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Providing climate change information for user needs using visualization – Climateguide.fi portal

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User wishes and feedback collected through surveys and workshops have been an essential part of building and developing the Finnish climate portal, Climateguide.fi - not only in the factual content and usability of the portal but also in the form in which information is presented.

Several Finnish research institutes made freely usable infographics based on the results of the IPCC's AR5. According to the users, the infographics illustrate climate change information very well and in an informative way. They have been used for self-learning, teaching, and communication.

Climate change information has been visualized also by making short researcher interview videos and interactive web tools. Visualizations or tools do not always need to be designed and made by each climate portal, but they can also be shared with different service providers, even internationally – providing they are adaptable. E.g. a test 'How hot will it get in your lifetime?' was acquired under a license for Climateguide.fi and adapted into Finnish conditions with good results and popularity.

The number of users of Climateguide.fi has steadily increased. The portal attracts weekly about 3,500 users and 10,800 page views. Climateguide.fi was created jointly by the Finnish Meteorological Institute (FMI), the Finnish Environment Institute (SYKE) and Aalto University in an EU Life+ project (2009–2011). It is maintained jointly by the FMI and SYKE with substance contributions of other organizations. The portal has also acted as a dissemination channel for research projects in a way that a new article about the topic of the research has been produced, or an existing one updated.

The user trends of Climateguide.fi have been earlier discussed in Harjanne & Ervasti (2014).

References: Harjanne, A. & Ervasti, T. 2014. Analysis of user trends and behavior in online and mobile weather and climate services. Finnish Meteorological Institute, Reports 2014:10. 54p.