

# Assessing the climate service landscape and showcasing successful user engagement

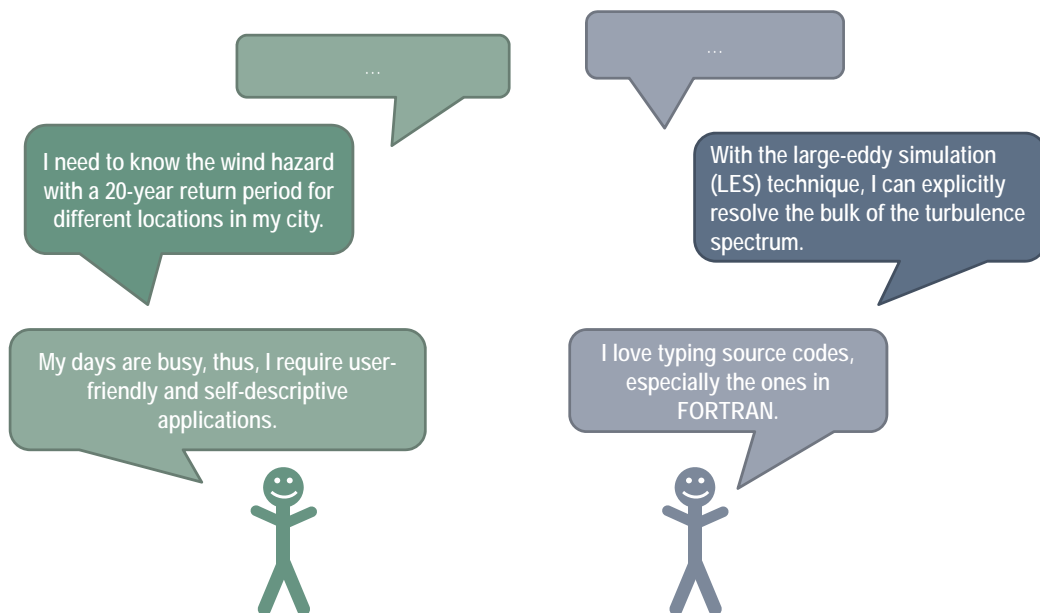
Bettina Steuri and Elisabeth Viktor

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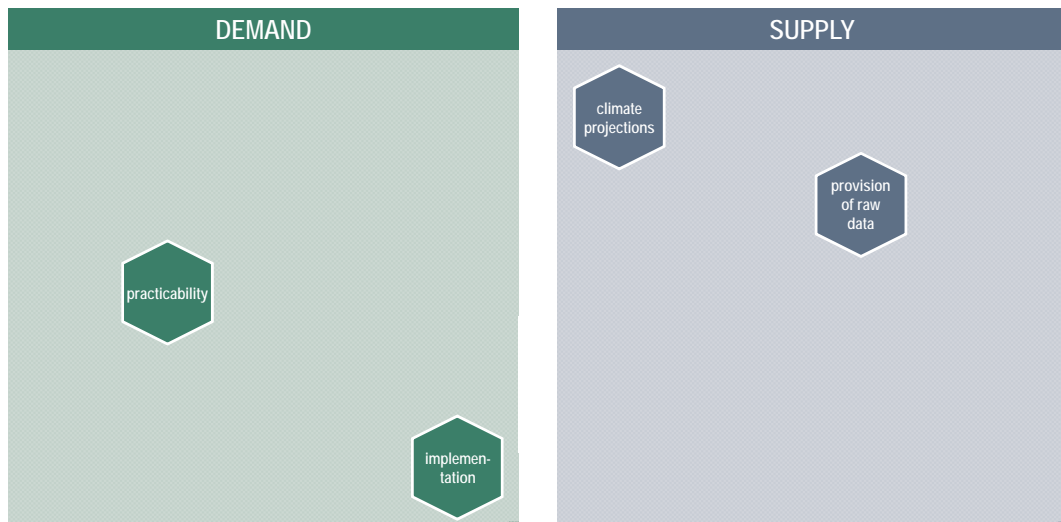
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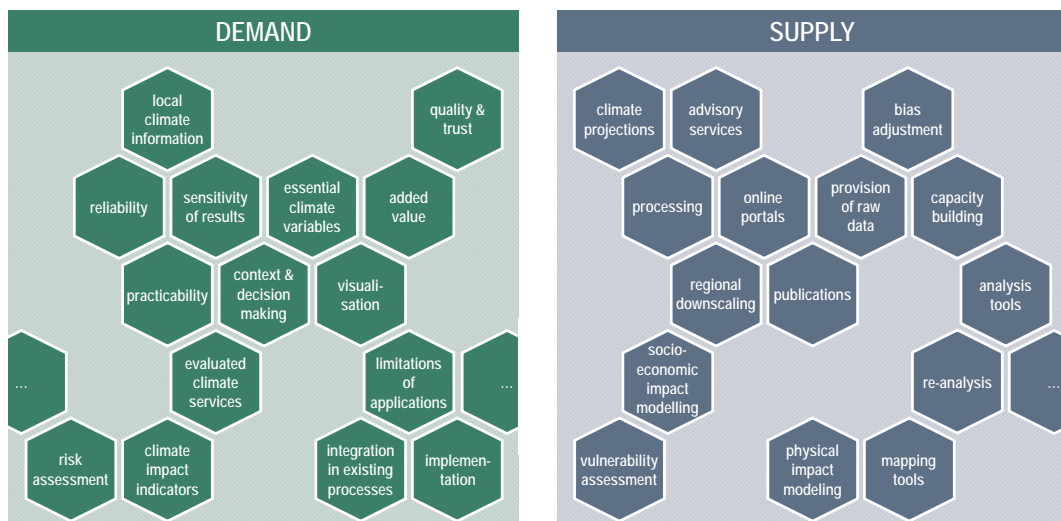
## ■ The nub of the matter



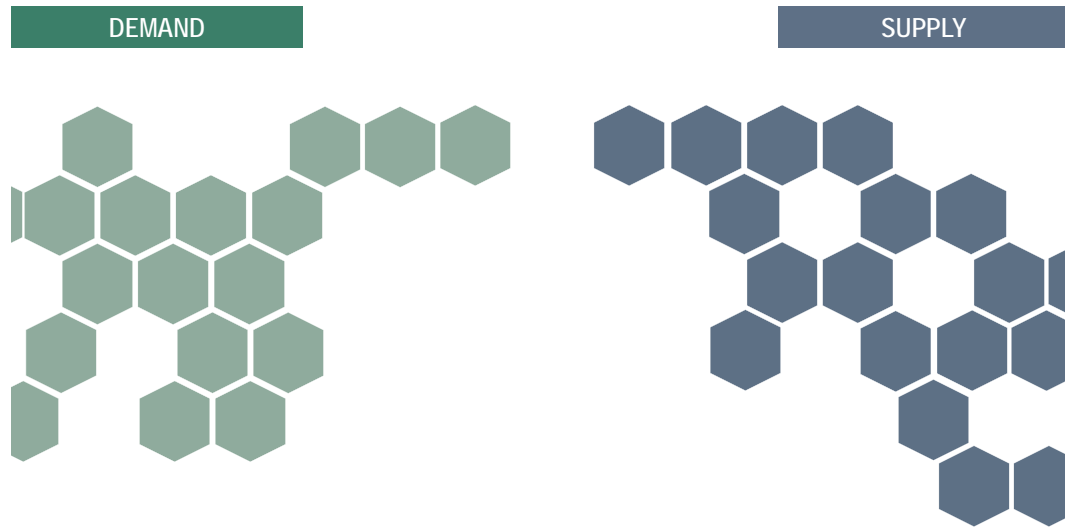
## ■ Schematic climate service landscape



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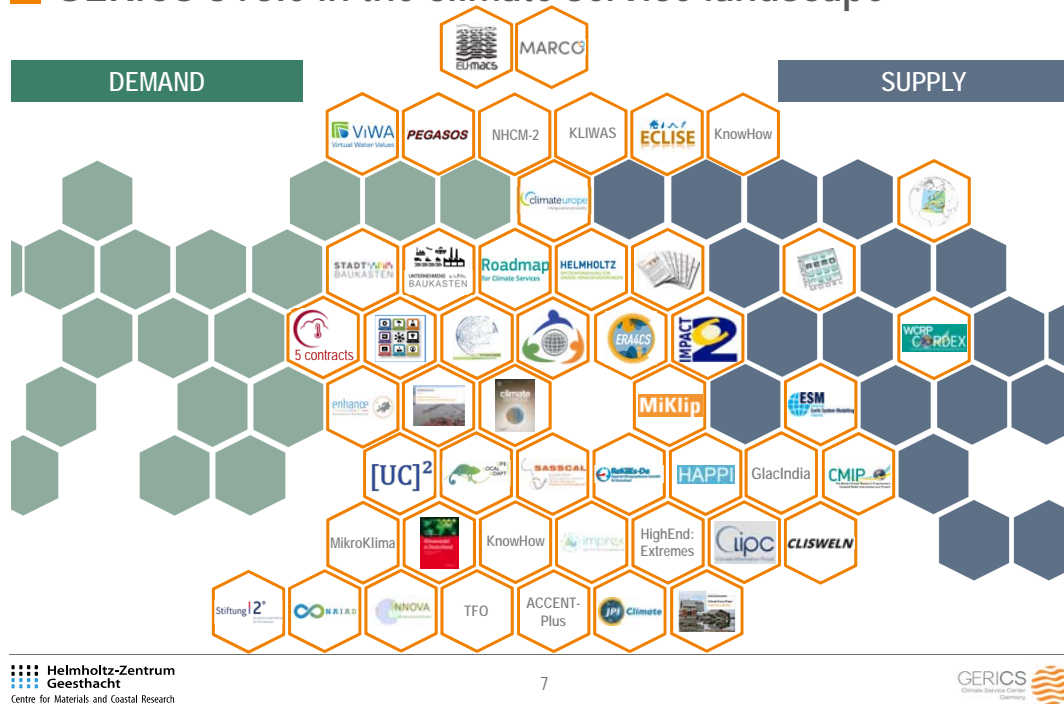
## ■ GERICS's role in the climate service landscape



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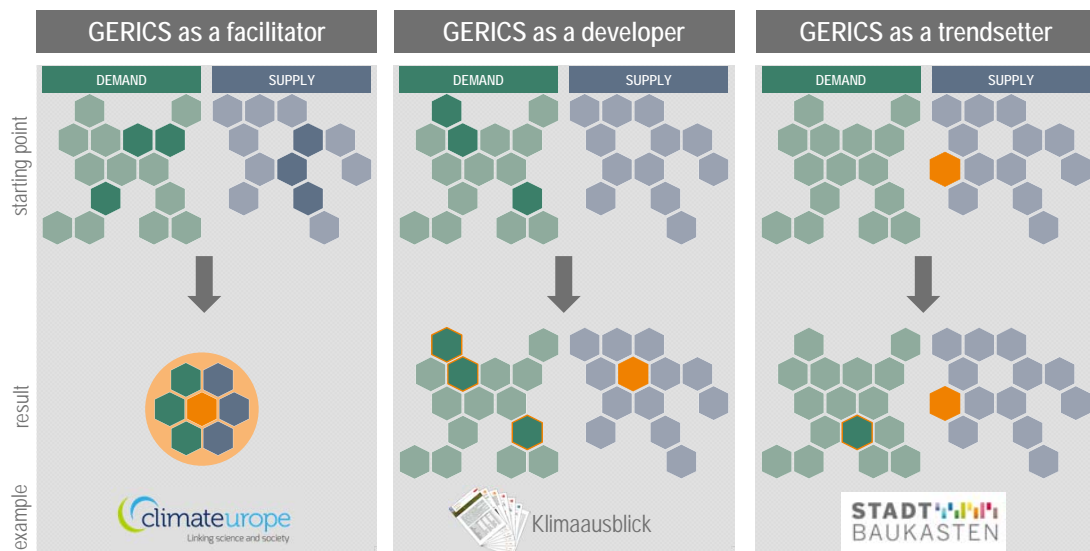


## GERICS's role in the climate service landscape



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## GERICS wears many hats

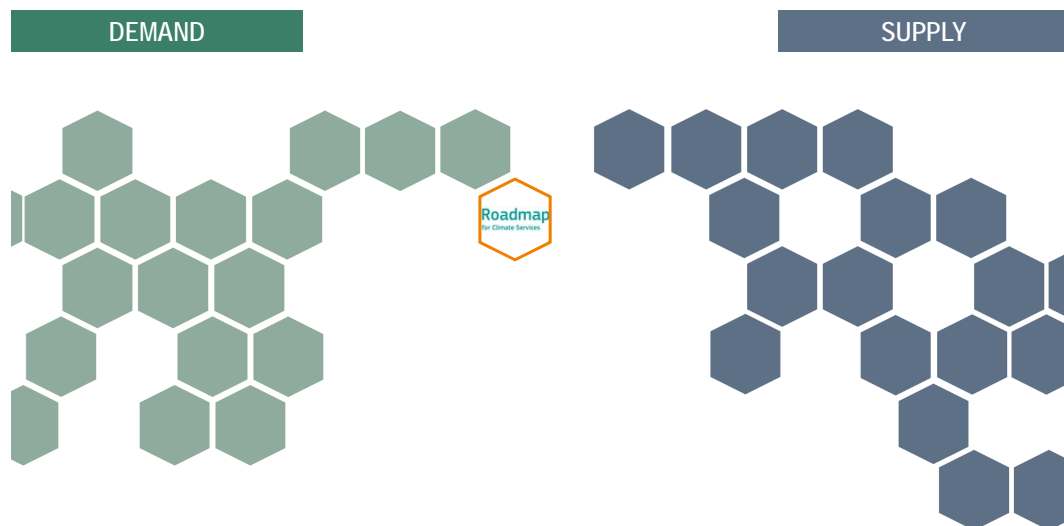


KEY INGREDIENT: USER ENGAGEMENT

## ■ Levels of user engagement



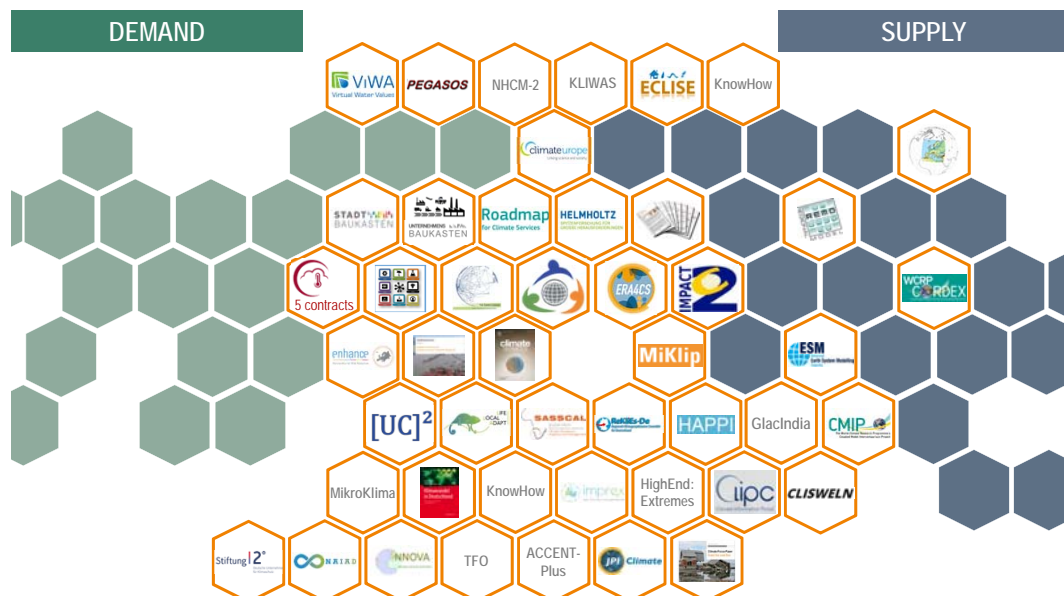
## ■ Shaping the climate service landscape



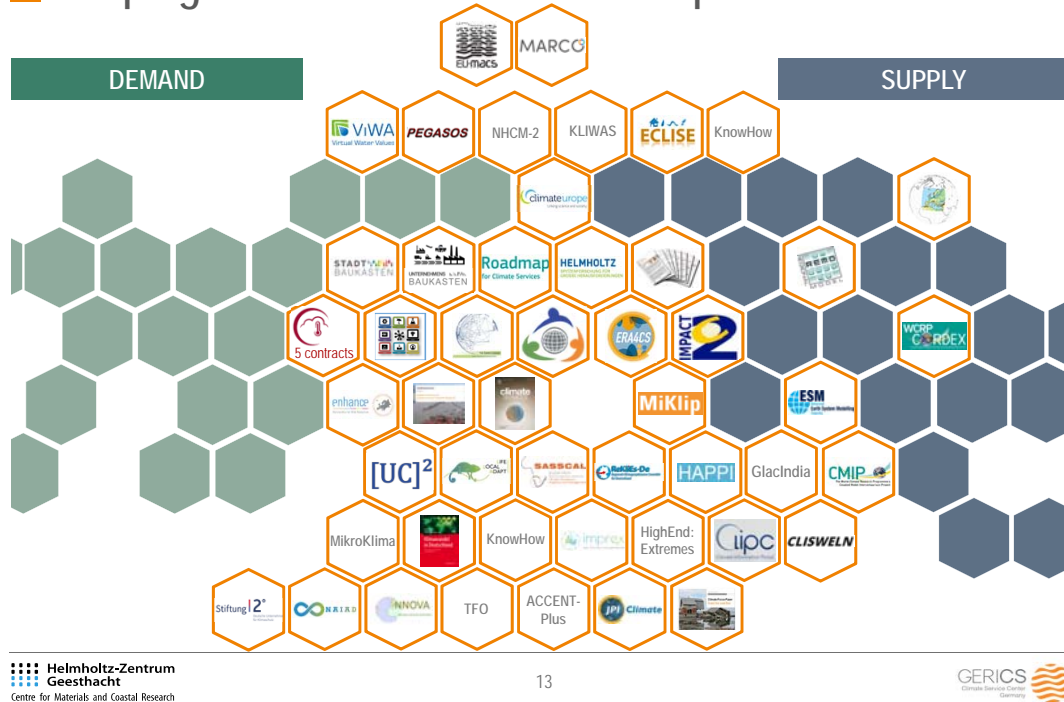
## ■ Shaping the climate service landscape



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## ■ Conclusions

- ✓ GERICS has an **extraordinary understanding** of supply and demand in the Climate Service landscape.
- ✓ GERICS plays different roles in the Climate Service landscape:
  - ✓ facilitator
  - ✓ developer
  - ✓ trendsetter
- ✓ GERICS has an **exceptionally multi-faceted expertise** in engaging users, which is crucial for successful co-development and cutting-edge solutions.

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GERICS develops user-inspired & state-of-the-art climate services for adaptation with integrity.