



MetComms as an international platform for discussion about scientific, operational, and innovational knowledge in meteorological communications

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The communication of meteorological information becomes increasingly complex and refined as demographic trends evolve, methods of forecast consumption transform, and distribution channels become progressively fragmented. In light of severe weather events and their effects, both operational and theoretical communication paradigms must adapt, ensuring that as many affected individuals as possible are made aware of the risks, consequences, and relevant guidance. Although there are numerous institutional practices concerning weather, warnings and impacts communication, alongside the WMO reports (2015, 2021) outlining best practices, we recognise an expanding opportunity for more thorough, discussion-based collaboration on an international scale. This recognised gap and opportunity for interdisciplinary knowledge exchange prompted us to establish the MetComms Group, which unites meteorologists, meteorological officers, communicators, researchers, analysts, interface designers, broadcast meteorologists, and others to exchange insights and experiences regarding best practices in weather communication. The Group's aim is to evaluate the most effective approaches that are contextually relevant, resource-appropriate, and applicable across diverse forecast providers and countries.

The concept for the Group originated during the EMS2024 Annual Meeting in Barcelona, envisioned as a forum for open dialogue and participant interaction, rather than plainly a presentation format. The Group convened for the first time in February 2025, and we aim to broaden our network of professionals interested in this field, inviting any new members and discussion proposals. Our current ongoing agenda includes the following subjects:

1st Impact-oriented warnings

2nd Communicating Weather Information to Authorities and Emergency Services

3rd Assessing the effectiveness of Hazard warnings

4th The cry-wolf effect on public and professional perceptions

5th Information exchange among various meteorological professionals

Based on our preliminary discussions and input from the invited members, there is a clear

demand for such a dialogue-driven platform and a desire for closer collaboration that can foster the enhancement of practices and facilitate smoother communication across nations.