

### **More immediate threats: from Industry to human conflict**

- While action on climate warming is the ultimate answer for polar bears, PBI also works to ensure healthy populations in the short term.
- Our conflict-reduction efforts help keep polar bears and people safe.
- Our maternal den studies add to our understanding of the behavior of families at den sites, including their sensitivity to disturbances.
- Our support of long-term monitoring and other research provides valuable data for management decisions.

## Climate change: A warming world is melting the sea ice that polar bears depend on and impacting people around the globe.

- A polar bear's life cycle is almost exclusively tied to sea ice. Polar bears rely on the sea ice for hunting, traveling, breeding, and denning.
- Because of sea ice loss from global warming, we could see dramatic declines in polar bear numbers by mid-century.
- But it's not just about polar bears. The latest U.N. report on climate warming outlines the impacts—from droughts to floods to massive storms—that are already taking place. Unless we greatly reduce carbon emissions, these will grow in number and intensity.

## Protect the polar bears' future and save ours

- Your support of our mission will help protect polar bears and their sea ice habitat, while also preserving the climate that has allowed humans to flourish.
- Your gift will support our efforts to address both long- and short-term threats to polar bears. This includes protecting moms and cubs, reducing encounters with people that lead to injuries or death, and working in support of climate action.
- Your contribution will amplify our voice on behalf of polar bears while supporting our research and on-the-ground conservation efforts.

**PBI inspires people globally to care about polar bears and the Arctic they call home.**

### A sampling of PBI's work across the Arctic

- Polar bear den studies – PBI and partners are monitoring polar bear behavior at den sites in Svalbard, Norway.
- Population monitoring -- From Canada's Western Hudson Bay to the Barents Sea in Norway and the Chukchi Sea in the U.S./Russia, PBI helps fund studies on polar bear numbers and movement patterns.
- Polar bear den-detection methods -- PBI's long-term research to find dens under the snow helps set industry guidelines.
- Scientific innovation – PBI is working with 3M to develop a "burr on fur" tracking device for a less-invasive studying method.

### A sampling of PBI's work in Churchill

- Conflict-Reduction – From supporting Churchill's efforts to become the first Polar Bear Safe Community to testing whether "Detect and Protect Polar Bear" systems can warn of approaching bears, what we learn here will help reduce human-bear conflict across the Arctic.
- Tundra Connections – Our live, free webcasts from Buggy One have a worldwide reach, connecting viewers with leading scientists and educators.
- Polar Bear, Northern Lights, and Beluga Cams - Our live cams in partnership with explore.org, Frontiers North Adventures, the Churchill Northern Studies Centre and Parks Canada reach a global audience and inspire people to care.

## Polar Bear Week, October 31-November 6

- Polar Bear Week takes place every year during the first week of November. #PolarBearWeek #DetectAndProtect
- During Polar Bear Week, we celebrate the bears and also draw attention to the threats they face and how we each can help.
- As part of our celebration, we invite people to join us in watching our live Polar Bear Cams and tuning into our Tundra Connections webcasts and live chat
- In addition, this year we're launching a *Detect and Protect Polar Bears Challenge* fundraising effort to help reduce human-polar bear conflict.

## **Detect and Protect Polar Bear Challenge Fundraiser**

- During Polar Week, we're raising funds to help develop "Detect and Protect " radar systems to alert Arctic communities of approaching bears.
- The goal is to reduce conflict between polar bears and people, keeping both from harm.
- This is important because as the sea ice melts in more places across the Arctic, and for longer periods, polar bears are spending more time shore in more places, leading to an uptick in negative encounters with people, sometimes with tragic results..
- [Your gift](#) will make a real difference, literally saving lives. You can also [start your own fundraiser](#).

**Together, we can sustain a future for polar bears across the Arctic.**

## LEGO Tundra Buggy

- Your VOTE will help make a LEGO Tundra Buggy a reality!
- A Tundra Buggy fan and LEGO enthusiast has created a model of a Tundra Buggy that is under consideration as a new product idea.
- You can help make the LEGO Tundra Buggy a new product by visiting the [LEGO Ideas](#) website, creating an account, and VOTING for the Tundra Buggy project. Also be sure to post a comment to show your support!
- By voting for the LEGO Tundra Buggy product idea, you'll help support our conservation partner, Frontiers North Adventures, and raise awareness about polar bears and the threats they face.

## **Taking action: support from partners**

- PBI relies on partners to help amplify our reach and messaging, setting an example for others to follow.
- Corporate leadership can help bring about the societal changes needed to solve the climate crisis.
- Financial contributions from sponsors support our conservation efforts on behalf of polar bears.
- Together, we can ensure a future for polar bears and improve conditions for people too.

# Is there hope for polar bears? How can you help?

It's not too late to turn this around and end our dependence on fossil fuels for energy, but we must take meaningful action soon. Future generations of polar bears and people depend on the decisions we make today. Many of the changes needed are at the policy level, but we can all play a role in making that happen. So, how can you help?

- ***You can talk about climate change*** and why it matters to you with your friends, family, and colleagues. By making climate change part of everyday conversations, you'll help make it a kitchen table issue and a policy priority. #TalkAboutIt
- ***You can get involved with community projects*** that will help make a difference on a scale beyond your own household (because individual actions alone won't get us where we need to be). This might mean advocating for electric buses, working with schools on no-idle zones, or supporting local bike lanes, farmers' markets, and renewable-energy initiatives.
- ***You can vote with the climate in mind***, in each and every election, at every level of government—because we need policy changes to create sustainable systems. You can also regularly contact your representatives in support of climate action. And you can encourage your friends, family, and neighbors to join you in getting involved.
- ***And finally, you can donate in support of Polar Bears International's efforts and follow a conservation ethic in your own life***, whether it's switching to a clean energy source (most utility companies offer this option), supporting companies that are taking meaningful steps to lower their emissions, or helping to bring about a shift to sustainable food systems by shopping at your local farmers' market—and then *talk* about these choices with others, helping to make a climate-friendly living a social norm.

It's not too late to save Arctic sea ice and ensure a future for polar bears.

"The polar bear's story is not over, but the science shows we must act within the next 10 years to greatly reduce carbon emissions—and by doing so, we'll improve conditions for people too."

"There's still time for hope. We often hear overwhelming news about the Arctic and polar bears—but we know that if we take action now, we'll see sea ice respond in time for polar bears, and we'll also see changes that will make life better for all of us."

"By investing in the polar bear's future, we're investing in our own future—and leaving a legacy for generations to come."

Polar Bears International is the only nonprofit with a sole focus on polar bears and the Arctic.

"Polar Bears International is a recognized leader in polar bear conservation."

"Polar Bear International's staff includes scientists who study wild polar bears and understand their ecology, habitat, and threats."

"Polar Bear International is perfectly poised to connect people with polar bears and their habitat, motivating others to get involved. The goal of our outreach is to instill hope and inspire action."

## PBI Spokesperson: Quotable Quotes

Polar Bears International House is allowing us to do even more for polar bear conservation.

"PBI House serves as an education center, reaching a global audience with information about the impacts of the climate warming on the Arctic and the polar bears that call this region home."

"Our new base camp and interpretive center is expanding our reach and streamlining our operations."

The nearby Mars Arctic Research Center further supports PBI's work.

"It was built through a generous grant from the John and Adrienne Mars Family."

"It was designed as a place to host Polar Bears International staff, volunteers, visiting scientists, and other experts."

"The center supports program work by Polar Bear International staff and other partner organizations."

## Climate Warming

Sea ice loss from climate warming is the single biggest threat to polar bears.

But it's not just about polar bears and it's not just about the Arctic. The rapidly warming planet threatens our own future.

Research shows it's not too late to turn this around—but we must act soon.

## Polar Bear Conservation

Polar Bears International is the only nonprofit with a sole focus on polar bears and their habitat.

They are recognized leaders in polar bear conservation.

**PLEASE NOTE:** We have used the abbreviation PBI for the sake of space at various places in this document. However, please always use our full name, Polar Bears International, when speaking with people or writing about us.

## Ambassador Messaging

### Take Action

Future generations of polar bears and people depend on the decisions and plans we make today.

The most important thing that you can do is to vote with the climate in mind and let your leaders know you support action. You can also help by getting involved with projects in your own community and by *talking* about climate change with others.

By getting involved with Polar Bears International and by donating to support their efforts, you can amplify your own reach and voice.