



Does the Commission for Climatology need a communication strategy and why?

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Climatologists have made incredible progress on the science, collecting data, understanding climate, modelling future climate. Climate information is allowing to quantify hazards risks and developing strategies for avoiding many of them. However, if climatologists do not approach their engagement with society the public will not get the full benefit of what they have to offer.

Like other WMO technical commissions, also CCI is facing a threat to be suppressed after many decades of successful work. We cannot take it for granted that decision makers and politicians are aware of what is CCI contribution to the benefit of society. Excellent products and guidelines do not automatically guarantee appreciation and that the users will use them. CCI has to make its products and services visible.

The value of climate services to the user (NHMSs, international organizations, companies and general public) is heavily dependent on good communication. CCI has to take into account also the social context, the beliefs, the culture and capacity of those recipients to act on the information.

We live in an era of constant change: climate is changing, climate products are changing, societal requirements and vulnerability is increasing, and the nature of climate information is changing, communication channels are also changing. The website should serve the target audiences. It should effectively communicate the CCI's nature, mandate, and products. For the purposes of outreach efforts, it is important to maintain a strong web presence. On top of traditional media including website nowadays social media are a very effective channel to spread information and increase outreach. CCI has a Facebook account. For the rest of social media channels, it depends on WMO CPA.

Developing communication skills is necessary, but not enough. We need to know our audience. We need to know what, when, how, who, where, and to whom communicate. This is why we need a CCI communication strategy.