

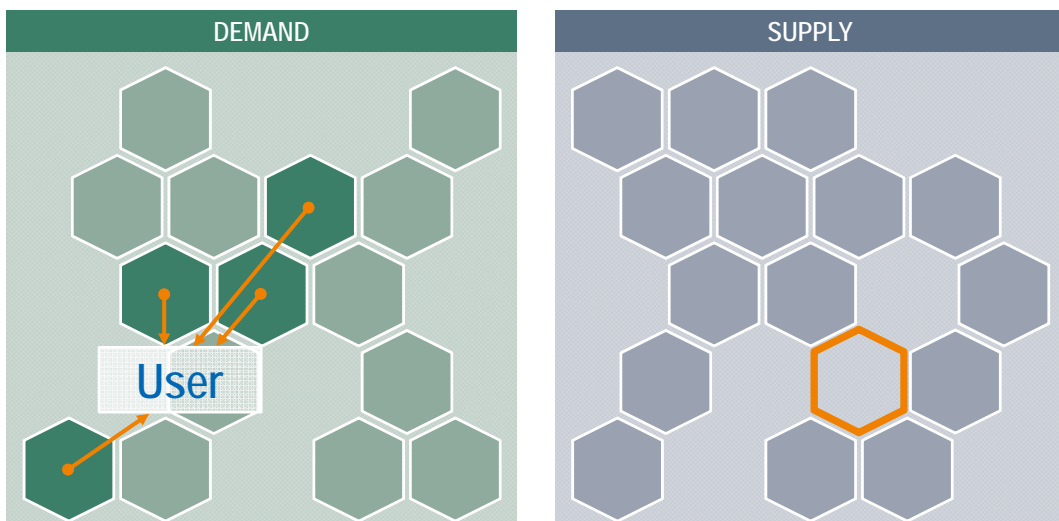
# GERICS' Product Development

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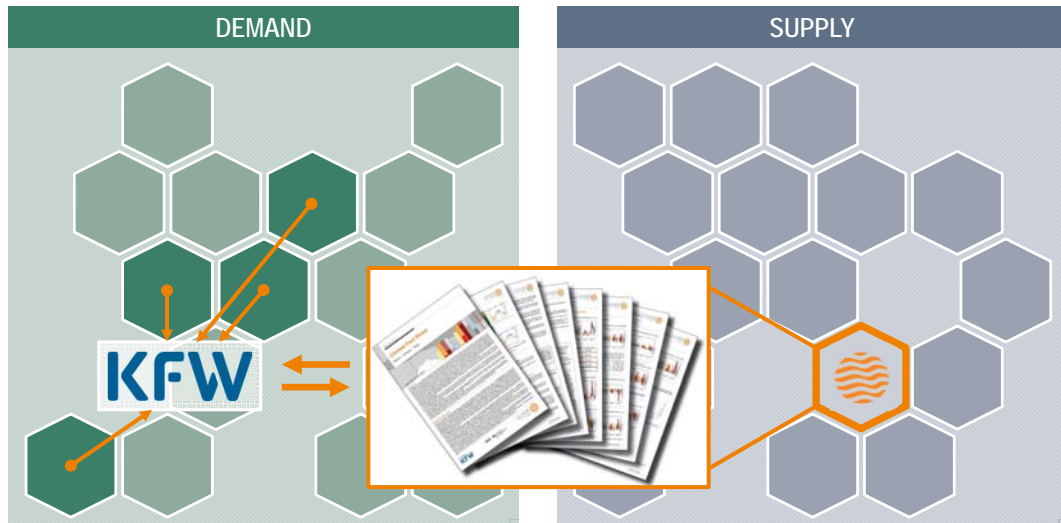
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## ■ GERICS products are bridging demand and supply



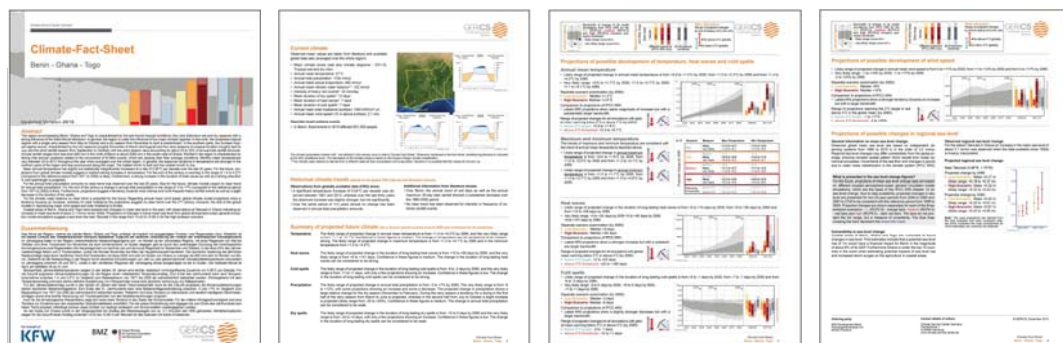
## ■ GERICS products are bridging demand and supply



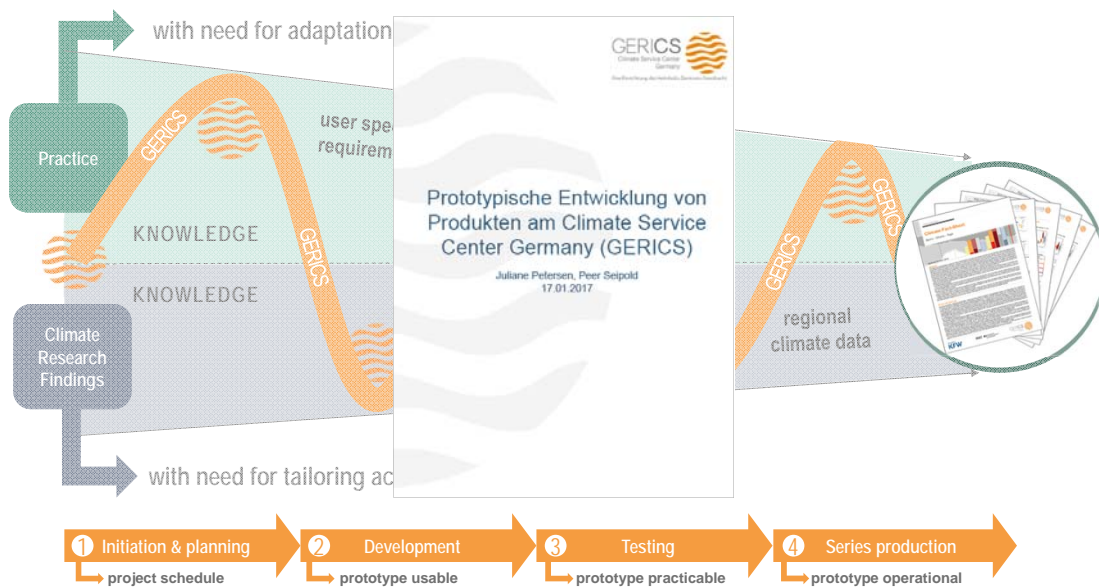
## ■ The Climate-Fact-Sheet – a successful prototype product

### Key data of the Climate-Fact-Sheets

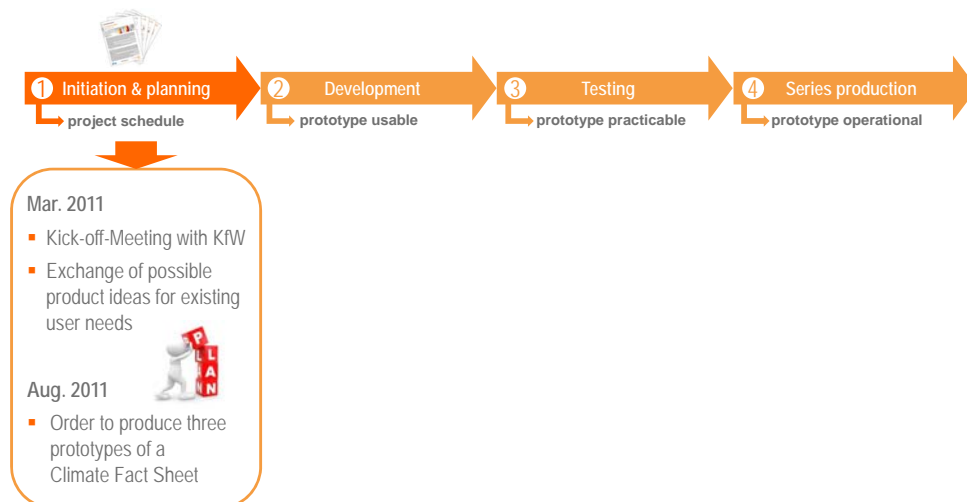
- 58 Climate-Fact-Sheets available as of December 2017
- ~ 300 different single customers
- 14 new Climate-Fact-Sheets will be produced for IFAD
- Further development of five similar Fact-Sheet-products



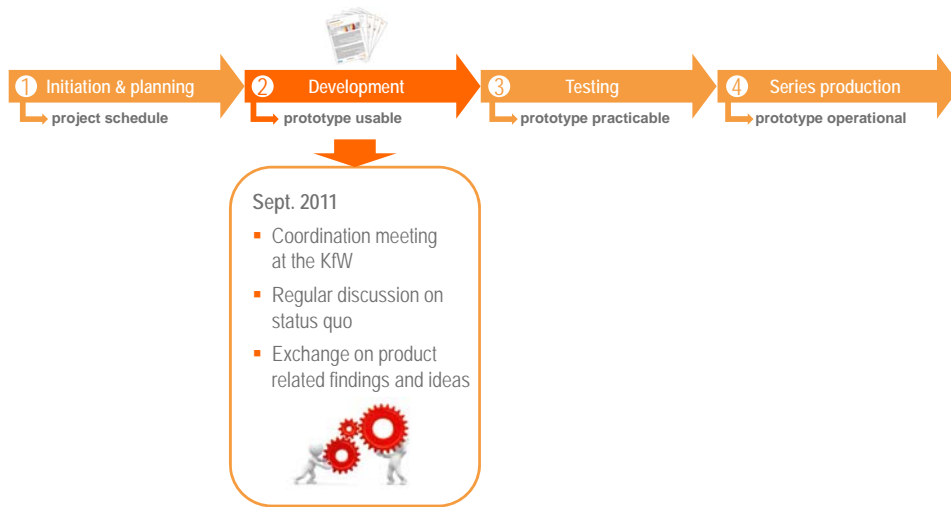
## ■ GERICS successfully developed a user-centric approach



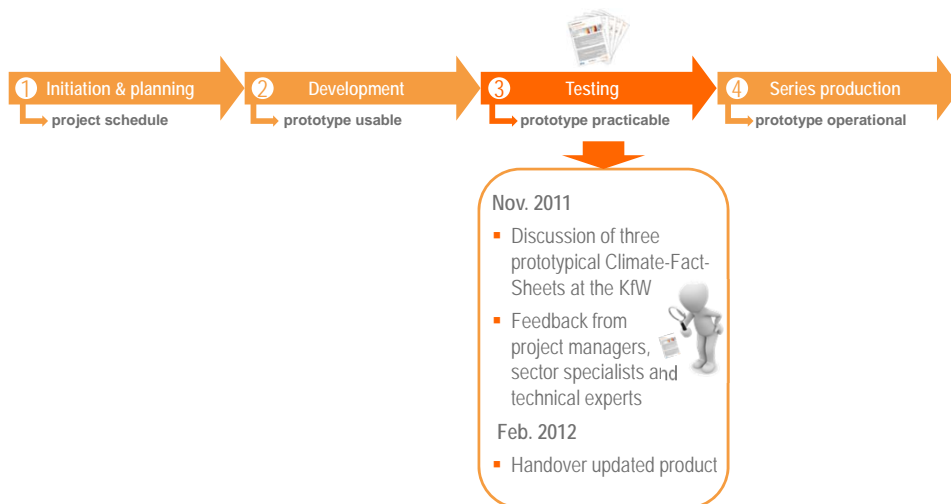
## ■ GERICS' product development of Climate-Fact-Sheets



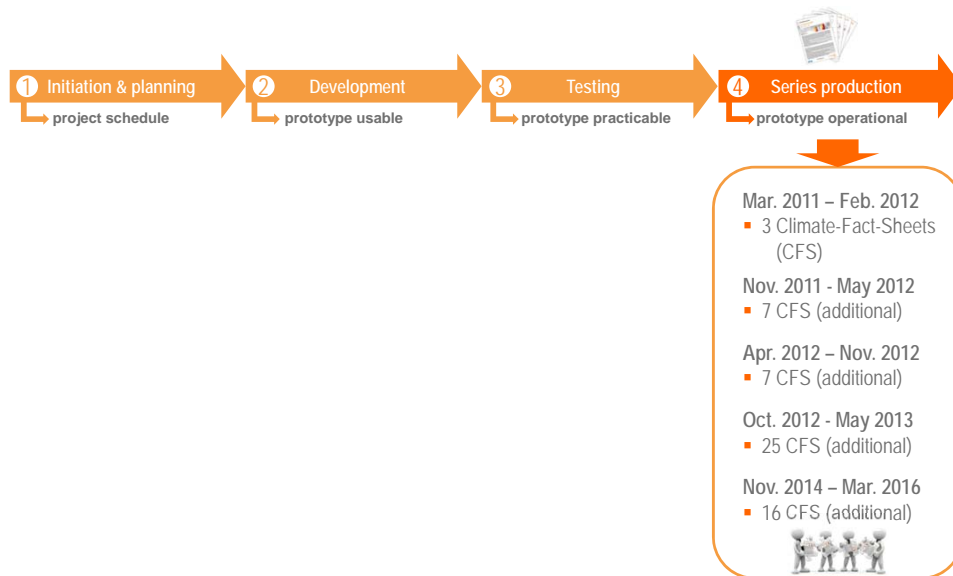
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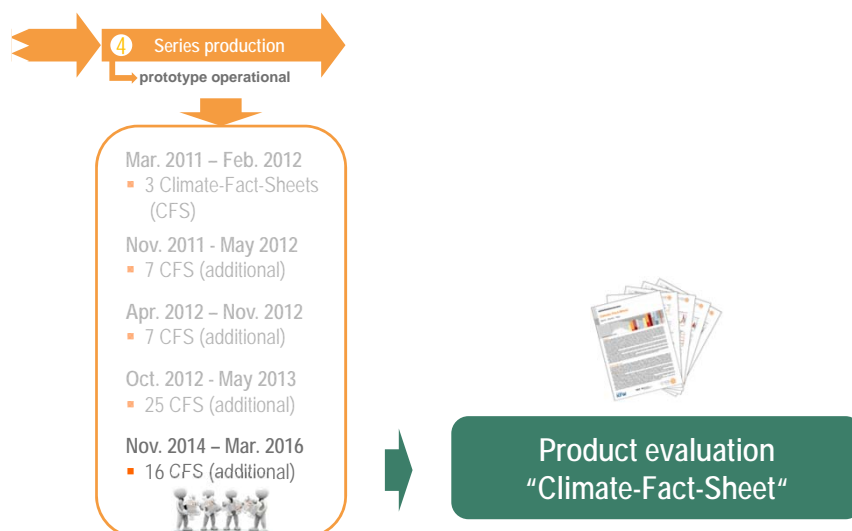
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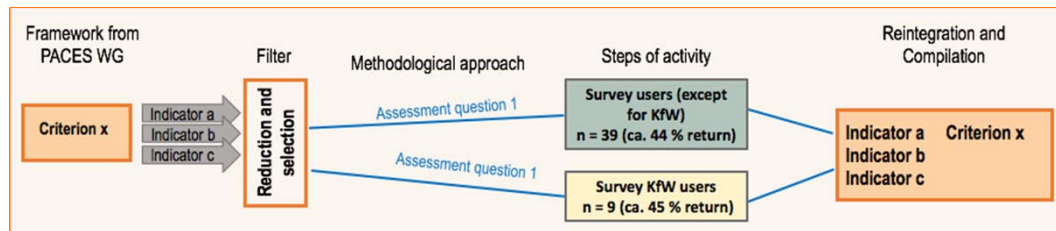
## ■ Conducting a comprehensive product evaluation in 2017



## Evaluation of Climate-Fact-Sheets

### Key data of the evaluation surveys

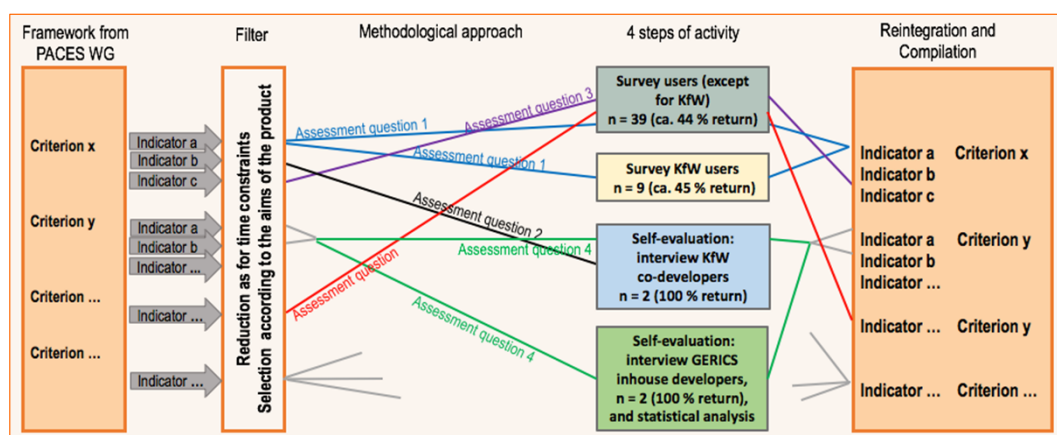
- Performed in October – December 2017
- 108 users (May 2016 till Sept 2017) contacted (88 users worldwide + 20 KfW users) } 44,5 % return (mean)
- 48 users participated (39 users worldwide + 9 KfW users)
- Legal barrier: only users who had allowed us to contact them could be contacted (privacy policy)



- In addition to user surveys questionnaires were prepared for the product developers (4 different questionnaires for 4 different groups: 2 x product developers, 2 x product users)
- Assessment of 12 criteria and 34 indicators (PACES II WG; Topic 4)

## Evaluation of Climate-Fact-Sheets

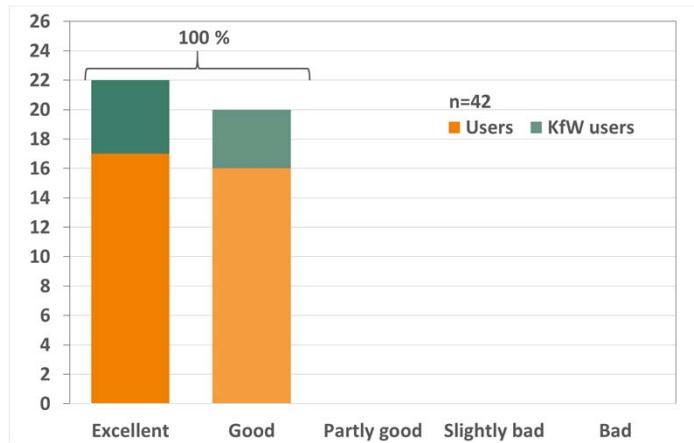
### Conceptual overview of the workflows



Approval of framework developed in PACES working group (see poster)

## ■ Evaluation of Climate-Fact-Sheets - Results

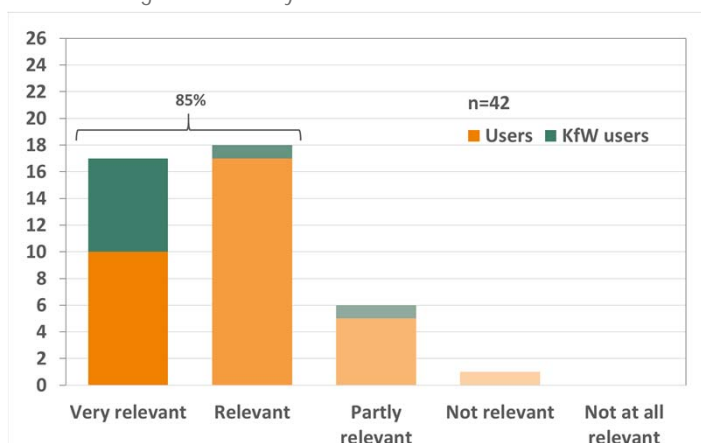
How would you rate the trustworthiness of the information  
Provided in the Climate-Fact-Sheets?



Indicator: trustability  
100 % estimated the  
trustworthiness as excellent  
or good

## ■ Evaluation of Climate-Fact-Sheets - Results

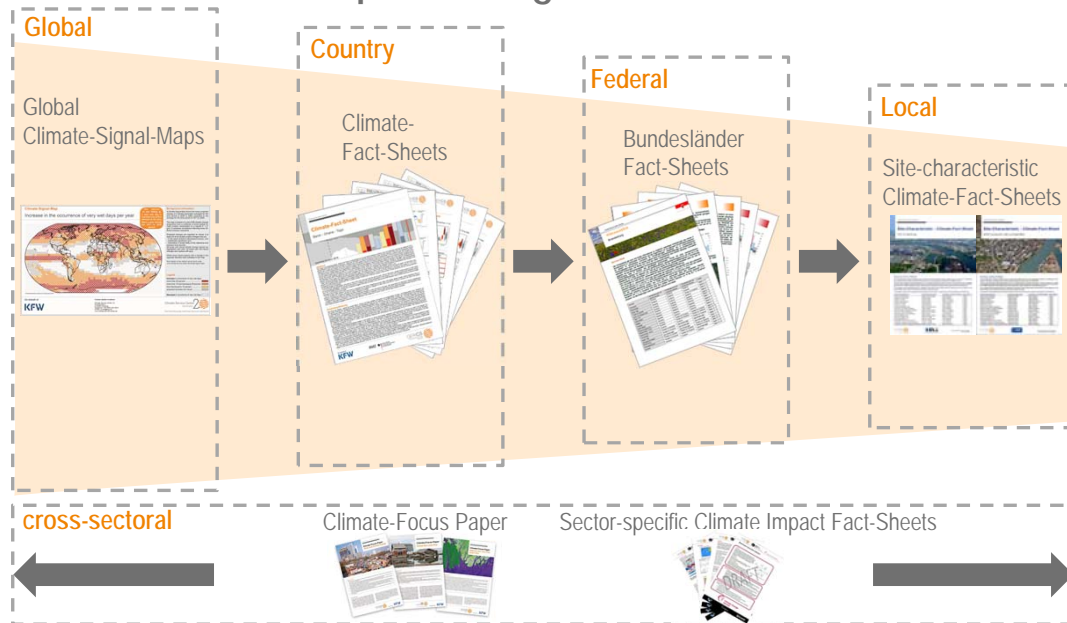
How relevant are the Climate-Fact-Sheets with respect to  
climate change information you need?



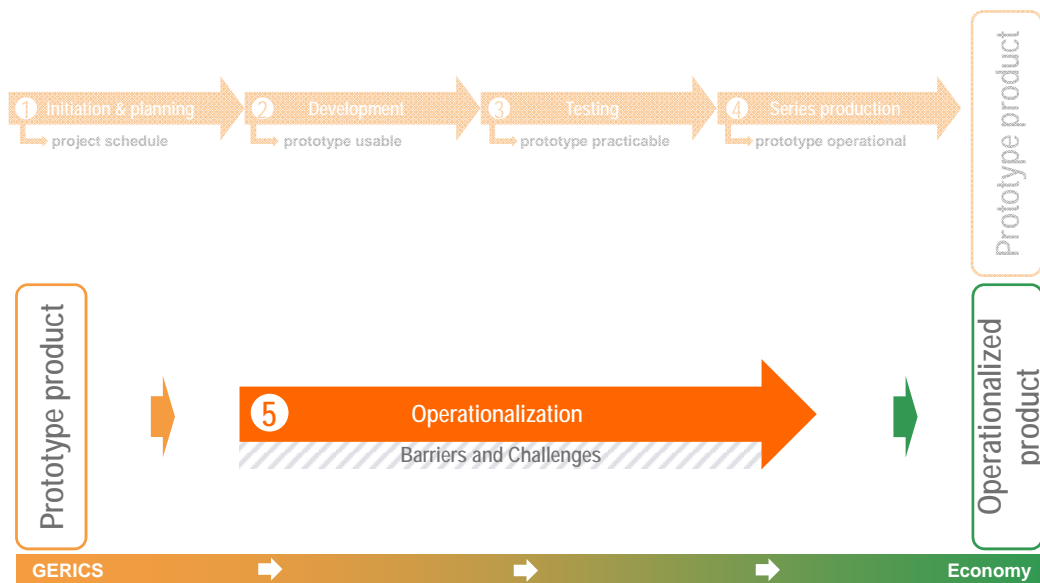
Indicator: relevance  
85 % (mean) rated the product  
as very relevant or relevant

Summary: the Climate-Fact-Sheets turned out to  
be a successful product (see poster)

## ■ Fact-Sheet concept covers global scales and issues



## ■ What's next - how to proceed with prototype products?





## ■ Conclusions

### Product development

- GERICS' prototypical product development is a practice-orientated co-development between science and practice as equals.
- GERICS' products are characterized as being conceptually generic, such that they may be easily transferred and applied to other applications and/or regions.
- 24 prototype climate service product have been developed at GERICS so far.

### Product evaluation

- A detailed product evaluation following the example of the Climate-Fact-Sheets should be a regular element of product development and operationalization.