



SIKU Ice Watch - 2023

Impact Report for Sponsors

The 2023 Ice Watch was our 3rd annual Ice Watch Challenge, and it was a great success! The Ice Watch ran from mid-March until the end of July and doubled in size compared to the previous year, with more than **1966** Ice Posts made by SIKU users across **83** Northern communities from Labrador to Tuktoyaktuk and James Bay to Resolute Bay.

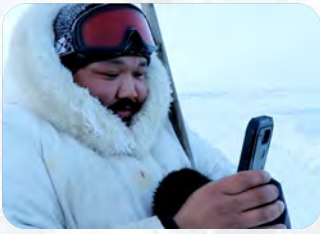
With help from our partners and sponsors, we effectively reached northern and Canadian audiences through social media, television, radio, posters and more. Thank you to Northern (North West Company), Groupe Contant, broadcasters Uvagut TV and The Weather Network, and SmartICE!

Social media reach: 600,000+
Television reach: 600,000 & 179,000



 	Daniel Jaaka <i>Ivujivik</i>
 	Jaiku Arnatuk <i>Kangihsualujuaq</i>
 	Brian Kasudluak <i>Inukjuak</i>

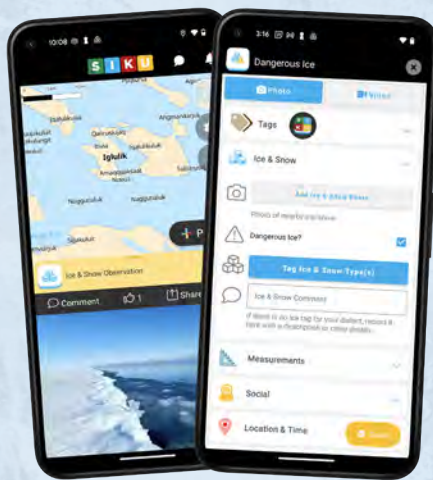
New This Year



- We welcomed **The Weather Network** as a new Ice Watch partner
- Increased commitments to ice terminology that enhanced language mobilization throughout the SIKU Ice Watch
- The Ice Watch Challenge was featured on an episode of **CBC Northbeat**, which showcased the challenge to an even wider audience

Sharing knowledge at local and broad scales

With three years of Ice Watch observations recorded, the annual Ice Watch Challenge has now made significant contributions to ice knowledge transfer and safety in and across northern communities.



How it works:

- Users create Ice Posts while traveling on land and sea ice using the SIKU app, which is available online and offline. Ice Post content includes pictures, videos, and tags for sea ice and snow terminology in Inuktitut.
- Hazards and observations are shared in SIKU community news feeds and on the SIKU Ice Map. Eligible posts are reviewed by our panel of Inuit Ice Experts and may be selected to win weekly or Grand Prizes.
- Work is ongoing to mobilize ice data through machine learning research, with the goal of further enhancing safe travel in a changing North.

Reach - Social Media and Television

Along with the direct posts and knowledge sharing by participants on SIKU, extensive advertising was used to share Ice Watch widely.

Social Media - Reach: 600,000+ people



- In total, we released **30** images and **34** videos, all of which featured our sponsors.
- Our social media campaigns and paid advertisements directly reached more than half a million people, totalling **600,913**.
- Northern communities were the largest targeted audience as well as broad southern audiences and partners who amplified the campaign.



📺 Television - Reach: 600,000 + 179,000 homes



The Weather Network



- During the challenge, our partner Uvagut TV broadcast 30 videos a total of 748 times. These videos were available to over 600,000 homes across Canada (focused on northern communities through Shaw, Arctic Co-Op and local cable providers).
- The Weather Network broadcasted Ice Watch content to homes throughout Canada, with videos running hourly on the network's national feed on Sundays between noon and 6 p.m. and again from 8 p.m. until 12 a.m. from March to July. These broadcasts reached an audience of 179,000.

📻 Radio

- Radio adverts were aired in Nunatsiavut (OKâlaKatiget - OkRadio) and by Kitikmeot and Qikiqtaaluk community radio stations.

Social Media Summary

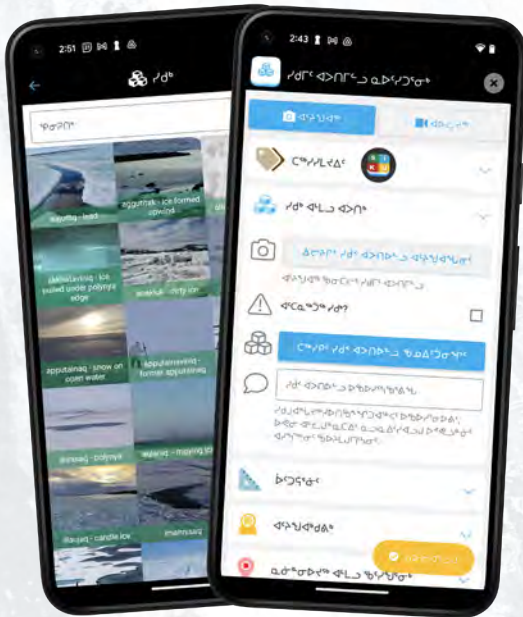
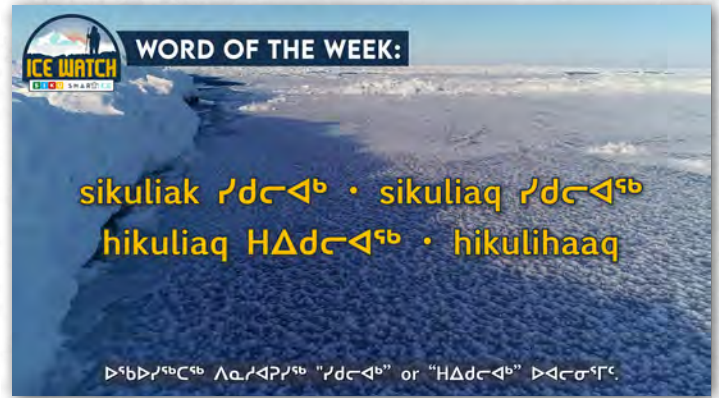
	2021	2022	2023
SIKU Ice Posts	712	1120	1966
SIKU Users Making Ice Posts	210	260	528
Participating Communities	41	49	83*
Unique Content	29 (5 videos and 24 images)	36 (27 videos and 9 images)	64 (34 videos and 30 images)
Reach Facebook & Instagram (Unique Individuals)	135,741	321,065	600,913
Engagement Facebook & Instagram (Likes, comments, shares)	2,183	3,363	4362

Reach by Uvagut, The Weather Network, Contant, North West Company, and a broad range of other partners is not included here

*Includes communities in Greenland and Alaska

Ice and Language

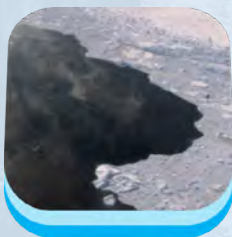
Word of the Week videos were aired on Uvagut TV, The Weather Network, and social media



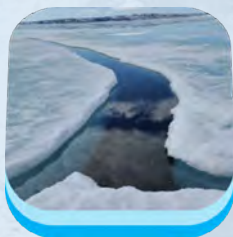
The use of sea ice terminologies across Inuktitut dialects and the Word of the Week video series support language preservation and communities using their own knowledge systems to document changing sea ice conditions across the North. As a result, SIKU users are now tagging more ice types and contributing new dialect suggestions.

SIKU Ice Profiles

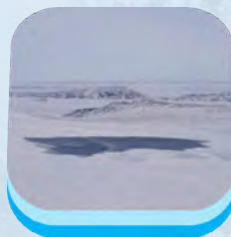
This year's five most frequently tagged ice profiles were key ice features:



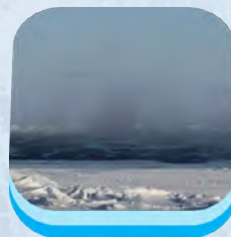
Sinaaq
Floe Edge



Aajuraq
Lead



Aukkanniq
Polynya



Aulaniq
Moving Ice



Tuvak
Fast Ice



GRUPE
CONTANT Northern

**SUPPORT ICE SAFETY
& KNOWLEDGE TRANSFER.
YOU COULD WIN A NEW SKI-DOO!**



**\$100 Gift Card
Northern**



**Weekly draws for \$100 Northern Gift Cards
+3 Grand Prize Winners!**

*Actual model may vary - Alternative gift cards available - Until July 2, 2023



Download the SIKU App



siku.org/icewatch



Ice Watch promotional poster that was displayed in Northern stores in eligible communities

Ice Watch Winners

The North West Company, through community Northern stores, provided gift cards for our 15 weekly winners and 2nd and 3rd place Grand Prizes, in recognition of their high quality contributions of ice knowledge. Ice Posts on SIKU were reviewed by our panel of 10 expert Inuit ice reviewers, and winning posts were selected for their contributions to ice knowledge mobilization and safety.



“



"Thank you! Awesome.... N'ice!"

"Wow! That's awesome and thank you! I know this SIKU program is very useful. We can even learn from other communities and their hunters input."

"Thank you! I love going out on the land with my knowledge holders"

"Yay! Thank you will help a lot"

"Hi Thank you so much for the gift card"

”



Grand Prize Winners!



Jaiku Arnatuk
Kangiqsualujjuaq

\$750 Northern Gift Card



Daniel Jaaka
Ivujuvik



Expedition Sport
600A 2023
Ski-Doo



Brian Kasudluak
Inukjuak

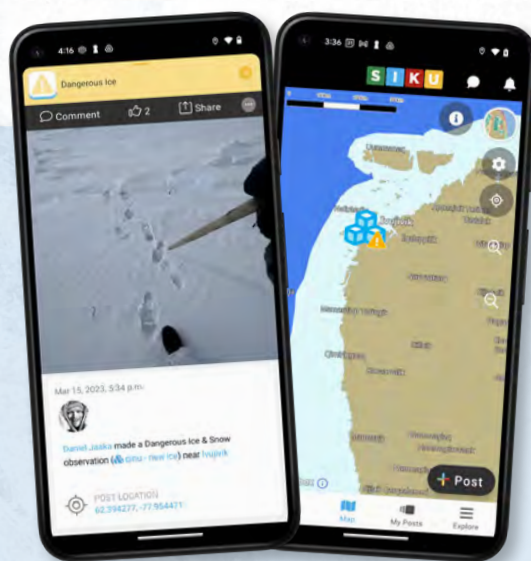
\$500 Northern Gift Card

Grand Prize Winning Video by Daniel Jaaka

For the Grand Prize, Groupe Contant helped sponsor a 2023 600A Sport Grand Touring Skidoo. This was key to our impact this year and is a life-changing prize for SIKU users in Northern communities.



"If it wasn't for my harpoon, I might have fallen into the water. Always bring a harpoon if you're going on ice. Especially in spring."



"I don't know how to thank you enough. I am very grateful for what you guys do. The skidoo sure will be very helpful for us. I used to walk a lot through the ice a lot of time" - Daniel Jaaka

Daniel Jaaka from Ivujivik, Nunavik was selected as the Sport Grand Touring Ski-Doo prize winner, sponsored by Groupe Contant. The Inuit ice experts of the Review Committee made their selection based on the post's high quality contributions to safety, education and knowledge transfer. In the video, Daniel demonstrates why it is important to carry and use a harpoon to test the ice conditions and shows how to identify thin ice. Congratulations Daniel!

Win a **NEW SKI-DOO** & Northern Gift Cards!



ICE WATCH
SIKU SMARTICE
CONTANT Northern

Support **ice safety** & knowledge transfer with the **SIKU** app!

siku.org/icewatch

Jan 1 2023 - June 4 2023



ICE WATCH
SIKU SMARTICE
CONTANT Northern

1,413+ Ice Posts Made

Across 73+ Communities

ARCTIC RESEARCH SOCIETY CONTANT The Weather Network Northern D-SEK uvagut

 **Weekly Ice Watch Winner!**



ICE WATCH
SIKU SMARTICE
CONTANT Northern

Rex Willie • Arctic Bay
\$100 Gift Card
"my daughter Horizon crossing the ice crack"

ICE WATCH
SIKU SMARTICE
CONTANT Northern



Win a **NEW SKI-DOO** and Northern Gift Cards!

Make your **SIKU** Ice Posts by **July 2nd** for a chance to win

siku.org/icewatch

ICE WATCH
SIKU SMARTICE
CONTANT Northern



Make Ice Posts on the land!
The SIKU App works without internet/reception & automatically records your location.

siku.org/icewatch

ICE WATCH
SIKU SMARTICE
CONTANT Northern



Share Inuit Sea Ice Knowledge using the SIKU App!
Comment on ice conditions or tag terms in your Inuktitut dialect.

siku.org/icewatch

Various promotional graphics from the 2023 Ice Watch social media campaign

Arctic Eider Society is an Inuit-led charity established in 2011, and developer of SIKU: The Indigenous Knowledge Social Network. SIKU is a web and mobile platform that provides tools and services for Indigenous communities to lead their own research and monitoring programs.



Photo: Willia Amamaatuak, Salluit

Nakurmiik to all our partners and sponsors, and to everyone who contributed to their community's safety and knowledge. We'll see you again next year for the 2024 Ice Watch Challenge!

GROUPE
CONTANT



The Weather Network



SMARICE



Phone: (613) 416-9607
Fax: (613) 701-0326
Web: <https://arcticeider.com>
Email: info@arcticeider.com

Building 410, No. 234
Sanikiluaq, NU
X0A 0W0



Apps: <https://siku.org/download>
Web: <https://siku.org>
Email: info@siku.org

