

## A collaborative future of the Weather Enterprise, a private sector perspective

### Main Messages and points for further discussion

Virtually every industry and person across the globe is impacted by weather to some degree. The high value of weather information is increasingly acknowledged and in demand across the breadth of socio-economic areas. There are high hurdles to overcome now, such as rapid climate change and the need for increasingly accurate weather/climate predictions. Solutions to address these challenges include: 1) introducing breakthrough technologies; and, 2) employing new and customer-oriented business models, building on trends from other industries.

Collaboration among private, public, and academic sectors has been taking place for decades to jointly face the challenge of weather prediction and informing climate change / hazard risks. Satellite weather data presents an exemplar of the opportunities of joining forces to deal with the challenges of technological and service-provision innovation, for cost-effective solutions that result in immense societal value. Commercial data services, including from satellites, are becoming readily available options with opportunities for scaling up to benefit the weather enterprise being a critical element.

The presenter called for all stakeholders of the Enterprise to join forces to tackle the existing challenges in the collaboration of public, private, academic and other sectors, including; 1) raising trust in the quality and resilience of provided data; 2) extending contract mechanisms toward services (and overcoming the perception of higher cost for services compared to hardware procurement); 3) scaling up public sector demand to match the providers' capacity; and, 4) promoting a cultural shift aligned to the new dynamics among the market players.

The presenter re-emphasized the full support of private sector companies for data sharing; it opens the door for potential new users of data and services, which is critical for market growth. From the business point of view, the established practices in other sectors have proven the viability of commercial data services, and furthermore, larger volume and greater sharing rights provide economies of scale and reduced unit costs.

Participants had an animated discussion on the ongoing efforts and roles of public and private sectors regarding innovation for cost-effective services and service delivery, while unanimously agreeing on the ultimate goal of mutual benefit. As an open-ended question, the GWE Forum would like to hear your views on: *"Please share good examples of affordable-cost services, by public, private or other sectors, and your thoughts on how the partners of different sectors may increase co-operation and improve data access and cost-efficiency"*.