



The Rules of Engagement: Refining approaches to user engagement for climate services

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Effective engagement between providers, users and other stakeholders is now recognised as essential to the robust development and delivery of climate services. A range of methodologies exist for doing this which are appropriate in different contexts, and this is beginning to be captured in the relevant literature (e.g. Golding et al 2017), allowing the climate services community to learn from others' experience and develop good practice. It is also valuable, however, to look beyond weather and climate services to the longer experience of other disciplines in engaging with their users and customers.

As part of the ARRCC Programme (Asia- Regional Resilience to a Changing Climate), and working with partners in 4 South Asian countries, we have taken the opportunity to refine an approach to user engagement for climate services, considering good practice from user engagement in other disciplines, focusing on the energy sector via Energy Networks Australia, the health sector via NHS England, as well as the UK office for national statistics. The result is a series of 'rules' which are applied and considered across the programme, and then in greater depth for each user engagement activity undertaken. While we are not yet at a stage to formally evaluate the added value this approach brings, early experiences suggest that there are benefits to taking the more deliberate and considered approach advocated and to incorporating many of the approaches and ideals from these other disciplines. Here we will present the set of rules defined and illustrate how some of these have been applied in the context of climate services development for South Asia.

Golding, N., C. Hewitt, P. Zhang. (2017) Effective Engagement for Climate Services: Methods in Practice in China. Climate Services.