



## European Market for Climate Services

The future of **Climate Services** (*translating the existing wealth of climate data & information into customized tools, products and information*) depends on the emergence of a functioning market where the supply and demand of these kind of services match. The climate service (CS) community shows an enormous capability with regard to monitoring, modeling, forecasting, and visualizing climate variability and climate change. There are two types of products in CS: (1) the so-called seasonal products, for decision making 1-8 months ahead, and (2) adaptation oriented long term climate change projections.

Yet, the climate service sector has little clue about **how effectively it serves information and decision making needs in public and private sectors**. The current emerging market for CS is **subject to knowledge gaps of both users and suppliers**, lack of visibility and transparency, overemphasis on the supply side possibilities versus user needs, regulatory inhibitions, lack of alternative business models and of integration with user's overall risk management. As a consequence the uptake of CS and product diversification is well below its total potential.

The EU-MACS project aims to facilitate **the development of a climate services market** by combining a diverse set of expertise, skills and a broad network of collaboration in order to **match the needs and capabilities of climate services users and providers**. Special attention is paid to how matching of supply and demand of CS can be improved by reducing barriers and enhancing enablers, and to the role of innovation and innovation policy in enhancing CS use. EU-MACS focuses on 3 sectors considered to represent the diverse needs and organizational premises of the whole user market: **Finance, Tourism and Urban planning**. From each sector, actors are recruited to engage in interactive exploration.

### **The project is comprised of 4 phases:**

- Ideation & research (what/which/how CS can support each sector)
- Concept & design (how should this look like/function)
- Development & implementation (what's good/bad/, improvements, testing)
- Production & maintenance (launch to the market)

Today we focus on the sector of Urban Planning, a.k.a. **the process of the design, organization and development of urban spaces**. Determining and drawing up plans of the future physical arrangement and condition of a community. This includes, land use planning, functional scope of areas and allowable buildings, generic features of built up areas (density, height, etc.), as well as air, water and the infrastructure passing into and out of urban spaces such as transportation, communications and distribution networks.

*How should your city look like in the future?*

*Which functions and buildings should be present in your neighbourhood?*

*What about space, air, water, transportation?*

*Linkages between urban planning and finance, and urban planning and tourism?*

And last but not least.... **Who should be involved?**

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EU-MACS is funded by the EC as part of the H2020 programme. The project has 9 partners and runs until Nov. 2018. Visit also the EU-MACS web page: <http://eu-macs.eu/#>