



Communicating Climate Change Scenarios to Users: Lessons learnt from the CH2018 Initiative

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In Switzerland, national climate change scenarios are being published on a regular basis through an official mandate by the Swiss government. They inform stakeholders from the public and private sector on how climate change affects Switzerland and represent the key basis for planning purposes in the field of climate adaptation. The third generation of national climate change scenarios (“CH2018 climate scenarios”) was released in November 2018 accompanied by a huge media response in Switzerland. The new scenarios are the result of a joint collaboration among the Federal Office of Meteorology and Climatology MeteoSwiss and ETH Zurich as main partners.

From the start of the project, the CH2018 climate scenarios have been set up as a climate service, constituting one of the priority areas of the Swiss National Centre for Climate Services (NCCS). To ensure that the scenarios are developed and communicated in a user-oriented way, different measures were taken: (a) a nation-wide survey on end-user needs across various sectors and at different state levels, (b) the establishment of a sounding board and (c) stakeholder dialogues with key scenario users and with coordinators of subsequent Federal climate activities such as the Swiss pilot program on climate adaptation and the NCCS priority area on Swiss hydrological scenarios.

The co-production of climate scenarios with users helped shaping the various types of products that came out of the CH2018 initiative. They are designed to target different user types, each with its own specific needs. The products are disseminated in a hierarchical manner with a technical report serving as the foundation for all other communication measures and geared towards a science audience. A web-based atlas - a collection of several thousand standardized graphics - serves as another fundament to design products for practical users in administration and the private sector: (a) a website providing regional access to the climate scenario results with actionable information and (b) a brochure condensing the key results and messages of the CH2018 climate scenarios in a kind of story telling approach. To reach out to more types of actors and to the general public, an animated video and expert video statements complement the product portfolio of CH2018.

In the presentation, we will present our communication strategy in detail and reveal our lessons learnt from designing and disseminating user-specific products of future climate information. An outlook on upcoming communication measures related to the Swiss climate scenarios will be part of the presentation.