

Breakout Session Recap: Identifying the Demand for Climate Services

Chair: John Furlow

Who is the target audience for climate services?

- User community is changing, growing
- New customers = new opportunities
- Climate services is a chain or web of providers, translators, users, at different scales.
- Most of us are consumers and providers information.

How can we understand and address consumer needs?

- Ask Them!
- Climate services should be tailored to meet user needs and better enable decision making.
- Communication should be iterative, two-way
- It is important to know the decision makers needs and timeline for decision making
- We need mechanisms to enable consumers to shape the services they need
- Challenge of both “personalizing” services and achieving scale.
- Lessons available: Senegal Ag; German financial services

Next Steps: Priority Items to Address Demand-related Issues

1. Sustaining conversation between consumers and providers of climate information

- Mechanisms for eliciting feedback, educating producers and consumers, refining services
- Learn from existing examples

2. Enhancing decision support mechanisms

- Climate is one factor in complex decisions
- Work within broader decision support tools

Next Steps: Priority Items to Address Demand-related Issues

3. Share knowledge and experience

- Prioritize and avoid waste

4. Mapping our roles

- Need to identify our place in the chain of services
 - Cataloging decisions being made
 - Identifies pathways for cooperation

Next Steps: Priority Items to Address Demand-related Issues

5. **Creating avenues for investment**

- Articulate a vision that encourages and inspires investment:
 - What could we accomplish with effort of a higher order of magnitude?
 - Are there “moon shots?”
- Identify and interact with users who become champions for investment

6. **Linking to other processes**

- Focus on the demand side
- Examples include GFCS, Rio +20, etc.
- How can we to help inform other processes?
- How can we learn from other processes?
- How can we enable financing?