

CLIMATE SERVICES – ONE SIZE FITS ALL?

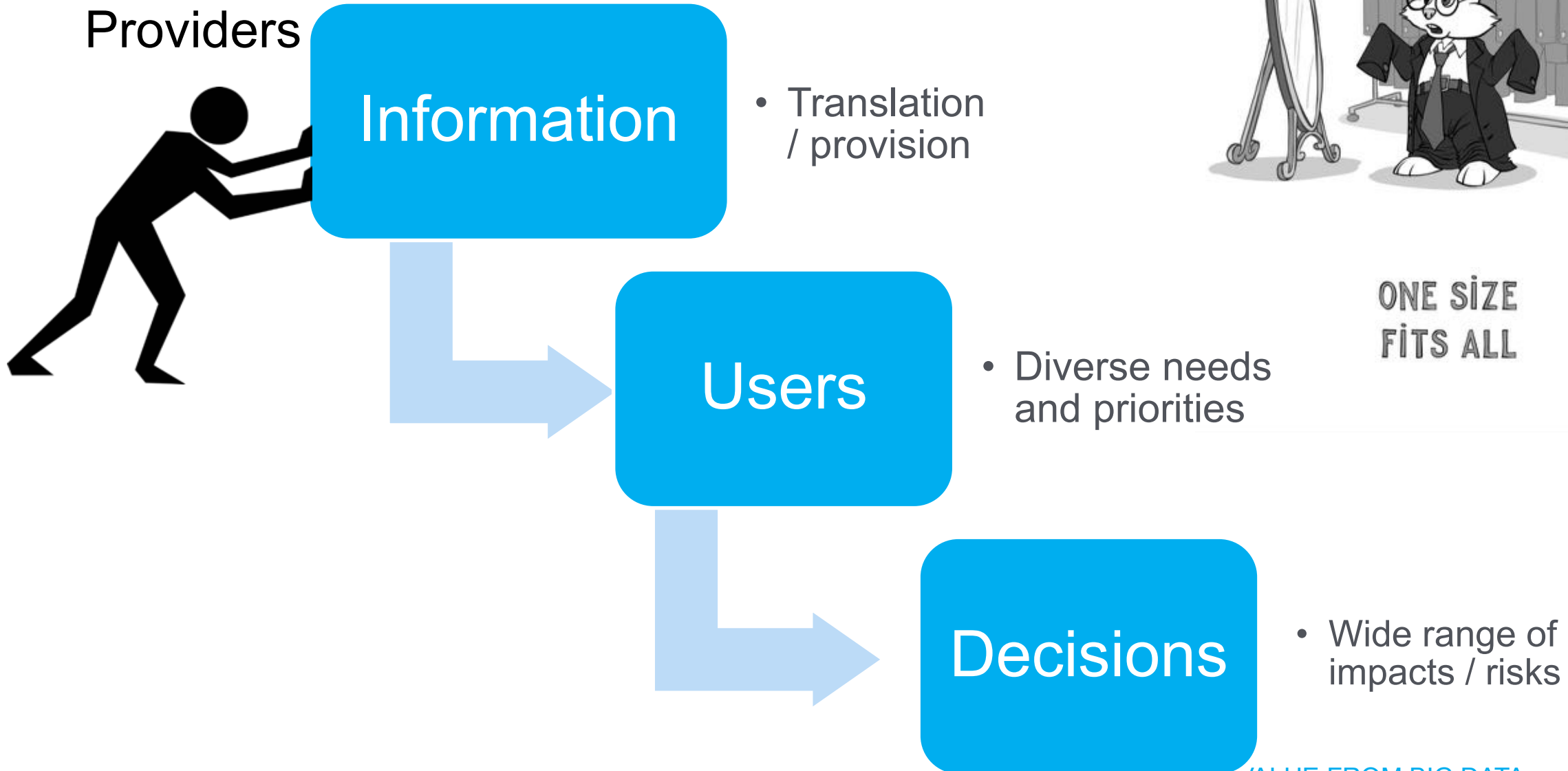
Dr Maria Noguera
Institute for Environment Analytics
m.noguera@the-iea.org

WHAT'S YOUR FAVOURITE DEFINITION OF "CLIMATE SERVICES"?



- **EU's roadmap** for climate services
 - "translating the existing wealth of climate data and information into customised tools, products and information".
- **WMO – Global Framework for Climate Services**
 - “provide climate information in a way that assists decision making by individuals and organizations”
- **Climate Services Partnership**
 - “production, translation, transfer, and use of climate knowledge and information in climate-informed decision making and climate-smart policy and planning”
- **C3S**
 - “provide comprehensive climate information covering a wide range of components of the Earth-system and timescales spanning decades to centuries.”
- **American Meteorological Society**
 - “scientifically based information and products that enhance users' knowledge and understanding about the impacts of climate on their decisions and actions.”

HOW DO WE FLIP THIS FLOW?



DECISIONS – WHAT DO USERS WORRY ABOUT?

DIRECT IMPACTS



LONG TERM PLANNING



WHAT DO END-USERS WORRY ABOUT?



Transport Infrastructure

Maintenance, standards
and operations
management



Insurance

Three main perils:
flooding, hurricanes
and convective storms



Agriculture

Accurate info on crop
yields for adaptation
and food security

Forestry

Vulnerability of current
forests



Tourism

Climate suitability of
tourist destination; next
season planning



Health

Seasonal forecast,
heatwaves, extremes,



Coast

Sea level rise, storm
surges

Question:
Should we
classify
services
according
to the type
of:

- sector,
- decision
- scales
- Impacts?

USERS - WHO ARE THEY?

WHO ARE THE USERS?

- Many types of users
- Many different priorities
- Language used – adapted to users
- Most “end-users” will not access climate services directly but via an intermediary organisation
- Researchers, intermediaries, end-users (policy. business, public?)



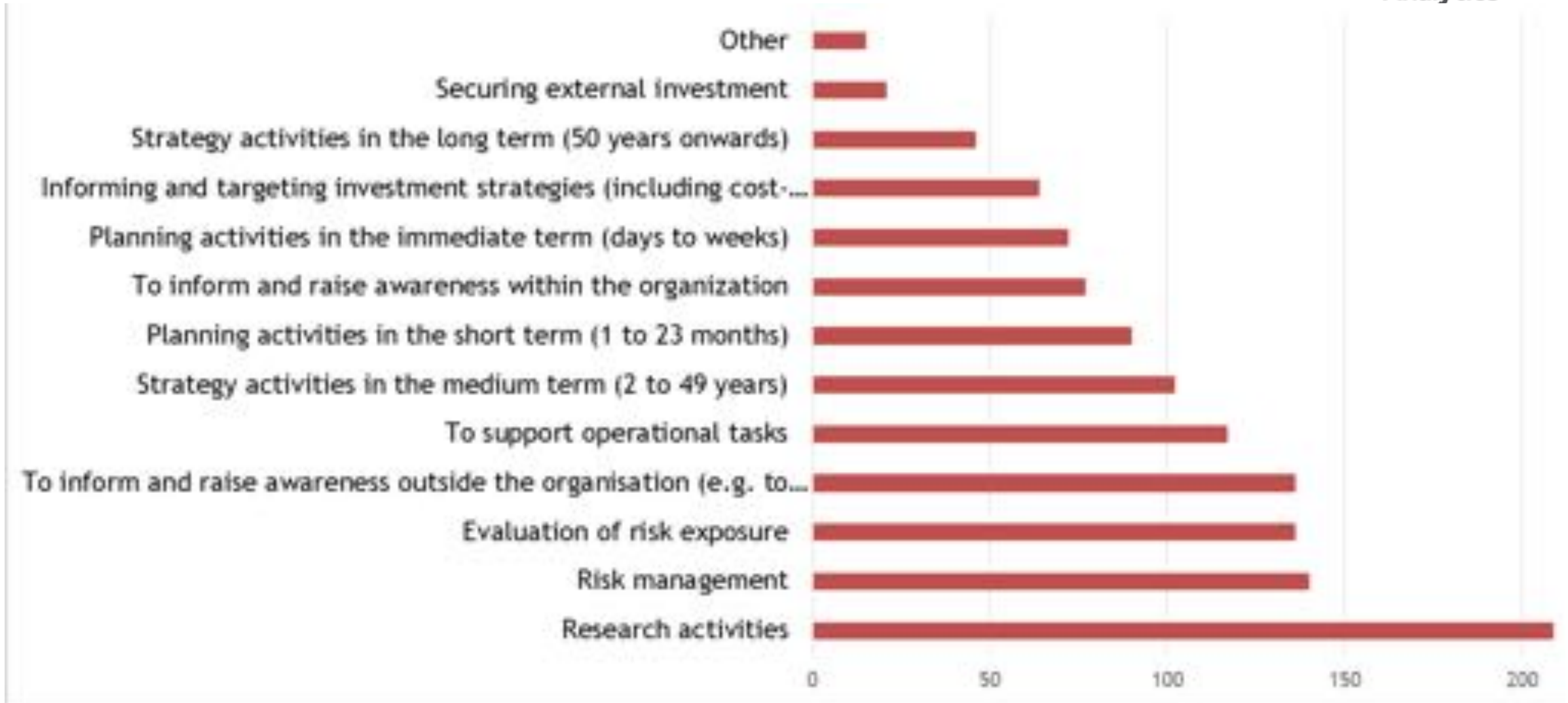
Question:

Are climate services a B2B or a B2C?

How should they be marketed?

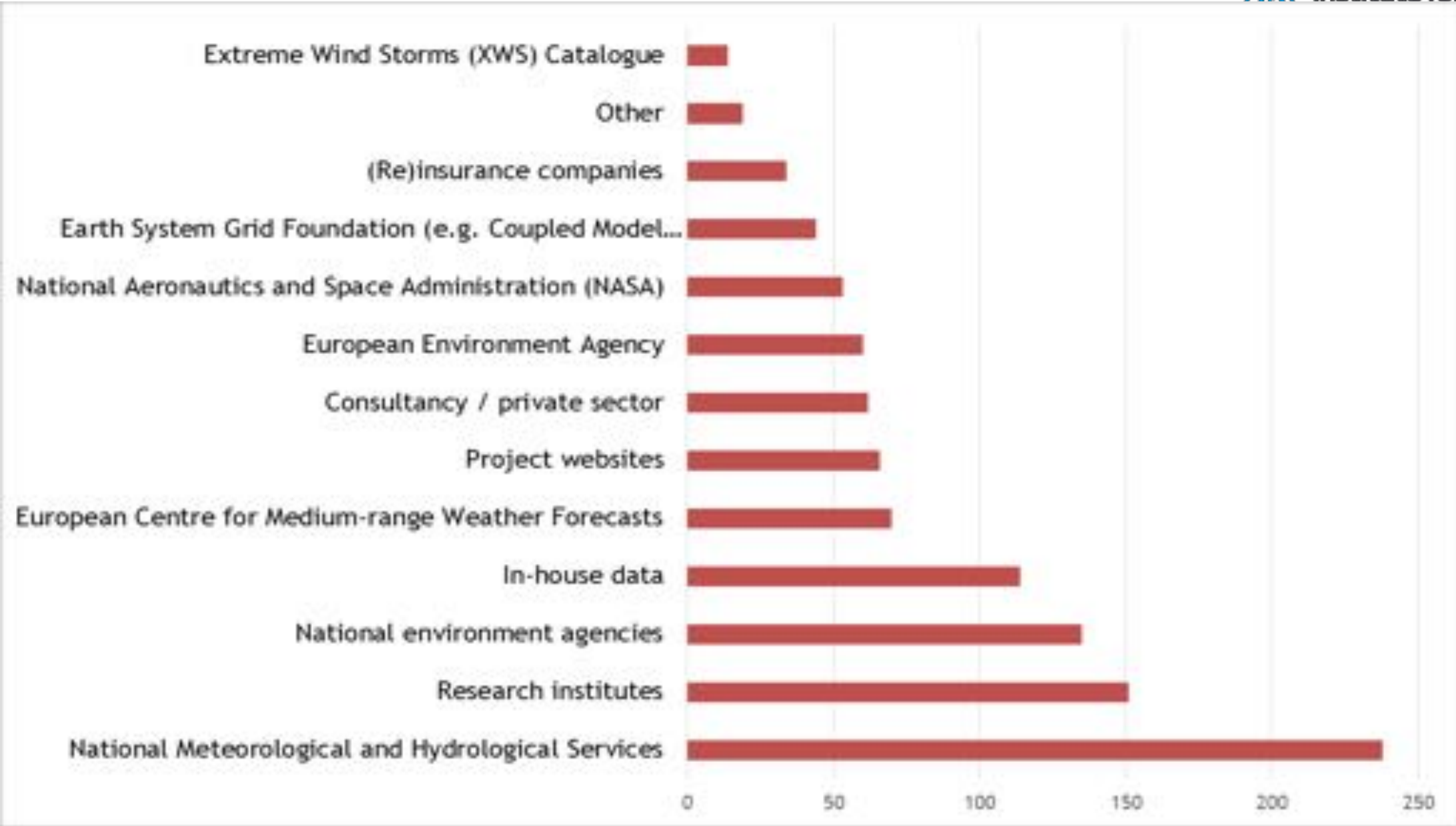
How do we create demand?

FOR WHAT PURPOSE IS CLIMATE INFORMATION USED?



INFORMATION - WHAT INFORMATION AND FROM WHERE?

SURVEY - THE MAIN PROVIDERS



Climate Services Portals

- Same product from different climate services providers
- Climate service providers vs national met services,
- Sustainability of portals beyond life of project

Questions:

Liability - Who is responsible for the information given through the portals? The data provider? The climate portal or the intermediary?

Data

- Weather data vs climate data
- Non-climatic data
- Issues: Resolution; Quality; Consistency; Uncertainty

Questions:

Is the data freely available?
Is the service also free?
What is the business model?
What are the terms and conditions of use?

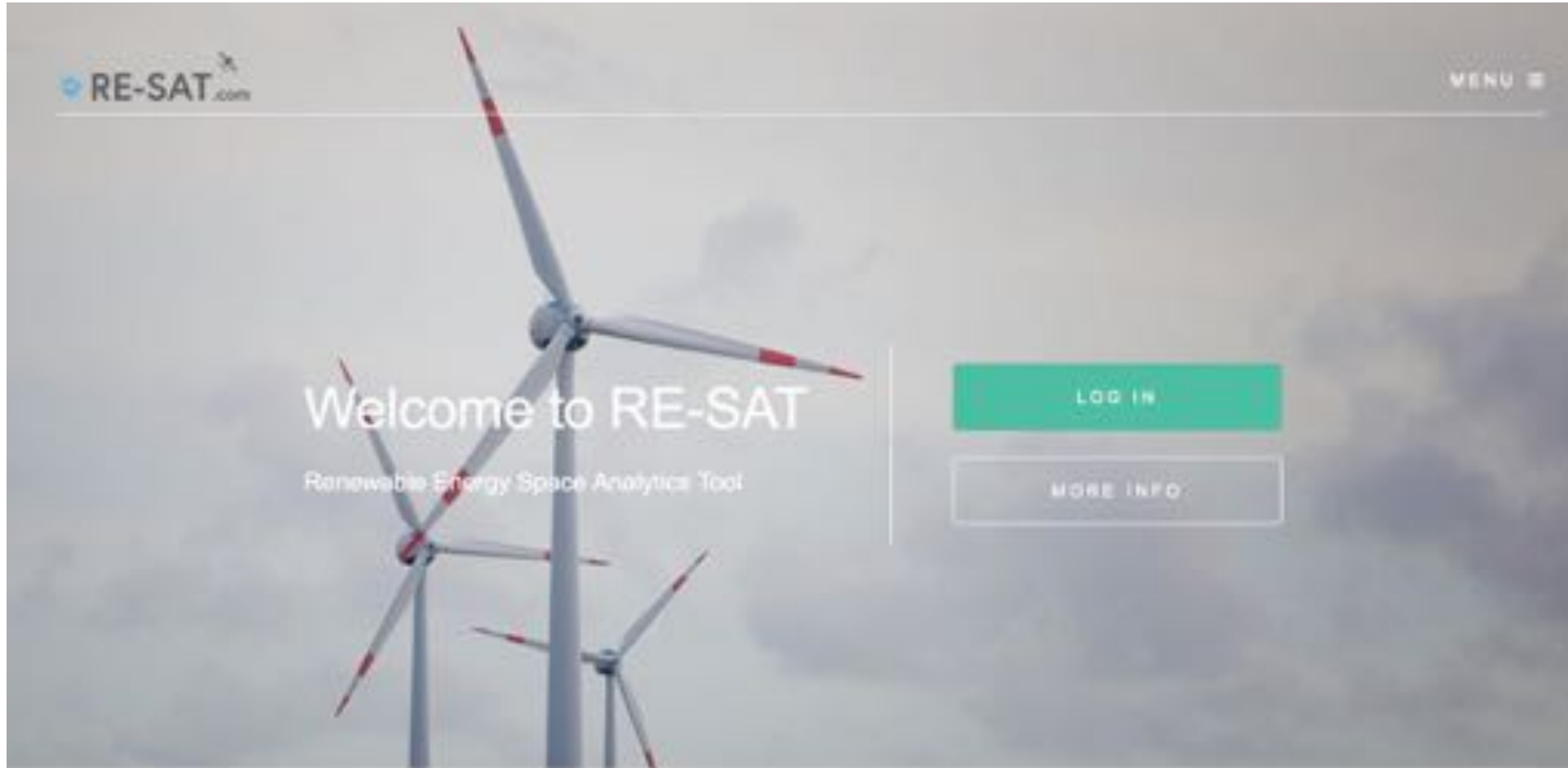
TAILORING - HOW TO DEVELOP A MADE TO MEASURE SERVICES?

BACK TO THE DEFINITION OF SERVICE

A valuable action, deed, or effort performed to satisfy a need or to fulfil a demand.

We provide a **service** when we do something for another party that gives them something they want or value

RE-SAT – RENEWABLE ENERGY PLANNING PLATFORM



About RE-SAT

RE-SAT is a powerful renewable energy analytics platform to support government, utilities, investors and other stakeholders in Small Island.



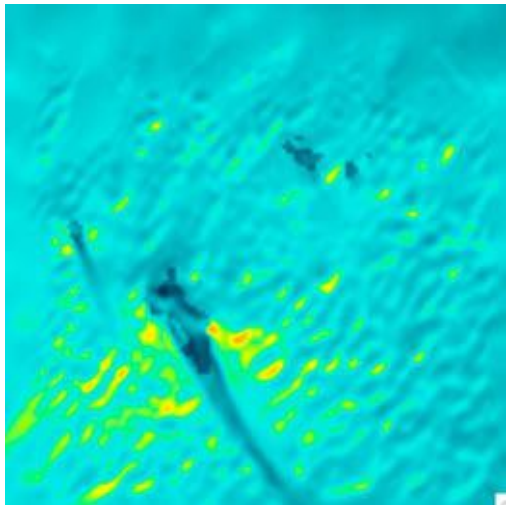
RE resource potential



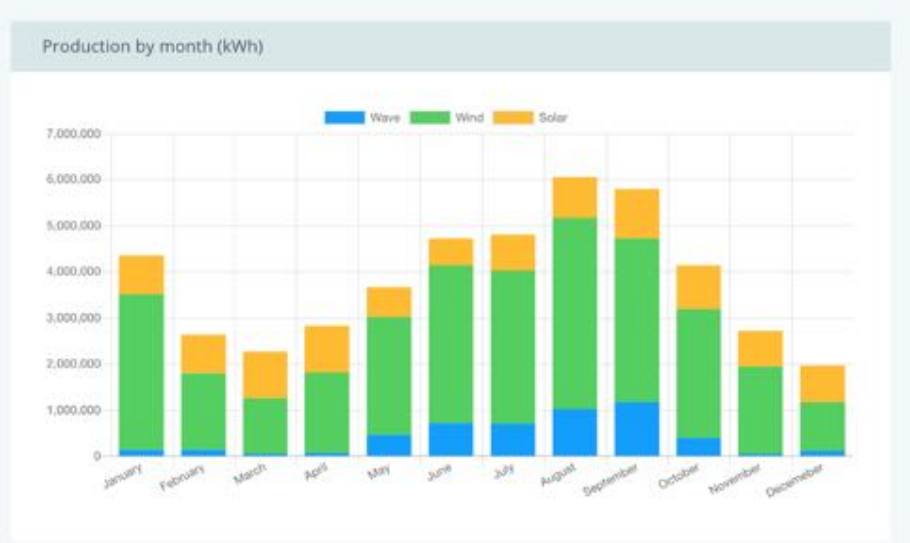
Location analysis



Weather analysis



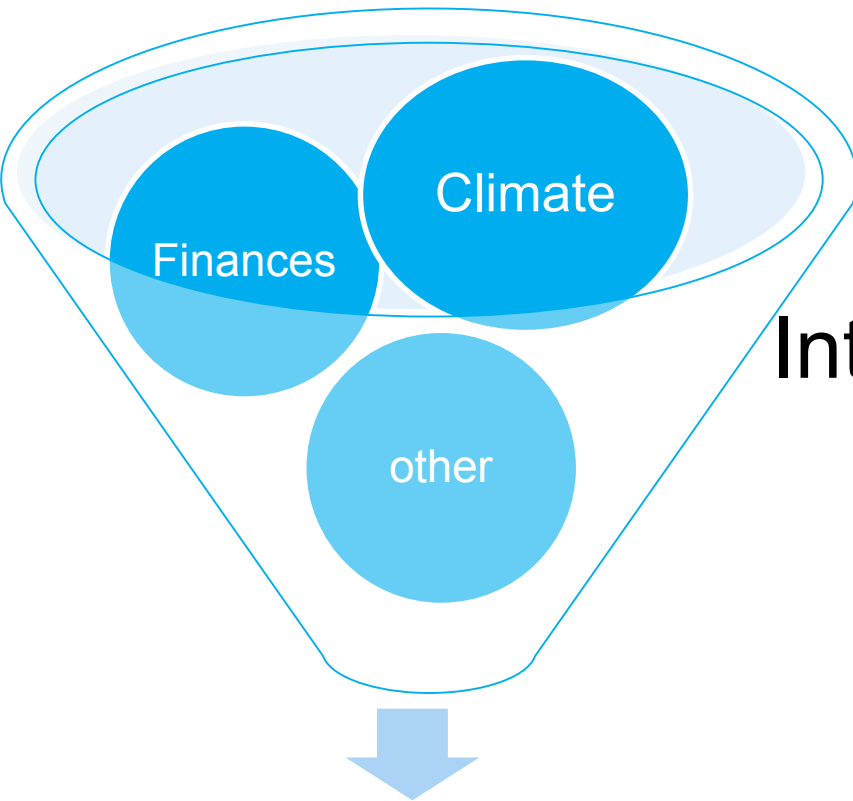
Power forecasts



IG VALUE FROM BIG DATA

FLIPPING THE CONCEPT OF CLIMATE SERVICES

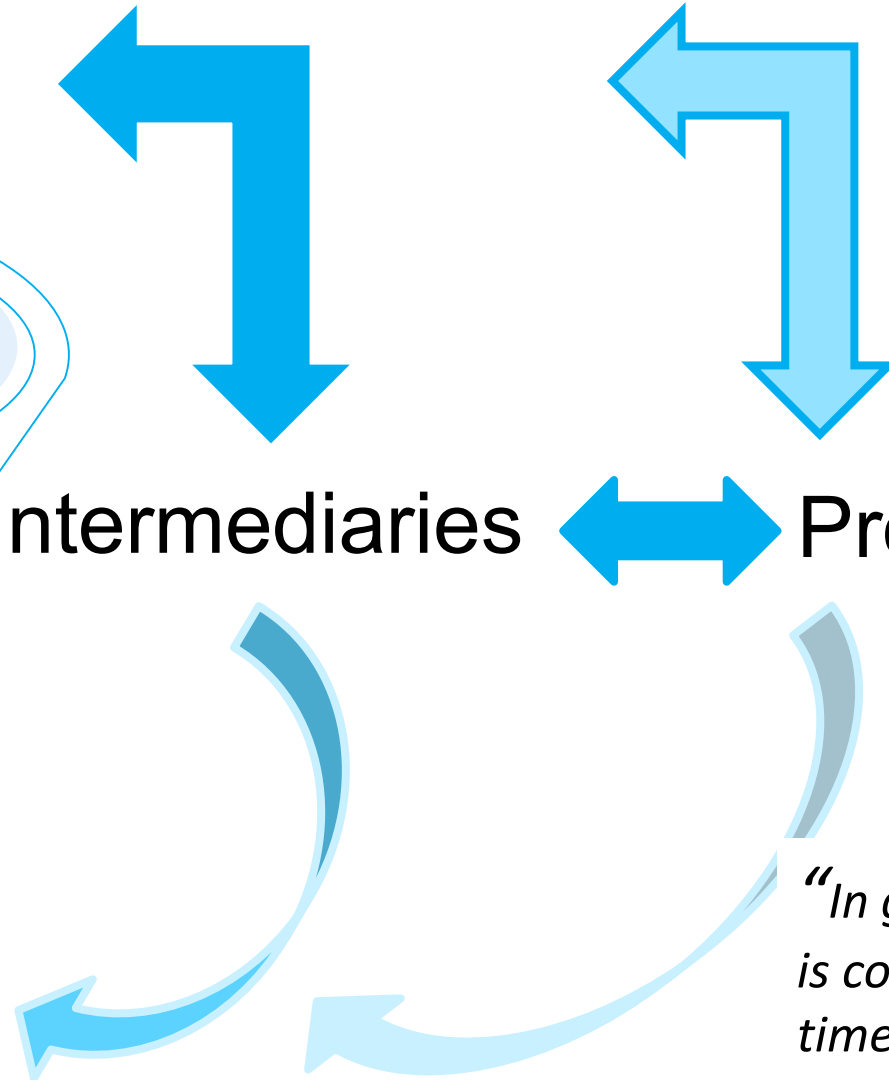
END USERS' needs



Decisions

Intermediaries

Providers



MADE TO
MEASURE

"In general access to climate information is complex and you need to spend a lot of time searching until you find a reliable provider.."

SOME QUESTIONS FOR DISCUSSION

- Are climate services a B2B or B2C?
- How should climate services be marketed?
- How do we create demand?

- Is data freely available?
- Is the service also free?
- What is the business model for developing climate services?
- What are the terms and conditions of use?

- Should we classify services according to: sector, decisions, scales, impacts?

THANK YOU

Twitter: @env_analytics

LinkedIn: Institute for Environmental Analytics (IEA)

www.the-iea.org