



Making Weather and Climate Understandable - a key to better societal outcomes

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The nature of weather and climate information is in flux. The very nature of weather itself is changing, and all the while the technologies underpinning our forecasts, observations, science and communications are developing at pace. Within a veritable tidal wave of information and misinformation, society needs assistance to understand the difference between what weather and climate information is credible and what is not. Raising weather and climate literacy is a critical key to optimising societal outcomes. The focus must be on promoting better weather and climate decision-making through providing society with decision-relevant information.

This talk will expand on the importance of supporting the public; in understanding the nature of uncertainty, in identifying the best and most credible weather and climate information, and in engaging effectively with meteorological information to achieve most beneficial societal outcomes.