

- 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**



EU MACS - Logic & structure



- Served and non-served needs
- Resourcing, costs, pricing
- Business models, market organization
- Access, skills, transparency
- Policy frameworks
- Analogies (e.g. energy efficiency)
- Innovation – roles and options

- Methods / sources:**
- PEST(EL) 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

Identified market failures and implications

Constructive Technology Assessment framework

Sector specific interactional formats

WP4

WP3 CS development &

WP2 CS development & T

CS development & innovation options F

UP

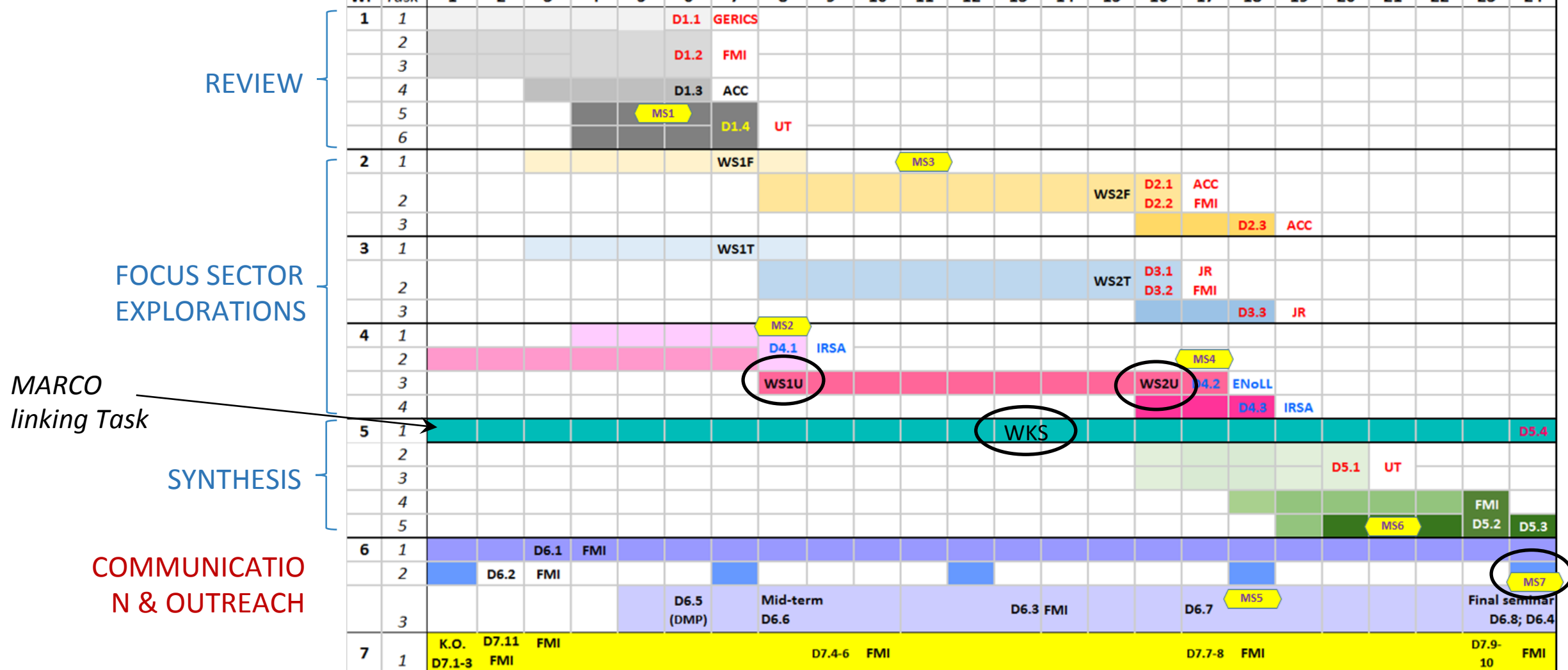
- Methods / sources:**
- Co-design workshops
 - Joint fact finding
 - Value proposition
 - Group work
 - Structured choice experiments

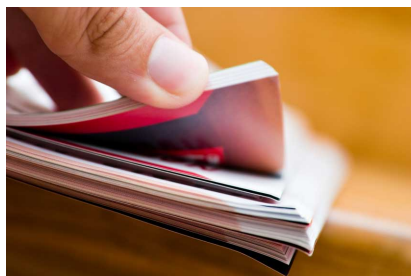
Matching protocols

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 Schedule





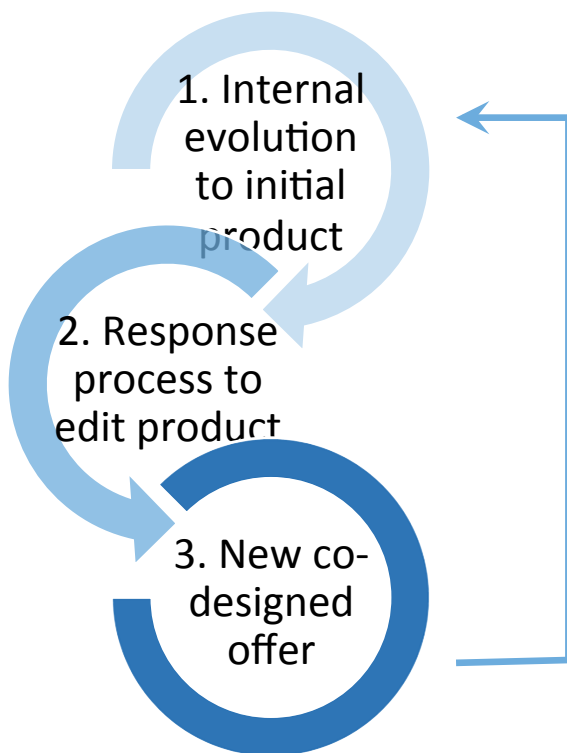
EU MACS output



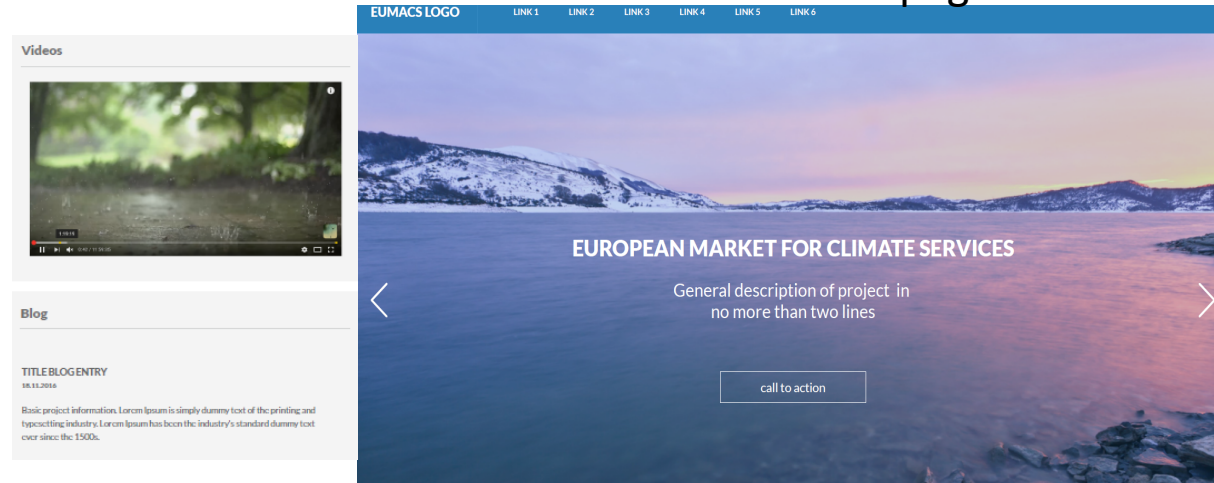
Deep stakeholder engagement from 3 sectors
in co-design based CS explorations



Interactive matching protocols



Website – with shared pages to MARCO



Participant	Type of organisation	Expertise
FMI (coordinator)	Met-services; climate & adaptation research;	Cost-benefit analysis and effectiveness evaluation of weather and climate services; Climate change impact assessment; Evaluation of adaptation policies and measures; Effects and effectiveness of innovations regarding additional weather and climate information provision
HZG-GERICS	Climate services & research	Regional climate modeling, co-development of climate services and transdisciplinarity, climate economics, focus areas: urban areas, energy, water and ecosystems,
CNR-IRSA	Hydrological research & consultancy, incl. adaptation	Climate change impact assessment at urban level; climate risk assessment; decision analysis (role of information in group decision making process); information network analysis and optimization; stakeholder involvement.
Acclimatise	Climate services provider	Over 10 years of real life experience in European climate services market as supplier of such services; in-depth industry knowledge across a range of economic sectors; established track record in undertaking climate services and adaptation market studies.
CMCC	Climate research and services	Economic and financial risk assessment, climate change impact in agriculture and ecosystems, multi-hazard risk analysis, service market and financial models for cost recovery, climate and environmental modelling
U_TUM	Market start-up support for innovations	Business Design tools (particularly Value Proposition Design, interview techniques) Market analysis (particularly market segmentation and bottom-up analysis); Market evaluation and development
U_Twente	Research in innovation mechanisms and policy	Governance of information infrastructures, dynamics of socio-technical regimes in multi-layered analysis of innovations, constructive technology assessment (CTA), strategic niche management
JR	Technical & social innovations for climate change issues	Climate change impact assessment in the tourism sector, weather and climate risk assessment, weather driven demand analysis
ENoLL	Promotion and support of Living Lab applications	Expertise in Citizen-driven innovation and Living Lab model, principles and tools in Urban Innovation (and other domains). Generation and sharing of best practises and replication models for uptake and policy. Dissemination.

Questions



- On what conditions would a stakeholder be willing to engage in
 - Explorative market development exercises (EU-MACS)?
 - Answering surveys and/or interviews (MARCO)?
- What do you regard as key risks in these projects?
- In what ways could you support the project as AEC members?
- Where would you put the emphasis for joint action(s) of the projects?