



Development of climate services from the user perspective: the MED-GOLD experience

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Transforming climate-related information into added (economic) value requires a suitable language for a precise quantitative definition of technical concepts that are rather vague for non-experts. While the scientific (climate modelling) community has developed a set of formal definitions for concepts such as skill and reliability of climate predictions, those are not always equally understood by the potential end-users in many sectors.

The project MED-GOLD is addressing the lack of a common and agreed terminology between users and providers of climate information in the context of the agri-food industry of traditional Mediterranean products, including grapes/wine, olives/olive oil, and durum wheat/pasta, as a fundamental factor to generate trust in climate services among the user community.

Rather than sticking to the technical concepts used by scientists, a common terminology is being co-developed between users and scientists to allow a shared understanding of the key concepts relevant to users' decision-making, and thus fostering essential trust in the resulting services.

During a recent participatory workshop, with contributions from climate scientists and experts from the agri-food industry, a set of guidelines has been identified in order to develop quantitative definitions of the value of climate information. This has been done by linking the occurrence of false alarms and hit rates to information associated with specific users' actions.

On the basis of these outcomes, the first release of the tools tailored to the agri-food systems of interest for MED-GOLD (grapes/wine, olives/olive oil, and durum wheat/pasta) has been recently done, and the tools are now in the testing phase through close interaction with the users. Here we present the most recent advancements and propose a bottom-up approach to the definition of the reliability of climate information.