



## **Renewing traditional Finnish climate bulletin into a modern digital climate service**

Hadassa Hovestadt, Hilppa Gregow, Tiina Ervasti, Ilari Lehtonen, Petra Roiha, Tuula Aalto, Joni-Pekka Pietikäinen, Laura Tuomi, Heikki Tuomenvirta, and Antti Mäkelä

Finnish Meteorological Institute, Weather and Climate Change Impact Research, Finland (hadassa.hovestadt@fmi.fi)

The Finnish Climate Bulletin called "Ilmastokatsaus" is the oldest continuous bulletin of Finnish Meteorological Institute published since 1881. Until 2015, this non-profit bulletin was published as a print, and after that as an online magazine at [ilmastokatsaus.fi](http://ilmastokatsaus.fi) website. The main focus of the bulletin has always been to report the Finnish weather and climate statistics for the general public.

The online magazine was renewed in the beginning of year 2019. The aim was to add more scientific content, improve the appearance and in this way develop a modern digital climate service experience. The scientific objective was to inform the research community, general public and anyone interested in weather, climate and observations about the current and near-term status of climate and its variability in Finland and worldwide. The digital climate service objective was to make the magazine mobile-readable, easy to browse and refer to.

The renewed digital climate bulletin discovers special weather and special marine events and provides graphs and statistics from the weather and marine observations from the past month. It also offers measurements of the greenhouse gases and provides extended range forecasts for the coming weeks. In every number there is a more comprehensive article covering interesting topics like ongoing weather, climate, Baltic Sea, ice or research related to these topics. An internationally reviewed supplementary "FMI's Climate Bulletin: Research Letters", consisting of short research articles, will be published twice a year in April and in October. This special issue aims to offer a dynamic platform for ongoing research as well as to bring research closer to general public.

Content and appearance have been designed to serve different ways of reading, for instance, there are lifted highlights that are easy to read with quickly browsing through the magazine. The online magazine is published on ISSUU publication platform and it is embedded on a WordPress website. The ISSUU platform enables flipping the pages and zooming easily into figures. It offers also statistics about publication performance, average time spent by a reader, page performance, reading devices etc.

In this presentation, we introduce the concept of "Ilmastokatsaus" online magazine and present the experiences gained and feedback received so far, with a focus on demonstrating the various ways to communicate weather and climate information in an online platform.