Different objectives, different actions: communication and user engagement strategies in four C3S service contracts

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The Copernicus Climate Change Service (C3S) provides authoritative, quality-assured and up-to-date climate information to support scientists, policy makers and businesses. It does so through the C3S Climate Data Store (CDS) which is a one-stop shop for information about the past, present and future climate. To ensure that the CDS meets the evolving needs of a wide range of user communities, different contracts h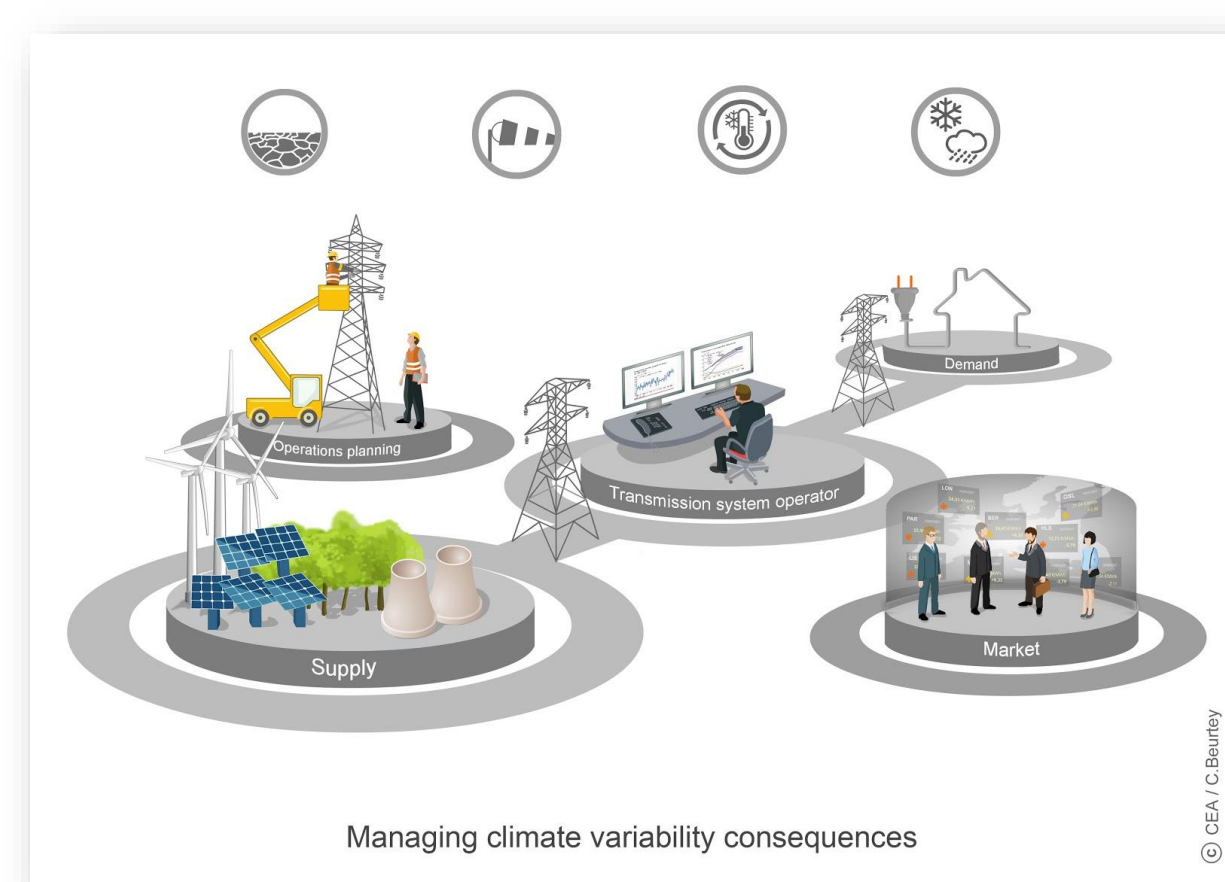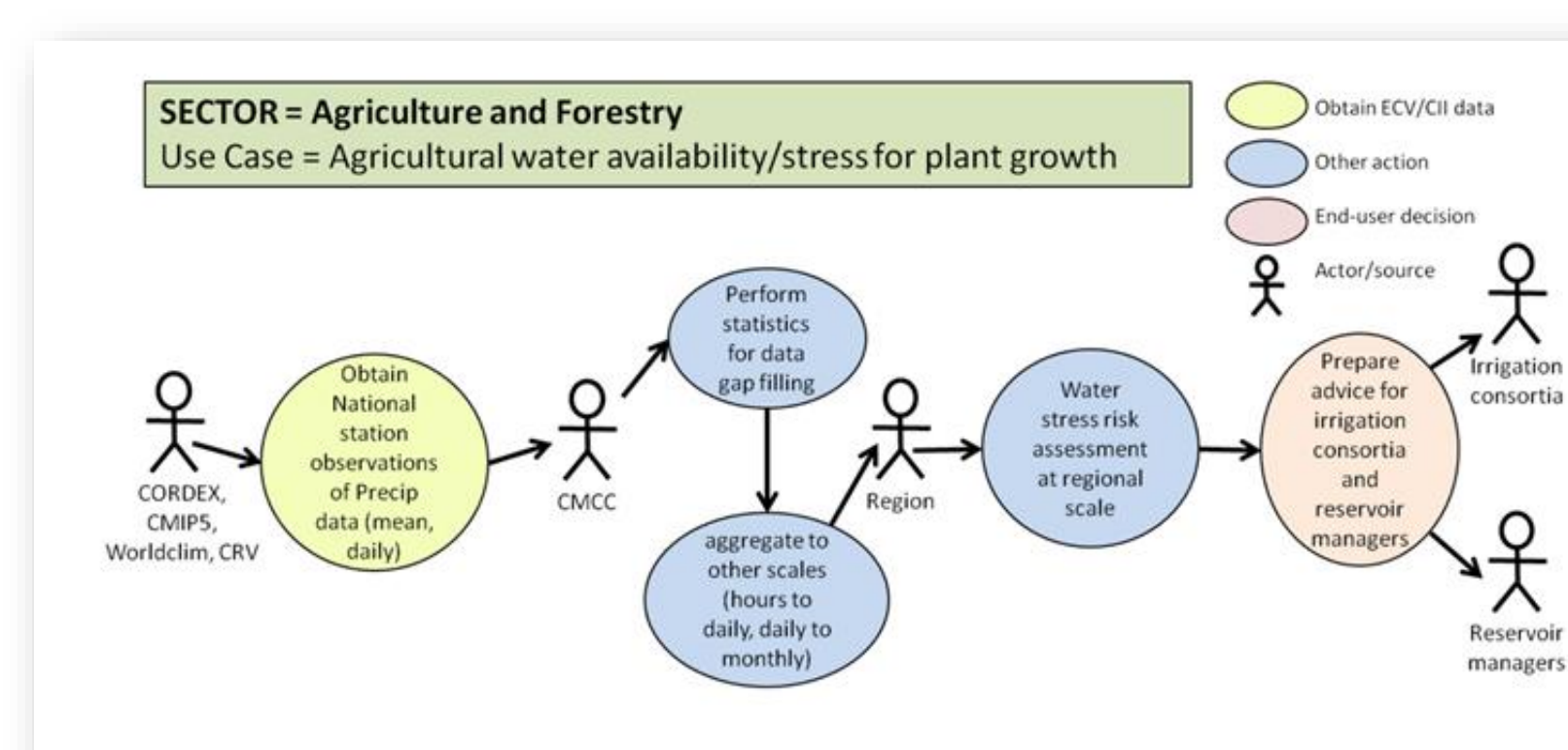ave carried out user engagement actions besides technical tasks. Here we present the communication and user engagement strategies adopted by four different C3S service contracts to illustrate how different objectives and target users require different strategies and actions.

	C3S 441 Lot2 **CLIM4Energy**	C3S 52 Lot2 **SECTEUR**	C3S 51 Lot3 **QA4Seas**	C3S 34a Lot2 **MAGIC**
Sector	ENERGY	AGRICULTURE & FORESTRY, INSURANCE, HEALTH, INFRASTRUCTURE, COASTAL AREAS	No specific target sector	WATER MANAGEMENT, INSURANCE, ENERGY, COASTAL AREAS
Objective	Provision of climate services for the energy sector in a visualization tool	Evaluation and Quality Control (EQC) work to capture user needs and translate them into requirements (URDB)	Ensure the needs of sectoral users in terms of Evaluation and Quality Control (EQC)	Develop tools that will help users to access climate projection information and get tailored outputs
Time scale	Reanalysis, seasonal, projections	All (observations, weather forecasts, seasonal, decadal, projections)	Seasonal predictions	Climate projections
Type of user	Operational and planning managers in the energy sector (renewables, fossil fuels and TSOs)	Wide range of users (from low experienced to advanced)	Technical users (e.g. NMHS staff) and scientific users	Technical users from different business sectors
Engagement intensity an actions	**HIGH** Users as partners of the project ■ Meetings ■ Workshops	**HIGH** Users closely involved in the project but not partners ■ Surveys ■ Workshops ■ Interviews	**LOW** Users not involved in the project ■ Surveys ■ In-depth interviews	**LOW** Users not involved in the project ■ Demonstration sessions (to test the portal prototype with users)
Communication actions and direction	**EXTERNAL** ■ Visualization platform ■ Case studies ■ Infographics	**INTERNAL** ■ Use cases	**INTERNAL**	**INTERNAL** ■ On-line portal

Strong interest in communicating the project to external users to provide visibility on the potential utility of the Sectorial Information Systems of C3S

Main communication objective is to transfer all the knowledge on user needs within C3S so the feedback is reported and stored in the User Requirement Database (URDB) and taken into account in the development and configuration of the Climate Data Store.
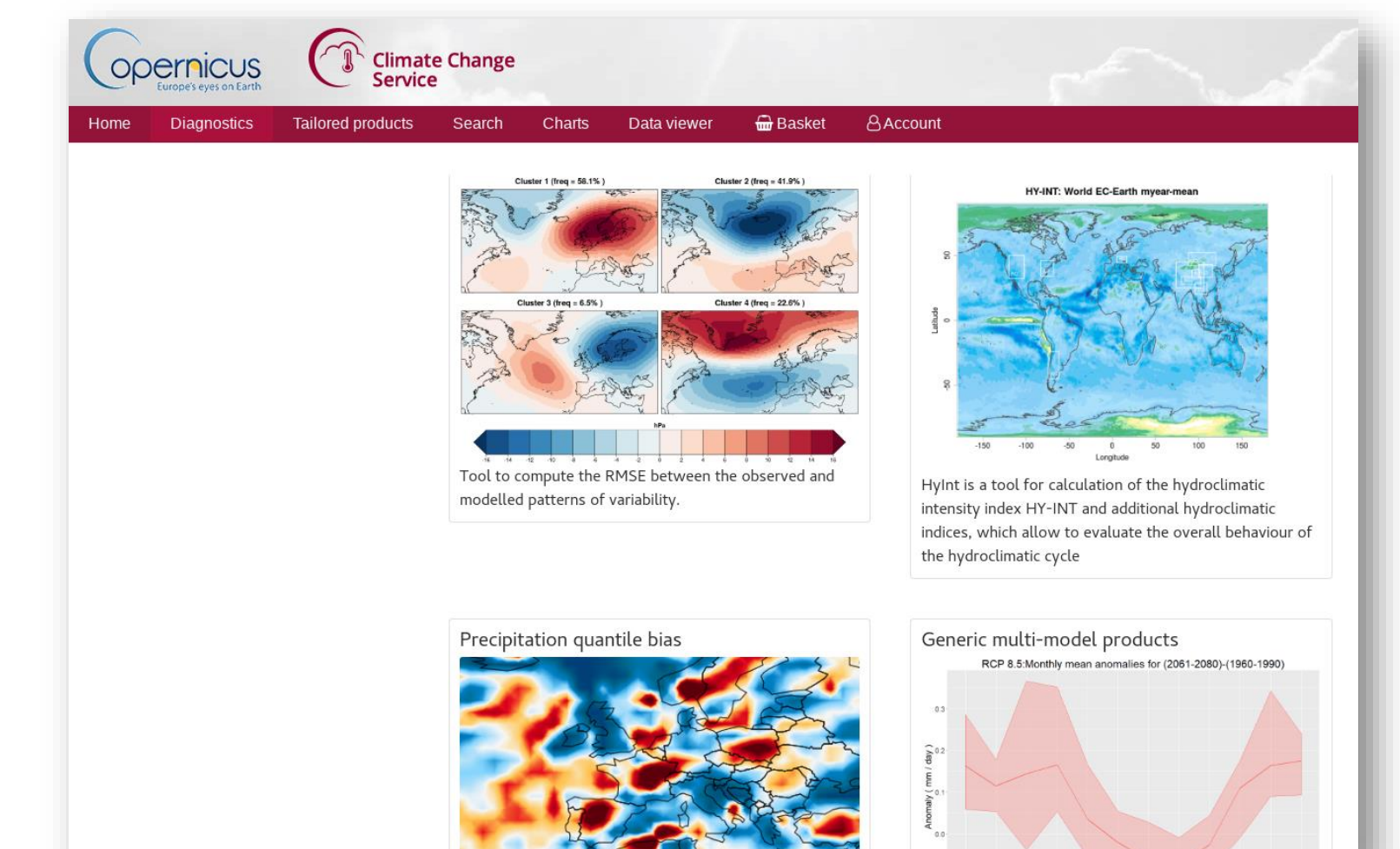

The website has different communication material to support the visualisation platform: http://c4e-visu.ipsl.upmc.fr/

Use cases helped summarising the information needs of SECTEUR champion users
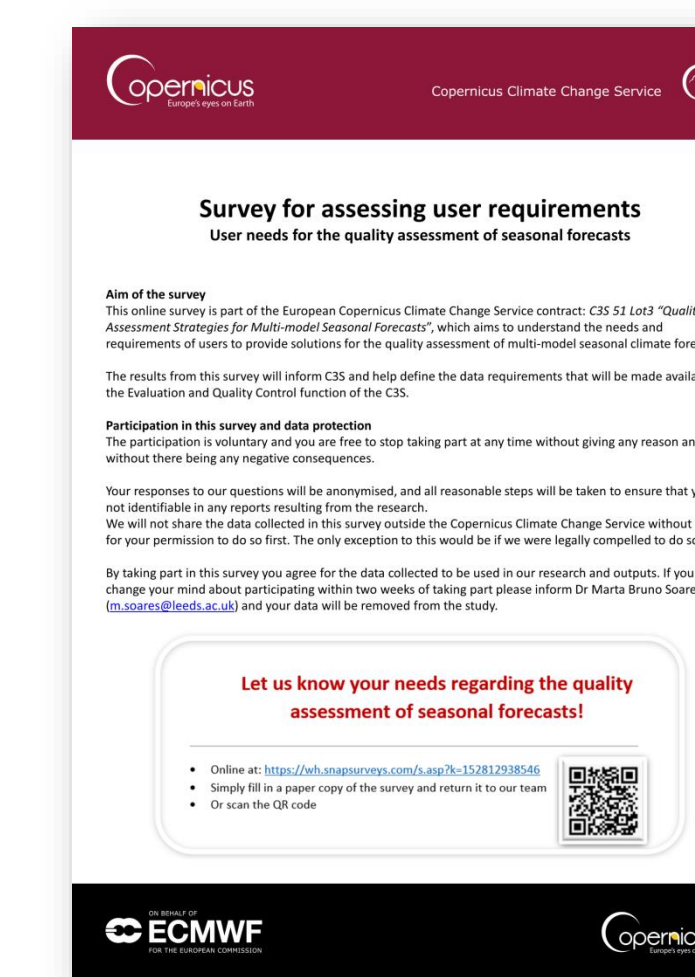
Highly technical surveys helped the contract to gather advanced users feedback on very specific aspects of evaluation and quality control

Portal providing functions of data access and product generation https://portal.c3s-magic.eu/#/