

## Crowdfunding as a powerful tool to communicate

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The SOCLIM (Southern Ocean and Climate – field studies with innovative tools; [soclim.com](http://soclim.com)) project scientifically addresses topics like air-sea exchange and oceanic carbon sequestration. Proposed by three French scientists, fostering an international collaboration and focusing at the same time on cutting-edge research and dissemination, this ambitious project met the criteria of the “Climate Initiative” of the BNP Parisbas Foundation. Targeting the open ocean, an additional scientific challenge rose within the context of SOCLIM: to discover the marine under-ice environments. The latest technological developments of an autonomous observational tool, a Biogeochemical Argo profiling float, now allow such missions.

It thus has been envisaged to launch a profiling float network within the polar ocean. To realize this scientific objective, additional funds were needed. In coherence with the SOCLIM objective to strongly link research and dissemination (communication and outreach), the idea came up to propose the crowdfunding project 66° Sentinels of the Polar Ocean ([www.ulule.com/66-sentinelles-ocean-polaire/](http://www.ulule.com/66-sentinelles-ocean-polaire/)).

This several-months operation became a unique experience! Unique as it pushed the whole team of researchers and scientific engineers, communicators and outreachers, filmmakers and agents from foundations and Ulule (European crowdfunding site) to closely work together. Unique also because it made necessary to be particularly straightforward with the messages targeting very divers audiences and addressing various topics: scientific, financial, and organizational.

Furthermore, unique because it became necessary to use a variety of dissemination tools on a local to (inter-)national level: web-based interfaces and multi-media including social networks, print and events. In our presentation we would like to give a summary of this experience stressing out that communication is a team matter and highlighting the combination of our communication strategy with outreach elements and notably an online riddle quiz. This latter has been used to inform in a playful way on polar ocean topics (replies of the internauts and the team via twitter) as well as tool to animate the crowdfunding campaign. Moreover, we would like to share one of the main outcomes of our experience: a crowdfunding operation is a suitable tool to raise funds and also is an excellent tool to communicate.