



## Aims

- 28 novice, would-be explorers comprehensively trained – undertaking true citizen science
- Attempting to reach the Northern Pole of Inaccessibility for the very first time – the Arctic Pole
- Delivering the reality of global climate change, benchmarking the condition of the Arctic Ocean
- Gathering crucial sets of data for the scientific community and conveying the story to audiences around the globe
- Educating, informing and raising awareness of the Arctic Region as a climate change indicator

## The Ice Warrior Arctic Pole Expedition 2010

In 2010 Ice Warrior will traverse over 750 miles of the Arctic Ocean; from the northern shores of Canada to the Arctic Pole, or Northern Pole of Inaccessibility. If they are successful it will be the first expedition in polar history to reach this point.

[The Northern Pole of Inaccessibility has never been reached and represents the last true “World First” in polar expeditioning.](#)  
Jim McNeill will lead four teams of would-be explorers as they face nearly 800 miles of treacherous Arctic Ocean reporting daily on the conditions they encounter.

This is an incredible journey, made even more extraordinary because these are ordinary people from all walks of life and with no previous experience who have a singular, focused goal – making this expedition successful.



Jim with the 2 IW teams which were successful in reaching the Geomagnetic North Pole in 2006

## The Story so far.....

Since 2001 Jim McNeill has set about delivering the reality of global climate change, first hand, from the Arctic. Few, if any, are better qualified to do so. In 2006 he accumulated 32 minutes of primetime news coverage on ITN and their global partners as he endeavoured to traverse a rapidly disintegrating ice cap to get to the Arctic Pole or Northern Pole of Inaccessibility; the **unconquered Everest of the Polar Regions**; a significant place on this planet **yet to be reached**. This was not just the very last World First in polar feats but an expedition gathering crucial climate change data for the scientific community. The attempt ended prematurely when he fell through the ice.

*"I retrieved my sledge but took off my skis to get better traction across a flat piece of solid ice to the first obstacle. This was a metre-wide crack across the ice like a tiny ravine. I pulled the pulk up to where I thought I had enough free rope to step across the gap and placed my right foot on the other side, lifted my left foot to move forward and was halted halfway by the lack of slack rope. The inertia of the sledge pulled me backward and I stepped on the blue ice in the crack.*

*This gave away instantly and I found myself chest deep in the sea water, my feet beginning to float underneath the slab. I remember feeling invigorated at first and then suddenly I realised the potential seriousness of the situation. I snapped into action and made a first feeble and unreasoned mess of getting out."*

The next three days were the worst he'd ever spent on the ocean with a fierce storm smashing the thick, old ice into a floating crust, threatening to swallow him up at any moment. It didn't but he did call a halt to the expedition.

*"Conditions are just too treacherous to carry on. In my 23 years of travelling the Arctic I've never witnessed anything like this at the tail end of winter...if ever there were testament to global climate change then this must be it!"*

See the full report at <http://news.bbc.co.uk/1/hi/sci/tech/4731672.stm> and <http://news.bbc.co.uk/1/hi/sci/tech/4770780.stm>

Now he's raised the bar even higher and he's seeking help. He's searching for 4 teams of 7 people to undertake intensive polar training in January and complete a 200 mile leg of the expedition.

This is an historic event and a massive endeavour, involving and engaging audiences, worldwide. Extreme adventure but wholly justifiable.

He describes his efforts as modern-day exploration, where the discoveries are more about the changing face of our planet than mapping new islands.

His motivation and whole argument is based upon a simple belief - "We don't know enough about the Polar Regions that have long been accepted by scientists as the barometer for climate change – if we're not there measuring change then how do we know that anything we're doing to mitigate climate change is making any difference?"

Pushing the boundaries of the human spirit in the name of modern discovery, this is purposeful, worthwhile, historic reporting from a project benchmarking the condition of the Arctic for future generations and emulating the golden era of exploration.

# Jim McNeill



The Ice Warrior project was founded by Jim McNeill, an accomplished polar explorer, presenter and keynote speaker with over 25 years and thousands of miles of Arctic travelling experience.

In 2001 he conceived the idea of combining his professional rescue expertise with his polar expeditioning into a long term vision known as the Ice Warrior Project.

Jim has worked in the environmental science sector, trained army personnel and has 12 years of blue-chip marketing communications experience at consultancy level. In 2006 he resigned his fire and rescue operations for the Royal Household, to engage in “professional exploring”. Currently he’s engaged on high profile TV projects for the BBC.

Throughout his career Jim has selected, trained and led teams in key business situations, where the reputation and share value of corporations is won and lost on strategic and tactical media relations; to critical life saving situations, where effective leadership and hands on teamwork are key to preserving the lives of car crash victims; through to longer term life-threatening situations in extreme climatic situations with multiple risks over long periods of time. He has a passion for leadership and getting the very best performance out of individuals and teams, at any level.



Basic Polar Training, Norway, 2005

# Ice Warrior

Ice Warrior is a long-term project encompassing all those gutsy, traditional aspects of pioneering that were present during the days of the golden era of exploration but brings them into the 21st century.



It calls for participants - from all walks of life, all echelons of society.

It conducts crucial scientific work particularly focused on global climate change.

It applies leading-edge technologies to accomplish its aims.

It inspires people to grasp life and shows that anything is possible given the right attitude and training.

It acts as an exemplar in all aspects of leadership and teamwork honing performance and sustained delivery.

And it tells the stories to its audiences around the globe using its media facilitators and partners.

Ice Warrior is all about modern-day exploration using ordinary, everyday people to achieve extraordinary expeditionary feats. In this modern age, our discoveries are about subjects such as the reality of global climate change, changes to flora, fauna and topography and as we come across these experiences we deliver them into the many homes, schools and businesses that follow the project.

The expeditions also conduct scientific investigations into the physiology and psychology of operating in the world's wildest and extreme regions and help to develop a larger margin of safety for those that work and live in such environments by working on survival and rescue equipment, procedures and protocols.



Advanced Polar Training in the Parry Strait, Northwest Passage, 2005

# Key Messages

- **The Last True World First**
- A significant place on Earth where no one has ever been
- The Northern Pole of Inaccessibility – the Arctic Pole
- Over 200 miles further than the Geographic North pole
- Jim McNeill and four teams of would-be explorers will attempt to reach the very centre of the Arctic Ocean
- 75 – 80 days of extreme mental and physical endurance
- Across a disintegrating ice cap – will they get there before global warming makes it impossible?
- AND it's not just an adventure - they'll be gathering **crucial climate change data** for the scientific community
- 28 novices trained comprehensively for the job - people from all walks of life and echelons of society
- Each taking on a 200 mile leg for charity and for their sponsors **AND** for the success of the expedition
- Continuing the story from 2006 which clocked up 32 minutes of prime time global news coverage, 4 months of worldwide media coverage
- The supportive programme includes experiencing the event first-hand from base camp, being on the re-supply aircraft, supporting the teams and scientists, putting your own team up for training, etc.
- Telling the whole story, truthfully and warts-'n-all!
- A Great Expedition engaging global interest and participation
- **Get involved and put a smile back on the nations face!**



Media coverage					
					
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## The Science - Walt Meier

“Arctic sea ice is decreasing and this decrease has accelerated in recent years, culminating a record-shattering record low in September 2007. The total Arctic ice extent reached a level 20% below the previous record low and 40% below the average during the 1980s and 1990s. This decline is faster than climate models have forecast. Perhaps more importantly, the ice cover also appears to be thinning dramatically; with the thickness decreasing at a faster rate than the aerial extent. Thus, previous forecasts that the Arctic may become ice-free during by the end of the century are likely too conservative and such conditions could occur within the next two to three decades.

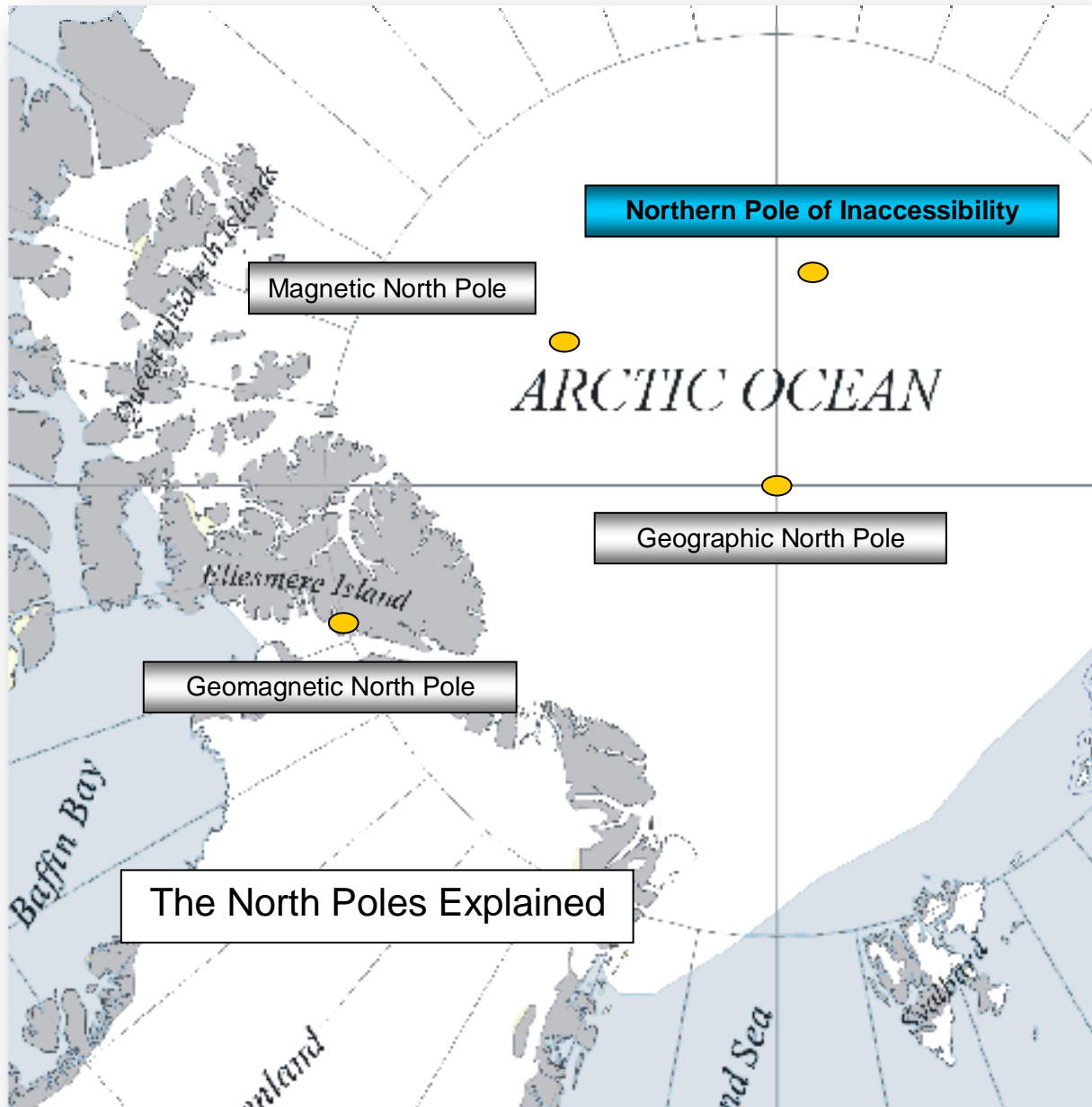
There is consistent and complete satellite data on aerial extent dating back to the late 1970s. Other data extend the record back to the early 1950s with good confidence. However, while there are some records of ice thickness dating back to the 1930s, the data is extremely sparse in both space and time. Until just the past few years, that situation has persisted, limited our knowledge of changes in ice thickness. New satellite sensors are now providing more complete information on thickness, but these sensors are still new technologies and better validation is required. The best validations are from ground measurements taken by ice auger. A major uncertainty in the satellite data is an accurate knowledge of the snow thickness and density. Only surface measurements can provide quality information on snow cover.

The Ice Warrior expedition to the Geographic and Arctic Pole will allow such measurements to be taken and will provide an important dataset for satellite validation. In addition, the Ice Warrior expedition will collect measurements far into the central Arctic Ocean, a region that has rarely been sampled from the ground. This is a region that appears to have thinned quite dramatically in recent years and is therefore an important region to gather data. Thus, the measurements collected by Ice Warrior will add valuable information to our knowledge of the Arctic sea ice cover.” **Research Scientist - National Snow and Ice Data Center, Boulder, Colorado, USA**

## Ted Scambos

Dr. Ted Scambos, the scientist leading this collaboration for NSIDC/NASA explained, “Measuring sea ice thickness over the entire Arctic, using satellites, has long been a 'holy grail' for polar research. The annual growth and decay of this system-the sea ice and underlying ocean - represents a huge cycle of heat, fresh water, and salt in Earth's climate, yet we've never had a good way to measure its total volume. The measurements that the Ice Warrior team will take, plus simultaneous observations from space using the NASA satellite, ICESat, promise to give us the best possible chance of resolving this system to a new degree of accuracy. Furthermore, we will be able to use the team's on-the-ground ice and snow measurements to compare against past measurements by sub-marine and buoy-sonar. This comparison will help us evaluate how quickly Earth's northern ice cap is thinning.”

**Lead Scientist - National Snow and Ice Data Center, Boulder, Colorado, USA**



**GEOGRAPHIC TRUE NORTH POLE 90°N**

A fixed location on the surface of the Arctic Ocean where the Earth's axis of rotation meet. First seen in 1926 from the airship Norge.

**NORTH MAGNETIC POLE 85° 11'N, 133° 7' W**

A wandering location at 90 degrees to the Earth's surface where lines of magnetic force exit. The magnetic field is vertical and points vertically into the ground. The north seeking end of a compass needle points to this pole (hence this is technically a south pole since opposite poles attract). It was first attained by Captain James Ross in 1831 when it was on the Boothia Peninsula and has subsequently migrated northwards well into the Arctic Ocean at a current rate of ~40km every year.

**NORTH GEOMAGNETIC POLE 80° 1' N, 71° 59' W**

The point where the geomagnetic field is closest to True North. The northern end of the axis of the geomagnetic field which surrounds the Earth and extends into space as the magnetosphere. Tilted at ~11 degrees to the rotation axis of the Earth (the geographic pole), and field lines are not vertical to the Earth's surface here. Situated over the Darling Peninsula, Canada. Aurora Borealis occur principally in a stratospheric torus 23° around this pole.

**ARCTIC POLE or NORTHERN POLE OF INACCESSIBILITY 85° 47' N, 176° 9' E**

The farthest point from any coastline or the very centre of the Arctic Ocean; also called the 'Northern Pole of Inaccessibility'  
 First established in 1927 by Sir Hubert Wilkins, by aircraft **but recently re-positioned by Jim McNeill and NSIDC scientists using modern satellite technology.**