



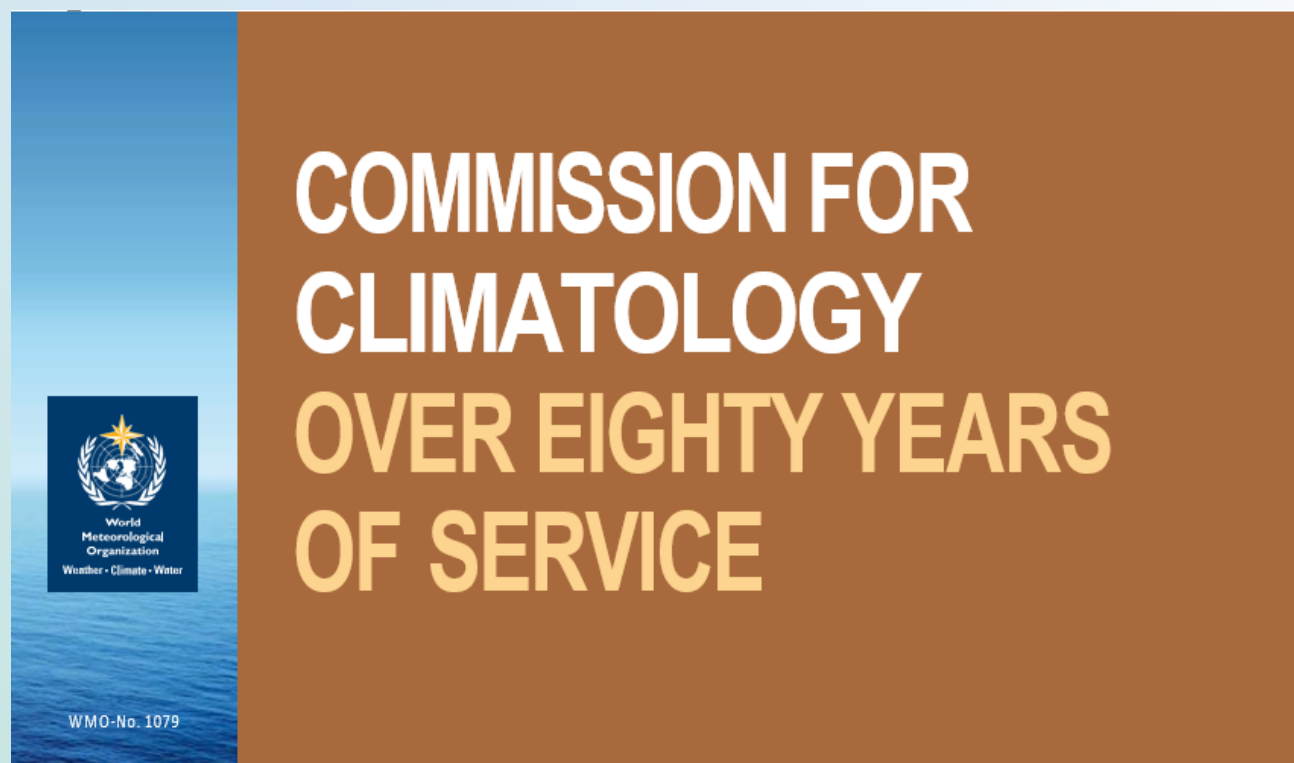
Does the Commission for Climatology need a communication strategy and why?

WMO Commission for Climatology

One of the eight WMO technical commissions

85 years of history

First session (CCI-I) in March 1953 in Washington, DC



(Source: WMO)

CCI contribution to climatology recognized by WMO SG

Spanning more than eighty years, the history of CCI has been a success story in terms of the provision of societal services and support to meet the needs of the international climate community.

M. Jarraud,
WMO Secretary-General



(Source: WMO)

CCI Composition

A long list of involved scientists, researchers, experts

Mainly focusing on National Climate Services



(Source: WMO)

CCI-17 participants (Geneva, March 2018)

CCI-17 most likely
the last one



(Source: WMO)

Our mandatory publication **Guide to climatological practice**

Bringing it closer to the users:

- distribute it in chapters
- easier to search content
- publish a shorter summary like edition

Guide to Climatological Practices

Download the Guide



The 3rd Edition of the [Guide to Climatological Practices](#) (WMO No. 100) has gone through extensive verification both internally in the WMO Secretariat and externally by a group of selected reviewers who met in Geneva, September 2009 (right after the WCC-3).

The verification process was supervised by Dr Ned Guttman, NOAA, USA, who previously served as an author and an editor for the guide. The guide has been confirmed by CCI-XV, February 2010 and EC-LXII, June 2010.

WMO wishes to place on record the gratitude to all those who have contributed to the third edition of the Guide to Climatological Practices (WMO No.100).

[Download the Third Edition of the Guide to Climatological Practices](#)

The Guide is also available in:

- [Arabic](#)
- [Chinese](#)
- [French](#)
- [Russian](#)
- [Spanish](#)

(Source: WMO)

Commission for Climatology and social media


- 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.
- 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.
- Encourage individuals to post and share climate relevant information on their personal account – handbook on use of social media (internal document)

WMO CCI has a Facebook account established 8 years ago to share climate relevant information

WMO Commission
for Climatology

🌐 Javna skupina

- Vizitka
- Razprava
- Člani
- Dogodki
- Videi
- Fotografije
- Datoteke
- Vpogledi skupine
- Moderate Group



Pridružen ▼

🔔 Obvestila

➦ Deli z drugimi

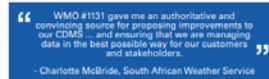
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 OTHER WHO REPORTS AND PUBLICATIONS

A city planner can consider whether a housing development proposal should be approved using information on the historical potential for rain and floods in the area.

The difficulties in global climate data management conveyed in these statistics are also reflected in the map below, which shows the supply of climatological data reported by land-based observation sites to data centres from 2007-2016.



Ensure that your COMS complies with MISO Standards



We need to know our audience.

- Developing communication skills is necessary, but not enough.
- We need to know what, when, how, who, where, and to whom communicate.
- This is why we need a CCI communication strategy
- It was decided at CCI-17 to develop a communication strategy
- Like other WMO technical commissions, also CCI is facing a threat to be merged into a larger body after many decades of successful work.
- Excellent products and guidelines do not automatically guarantee appreciation.
- The value of services is heavily dependent on good communication.

Expert Team on Communication and Outreach was established

Expert Team on Communication and Outreach was established

Mission: *Advise on the best communication skills and policy on climate information in coordination with the WMO Secretariat and its co-sponsored bodies (e.g. IPCC, GCOS, GFCS and WCRP)*

Deliverable: Communication Strategy for Climate Services Delivery to guide and enhance communication to support effective utilization of climate information for societal benefits.

(Source: WMO)

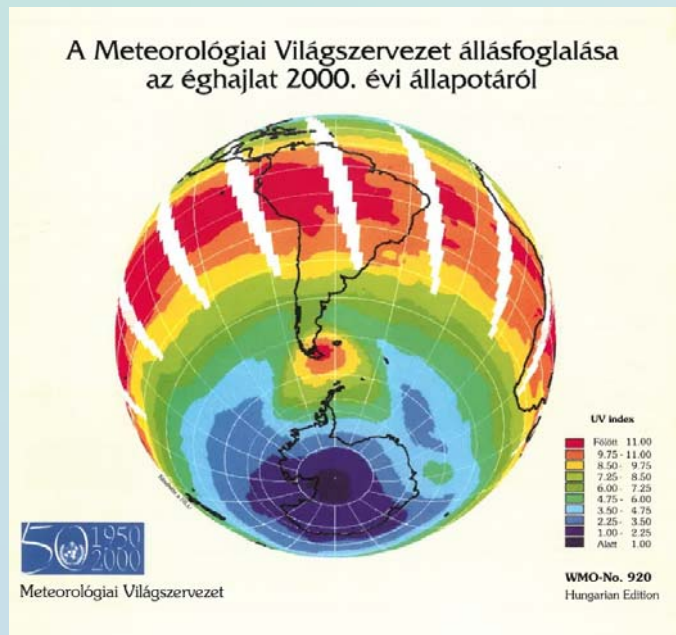
Goals

- Develop a concept of promotional material to improve visibility of CCI products and services;
- Finalize the CCI Guidelines on communication for climate services including collection of examples of good practice for communication, information on training, mentoring, and screening opportunities;
- Liaise with complementary institutions (e.g. IPCC, DRR, GCOS, Adaptation groups, GFCS, CBS OPAG-PWS) on communication and outreach activities related to climate and climate change;
- Administer the already operating CCI FaceBook account under supervision of the WMO Secretariat and advise on the future of CCI Social Media account;
- Work together with NHMSs to enhance use of new communication technologies to improve visibility and outreach of climate services.

(Source: WMO)

Commission for Climatology will see its role expanding to include ensuring science adequacy and policy relevancy of the WMO Statements on the State of the Global Climate

Innovative approach in the provision of the WMO Statements on the State of the Global Climate



From a tiny booklet in 2000 to a policy relevant information

