



THEME ENV.2012.6.1-1

EUPORIAS

(Grant Agreement 308291)

EUPORIAS

European Provision Of Regional Impact Assessment on a

Seasonal-to-decadal timescale

Deliverable D4.1

Project Information Pack

Deliverable Title	Project Information Pack	
Brief Description	A project pack will be put together to provide information about the project to both colleagues and the media so that it can be distributed by project partners.	
WP number	WP4	
Lead Beneficiary	Paula Newton, Met Office	
Contributors	Chris Hewitt, Carlo Buontempo, Pip Gilbert, Met Office Met Office Design Studio and Press Office Julian Tait, FutureEverything	
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Actual Delivery Date	31/01/13	
Nature of the Deliverable		<i>R – Report</i>
		<i>P – Prototype</i>
		<i>D - Demonstrator</i>
	O	<i>O - Other</i>
Dissemination Level/ Audience		<i>PP - Public</i>
	PU	<i>PU - Restricted to other programme participants, including the Commission services</i>
		<i>RE - Restricted to a group specified by the consortium, including the Commission services</i>
		<i>CO - Confidential, only for members of the consortium, including the Commission services</i>

Version	Date	Modified by	Comments
V1.1	25/01/13	Chris Hewitt, Carlo Buontempo	Amendments

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1. Executive Summary

This Project Information Pack comprises eight documents for the EUPORIAS partners. The aim of the information pack is twofold.

Firstly, it will provide EUPORIAS partners, colleagues within their organisations, and the ECOMS partners, with a common understanding of EUPORIAS and key project information. This means that they can promote EUPORIAS using clear, consistent and timely information, targeting the key audiences identified in the EUPORIAS Dissemination Plan (Deliverable D4.2).

Secondly, it will provide the EUPORIAS partners with guidance regarding the use of the EU emblem, the EU FP7 logo and the mandatory EC acknowledgement on publications generated through the project.

2. Detailed Report

A project leaflet and poster, plus an ECOMS press release were all produced for the start of the project and its kick-off meeting. Two one-page documents detailing (a) project descriptions for partners to use when communicating about EUPORIAS, and (b) the project's key stages, have also been written. All these documents will be made available on the EUPORIAS website.

Guidance notes on the use of the EU emblem, EU FP7 logo and the EC acknowledgement of funding will be made available to the partners via the internal project website. The EUPORIAS PowerPoint template for partners to use when presenting the project at, for example, science conferences, will also be available on the project wiki.

Table 1 lists the components of this information pack, along with the audience for, and purpose of, each document. These components are contained as appendices in this deliverable.

Table 1: Components of the project information pack

Appendix	Component	Audience	Purpose
1	Project leaflet	Partners, partner organisations, project stakeholders, EC, ECOMS partners	Partners to circulate within their organisations, to stakeholders, public, media and science community to raise basic awareness of EUPORIAS. Leaflet will be updated annually to reflect project progress
2	Project poster	Partners, partner organisations, project stakeholders, EC, ECOMS partners	Raise basic awareness of EUPORIAS
3	ECOMS press release	Media (local and national TV and newspapers, environmental correspondents)	Raise awareness of EUPORIAS, SPECS, NACLIM and ECOMS. Release coincided with ECOMS kick-off meeting, November 2012
4	Key project stages	Partners, project stakeholders	To describe the involvement of the EUPORIAS stakeholders throughout the project
5	Project description /	Partners	Three descriptions/slogans (short – one sentence; medium – short

	slogans		paragraph; long – long paragraph) for partners to include in their presentations and when communicating about EUPORIAS. Current proposed descriptions will be circulated to all partners to be finalised and translated into their languages if desired
6	Guidance notes on talking to the media	Partners	For scientists working on EUPORIAS to give them some basic tips and advice when asked to speak to the media about the project and/or ECOMS
7	Guidance notes on the use of logos and EC acknowledgment	Partners	Ensure all partners are aware of the appropriate use of (a) FP7 logo and EU emblem; and (b) EC acknowledgement
8	Project PowerPoint template	Partners	Encourage and promote consistent use of project PowerPoint template throughout the project

3. Estimated Effort for this Deliverable

Total budgeted effort for this deliverable (from DOW) was 1.0 person month

Partner	Person-Months	Person-Months (in-kind)	Period Covered
1		0.5*	Pre- November 2012
1	0.25		November 2012 – January 2013
Total	0.25	0.5	

*: Effort spent prior to project kick-off in writing and designing the leaflet, poster and press release

KEY OBJECTIVES

1. To develop and deliver a reliable and trusted impact prediction system for a few (e.g. two or three) semi-operational prototypes.
These will provide working examples of 'end-to-end' climate-to-impacts-to-decision-making services operating on the Seasonal and Decadal (S2D) timescales.
2. To assess and document key knowledge gaps and vulnerabilities of important sectors (e.g. Water, Energy, Transport, Food security, Health, etc.) along with the needs of specific users within these sectors, through close collaboration with project stakeholders.
3. To develop a set of standard tools and techniques tailored to the needs of stakeholders for calibrating, downscaling, and modelling sector-specific impacts on S2D timescales.
4. To develop a knowledge-sharing protocol necessary to promote the use of these technologies.
5. To assess and document the current marketability of climate services in Europe.

DO YOU WANT TO BECOME A STAKEHOLDER?

One of the keys to the success of this project is the early establishment of a strong stakeholder board. There will be two stakeholder meetings organised and funded by EUPORIAS; one at the beginning and one at the end of the four years of the project. Should you be interested in becoming a project stakeholder, please contact us – we will be happy to explore the possibilities with you.

"To be useful, climate information must be tailored to meet the needs of users."

"Existing climate services are not well focused on user needs and the level of interaction between providers and users of climate services is inadequate. Users need access to expert advice and support to help them select and properly apply climate information. Climate services often do not reach "the last mile", to the people who need them most, particularly at the community level in developing and least developed countries"

WMO High Level Taskforce for the Global Framework for Climate Services

Project Members

Denmark: DHI

France: Tourisme Transports Territoires Environnement Conseil, Météo-France, Electricité De France

Germany: Deutscher Wetterdienst

International Organisations: World Health Organization - European Centre for Environment and Health, World Food Programme

Italy: Agenzia nazionale per le nuove tecnologie, L'energia e lo sviluppo economico sostenibile

The Netherlands: Wageningen Universiteit, Koninklijk Nederlands Meteorologisch Instituut

Portugal: Universidade de Lisboa, Instituto Português do Mar e da Atmosfera, I.P.

Romania: Administratia Nationala de Meteorologie R.A.

Spain: Universidad de Cantabria, Predictia Intelligent Data Solutions SL, Agencia Estatal de Meteorología, Institut Català de Ciències del Clima, Cetaqua Centro Tecnológico del Agua Fundación Privada

Sweden: Sveriges meteorologiska och hydrologiska Institut, Lunds Universitet

Switzerland: Federal Office of Meteorology and Climatology

UK: Met Office, University of Leeds, FutureEverything CIC

EUPORIAS coordination

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Project Manager: paula.newton@metoffice.gov.uk

EUPORIAS



EUPORIAS

European Provision of Regional Impacts Assessment on Seasonal and decadal timescales.

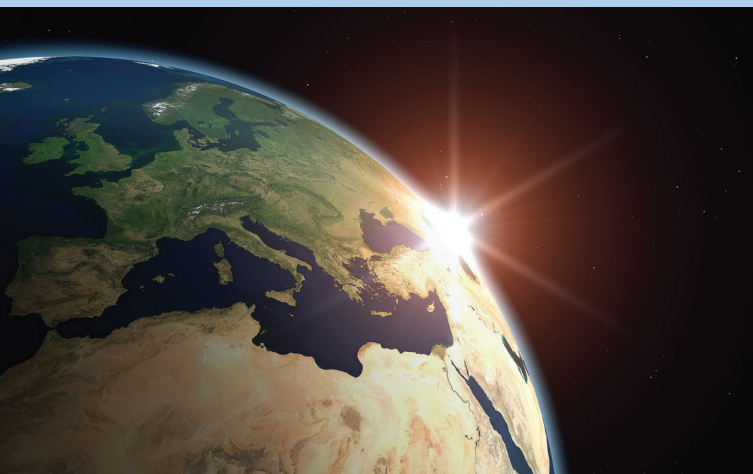


EUPORIAS is financed by the European Commission through the 7th Framework Programme for Research, Grant Agreement 308291

BACKGROUND

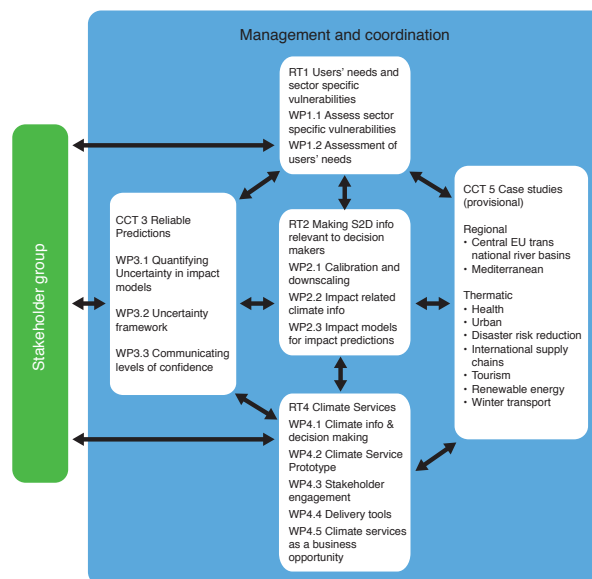
While societies have flourished or collapsed depending on their ability to adapt to changes in climate, it is only recently that science and technology have been able to provide useful insights into future climate. Seasonal to decadal (S2D) forecasts now hold the potential to be of great value to a wide range of relevant decision-making, wherever the outcomes are heavily influenced by climate variability. Recent advances in our understanding of and ability to forecast climate variability and climate change have brought us to the point where skilful predictions are beginning to be made routinely. Access to credible forecast data, supported by informed guidance from the scientific community, could lead to significant advances in society's ability to effectively prepare for, and manage, climate-related risks.

Despite its potential value in informing European business and adaptation strategy, such forecast information is currently under-exploited. Clear opportunities therefore exist to develop new and improved methodologies; make use of the emerging predictive capabilities in climate science; and, more importantly, to engage with potential users of such predictions in developing tools to extract useful and useable information tailored to the needs of specific sectors.



OUR VISION

Our vision is that by developing end-to-end impact prediction services, operating on S2D timescales, and clearly demonstrating their value in informing decision-making, we will stimulate a market for these new tools. In doing so, we will increase the competitiveness of EU businesses, and the ability of EU regional and national authorities to make effective decisions in climate-sensitive sectors.



SCIENCE PLAN

The lack of well-accepted methods for relating the uncertainty of S2D forecasts to decisions-relevant variables constitutes one important factor limiting the uptake of these technologies. The reasons for this may be "poor" forecast skill or the decision-makers' tendency to act in a risk-averse manner, but it can also be attributed to difficulties in integrating forecasts into existing decision support systems, and to the lack of focus on specific user needs. To date, the majority of research efforts have focused on improving the underlying

prediction systems, rather than on the usability of the outputs in practical applications.

EUPORIAS will maximize the usefulness of S2D forecasts by approaching the issue starting from the users' needs and using this information to inform the development of impact forecasting systems. This will ensure predictions provide user-relevant parameters, such as agricultural productivity, river runoff or hydropower for the coming seasons and years. Improvements made on the prediction of these impact parameters are likely to have a direct positive impact on the overall performance of the prediction system given that some of the S2D models explicitly account for some of these impact processes and their feedbacks. EUPORIAS will provide high-resolution climate impact and vulnerability assessments in Europe.

Furthermore EUPORIAS will provide an assessment of the whole uncertainty chain in impact predictions on a S2D timescale. Such a systematic assessment has never been conducted before.

For the impact models various land surface variables (e.g. vegetation state, soil moisture, lake levels) are at least as important as the observations of sea-surface temperature in climate forecasting.

"It is your human environment that makes climate"

Mark Twain



EUPORIAS

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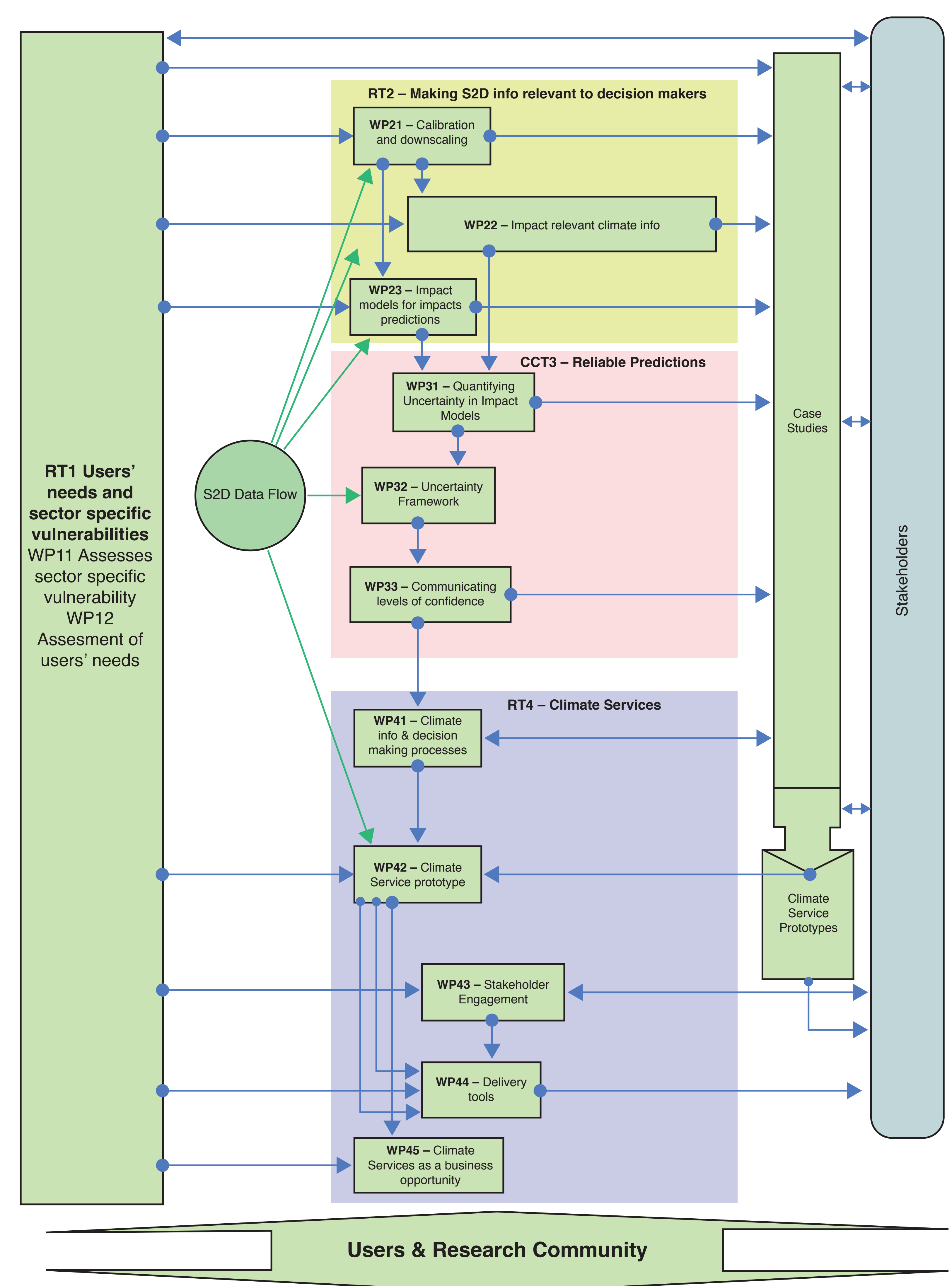
EUPORIAS vision is that by developing end-to-end impact prediction services, operating on S2D timescales, and clearly demonstrating their value in informing decision-making, we will stimulate a market for these new tools. In doing so, we will increase the competitiveness of EU businesses, and the ability of EU regional and national authorities to make effective decisions in climate-sensitive sectors.

KEY OBJECTIVES

1. To develop and deliver a reliable and trusted impact prediction system for two or three semi-operational prototypes. These will provide working examples of ‘end-to end’ climate-to-impacts-to-decision-making services operating on the Seasonal and Decadal (S2D) timescales.
2. To assess and document key knowledge gaps and vulnerabilities of important sectors (e.g. Water, Energy, Transport, Food security, Health, etc.) along with the needs of specific users within these sectors, through close collaboration with project stakeholders.
3. To develop a set of standard tools and techniques tailored to the needs of stakeholders for calibrating, downscaling, and modelling sector-specific impacts on S2D timescales.
4. To develop a knowledge-sharing protocol necessary to promote the use of these technologies.
5. To assess and document the current marketability of climate services in Europe.



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ECOMS Press Release:

2 November 2012

Strictly Embargoed until 0001 CET on 6 November 2012

Better climate predictions for Europe

A new initiative to improve Europe's ability to effectively prepare for and manage climate-related risk on our society was launched today (Nov 6) in Barcelona.

A European initiative for climate service observation and modelling (short ECOMS), funded by the European Commission, will exploit recent advances in our understanding and ability to forecast climate variability and change. It will also work with stakeholders to identify opportunities to develop new and improved tools to extract useful and useable information tailored to the needs of specific sectors (e.g. Energy, health, water resources, food security, forestry, transport, etc.)

Monthly-to-decadal forecasts now hold the potential to be of great value to a wide range of relevant decision making, wherever the outcomes are heavily influenced by climate variability. Despite its potential value in informing European business and adaptation strategy, such forecast information is currently under-exploited.

Therefore, access to credible forecast information, supported by informed guidance, could lead to significant advances in society's ability to effectively prepare for, and manage, climate-related risks.

Chris Hewitt, ECOMS chair said: "Our vision is that by developing end-to-end impact prediction services, operating on seasonal-to-decadal timescales, and clearly demonstrating their value in informing decision –making, we will stimulate a market for these new tools. In doing so, we will increase the

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Appendix 3

competitiveness of European businesses, and the ability of regional and national authorities to make effective decisions in climate-sensitive sectors.”

ECOMS consists of three individual international projects focusing on different stages in providing useful guidance to end-users. These are:

- NACLIM, led by the Institute of oceanography of Hamburg University in Germany, which focuses on improving our understanding of the predictability of the climate in the North Atlantic/ European sector
- SPECS led by the Institut Català de Ciències del Clima (IC3) in Spain, which will deliver a new generation of climate prediction systems for seasonal-to-decadal time scales, to provide actionable climate information for a wide range of users;
- EUPORIAS, led by the Met Office in the UK, which will work on maximising the usefulness of the seasonal to decadal climate information through a close collaboration with the end users.

ENDS

Notes to editors

Tue Nov 6 will see the press conference, the presentation of the three projects and the keynote speeches. The Wed will be reserved for project-specific discussion while on Thu the three projects will have common session to ensure a good collaboration and exchange of information. 150 scientists from Europe and USA are expected to take part in the scientific exchange. The set up of the ECOMS initiative has been strongly supported by the European Commission.



Key project stages (from a user's perspective) include:

EUPORIAS will co-develop two or three operational prototype climate services which are directly relevant to the decisions of some of our stakeholders.

Year 1

Kick off meeting, meeting the partners, informing the agenda.

Workshop:

- Stakeholders will learn about seasonal and decadal predictions, and how this information can be used to take decisions;
- Stakeholders will also help EUPORIAS identify the research priorities for the project.

Short interviews:

- Through a series of targeted interviews, stakeholders will help us better understand how climate information is currently used by their organisations and sectors.

Year 2

Consultation with stakeholders about the development of the next generation of climate services will continue via e-mail.

- By engaging with us once or twice a year participating stakeholders will be kept informed of the development of the impact model and will help us to shape the climate service prototypes.

Year 3

Decision labs and decision support system

- Through few, targeted interviews we will assess how climate information is best delivered to feed into decision practices and support systems.

Year 4

Final workshop and prototype evaluation

- Attending the final workshop will give stakeholders the opportunity to learn about the climate service prototypes, and help us to evaluate to what extent they address stakeholders' needs.



Project Descriptions/Slogans:

(Short)

Making seasonal and inter-annual forecasts useful for decision-making.

(Medium)

EUPORIAS is a four-year collaborative project funded by the European Commission under the 7th Framework Programme. The project's main objective is to co-develop climate services with stakeholders. These services will make seasonal to inter-annual forecasts more relevant for decision making in Europe. The use of these services will increase the resilience of European society to climate variability and climate change, and will promote new business opportunities in this field.

(Long)

Whilst societies have flourished or collapsed according to their ability to deal with climate variability and change, it is only recently that we have acquired the ability to predict future environmental conditions. EUPORIAS, a four-year project funded by the European Commission under the 7th Framework Programme, intends to improve our ability to maximise the societal benefit of our prediction capability. Working in close relationship with a number of European stakeholders this project will develop a few fully working prototypes of climate services addressing the need of specific users. The forecasting horizon is between one month and a few years ahead with the aim of extending it towards the more challenging decadal scale. The 24 project partners, representing a diverse community ranging from UN organisations, national Met. Services, to small enterprises, will help increase the resilience of the European Society to climate by demonstrating how climate information can be directly useable by decision makers in different sectors.



Guidance notes on talking to the media:

This guide offers EUPORIAS scientists some guidance on engaging with the media. It provides some helpful suggestions if you are asked to speak to journalists or interviewed for TV, newspaper and radio.

- If your organisation has a Press Office, then they can give you help and advice on engaging with the media. Speak to your Press Office if you are contacted by the media;
- Practice speaking about EUPORIAS to non-scientists. Do not use acronyms, notation or measurements that the public may not understand;
- Pre-prepare a few key messages that you wish to get across during the engagement, and ensure you are familiar with the EUPORIAS short, medium and long descriptions so that we all present a consistent 'story' about EUPORIAS to the media;
- If you are asked a question by, for example, a journalist, that does not relate to the key messages you are trying to promote, try and return to the subjects you want to cover;
- When speaking about EUPORIAS, focus on near-term climate variability rather than long-term climate change;
- Do not offer unsolicited comments on climate change on behalf of EUPORIAS.

Speaking to journalists

- Find out why the journalist is contacting you, why they are writing their story now, and who the journalist is writing for;
- Find out what the journalist's deadline is;
- It may be a good idea to phone the journalist back a few minutes later, to give yourself time to prepare – but make sure you phone them back in the time you have agreed;
- If you are not the appropriate person to talk to the journalist, then recommend someone else who might be more suitable;
- Always take the journalist's contact details, so that you can contact them if you think of something important later on, or if arrangements for interviews change;
- You can ask to see the journalist's press release, report or paper prior to the journalist's deadline; although you may not be successful.

Newspaper interviews

- Due to time constraints and issues of editorial independence, print journalists rarely check their copy back with scientists, so do not expect to see the finished article before it is published;

Appendix 6

- Remember that the national newspapers have very large circulations, so by speaking to them you will be ensuring your key messages reach a large audience.

Television and radio interviews

- Ensure you know whether the interview will be live or pre-recorded;
- Try and find out what questions you will be asked in advance, so that you can prepare;
- During the interview, try not to repeat back the questions to the interviewer. If possible, make your answers stand-alone, succinct statements.

Radio interviews

- Find out if your interview will be conducted in the studio or whether it will be conducted over the telephone;
- Have a pen and paper with you to make notes (including having the EUPORIAS short, medium and long descriptions to hand);
- Do not rustle your paper(s) during the interview.

Television interviews

- Find out if you need to go to the studio, or whether they are sending a camera crew to you;
- If the camera crew is coming out to you, set aside plenty of time – it will take longer than you think;
- Ensure you rehearse your key messages;
- Dress smartly, and avoid wearing anything that may be distracting on the screen (for example, cartoon ties, brightly patterned shirts);
- Keep fairly still during the interview – moving around or waving your hands around will distract the viewer from what you are saying;
- Smile and try to be aware of your body language (for example, do not cross your arms, gesticulate widely or slouch in your chair).

Remember – if you decline the interview, the journalist may interview someone less qualified to talk. By speaking to journalists, you can improve the way that your area of science and the EUPORIAS project is covered in the news!



Appropriate use of EU logos and acknowledgement of the European Commission:

When beneficiaries of EU funding are communicating about their project, the guidance from the European Commission is that they should display the European emblem and use the wording “funding by the European Union”. EUPORIAS partners are encouraged to using the following wording:

“EUPORIAS is financed by the European Commission through the 7th Framework Programme for Research, Grant Agreement 308291”.

The European emblem is available via the following webpage:

http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm

and the graphics guide to the European emblem can be downloaded from:

<http://publications.europa.eu/code/en/en-5000100.htm>

The FP7 logo is available in electronic format at:

http://ec.europa.eu/research/fp7/index_en.cfm?pg=logos

and the rules regarding the use of the FP7 logo and EU emblem are found via this site.

Acknowledgement of EC on publications:

“All publications shall include the following statement to indicate that said foreground was generated with the assistance of financial support from the European Union: *The research leading to these results has received funding from the European Union’s Seventh Framework Programme [FP7/2007-2013] under grant agreement n° 308291*”.

This is taken from Article II.30 of the EUPORIAS Grant Agreement.

EUPORIAS

Click to edit title

Click to edit subtitle

Name of presenter

Position

Organisation

Event

City

Date

Email address

@euporias

Click to add logo

