

**ASSESSMENT** 

## **MEDIA WORKSHOP** INTERNATIONAL COMMUNICATION ON CLIMATE CHANGE 17-18 JUNE 2021 - VIRTUAL MEETING

EVENT CO-ORGANISED WITH EUMETSAT











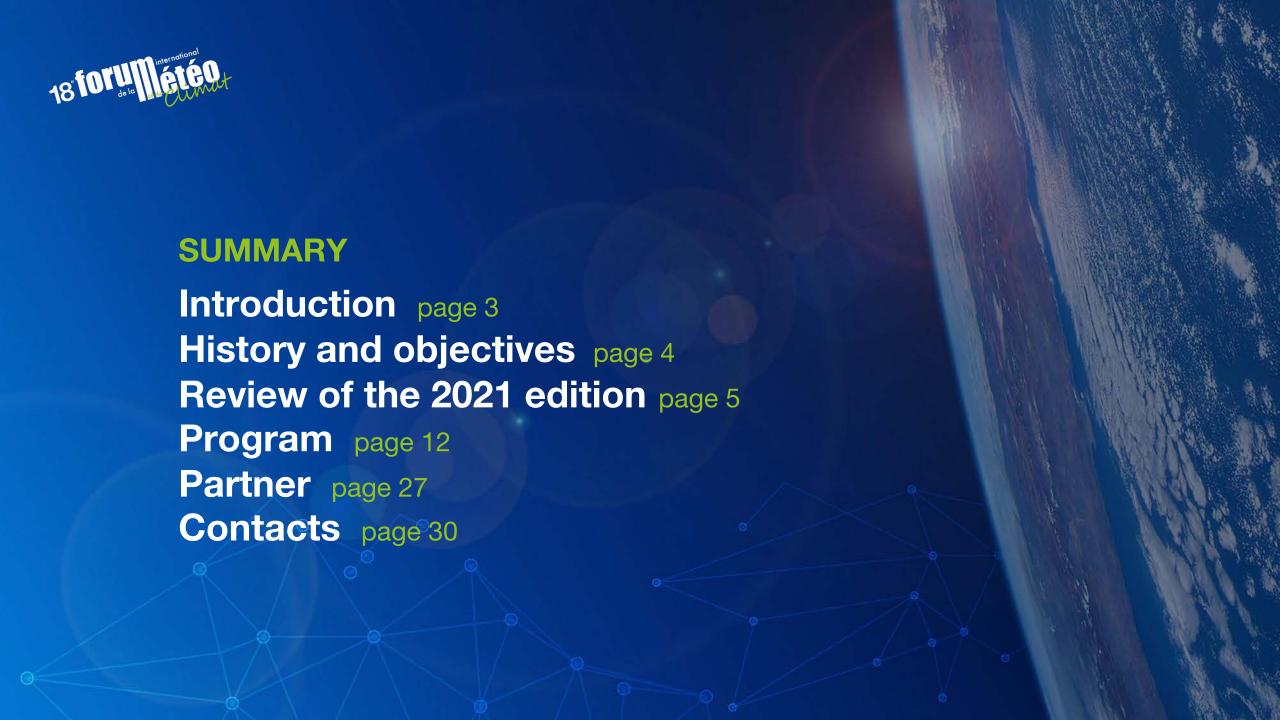














# WEATHER PRESENTERS FROM ALL AROUND THE GLOBE COMMITTED TO CLIMATE ACTION

With the public's growing interest for climatic issues, international weather presenters play an essential role in communicating about climate changes. They have become reputed "ambassadors" of climatic sensibilization alongside international organisations.

" Establishing contact with weather presenters is one of the main priorities of the IPCC external communication strategy. We have been working with the World Meteorological Organisation for several years now in order to promote those gatherings and invite weather presenters so that they increase their knowledge of climate change" Dr. Hoesung LEE, President of the IPCC

In this context, meteorologists, climatologists, experts and weather presenters from all over the world took part in the Media Workshop "INTERNATIONAL COMMUNICATION ON CLIMATE CHANGE", 2021 on 17 and 18 June 2021, which was exceptionally held 100% online.























## **HISTORY and OBJECTIVES**

Organised within the International Weather and Climate Forum (FIM) since 2004, the **Media-Workshop** reunites weather presenters from all around the world and representants of international organisms working in weather, climate, environment and Earth observation fields. Its objectives are the following:

- Encourage the exchange of "good practices" in terms of climatic communication between weather presenters coming from different countries and continents.
- Encourage the dialogue and create links between weather presenters, climate experts and international organisms.
- Reinforce weather presenters' role in the eyes of the public in terms of communication about increasingly intense extreme weather phenomena...



























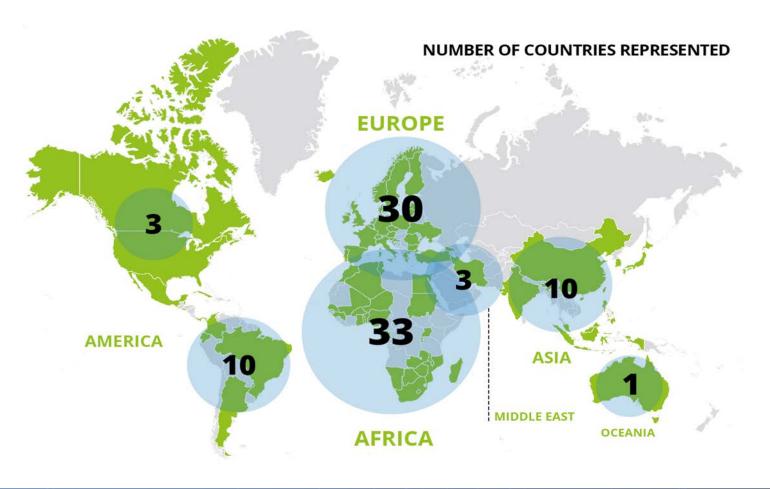






## **REVIEW OF THE 2021 EDITION / KEY FIGURES**

478 PARTICIPANTS FROM 90 COUNTRIES of five continents attended this 18th edition of the 100% digital Media Workshop.

























## **REVIEW OF THE 2021 EDITION / KEY FIGURES**

## The attendance was at the rendezvous and even beyond expectations with 1.016 connected people.

- -> 965 participants Day1
- -> 651 participants Day2

Nota: Details by session in annex

#### **Profile of participants:**

- -> 55% expert engineer meteorologist researcher teacher academic
- -> 45% weather presenters journalists

#### Language of participants:

- -> 81% English-speaking
- -> 19% French-speaking



















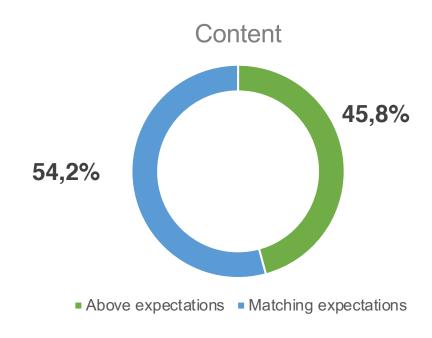




## **REVIEW OF THE 2021 EDITION / SURVEY**



100% satisfaction of the participants (split between 80% excellent quality and 20% good quality)



More than 50% of participants found that the content of the Media Workshop exceeded their initial expectations





















## **REVIEW OF THE 2021 EDITION / SURVEY**

From a content point of view:

62% of participants rated the overall content of the sessions as "excellent".

56.3% of participants reckon they got an excellent amount of information to use within their daily work. The participants praise the quality of information on satellite data and on new available tools by experts they were able to obtain. The participants were very satisfied with the information and interaction between the speakers to communicate on climate change, which showed them the importance of the media in this issue today.

For the future MW, 95.8% will definitely participate in the 2022 Media Workshop.

58.3% of participants would like the Media Workshop to take place in a face-to-face format.

25% in a hybrid format, and 16.7% in a digital format.

























## **REVIEW OF THE 2021 EDITION / SOCIAL MEDIA**

The @forumeteoclimat account produced **78 tweets** during the 2 days of the event, with **2027 engagements**, and **314K organic impressions**. This is huge compared to the number of followers (4154), and the Twitter average: A tweet usually reaches 10% of the followers, which would mean, in that case, 245 people reached / post, versus the reality that led to an average of 4025 people reached / post, i.e, 16 times more than the common average. (& the most popular posts reached more than 20 000 people).

These are just the figures of the @forumeteoclimat account. If we take a higher point of view including our partners tweets, the #FIMC2021 during that week (from June 14<sup>th</sup> to 23<sup>rd</sup>), **produced 180 tweets**, and **reached 2,2M people** (average of 12222 people reached / tweet), which is a really good result

#### TWITTER STATISTICS #FIMC2021 on 14 June to 23 June 2021

**524** Tweets and retweets

**180** Tweets without retweets

344 Retweets (66% of all tweets)

17 552€ Economic value of the # on the given period

**2,2M** Organic impressions (people reached directly by tweets and retweets)

**12,2M** Audience (total number of people reached)

165 Contributors (shared content with #FIMC2021)





















## **REVIEW OF THE 2021 EDITION / SOCIAL MEDIA**

#### TWITTER ACCOUNT STATISTICS @Forumeteoclimat



14 to 23 June 2021

**3608** Engagements

109 Tweets

**525K** Organic impressions (people reached directly by tweets & retweets)

**264** Retweets

**731** Likes



17 & 18 June 2021 (livetweets)

**2027** Engagements

**78** Tweets

314K Organic impressions (people reached directly by tweets & retweets)

148 Retweets

477 Likes























## **REVIEW OF THE 2021 EDITION / SOCIAL MEDIA**

MOST	POPULAR ?	Followers
ipcc	@IPCC_CH IPCC	242,255
9	<b>@adamonzon</b> Ada Monzón	207,861
<b>O</b>	<b>@helgavanleur</b> Helga van Leur *	205,458
· ·	<b>@mnsaldivar</b> Mauricio Norman	201,739
	<b>@meteomedia</b> meteomedia	191,171

^	@adamonzon	
3	Ada Monzón	3,949,359
ipcc	@IPCC_CH IPCC	1,938,040
	<b>@quinnannette</b> Annette Quinn	1,216,908
35 VEARS	@eumetsat EUMETSAT	901,139
	<b>@TerliWetter</b> Özden Terli	497,056

























#### OFFICIAL OPENING

## **EUMETSAT Director-General Phil EVANS and Jean JOUZEL, President of Météo et Climat**







Jean JOUZEL Météo et Climat

https://vimeo.com/564658689

The Media Workshop opened after a short visit to EUMETSAT's working site, located in Darmstadt (Germany).

**Phil EVANS**, Director General of EUMETSAT, is "virtually delighted" with this new edition of the Media Workshop and thanks the participants, namely the national weather presenters, who play a key role in communicating to the general public not only on issues such as weather, but also on climate change, and stressed "Extreme weather events impact more on developing countries. ", on that matter, he exposed that the socio-economic development of the African continent will depend on its ability to anticipate and mitigate the effects of climate change, reminding EUMETSAT has a crucial role to play in climate monitoring in that part of the world. He also introduced the topic of the next generation of satellites which will provide unprecedented wealth of information thus reducing risk reduction and management facing extreme climatic events.

Jean JOUZEL, climatologist and President of Météo et Climat (the French Meteorological society) recalled at the official opening that "climate does not know any boundary" and that "the next 5 years will be crucial for future generations". He also underlined the fact that we are now at a turning point regarding climate change and deplored the lack of commitment of stakeholders regarding that matter. Efforts have to be multiplied by 5 if we want to achieve the goals of not rising global temperature above 1.5°C and of carbon neutrality in 2050. He also insisted on the fact that the scientific community and weather presenters need to raise their voices together in the diffusion of climate change information.























#### DAY 1 – THURSDAY 17 JUNE 2021

Media Workshop moderated by Helga VAN LEUR, Meteorologist & Ambassador Climate, Sustainability and Behaviour (The Netherlands).

#### FUTURE FOCUS - WEATHER+ - Part1

**Elin BJÖRK JONASDOTTIR**, Meteorologist, Icelandic Meteorological Office, **Tony McNALLY**, Principal Scientist ECMWF, **Paolo RUTI**, Chief Scientist, EUMETSAT, **Mark HIGGINS**, Training Manager, EUMETSAT & **Stephan BOJINSKI**, MTG Applications and User Support Expert, EUMETSAT.

#### **FUTURE FOCUS – WEATHER+ - Part2**

Mark HIGGINS, Training Manager, EUMETSAT & Gareth WILLIAMS, Head of the Flight Operations Division, EUMETSAT.

#### **FOCUS ON AFRICA**

Vincent GABAGLIO, International relations officer, EUMETSAT & Lee-Ann SIMPSON, Meteorological Trainer, South African Weather Services.

#### **DECADE OF OCEAN FOR SUSTAINABLE DEVELOPMENT**

Jörg SCHULZ, Climate Service and Product Manager, EUMETSAT, Thomas LAVERGNE, Research Scientist, Norwegian Meteorological Institute and Paul COUNET, Head of Strategy, Communication & International Relations, EUMETSAT

#### **ACT ON CLIMATE CHANGE WITH "THE WARMING STRIPES" CAMPAIGN**

Michael SECKLER, UNFCCC & Ed HAWKINS, University of Reading

























## FUTURE FOCUS – WEATHER+ PART 1



https://vimeo.com/564557358

EUMETSAT is shaping the future of weather forecasting.

EUMETSAT's next generation of satellites will deliver data faster and with a higher resolution, thus empowering weather forecasters and climate scientists with unprecedented tools and information.

This very first session was opened by **Elin BJORK JONASDOTTIR**, meteorologist at the Icelandic Meteorological Office, who explained the importance of satellite imagery in her work. **Tony McNALLY**, Principal Scientist at ECMWF, shared information on satellite observations and their relation to weather forecasts and explained how to adapt responses to observed phenomena. **Paolo RUTI**, Chief Scientist at EUMETSAT, emphasised that satellite observations are useful not only for weather forecasting, but also for the scientific fight against climate change. **Stephan BOJINSKI**, MTG project leader for user preparedness at EUMETSAT, then gave a demonstration of the new generation of meteorological satellites known as MTGs and their impact on long and short-term weather forecasts.























## **FUTURE FOCUS – WEATHER+** PART 2



In this second part, Mark HIGGINS, EUMETSAT Training Officer, and Gareth WILLIAMS, Head of EUMETSAT Flight Operations Division, spoke about EUMETView, an online mapping service developed by EUMETSAT that allows data to be visualised through a customisable web user interface. The session was also an opportunity for the audience to take a virtual tour of the EUMETSAT satellite command centre, where engineers monitor satellite trajectories and planned or past satellite activities.

https://vimeo.com/564562511























#### **FOCUS ON AFRICA**



https://vimeo.com/564652769

EUMETSAT delivers data in near-real time to the African National Weather Services, thus supporting their positive impact on the African sustainable development.

The session was led by **Vincent GABAGLIO**, EUMETSAT's International Relations Officer, and **Lee-Ann SIMPSON**, a meteorological trainer at the South African Weather Services. The session focused on the importance and relevance of EUMETSAT's extensive satellite presence across the African continent. Since its inception, the European company has provided near-real-time data to African countries where it has a strong presence. This support has not only strengthened the defense against global warming on the continent but has also improved the daily lives of citizens by avoiding as much as possible the meteorological and health risks caused by sandstorms or cyclones, thus saving habitats from destruction and human lives. Also mentioned were the challenges EUMETSAT faces in transmitting, using and adding value to their satellite data and how the group is addressing these potential complications. The 3<sup>rd</sup> generation satellites, planned for the period 2023-2040, will further refine short- and long-term weather forecasts and indigenous meteorologists' knowledge of atmospheric composition, land surface analysis, ocean and sea ice, operational hydrology and water management, etc. This information will facilitate the transmission of warnings to the relevant authorities or to the general public on television and thus ensure better protection of African wildlife and people.























#### DECADE OF OCEAN FOR A SUSTAINABLE DEVELOPMENT



https://vimeo.com/564566037



Decision-makers rely increasingly on satellite data to create the conditions for a sustainable development of the Ocean. More than 70% of the Earth's surface is covered by oceans, which play a key part in shaping our weather and climate and are a driver of the global economy and sustainable development The UN have proclaimed a Decade of Ocean for Sustainable Development (2021-2030) to supports efforts to reverse the cycle of decline in ocean health. EUMETSAT is deeply committed to the development of operational oceanography to advance understanding and modeling of the whole Earth system and benefit all people. EUMETSAT delivers and integrated stream of marine data to users. It is a major contributor to the development of Marine information services in Europe. Two specialists told us more about this important topic.

Jörg SCHULTZ, Climate Service and Product Manager, presented how EUMETSAT technology allows different countries to improve their observations of the Ocean reminding us that EUMETSAT data is used as the backbone of international reports made by the WMO or the IPCC.

**Thomas LAVERGNE**, Research Scientist at the Norwegian Meteorological Institute, explained how satellites are being used in order to measure how sea ice freezes, moves and shrinks in the Arctic sea where the effects of climate change are highly tangible. The scientist reminds us that data are available and made to make climate change effects visible to the public.

**Paul COUNET,** Head of Strategy, Communication, and International Relations at EUMETSAT, concluded this first day by insisting on the fact that EUMETSAT's most imperative motive to take part in this Workshop was the need to communicate on satellite data outside of EUMETSAT. As new tools are about to be deployed in Europe and in Africa, he reminded us the pertinence and importance of this collected data and renewed his invitation to EUMETSAT's headquarters in Darmstadt (Germany) for next editions.





















# UNFCCC "ACT ON CLIMATE CHANGE WITH "THE WARMING STRIPES" CAMPAIGN"



https://vimeo.com/564654084

"The Warming Stripes" campaign developed by climate scientist Ed HAWKINS use climate data to visualize long-term temperature trends and highlight the effect of climate change. For this year's Stripes Day (June 21), UN Climate Change in cooperation, WMO and IPCC invited weather presenters from around the world to participate in a campaign and raise awareness for the urgent need to act on climate change.

During the session, **Ed HAWKINS** explained the principles of the origins of this striking campaign. These very visual #ShowYourStripes images show the evolution of climate in every given region of the world: they are simple to understand, thus easy to communicate and are real conversation-starters.

**Michael SECKLER,** Digital Communications Officer at the UN Climate Change (UNFCCC), reminded us that 2021 is a make-or-break year for climate action and that we need our emissions to be reduced of 45% and that the COP26 will be a decisive event in the continuation of the fight against climate change and that this campaign is a communication tool made to create momentum in preparation of this turning-point event. He also indicated some messages weather presenters can address to their audiences about the level of commitment of their countries against climate change and the measures their governments are ready to take in preparation of the incoming extreme weather events induced by climate change.

























#### **DAY 2 – FRIDAY 18 JUNE 2021**

Media Workshop moderated by Helga VAN LEUR, Meteorologist & Ambassador Climate, Sustainability and Behaviour (The Netherlands).

BROADCASTING CLIMATE NEWS – INSIDER INSIGHTS FROM ECMWF COPERNICUS SERVICES, EURONEWS AND CNN Özden TERLI, Meteorologist, Climate Communicator & Weather Presenter at ZDF (Germany), Jeremy WILKS (EURONEWS), Brandon MILLER (CNN - US) and Freja VAMBORG, Copernicus Climate Change Service Senior Scientist.

#### **CLIMATE FROM EARTH AND SPACE – ESA**

**Robert MEISNER** Earth Observation Outreach & Φ-Experience coordinator (ESA), **Sophie HEBDEN** Future Earth Research Coordinator – Earth observations (seconded to the ESA Climate Office by Future Earth) & **Daniel MESPLES** Sentinel-5p Spacecraft Operations Manager (ESA).

## COMMUNICATING CLIMATE CHANGE: COP26 - STAKES AND AMBITION OF THE NEXT UNITED NATIONS CONFERENCE ON CLIMATE CHANGE

**Prof. Petteri TAALAS,** Secretary General of the World Meteorological Organisation (WMO), **Bernadette WOODS PLACKY**, Climate Central Chief Meteorologist (US), **Jonathan LYNN**, Head of Communications and Media Relations, IPCC & **John HAY**, Newsroom Chief Editor, UNFCCC.

#### **COMMUNICATING CLIMATE CHANGE: ROADMAP AND BEST PRACTICES IN THE MEDIA**

Karine DURAND, journalist environmental specialist (France), Ada MONZON, WKAQ (Porto Rico), Anika De BEER, Restore Africa Funds (South Africa), Alex DEAKIN, UK Met Office (Great Britain), Anju SINGH, Doordarshan (India) and Jesper THEILGAARD, journalist (Denmark).

CLOSING OFFICIAL by Helga VAN LEUR (The Netherlands) and Christian VANNIER (FIM, France)























# BROADCASTING CLIMATE NEWS – INSIDER INSIGHTS FROM ECMWF COPERNICUS SERVICES, EURONEWS AND CNN



https://vimeo.com/564999069

The second day of the Media Workshop started with a session proposed by Copernicus Climate Change Service.

The discussion focussed on in-depth discussion on how CNN and Euronews benefit from ECMWF Copernicus services data to report on climate change.

How should TV reporters present climate data, and what are the challenges for scientists? What makes a good climate change story? How can you explain La Niña in 12 seconds, or get the audience interested in soil moisture anomalies?

During this lively exchange moderated by Özden TERLI from ZDF, Jeremy WILKS from Euronews, Brandon MILLER from CNN, and Copernicus Climate Change Service Senior Scientist Freja VAMBORG have explored how Copernicus data forms the bedrock of good climate reporting. Then, Freja gave an overview of the material available from the ECMWF Copernicus Services for journalists for use in their reporting.

This presentation has been followed by an audience Q&A session "Material for media from ECMWF Copernicus Services" with Jeremy WILKS, Brandon MILLER and Freja VAMBORG.























#### **CLIMATE FROM EARTH AND SPACE - ESA**



https://vimeo.com/564999471

Robert MEISNER, ESA Earth Obersation Outreach & Φ-Experience coodinator introduced "Eather observation data for media". He gave an overview of the material available from ESA for journalists for use in their reporting with a collection of examples where Earth Observation data can complement to the reporting on a certain event. This will contain examples from natural disasters, climate change and specific Earth related events. An overview has been given on a wide range of material from raw data to sophisticated time-series animations for journalistic use and beyond. Then, Sophie HEBDEN Future Earth Research Coordinator - Earth observations (seconded to the ESA Climate Office by Future Earth), presented us "Climate from Space - communicating beyond science and policy". Thanks to long-term, stable climate data records, these tools are vital for tracking global climate change required by the UNFCCC. This presentation highlighted ESA's space-based climate records and animations of these data, giving a context for extreme events, and the global changes being observed. It will also gave an update on new and upcoming missions, and a tour of our new web-app to allow participants to interact with the climate data directly.

This session has finished with the live visit of the ESOC Control Room with **Daniel MESPLES**, Sentinel-5p Spacecraft Operations Manager (ESA) who has guided us through the flight control facilities at ESA's mission control centre in Darmstadt. This was a unique opportunity to see 'behind the scenes' and learn how ESA operates its Earth observation missions, how commands are sent to the satellites and how the orbits are monitored. We have learnt what it takes - people and expertise - to fly the missions that gather the data that are being used for research, weather forecasting and climate monitoring.























### **COMMUNICATION CLIMATE CHANGE**

#### COP26 - STAKES AND AMBITION OF THE NEXT UNITED NATIONS CONFERENCE ON CLIMATE CHANGE



https://vimeo.com/565180959

Introduced by **Petteri TAALAS**, Secretary General of the World Meteorological Organisation who reminded how important the role of presenters is as spokespersons in favour of rapid action against global warming.

Moderated by **Bernadette WOODS PLACKY**, Chief Meteorologist at Climate Central, this session recalls that the world took a major step toward global climate action with the COP21 which have to keep moving forward this November at the COP26 in Glasgow.

**John HAY**, Newsroom Chief Editor of the UNFCCC explained how different events (such as the Race to 0) are taking placing throughout the year to raise awareness on climate change. The next COP aims to complete the work begun with the Paris Climate Agreement with much more commitment from the stakeholders in order to keep the raise of global temperature below 2°C. To do so, the speaker reminded us that everyone can contribute, even via social media campaigns, and that no voices are to be left behind.

Because all these considerations rely on science, **Jonathan LYNN**, Head of Communication and Media Relations of the IPCC told us more about the 6<sup>th</sup> evaluation report which focuses solely on keeping global warming to 1.5°C reminding that "Every fraction matters. Every year matters. Every choice matters."























## **COMMUNICATION CLIMATE CHANGE**

#### **ROADMAP AND BEST PRACTICES IN THE MEDIA**



https://vimeo.com/565185701

Sharing knowledge and best practices for better communicate on climate change. Weathercasters and journalists discussion group about Climate matters in weather reports.

Moderated by **Karine DURAND**, journalist environmental specialist with **Ada MONZON**, WKAQ (Porto Rico), **Anika De BEER**, Restore Africa Funds (South Africa), **Alex DEAKIN**, UK Met Office (Great Britain), **Anju SINGH**, Doordarshan (India) & **Jesper THEILGAARD**, journalist (Denmark)

"This round table aimed to reunite experiences, points of view and advice from 4 international weather presenters on the best way to communicate about climate change in the media (TV, web, and social media). Those communicators, all committed in the environmental cause, come from all around the world: Puerto-Rico/USA, South Africa, India, and England, with a French moderator and a synthesis made by a former Danish forecaster. How to generate people's interest, encourage them to take action and avoid a rejection reaction facing remarks about climate change? Despite the inherent differences to the media in which they respectively work (NewsChannel, governmental organism, media focused on agriculture, etc.), the speakers all agreed on the main points of what makes a good communication on climate: do not just talk about the climatic menace but also about solutions we have, know the needs of your audience, avoid giving a too global of a message and prioritize a local message, be honest on uncertainties and avoid using terms that are too technical in order for everyone to understand. The conclusion of this discussion reminded that weather forecasters were, first and foremost, a link between scientists and the general public and thus, they had to play the role of messengers between these two population categories whilst also keeping a positive attitude facing challenges that climate change raises."

Karine DURAND. French Journalist























### PARTICIPANTS'BOOKLET



https://forumeteoclimat.com/wpcontent/uploads/2021/06/dossier-participants-mw.pdf

























## **THANK YOU!**





















#### **Annex**

### **DETAILS OF PARTICIPANTS BY SESSION – DAY1**

**DAY1: 965 participants** (660 registered attendees)

OFFICIAL OPENING: 138 participants Total 183

OUVERTURE OFFICIELLE: 45 participants

FUTURE FOCUS – WEATHER+ - PART 1 : 180 participants

CAP SUR L'AVENIR: « WEATHER+ » - PARTIE 1 : 46 participants

FUTURE FOCUS – WEATHER+ - PART 2 : 131 participants
CAP SUR L'AVENIR: « WEATHER+ » - PARTIE 2: 23 participants

FOCUS ON AFRICA: 103 participants

Total 129

COUP DE PROJECTEUR SUR L'AFRIQUE : 26 pers

DECADE OF OCEAN FOR SUSTAINABLE DEVELOPMENT: 119 participants
DECADE OF OCEAN FOR SUSTAINABLE DEVELOPMENT: 30 participants

Total 149

ACT ON CLIMATE CHANGE WITH "THE WARMING STRIPES" CAMPAIGN: 110 participants
AGIR SUR LE CHANGEMENT CLIMATIQUE AVEC LA CAMPAGNE « WARMING STRIPES » : 14 pers

























#### Annex

### **DETAILS OF PARTICIPANTS BY SESSION – DAY 2**

**DAY2: 651 participants** (515 registered attendees)

BROADCASTING CLIMATE NEWS - INSIDER INSIGHTS FROM ECMWF COPERNICUS SERVICES, EURONEWS

AND CNN: 152 participants

COMMUNIQUER SUR LE CLIMAT DANS LES MEDIA - PARTAGE D'EXPERIENCES AVEC ECMWF COPERNICUS

ET SES PARTENAIRES MEDIA, EURONEWS ET CNN: 32 participants

CLIMATE FROM EARTH AND SPACE - ESA: 136 participants Total 163

LE CLIMAT VU DE LA TERRE ET DE L'ESPACE - ESA: 27 participants

COMMUNICATING CLIMATE CHANGE- COP26 - STAKES AND AMBITION OF THE NEXT UNFCCC IN GLASGOW: 130 participants

COMMUNIQUER SUR LE CHANGEMENT CLIMATIQUE - COP26 - ENJEUX & AMBITION DU PROCHAIN UNFCCC

A GLASGOW: 26 participants

**Total 148** COMMUNICATING CLIMATE CHANGE - ROADMAP AND BEST PRACTICES IN THE MEDIA: 115 participants COMMUNIQUER SUR LE CC - FEUILLE DE ROUTE & BONNES PRATIQUES DANS LES MEDIAS : 33 participants























**Total 184** 

**Total 156** 

