

**EXPLORING OUR FUTURE TODAY**



**AN EDUCATIONAL,  
SCIENTIFIC AND DOCUMENTARY  
EXPEDITION**

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# Context

Climate change is a reality (fires, permafrost, summerloss of sea ice, glaciers melting, droughts, flood, etc.). We are already aware of its impact on our environment. Given this situation, it appears essential to observe, inform and anticipate those risks and turn them into opportunities.



# Partner benefits

- **VISIBILITY** :
  - your logotype on Greenlandia's communication medium ;
  - 2 dedicated publications on Greenlandia's social networks (15 000 people).
- **IMAGE** :
  - possibility to communicate about this partnership and to use Greenlandia's logotype on your own communication medium.
- **ANIMATION** :
  - the provision of exclusive contents realised on scientific and pedagogic aspects for your employees ;
  - team project conference in front of your employees (1 day).

For **70%** of students the environmental impact of an organization is a criterion for employment research."

## Greenlandia inputs

Greenlandia main goal is to report testimonials of the most exposed populations about the impact of climate change, and to alert companies and citizens about this situation :

- Inform institutions and other actors of those risks (economics, social and health),
- Provide rational elements of a community resiliency and better anticipate future scenarii of our way of life.

*If indigenous peoples only represent 5 % of the world's population, they help to protect 80 % of global biodiversity. »*  
Source : AFD (Agence Française de Développement)



**MORE SPECIFICALLY, GREENLANDIA HAS A GREAT POTENTIAL OF NOTORIETY :**

- Moral and image benefits to support this type of project :
  - High potential of media coverage
  - Strong potential for impact on youth :
    - a community management strategy,
    - a high content potential,
    - a pedagogic project which already federates several schools.
- Boost staff commitment and involve them through an expedition projet which make them live a unique adventure.

## Objectives and methodology

Greenlandia offers a unique and innovative approach :

- To go and meet local populations, report their word without filters, involve them in order to learn from their knowledge, contrary to a classic approach.
- Associate ethnology and natural sciences on the climate change.
- Raise transversal approach (on 5 years) to create an opportunity of rare data collection for scientists and risk analysts (modelling).
- Develop a pedagogic project involving young generations to transmit knowledge and provide courses of action to face up those challenges. We will inspire them to action through implementation of quick-impact projects which make sense.

## Specific advantages

Each company which decides to support us becomes a privileged partner of the project with access to our newsletters before the public, invitations to our events, a quote of its name / brand on our social networks, the presence of its logo on our website and systematic enhancement of its commitment through our various publications and exhibitions.



"Going back to the observations made by Commander Charcot in this magnificent region of Scoresby Sund on the east coast of Greenland is an initiative of great interest. How does this coast, which the "polar gentleman" mapped between 1925 and 1932, evolve under the onslaught of climate change? How the indigenous peoples, whom he knew and described so well, are adjusting to the geographic and economic transformations of these rapid changes. Current questions about the future of mankind that concern us all."

Jean-Louis Etienne - Greenlandia Godfather

"You know my attachment and my commitment to the defense of indigenous peoples. We will therefore follow with interest your work and your exchanges with this community of Iltoqqortoormiit living independently in extreme conditions as well as the consequences of climate change observed on their environment since the passage of Charcot expeditions."

Nicolas Hulot



## Partners



"Climate change and its consequences will redefine companies competitiveness and attractiveness for customers, suppliers, investors and young recruits."

*Les Echos EXECUTIVES*

[www.greenlandia.org](http://www.greenlandia.org)

