



World Meteorological Organization
Working together in weather, climate and water

Social and Economic Applications Needs of NMHSs



Social and Economic - Needs of NMHSs

Internal Needs

- **Clarity** as to Public Service Role
 - Granularity in forecast provision
 - (Space, Time)
 - Considerations of Data Policy
 - **Knowledge** of Weather-sensitive sectors
-



Social and Economic - Needs of NMHSs

Internal Needs

- **Knowledge** as to **how** weather information is accessed, understood and used
 - **Understanding** of the importance of quality presentation
 - Experience of the user at point-of-delivery
 - **Culture** of listening to users and hearing their voices
-



Social and Economic - Needs of NMHSs

Internal Needs

- **Leadership** focussed on service and quality.





Social and Economic - Needs of NMHSs

External Needs

- **Feedback** from the committed user.
 - **Encouragement** to go out and survey
 - **Positive Experiences** from other services
 - There are always reasons to do nothing – what are the compelling reasons that lead to action?
 - **Guidance** on how to engage with users.
-



Social and Economic - Needs of NMHSs

External Needs

- **Insight** into the needs of non-traditional user groups.
 - **Prodding** to think beyond the traditional weather time scales.
 - A **Catalyst** to break down internal divisions between weather and climate.
-



Social and Economic - Needs of NMHSs

External Needs

- **Assistance** with understanding and correctly formulating long-range forecasts and seasonal forecasts.
 - **Encouragement and Guidance** on how to integrate services across timescales from Nowcasting to Seasonal
-



Social and Economic - Needs of NMHSs

External Needs

- **Knowledge** of the order of magnitude of economic benefits provided to society by weather services.
 - **Appreciation** as to how to shape services within available resources so as to maximise those benefits.
-