



How many partners does it take to get a demanded climate service working?

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When climate services move from a product development context to a regular service provision context the framework for valuation of the service product changes crucially. So, a climate service, which is technically functioning well, by scientific and technical criteria deemed reliable, and for which latent demand has been demonstrated, may nevertheless face very notable obstacles to veritable uptake and to viable resourcing models of the regular service provision.

A remedy for this transition risk is to better anticipate the prerequisites of the next phase of the service product life-cycle already in the development and piloting phases, i.e. by using co-creation approaches. Yet, collaboration – even though perhaps on another footing – should continue in the regular service provision phase in order to better exploit learning capacity through better feedback and evaluation mechanisms. This means a growing palette of different skills for which more and different (temporary) partners may be needed. Moreover, the problem may be deeper rooted, referring to better contemplating how to answer different climate risks as experienced by types of users in comparison to trying to mould use needs to available climate information products. The solution may be residing in better reflecting the phase changes when moving from upstream to midstream and subsequently downstream in the value chain of climate services, including shifts in dominant roles and dynamic allocation of rewards and costs in collaborative structures.

The presentation will be based on insights from the EU-MACS study (<http://eu-macs.eu/#>) which was completed early 2019, and is complemented with examples from other studies and initiatives regarding effects and possible solutions.

This more qualitative presentation is twinned by a more model oriented contribution focusing on the role ex-ante valuation of the net benefits of the use of climate services, with special reference to the degree of sharing of information.