



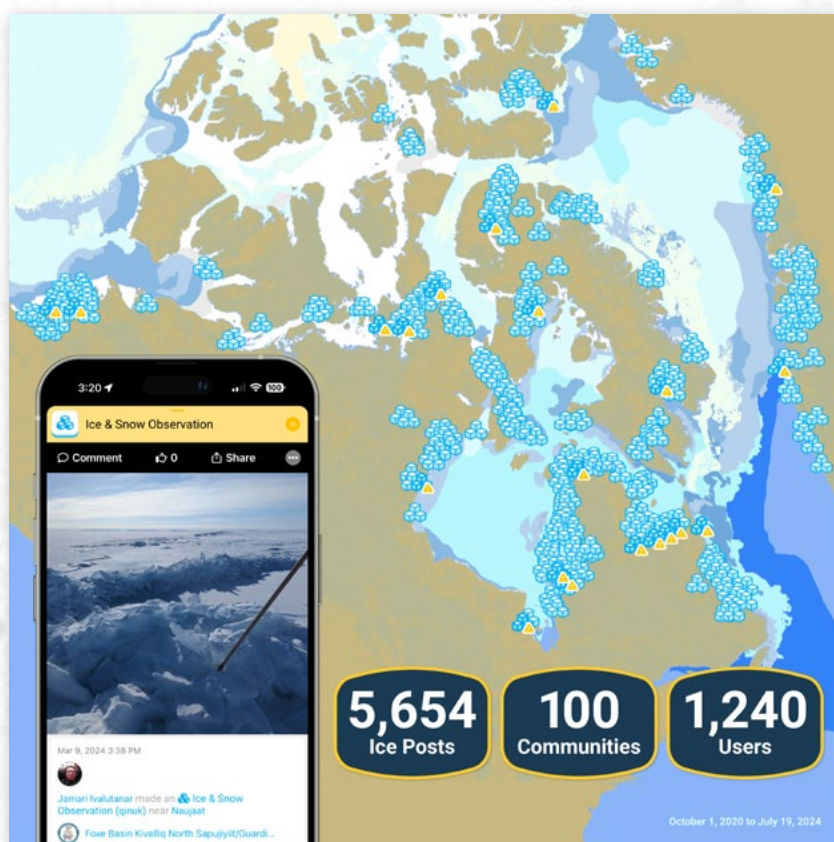
SIKU Ice Watch - 2024


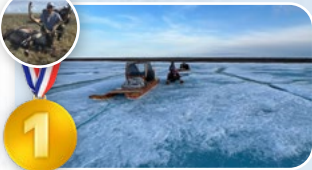








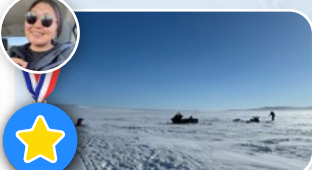

Impact Report

We're thrilled to announce the results of this year's Ice Watch! Between its first year in 2021 and this year, SIKU users made **5,654** ice posts in more than **100** communities across the North.

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

Views on social media: 760,000+
Television reach: 2.8 Million+



 	Gerald Kogvik <i>Gjoa Haven</i> 
 	Jamari Ivalutanar <i>Naujaat</i> 
 	Daniel Kulugutuk <i>Panniqtuuq</i> 
 	Patricia Itigaituk <i>Quaqtaq</i> 

Numbers in graphic represent total challenge from 2021 to 2024.

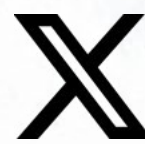
Social Media, Television and Radio

Along with posts made directly on SIKU, Ice Watch was also shared using an effective advertising campaign.

Social Media



- We created and released **86** pieces of Ice Watch content, including social media graphics, vidoes and reels, radio ads and videos made for television - all of which featured our sponsors.
- For the second year in a row, our social media campaign reached more than half a million people - with more than **760,000** views on Facebook.
- Northern communities were the largest targeted audience as well as broad southern audiences and partners who amplified the campaign.



Social Media Summary:

	2024	2021	Overall
SIKU Ice Posts	1,629	712	5,654
SIKU Users Making Ice Posts	429	210	1,240
Participating Communities	87	41	100
Unique Content	86	29	215
Views on social media <small>Facebook & Instagram</small>	765,134+	135,741	1,822,853+
Engagement <small>Facebook & Instagram (Likes, comments, shares)</small>	7,341	2,183	17,249

**Includes communities in Greenland and Alaska.*

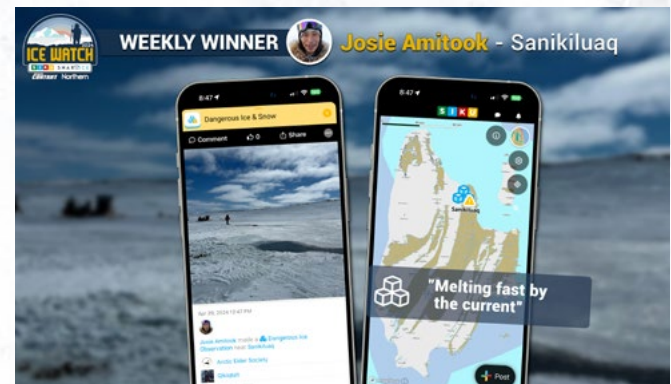
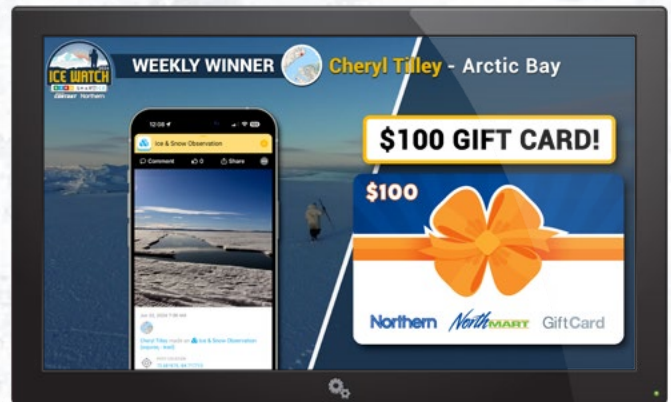
Television



The Weather Network featured Ice Watch posts weekly in its Share Your Weather (SYW) segment, which was broadcast hourly on Fridays. SYW content reached an average **2.2 million** viewers overall. Video clips from each segment were also published on our social media channels and shared by our partners.



This year, our content had **911** scheduled plays on Uvagut TV, reaching an audience from Nunatsiaq/Labrador to Nunavik, Nunavut and the Inuvialuit/MacKenzie region of the NWT. Uvagut TV is also accessible online and available to **600,000** subscribers of Shaw, Arctic Co-op and local cable satellite services.



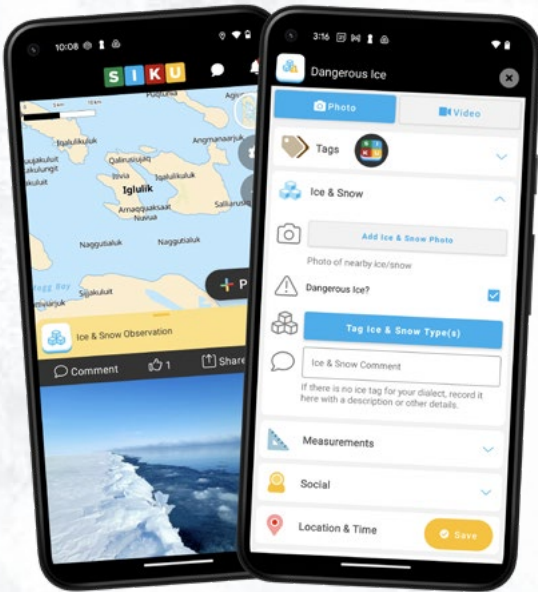
View more of the 2024 Ice Watch video content on our [Facebook page](#), [Vimeo profile](#), or on [IsumaTV](#).

Radio

- Radio adverts were also aired across the North on local community radio stations.

Sharing Knowledge

With four years of Ice Watch observations now recorded, the data demonstrates how the annual Ice Watch significantly contributes to ice knowledge transfer and safety in and across northern communities. It is also advancing Indigenous language by promoting and facilitating the use of Inuktitut ice terminology. Ice Watch is an excellent example of SIKU being used across Inuit Nunangat to strengthen knowledge, encourage language use and make important contributions to environmental safety.



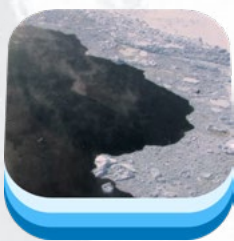
How it works:

- 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.

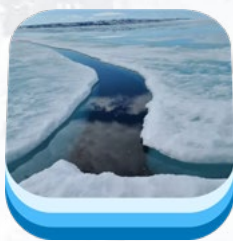
SIKU Ice Profiles

The use of sea ice terminologies across Inuktitut dialects supports language preservation. Communities use their own knowledge systems to document changing sea ice conditions across the North. As a result, SIKU users tag more ice profiles and contribute new terms in their own dialects every year.

In 2024, April had the largest number of ice posts (279), followed by February 2024 (262), then March 2024 (249). Another highlight is that of the **62** ice profiles available on SIKU, **50** were tagged during this year's ice season. This reflects that SIKU's ice profiles are relevant to ice users.



Sinaaq
Floe Edge



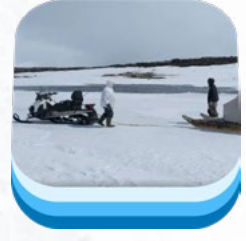
Aajuraq
Lead



Annisak
Floe



Aglu
Breathing Hole



Aukkaaniq
Open areas in Spring

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

Weekly Winners

Ice Watch had **17** weekly winners this year, all receiving **\$100** gift cards from the North West Company. Our panel of expert Inuit ice reviewers reviewed SIKU posts, and the winning posts were selected for their contributions to ice knowledge mobilization and safety. The winning posts were then published on SIKU, our social media channels, The Weather Network and Uvavut TV.



“

“Woohoo - thank you very much!”

- Daniel Kulugutuk

”

Grand Prize Winners

The North West Company generously contributed a \$750 gift card for the second-place Grand Prize winner and a \$500 gift card for the third-place winner. The same panel of expert Inuit ice reviewers carefully selected the recipients of these prizes. This year, we added a fourth Grand Prize: a beautifully crafted harpoon created by master craftsman Simeonie Kavik from Sanikiluaq.





Grand Prize Winners!



Gerald Kogvik
Gjoa Haven
2024 Expedition Sport
900 ACE Ski-Doo







Jamari Ivalutanar
Naujaat
\$750 Northern Gift Card



Patricia Itigaituk
Quaqtaq
Custom-made unaaq (harpoon)



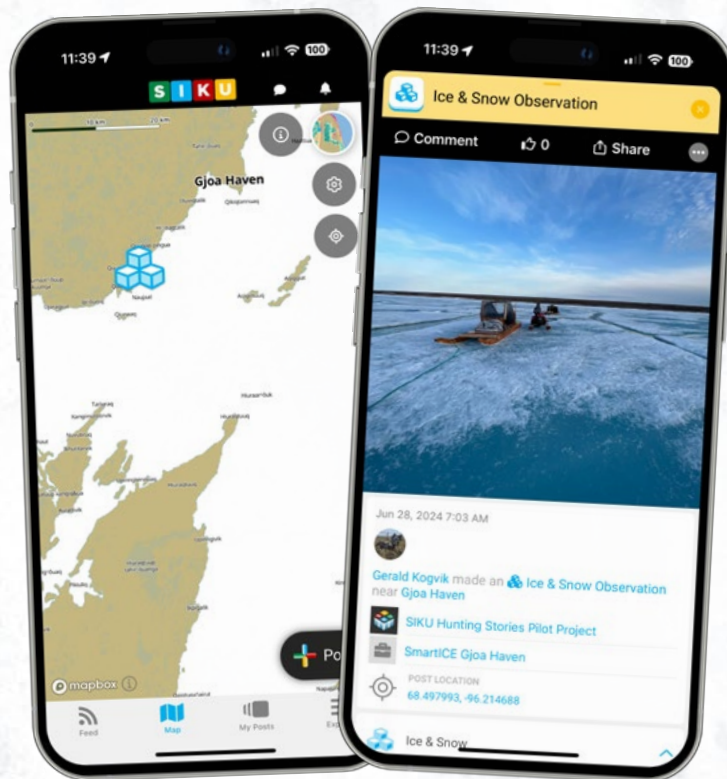
Daniel Kulugutuk
Panniqtuuq
\$500 Northern Gift Card

Grand Prize Winning Post by Gerald Kogvik

Gerald Kogvik from Gjoa Haven, Nunavut won this year's First-Place Grand Prize - an Expedition Sport 900 Ace Ski-Doo, sponsored by Groupe Contant. After an extensive review, Ice Watch's panel of Inuit ice experts selected Gerald's post based on its excellent contribution to ice safety and knowledge transfer. Congratulations Gerald!



*"Thank you very much!
Very excited about winning the grand prize!"*
- Gerald Kogvik



Ice Watch 2024 Featured Posts

Throughout the fall and winter, we selected Featured Posts highlighting some of the best posts of the ice season. These were published on SIKU and our social media channels ahead of Ice Watch's official launch to generate interest and start promoting our sponsors.





Support ice safety & knowledge transfer. You could win a New Ski-Doo!

Weekly winners receive Northern Gift Cards*
+ all ice posts qualify for Grand Prizes.




Download **SIKU** and join the challenge!
Visit www.siku.org/icewatch for more info



*Alternate gift cards available in communities without Northern Stores. Challenge ends July 2, 2024




Support ice safety & knowledge transfer with **SIKU**




Win a NEW SKI-DOO & Northern Gift Cards!

siku.org/icewatch




Various promotional graphics from the 2024 Ice Watch.

FUNDERS



PARTNERS



SPONSORS



ICE WATCH PARTNERS & SPONSORS

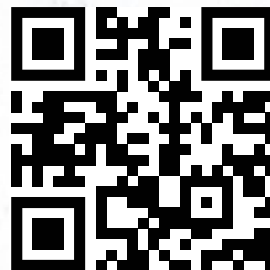
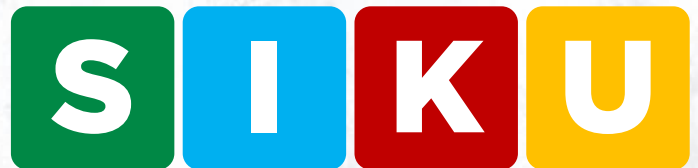


**Nakurmiik to all our partners and sponsors, and to everyone who contributed to their community's safety and knowledge.
We'll see you again next year for the 2025 Ice Watch Challenge!**

About AES and SIKU

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.

View the 2024 Ice Watch content on our [Facebook page](#), [Vimeo profile](#), or on [IsumaTV](#).



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