

services

Climate services and business model innovation

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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

BUSINESS MODEL INNOVATION

- Provision of training modules
- In-house multi-sectoral focus
- Diversification of stakeholders portfolio

ORGANISATIONAL INNOVATION

- Creation of specific divisions dedicated to CSs
- Elaboration of long-term in-house evaluation
 - · Enlargement of geographical interests

PROCESS INNOVATION

- Change in data processing and coding procedures
- Cloud-based technology as substitute of desktop-based
 - Implementation of new coding routines

PRODUCT INNOVATION

- Seasonal forecasts based products in decision-making
 - Multi-risk assessments
 - New integrated indicators

LOCAL

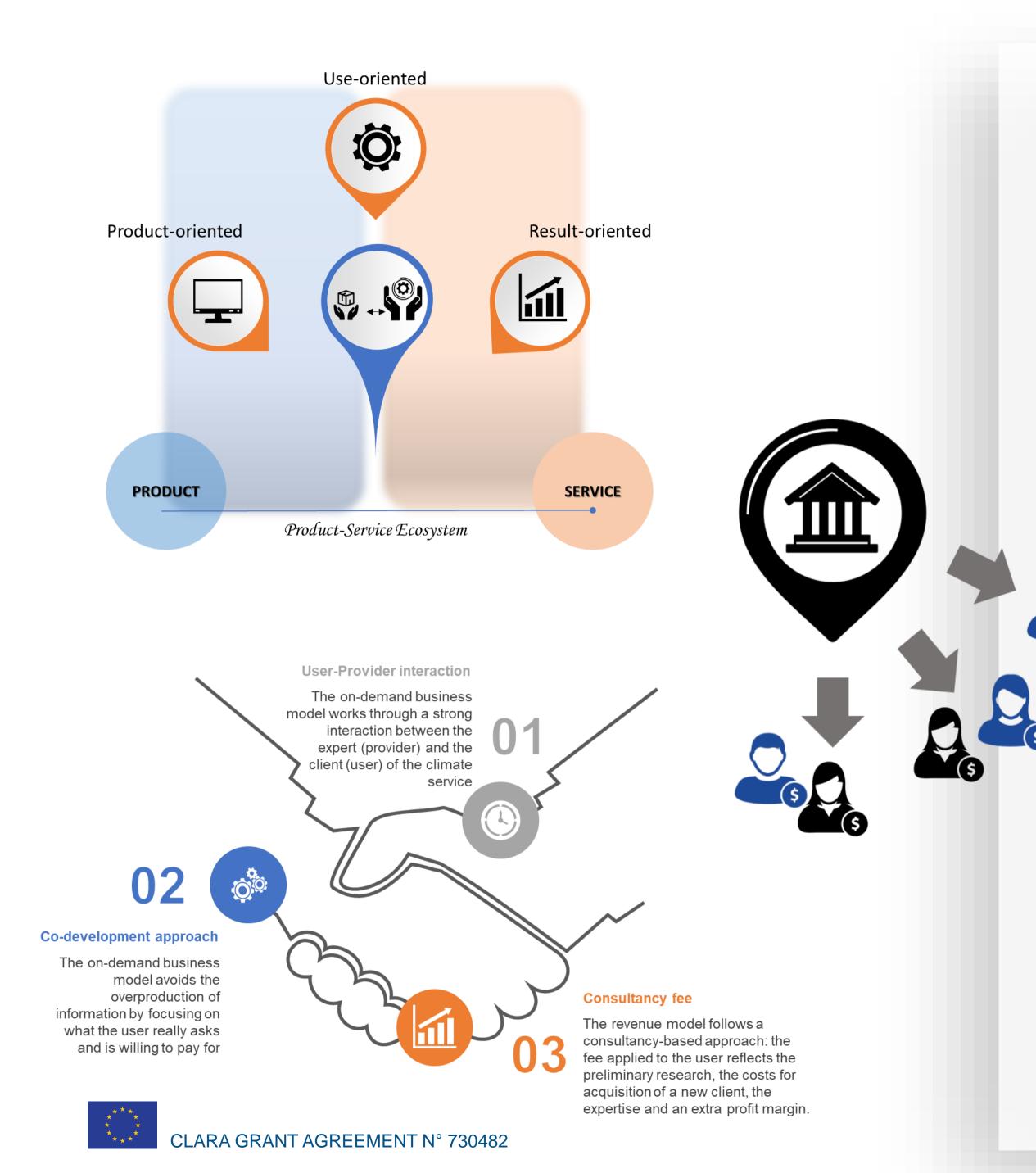
SCOPE OF INNOVATION

SYSTEMIC



INNOVATION DIMENSIONS





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 subscriptionbased 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!

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Thank you for your attention.

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