



## **On the evaluation of regional climate services by its users – A case study in Northern Germany**

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Climate change is causing new initial conditions for decisions. This is often connected with uncertainty and a lack of orientation among stakeholders in coastal zones and other regions. In this context stakeholders get in touch with regional climate services. The Northern German Climate Office at the Institute of Coastal Research, HZG, maintains a science stakeholder dialogue in Northern Germany since ten years. Results of this long term dialogue are various communication formats for coastal and regional climate issues. More than 1800 users have been registered for this service, so far. In order to optimize its provided services the Northern German Climate Office has launched an interview campaign with some of these registered users. Thirteen narrative interviews have been conducted. These interviews were transcribed, analyzed and interpreted. From these results the following theses can be derived:

- Initial awareness on climate change is mainly caused by public events which provide an overview and easy access.
- The acceptance of climate change issues in every working routine is connected with the trustworthiness and reliability of the provided information.
- The integration of climate change issues in everyday working routine is best when relevant information is easy to find and clearly represented.
- Typical user requirements for a long term use of the service address the relevance of the provided information. But also a long-term individual consulting within change management processes connected with climate change is perceived as important requirement.

In this contribution main results of the user interview campaign are presented and discussed.