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A long and winding road from data to users satisfaction

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Within the EUMETNET AutoPollen Programme communication inside and outside the programme is one of the central tasks from the very beginning of the programme. Interaction with stakeholders, collaboration and communication helps to increase visibility of the activity. Active involvement of users/stakeholders will help to develop the most effective way of presentation of products and to ensure that they will be tailored to the needs of users. Our main goal is to provide pollen information in the fastest and most accurate and ready to use way to end-users. Having to deal with a number of different stakeholders throughout Europe makes the communication effort even more challenging. A roadmap of communication efforts within the programme will be presented starting with questionnaires, inventory of the existing ways to covey pollen information to organizing workshops with stakeholders and co-design of products.

The EUMETNET Autopollen Programme is bringing together very different communities: from National hydrometeorological services to public health authorities, numerical modellers, developers and producers of measuring equipment, academia and medical practitioners, but also general interested public and media. Timely information can help allergy sufferers. Recent technological developments present the possibility of providing automatic real-time pollen observations that could revolutionise the availability of information and vastly improve the treatment and lives of allergy sufferers, as well as the forecasts provided.

The AutoPollen programme seeks to take full advantage of the large potential for progress that automatic pollen observations provide. It brings together a consortium from across Europe with the multidisciplinary expertise needed to address the challenges along the entire information chain – from the actual observation through to the final end-user defined product.