



Climateurope2



Climate information use in organisations in Europe: Insights from a quantitative survey

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Survey period: October 2023 to January 2024.

Data collection:

- Responses collected through sample recruitment company (Qualtrics) and our own network.
- Extensive network of potential participants.
- Incentivise participation and ensure data quality by avoiding, removing, and replacing low-quality responses.

Target participants:

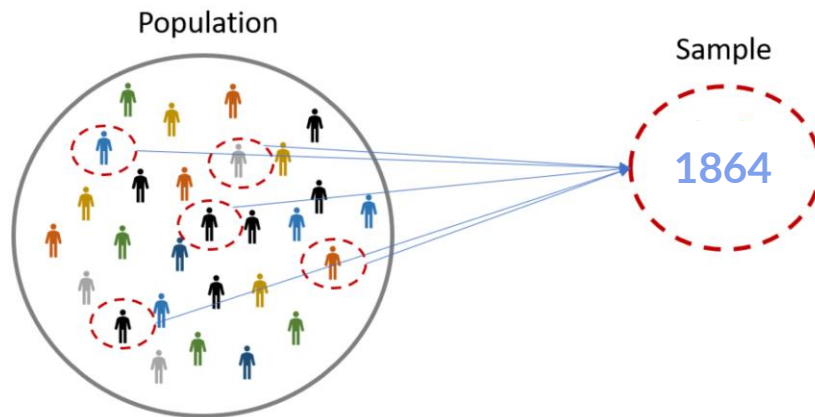
- Risk analysts within climate-sensitive organisations.
- All sectors and organisational sizes.

Who did we survey?

Screening criteria

Organisations **sensitive or impacted in some way** by weather or climate.

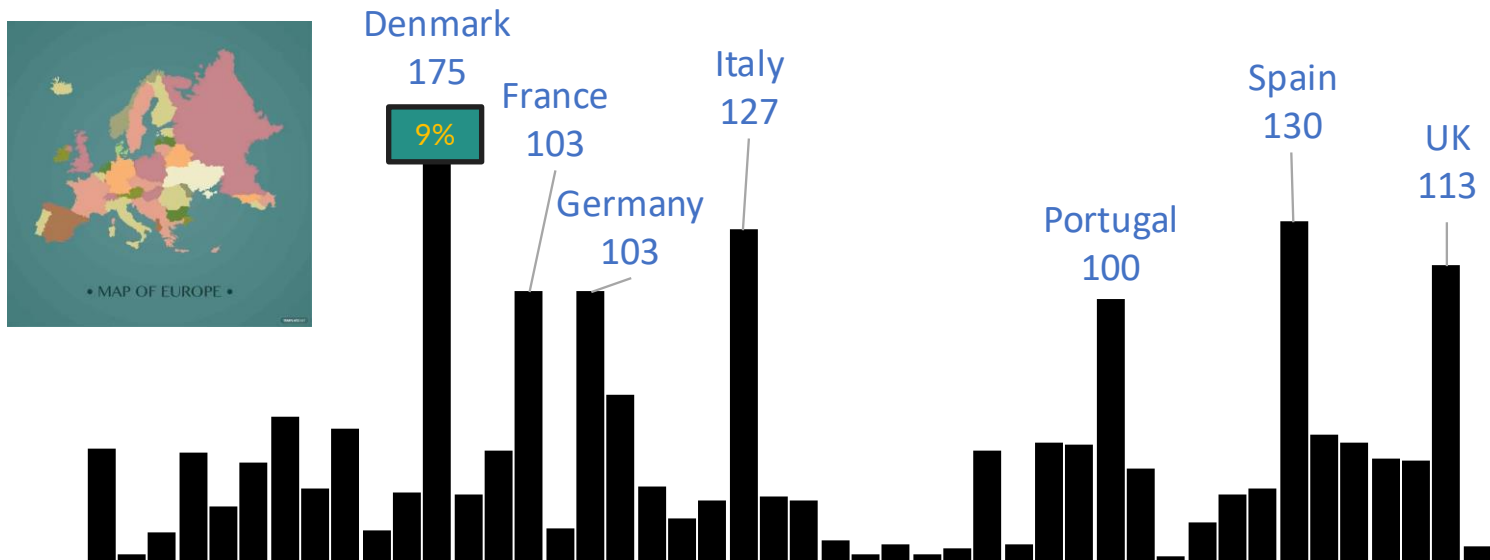
Individuals with **at least 1 year** of experience.



Where are they operating?

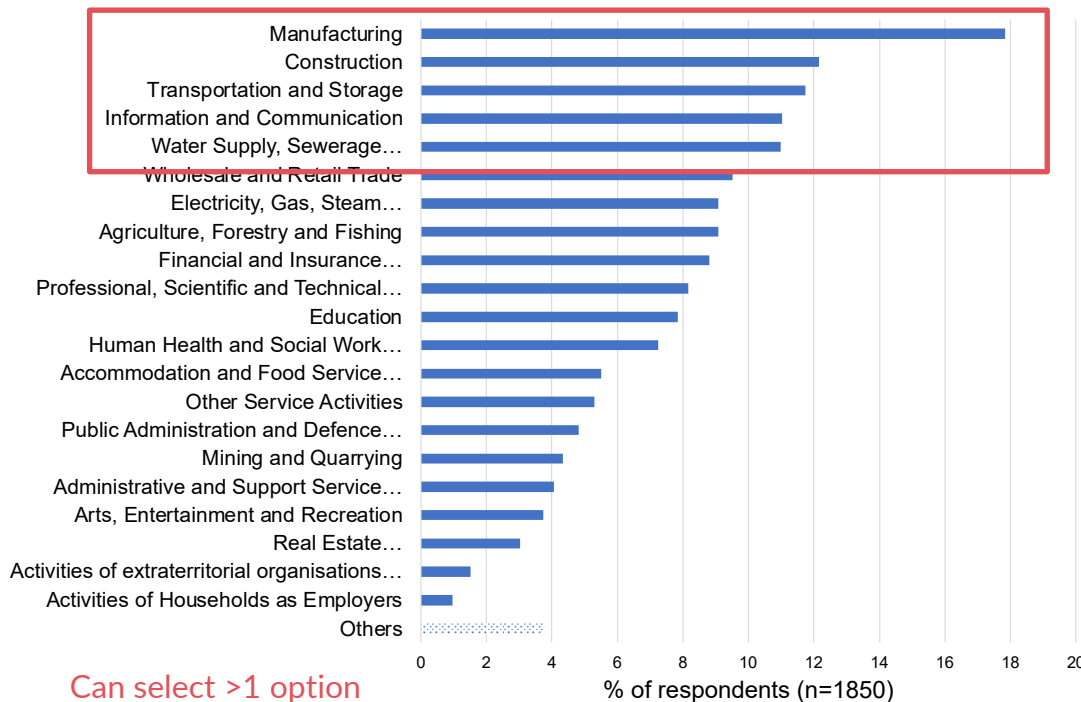
Broad representation of countries across Europe.

Strong representation from countries with larger populations.



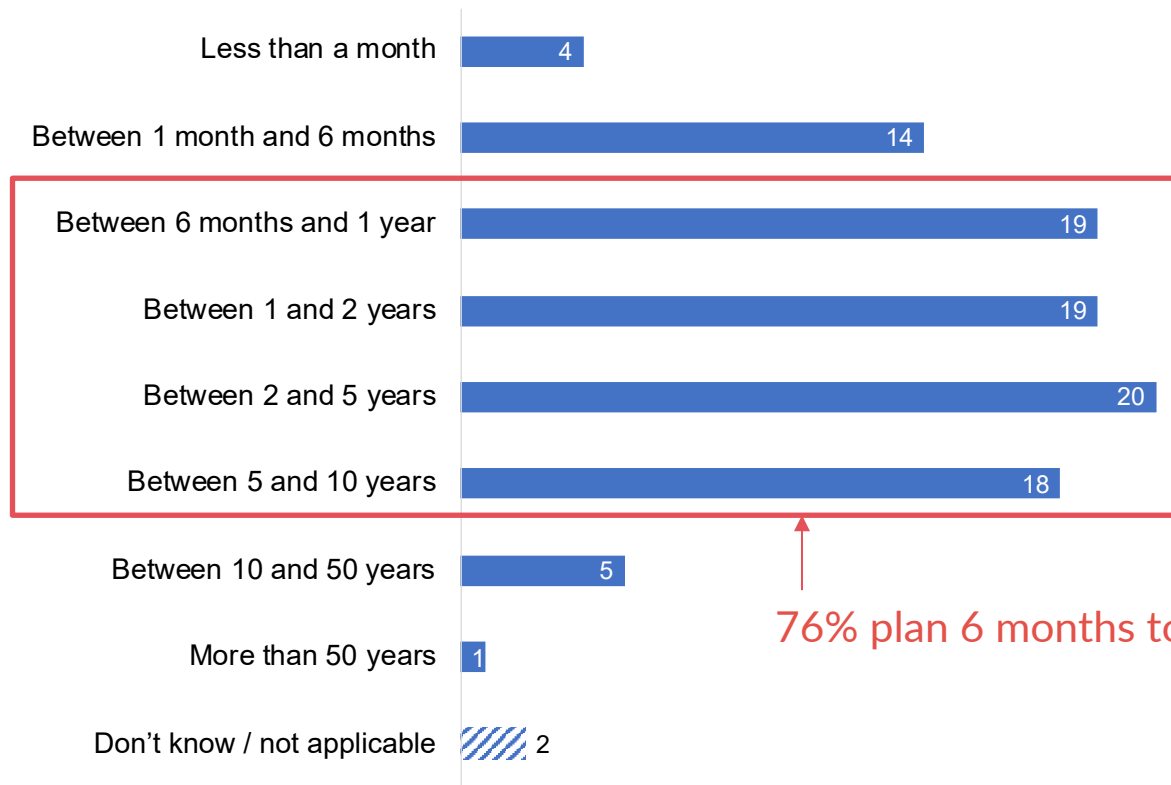
Types of organisations

Mostly from **national or multi-national** companies (62%).



Survey findings

How far into the future are organisations planning?



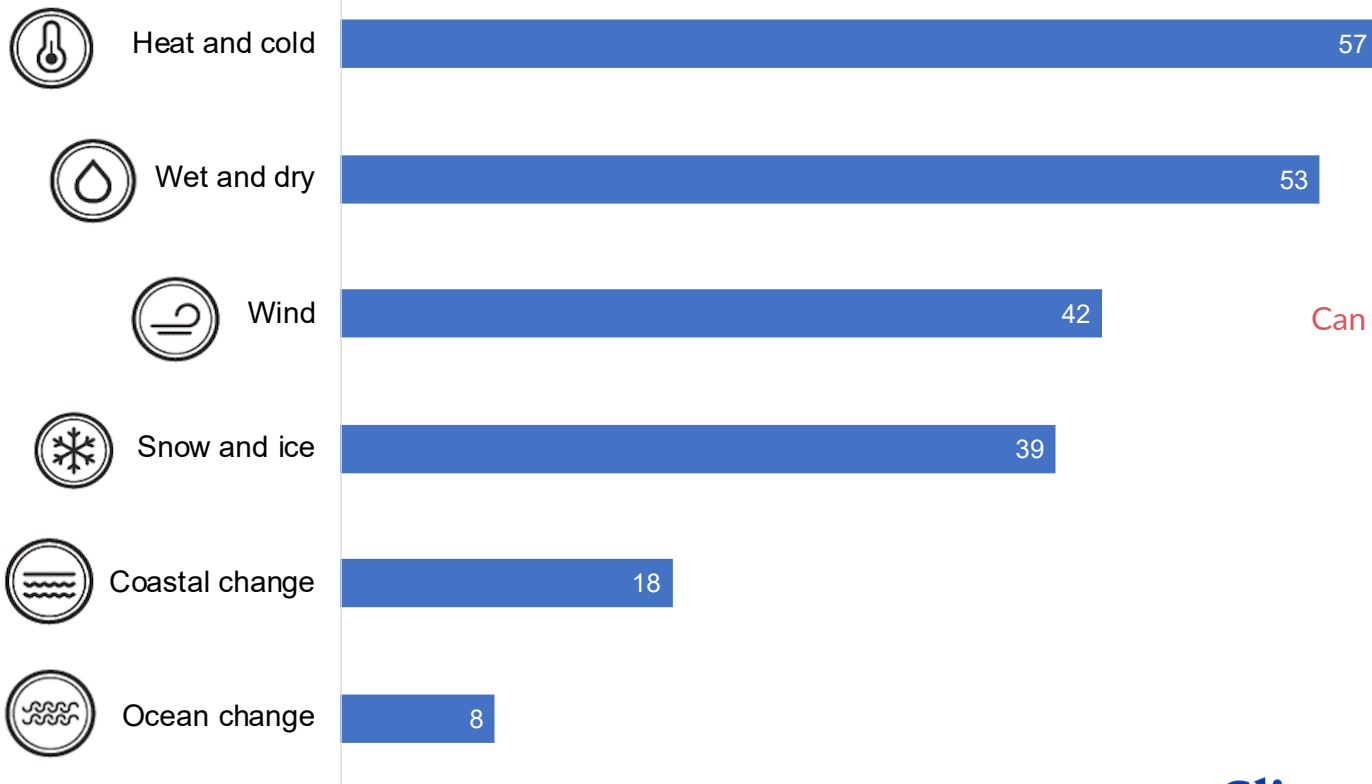
% of respondents (n=1644)

76% plan 6 months to 10 years ahead.

01

Climate impacts

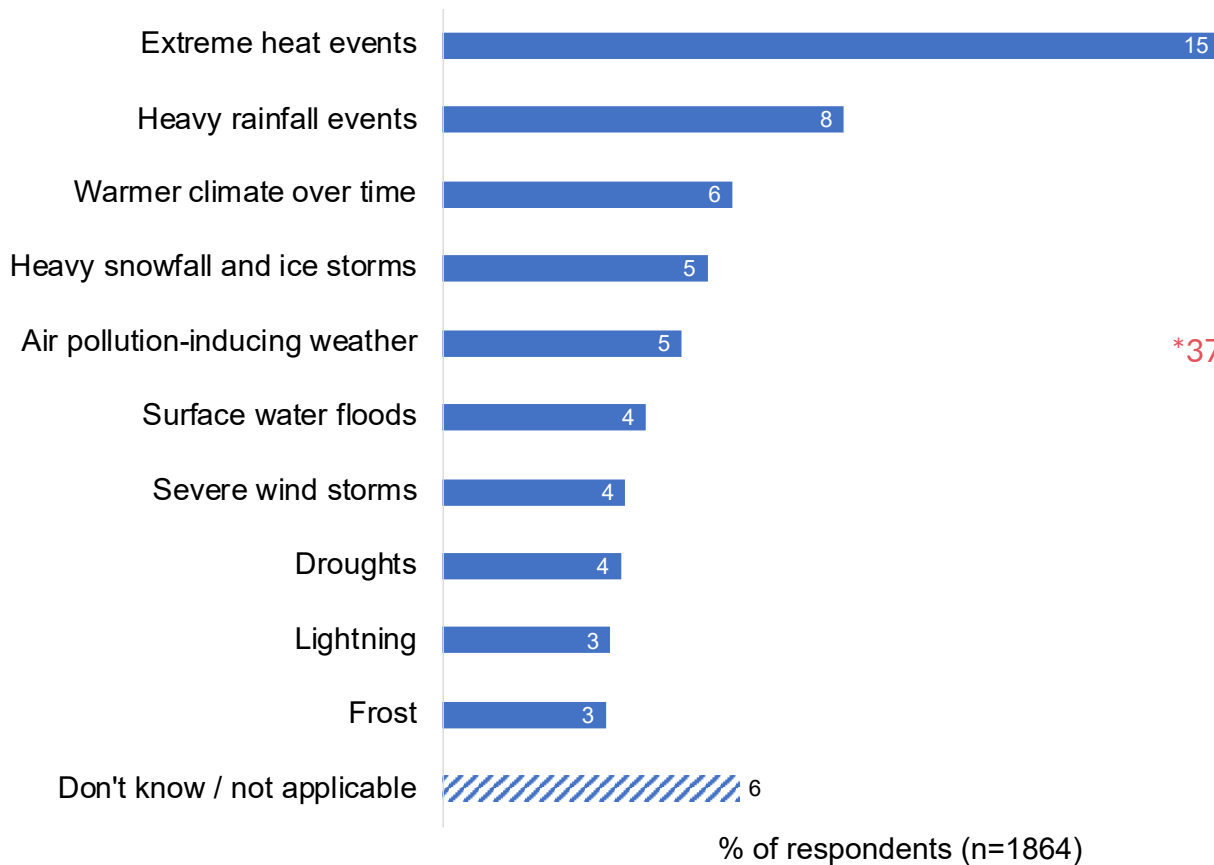
Organisations are affected by...



Can select >1 option

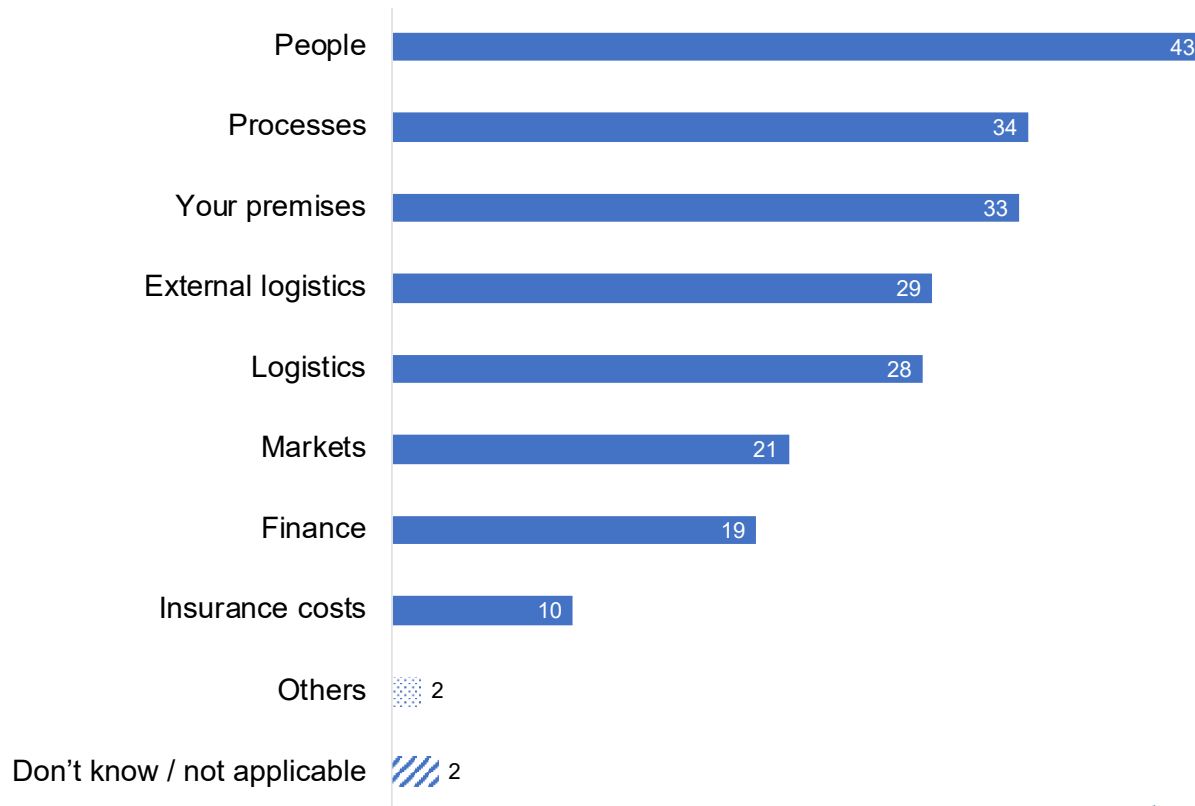
% of respondents (n=1864)

10* most significant weather-related events/trends



*37 categories available

How weather/climate impacts organisations



Can select >1 option

% of respondents (n=1864)

01 Information use

Use of weather or climate information

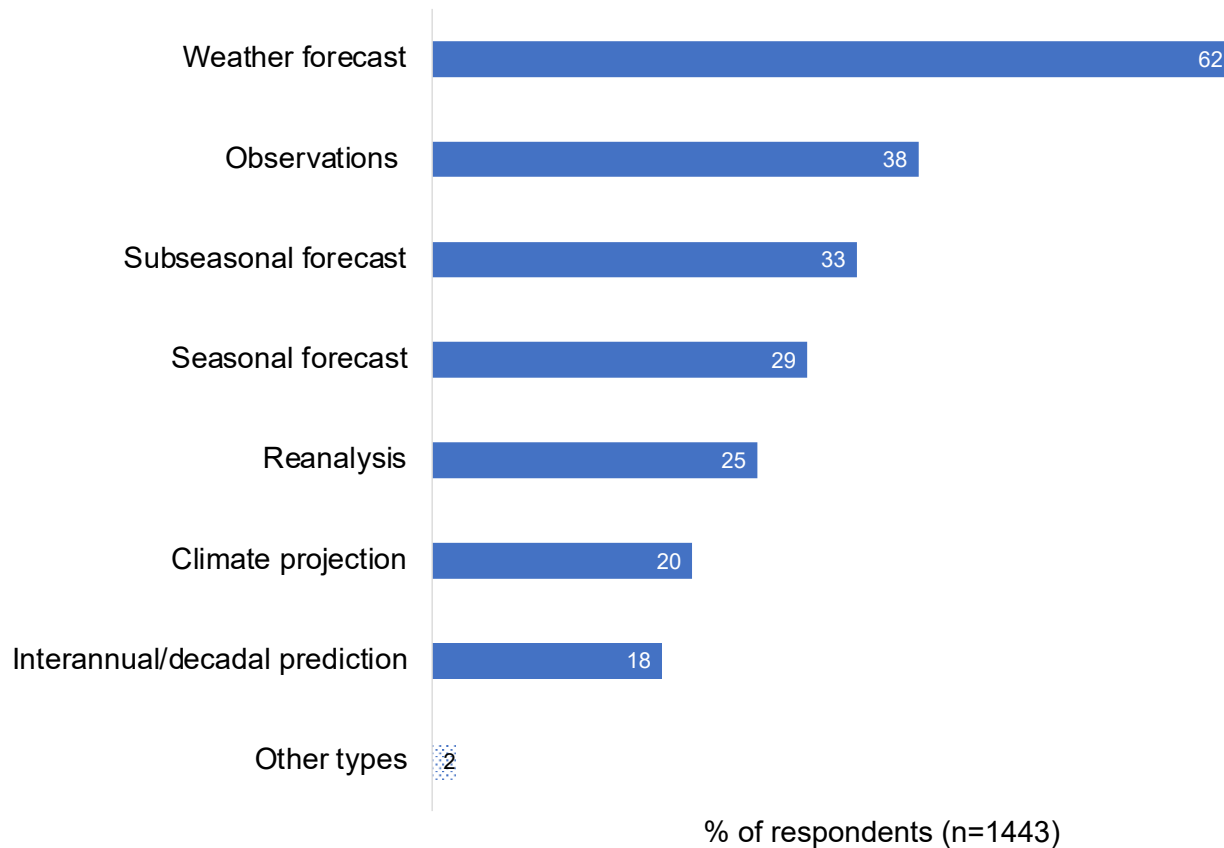


77% actively use information.

52% of non-users believe they might need such information in the future.

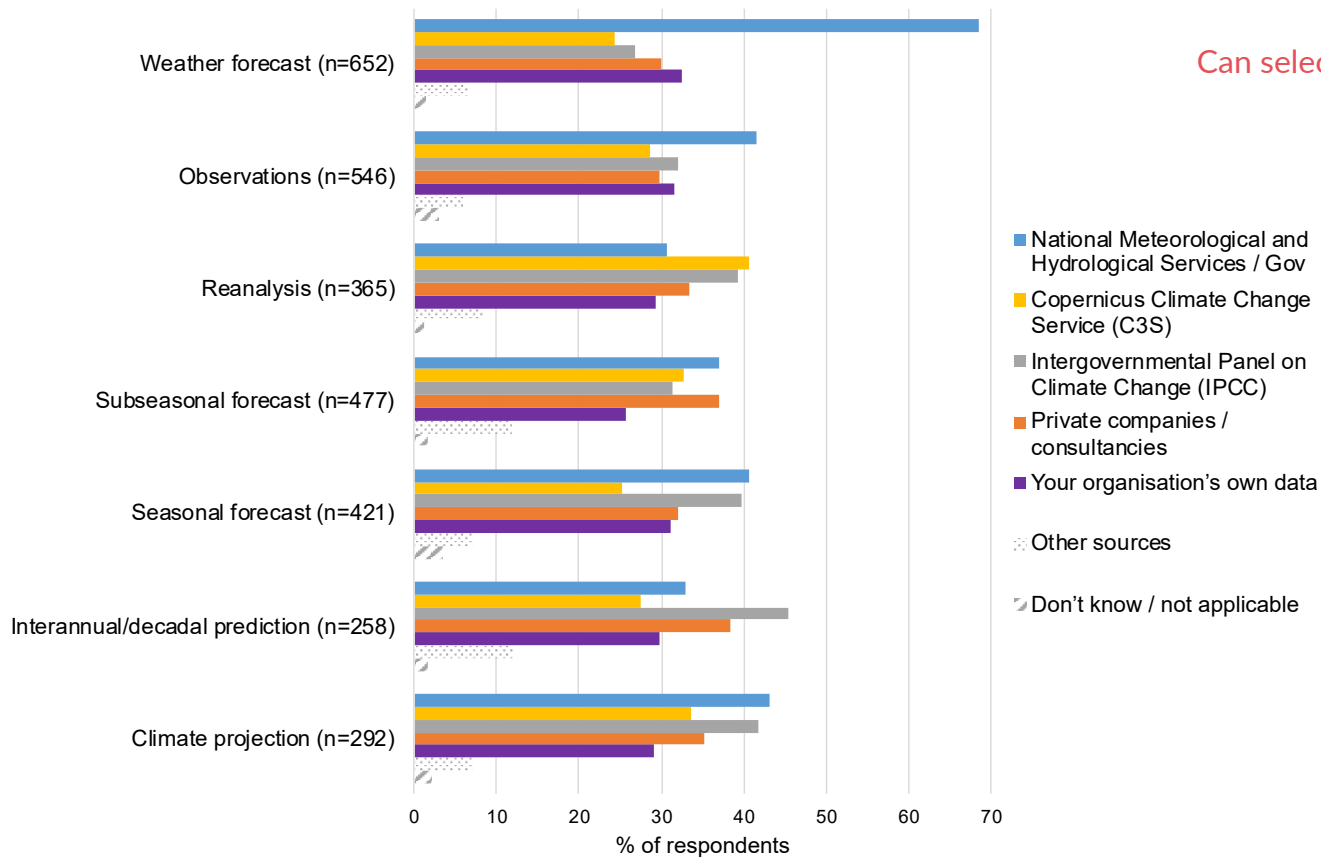
Altogether, nearly 90% of respondents either use or see potential value in using weather/climate information.

What types of information?



Can select >1 option

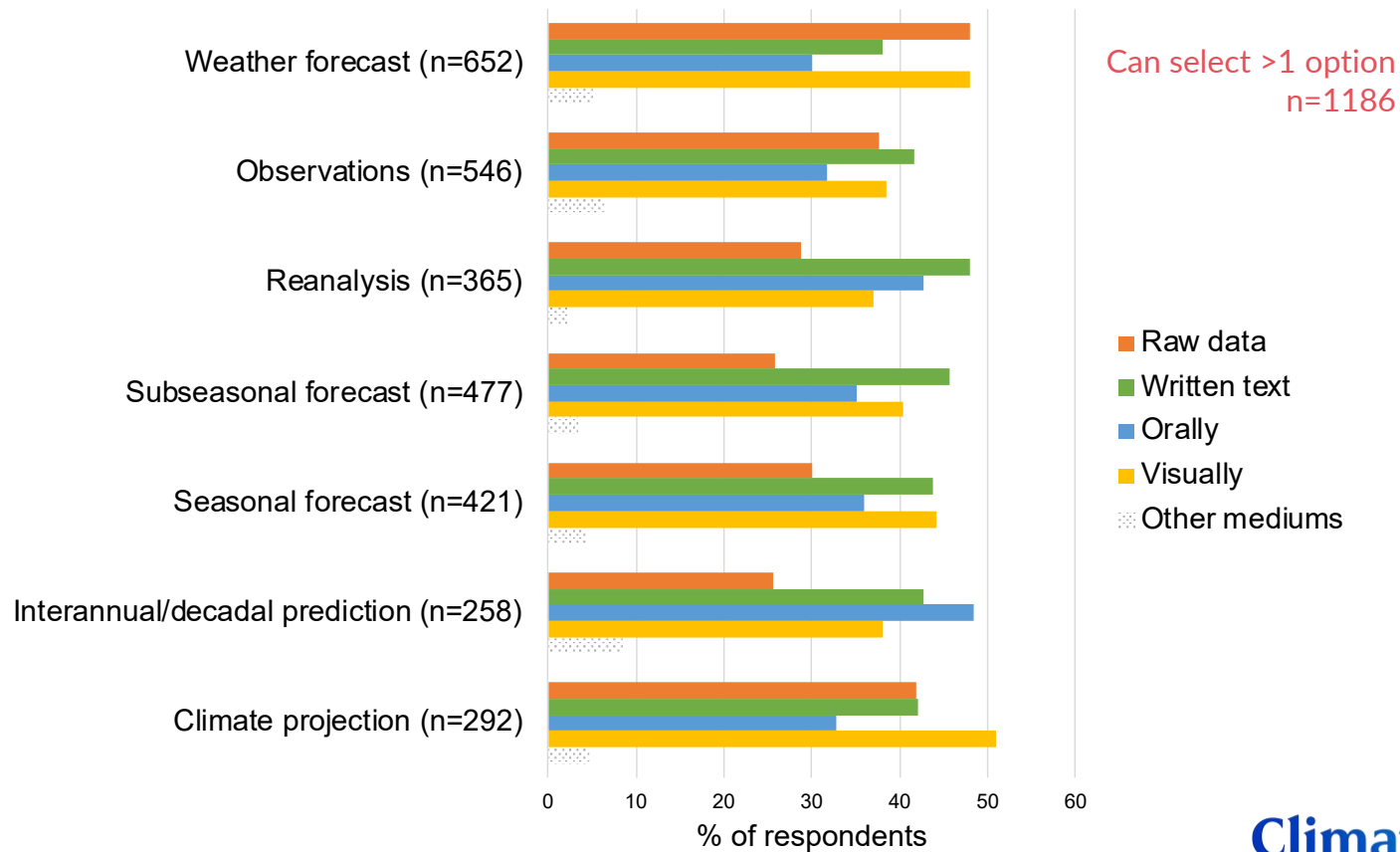
Where are they getting it from?



Can select >1 option
n=1186

> 70% pay

How is it being communicated?



User satisfaction?



Positive perception of quality

- 70% or over agreed with all 11 quality criteria (e.g. affordable, easy to access, timely, understandable).

Areas for improvement

- ~35% want information that is “easier to understand”.
- Enhanced reliability and accuracy of forecasts.
- Improved timeliness and accessibility of information.

High Confidence Levels

- Approximately 70% express confidence or high confidence in the relative quality of information they use.

In summary...



Decision time horizons: Most commonly planning up to 10 years ahead.

Climate impacts: Mostly commonly affected by extreme heat and heavy rainfall events.

Information use: Existing reliance on historical and weather forecast information from National Met agencies and private companies.

Improvements needed: Communication, reliability, timeliness and access.

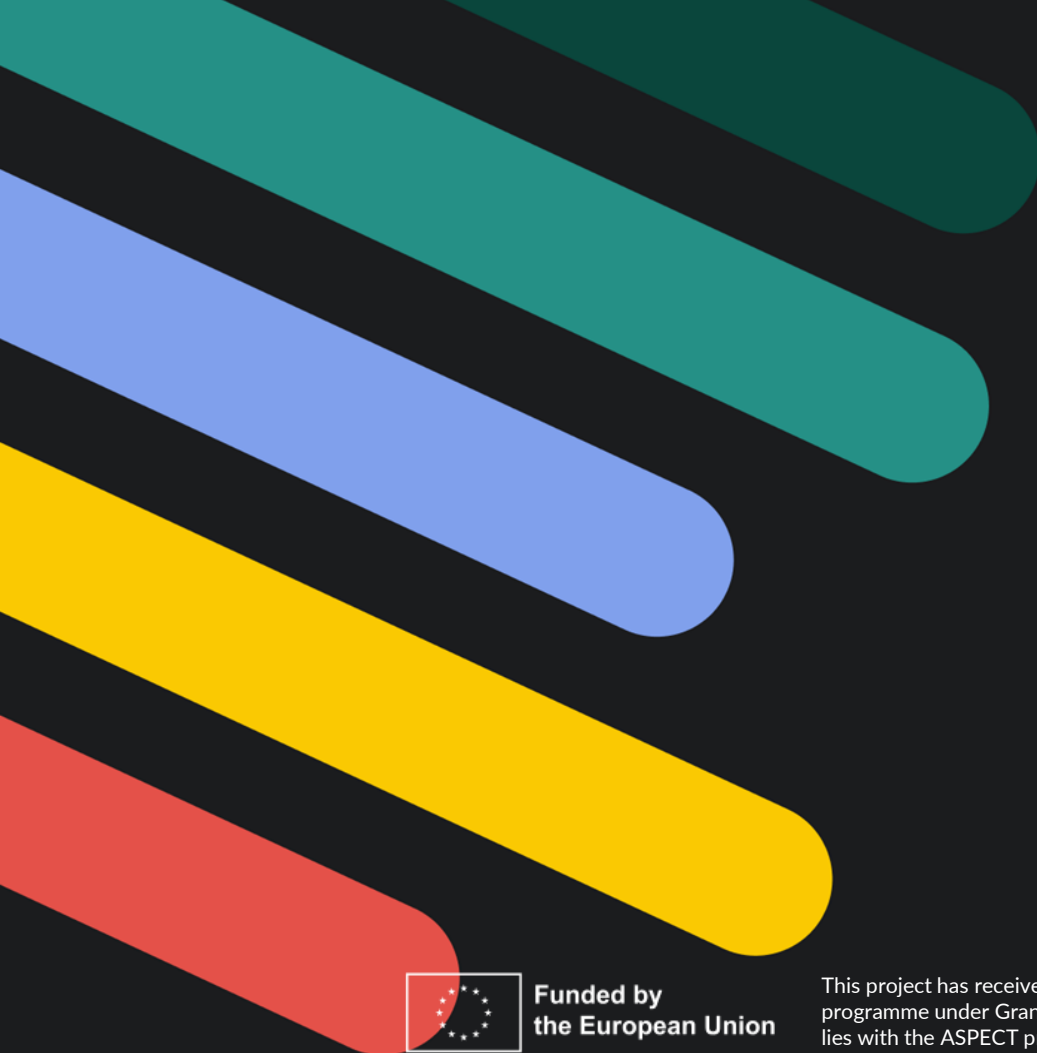
Demand for interannual to decadal information



Disparity between reported planning horizons and information use.

However, **with advances in skill and increased access/familiarity/trust**, climate-sensitive organisations with extended planning horizons should be more interested in using, interannual to decadal predictions in the future.

Any questions?



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Thanks for listening!



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