



---

**Climate forecast  
enabled knowledge  
services**

---

# Climate services and business model innovation

Francesca Larosa (CMCC)

Climateurope Webstival 17<sup>th</sup> September 2020

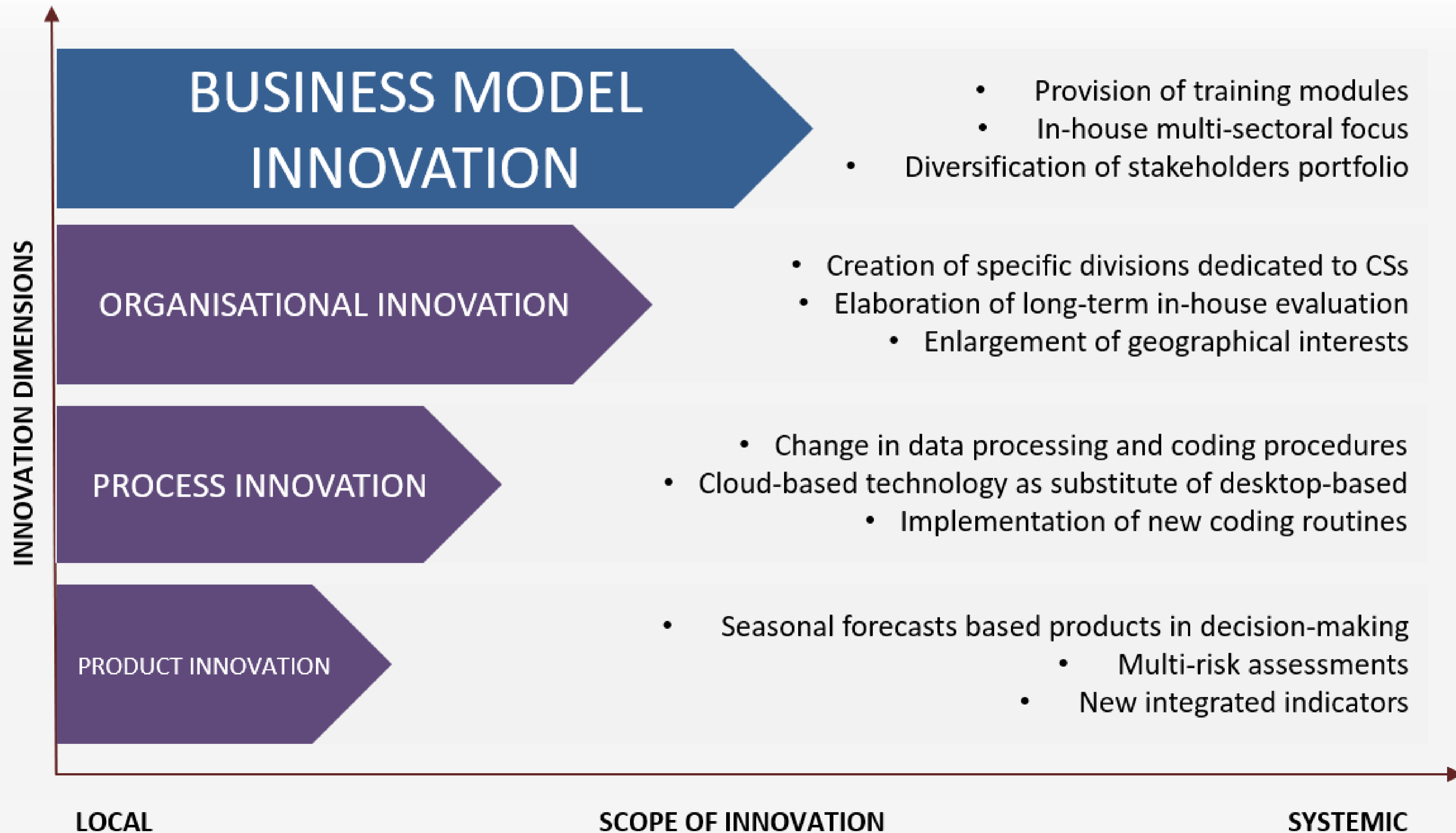


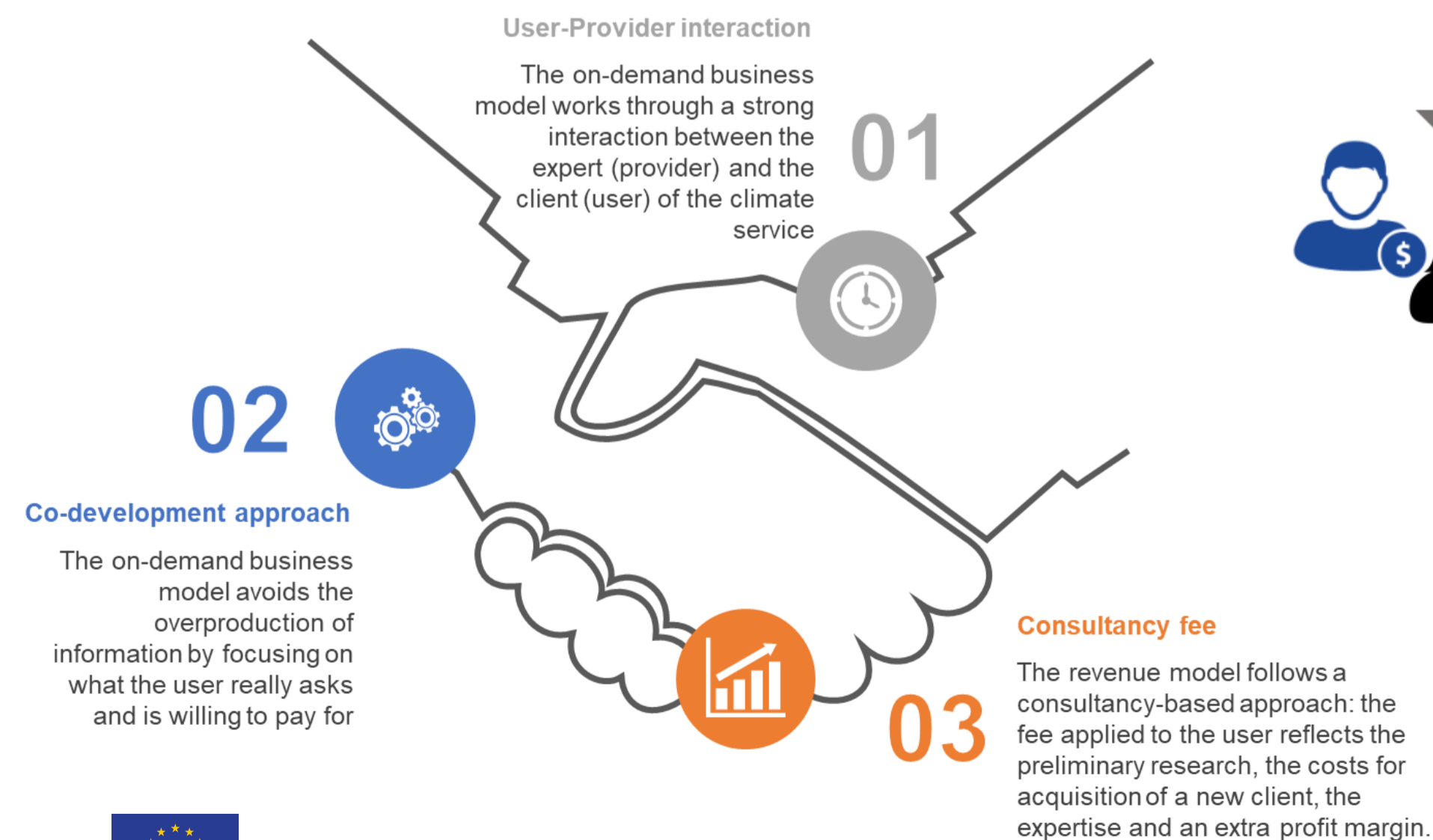
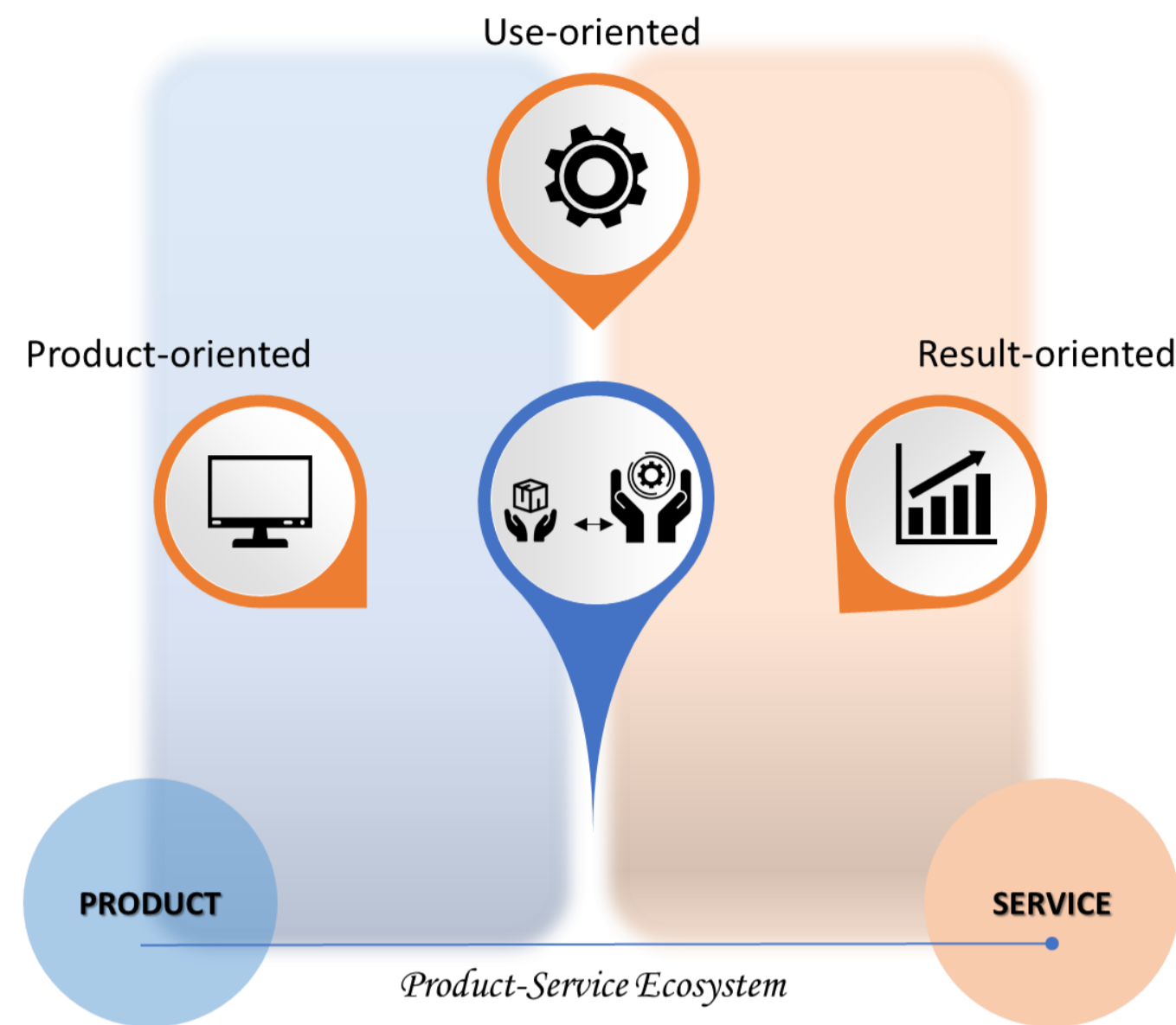
# Business Models for climate services

Business models for climate services (BM4CS) entail the evolving logic of an organisation to co-create value with its users so as to promote innovation and support decision-making through the transformation of climate data into bespoke knowledge services



# Why do we need business model innovation





# EXAMPLES

- ✓ Three business model pattern groups
- ✓ **Service&Performance:** they associate a value to a product and they are strongly focused on outcomes. They push for input and organisational innovation
- ✓ **Access Provision:** they create market for otherwise neglected groups (new actors and new channels). They have strong impact on economic value creation
- ✓ **Supply Chain:** they reshape upstream or downstream levels of the value network and they focus on making the service inclusive





# Examples of CLARA's business models

## USAGE-BASED

Customers pay an amount to the company based on the level of usage (considering for example time, number of statistical products downloaded, quality, etc.)

**Terms and conditions:** this is a differential price policy that mirrors what happens in the shared transport industry and opens to fidelisation

## SaaS

### (Software-as-a-service)

A service company sells subscription-based licenses for a cloud-hosted software solution

**Terms and conditions:** a product becomes a service and generates value through simplifies customers' routines





Out end of September!

Follow @market4climate



**Thank you for your attention.**

francesca.larosa@cmcc.it

The CLARA project has received funding from the European Union's Horizon 2020 research and innovation programme under the Grant Agreement No 730482.

