

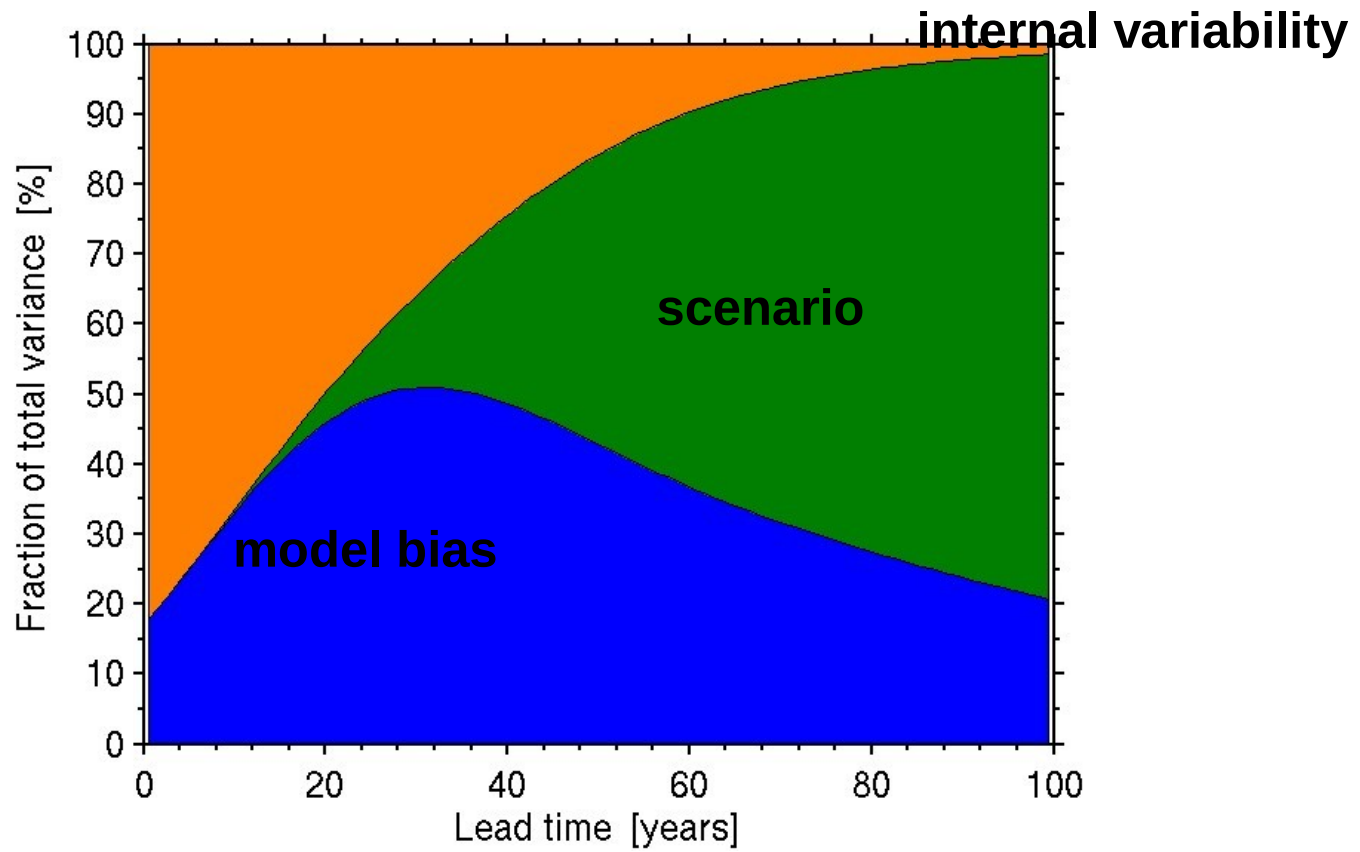
## **Uncertainty communication and climate services:**

Ghislain Dubois –Speaker;

Drew Hemment – Chair;

Michael Butts - Rapporteur

# The good, the bad and the ugly



# The good, bad and the ugly

- Click to edit Master text styles
  - Second level
  - Third level
    - Fourth level
      - Fifth level

# The good, the bad and the ugly

## Britain Set For Record Breaking BBQ Summer

3:28pm UK, Monday 22 March 2010



# Key Points

- Build bridges (many, dynamic, two way) between scientists and users for assessing and communicating risk
- Need to develop a better vocabulary (move from uncertainty to confidence intervals in communicating to end users, stakeholders and decision-makers)
- But “***We have the rope, we don’t want to hang ourselves or the users to hang themselves***”
- Communication guidelines/policy/crib sheet/glossary/dictionary
- Need to address the confidence interval for a particular service
- What are the levels of acceptable risks for different users or sectors, thresholds
- Uncertainty is unavoidable but has both challenges and opportunities



# Opportunities 1

- If this was certain field there would be no opportunity
- Co-design with stakeholders – tailor needs and understand DM process
- New tools
- Chance to innovate and can be used in other sciences
- Exploit the good examples e.g. OECD visualisation, IPCC summary for Policy Makers -
- Communication experts needed – plus for ECOM (EUPORIAS)
- Develop uncertainty awareness

# Opportunities 2

- Present the predictability for end-users and business – low in Europe
- Need to deal with risks (with threshold) and vulnerability and hazard not uncertainty,
- Demonstrate the value of information including uncertainty
- Variability more acceptable than in climate change
- Users and public understand “odds” and risks e.g. roulettes
- Exploit previous short term forecasting experience
- Give them everything

# Challenges 1

- Many sectors and many needs
- Manage expectations
- Clarify the components of uncertainty and (un)known unknowns (real ignorance)
- Rigour versus effective communication (properly)
- Risk of Lost in Translation, documentation needed for pathway
- Are scientists the best communicators?
- Develop uncertainty awareness



# Challenges 2

- Too much information and noise (IPCC impact studies per region)
- Risk averse end-users
- Climate sceptics
- **Serious implications - may have severe financial implications for agriculture, water supply dam operators**
- How to communicate to climate service businesses
- Are we providing a real improvement ?