EU MACS aims to unleash the European Market for Climate Services

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EU-MACS seminar
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Climate services? Markets?

Climate services can mean many things

- The ‘services’ of the climate system so as to keep the globe livable [ecology; environmental economics]
- the transformation of climate-related data — often together with other relevant information — into customized information products, offered as such or embedded in consultancy and/or education [condensed version of Roadmap definition]
  - observation, impact monitoring, projections, risk analysis, etc.

Market

- a medium, physically located or virtual, where supply and demand of near substitutes of products and services meet and transactions are realized to the extent product expectations and prices match
  - So: choice, comparison, prices, transaction, transparency
- Climate services often still in public sphere or innovation projects
  - proto-markets, quasi-markets, potential markets, and ... markets
Why promoting climate services?

- Adequate adaptation to climate change and to climate variability
  - Raises well-being (avoids damage and misery)
  - Improves economic efficiency

- Combination of open data and improved climate modelling is boosting capabilities for prediction and tailoring climate services

- Science – application gap: potential benefits not reaped:
  - Complex product – usually outside the expertise of many potential users
  - Grasping and handling uncertainty does not come easy
  - As yet poorly developed value chain

→ EU initiatives to overcome obstacles and enhance innovations:
  - COPERNICUS Climate Change Services (C3S)
  - JPI Climate – ERA4CS projects
  - H2020 SC5: MARCO, EU-MACS, Climateurope, CLARA, PUCS, Oasis Hub, ...
Main features of EU-MACS

• Assesses **drivers, obstacles and enablers** for climate service market development

• ... including the role of *innovation*

• Aims to promote **better matching** of supply options and user needs

• Multi-disciplinary approach entailing
  • scientific, technical, legal, ethical, governance and socioeconomic vantage points

  • Combines theory and application through explorative market development exercises

• Engages with stakeholders from **finance, tourism and urban planning**
Structure of EU-MACS

**Methods / sources:**
- PESTEL framework
- Literature review
- Statistics, activity reports
- Surveys
- Interviews
- Benchmarking / rating
- Reference policy areas

**WP1. Inventory of**
- CS market conditions and structure
- CS innovation history and prospects
- Resourcing of CS supply and use
- CS quality assurance practices and needs

**Constructive Technology Assessment framework**

**Identified market failures and implications**

**Sector specific interactional formats**

**Methods / sources:**
- Co-design workshops
- Joint fact finding
- Value proposition
- Group work
- Structured choice experiments

**WP2**

**WP3**

**WP4**

**WP5. Synthesis and recommendations for policies and measures for public and private actors**
- Effects of alleviating market failures in the short to medium term
- Effects of effectuating innovations potentials in the medium to long term
- Adequate resourcing and sustainable business models
- Recommendations for policies and measures for public and private actors
EU MACS output

1. Internal evolution to initial product
2. Response process to edit product
3. New co-designed offer

Deep stakeholder engagement from 3 sectors in co-design based CS explorations

Interactive matching protocols

Tourism
Finance
Urban planning

Website – http://eu-macs.eu/#

@EUMACS_H2020
Related projects & programmes

Sister project: MARCO
- MARCO: market volume & observatory
- EU-MACS: market functioning & protocols

Seeking cooperation – among others – with:
C3S – SECTEUR, Clim4Energy, UrbanSIS
SA CLIPS
SC5 – Climateurope, PUCS, CLARA,
   PROSNOW, OASIS Hub
JPI ERA4CS – e.g. URCLIM
PLACARD
Climate-KIC
EEA
<table>
<thead>
<tr>
<th>Participant</th>
<th>Type of organisation</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>FMI (coordinator)</td>
<td>Met-services; climate &amp; adaptation research;</td>
<td>Finland</td>
</tr>
<tr>
<td>HZG-GERICS</td>
<td>Climate services &amp; research</td>
<td>Germany</td>
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<tr>
<td>CNR-IRSA</td>
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<tr>
<td>Acclimatise</td>
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<td>United Kingdom</td>
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<td>CMCC</td>
<td>Climate research and services</td>
<td>Italy</td>
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<td>U_TUM</td>
<td>Market start-up support for innovations</td>
<td>Germany</td>
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<td>U_Twente</td>
<td>Research in innovation mechanisms and policy</td>
<td>Netherlands</td>
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<td>JR</td>
<td>Technical &amp; social innovations for climate change issues</td>
<td>Austria</td>
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<tr>
<td>ENoLL</td>
<td>Promotion and support of Living Lab applications</td>
<td>Belgium</td>
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Thank you

The deliverables will be soon available from:

http://eu-macs.eu/outputs/#