

The effect of business models on the realizable value of climate services

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Combing value chain segments and market features

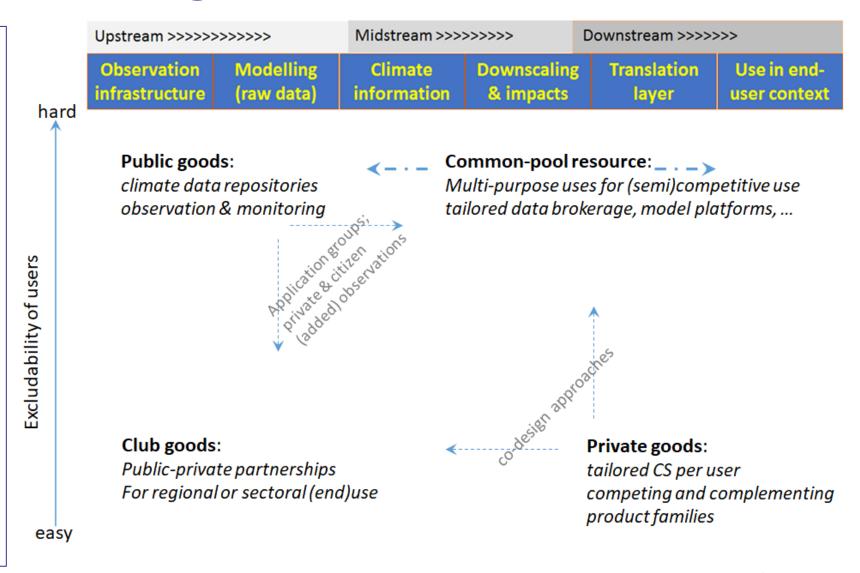
Evolving demand, technical and organisational innovations, and growing amounts of (also) non-climate data invite public and private actors to extent towards hybrid provision structures, involving:

- other public bodies and/or
- companies

Yet, lead-actors are often tied to quite different pricing and data-openness principles

Demand sensitivity to product

features varies over value chain





Exploration in cooperation with Finnish finance sector

- Ongoing, belated due to illnesses
- Survey → Interviews → Interactive choice situations → Theoretical model application
- Results by January 2022
- Among others attention for information sharing differences

	1. If information is	2. If information is (more)	3. If information is
	common competitive	common, credibility and hence	common more options
	advantage diminishes	value rises	for joint benefits
Information is	In case of public source	Even if eventual products have	Separate acquisition leads
not shared,	information copying will	also competitive elements,	to higher aggregate
but can be	emerge soon;	equally accessible basic layers	acquisition cost and risks
acquired by	Private (tailored) CS may	would help uptake; coordination	for mismatches; only
others	lengthen period with	problem due to reluctant single	relevant if coordination
	advantage	movers	cost are high
Information is	Irrational strategy, unless	As above but may need more	Usually most beneficial,
shared already	there are other benefits	time to realise; may also lead to	unless coordination cost
in acquisition	in sharing	shake out at CS provision side as	high
-		uniformity is a benefit	

