



Engaging with users in climate service development in CLIPS

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CLIPS project (Climate services supporting Public activities and Safety) aims at mapping public needs for new climate impact services and developing novel six week outlooks to support public activities and safety in Finland. An important aspect of the project is to engage the public in co-designing and piloting the new services developed in the project. This enables a valuable information flow from the users to better understand and meet their needs. The objective is to have an interactive learning process both ways. The use of six week forecasts could be increased by better visualization and communication that takes into account both the user needs and the best scientific tools.

We present several methods used to engage the users in the product development process in the CLIPS project. Engagement combines more traditional communication with interactive dialogue between the citizens using the novel forecasts and the researchers developing them.

First step to engage the users was a survey distributed to the general public. It was designed to map the user needs and preferences related to the novel climate impact outlooks as well as to activate the respondents to participate in the CLIPS project. Results of the survey will be presented. Volunteer citizens are invited to pilot and evaluate the new products in a Living Lab experiment during one year period (1.6.2017-31.5.2018). During the piloting it is possible to further expand on the information gained through the survey.

Communicating the project and the developed services serves as another way to engage the public and to raise awareness of the six week forecasting possibilities. Important channel for this is, e.g., the website of CLIPS project that promotes the sign-up for piloting and the latest news of the project.

Desired outcome of the process is to both gain value and insights for future development of weather and climate services, especially for extended and long-range forecasts, and to create user-friendly services that go along with the user needs.