Use.AT

Harvesting learnings from the use of ÖKS15
in the Austrian decision making process to
improve CS in Austria and beyond
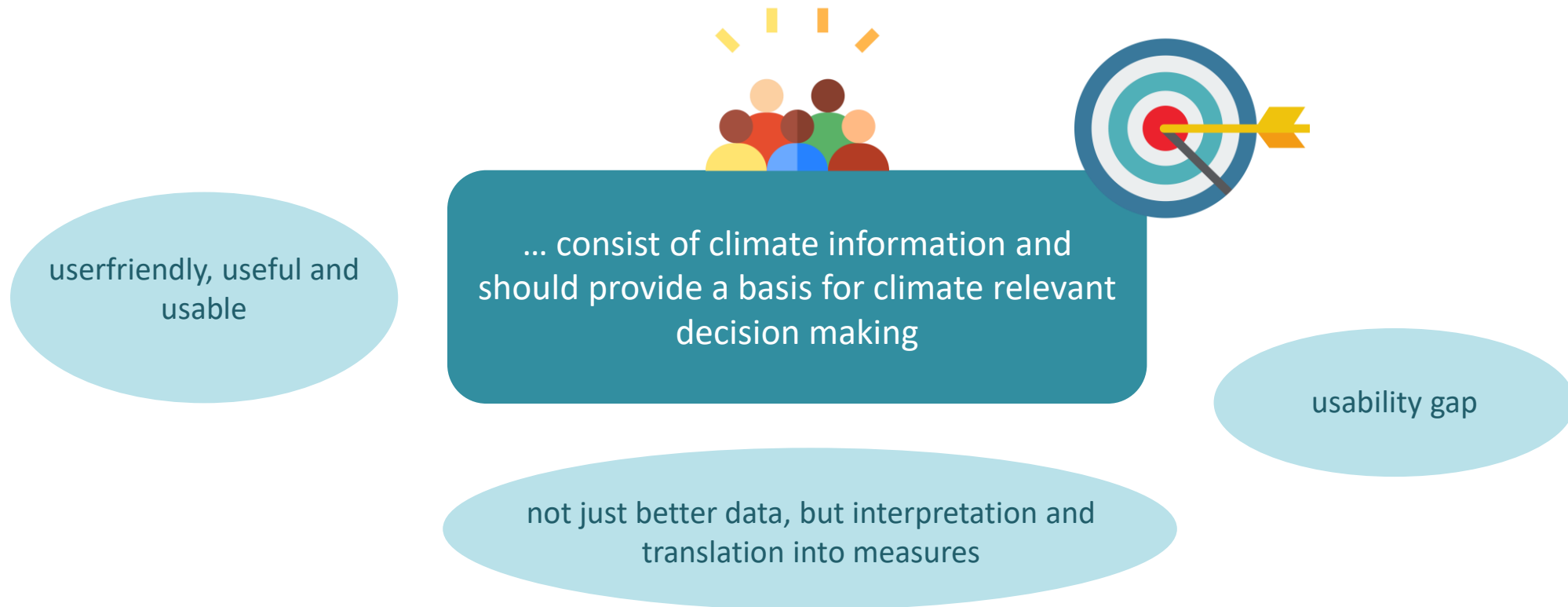
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*Or: Everything you (and we) always
wanted to know about climate services!*

GeoSphere
Austria

AIT
AUSTRIAN INSTITUTE
OF TECHNOLOGY

BOKU
UNIVERSITY

JOANNEUM
RESEARCH

CCCA
Climate Change Centre
AUSTRIA

Weather
park

1

What are climate services?

... consist of climate information and should provide a basis for climate relevant decision making

userfriendly, useful and usable

usability gap

not just better data, but interpretation and translation into measures

Source: Pixabay 2025

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Who is actually using climate services?

Who didn't, but could/should?

use

relevant

decision making

usability gap

Source: Pixabay 2025

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2

Where do we find such userfriendly, useable and useful climate services?

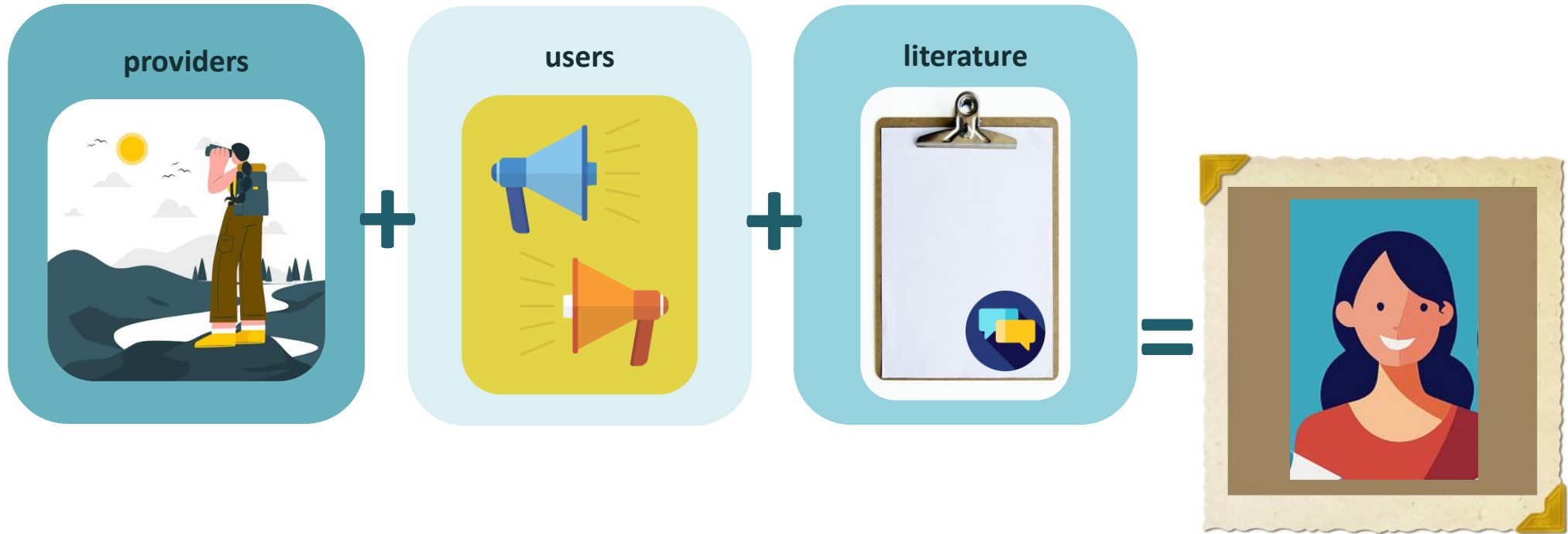Who didn't, but could/should?

Source: Pixabay 2025

klima+
energie
fonds

FFG
Forschung wirkt.

...services?

Where ... friendly, useable and useful climate se...

WHAT DO THEY LOOK LIKE?

Who didn't, but could/should?

Source: Pixabay 2025

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Don't panic - here is Use.AT!

DON'T PANIC

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klima energie fonds +

FFG Forschung wirkt.

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A scientifically proof Guide for userfriendly, useful and usable climate scenarios

Source: Pixabay 2025

What did we do in Use.AT?

providers + users + literature =
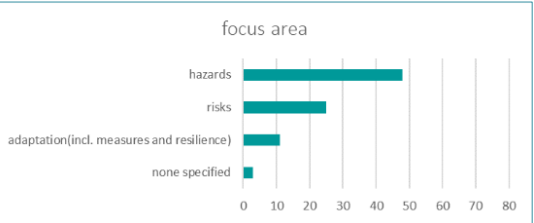
Source: Pixabay 2025
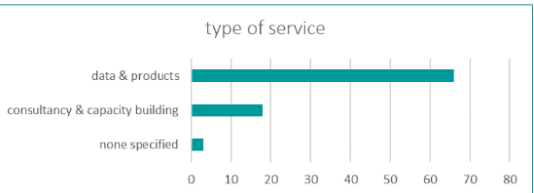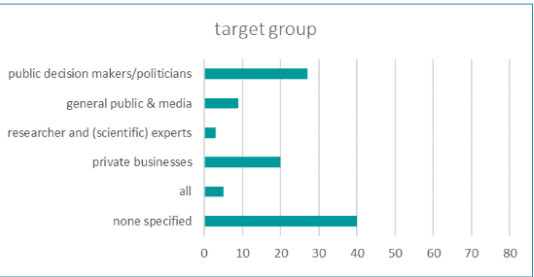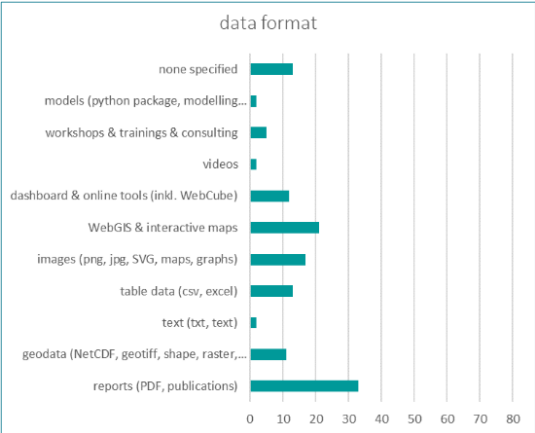and Freepik.com 2025

Step 1 – Orientation (the providers' point of view)

If you are not sure where to start, it helps to get a good overview.

- What is the context? What does the climate service landscape in question look like?

- Who can you learn from, who has relevant experience?

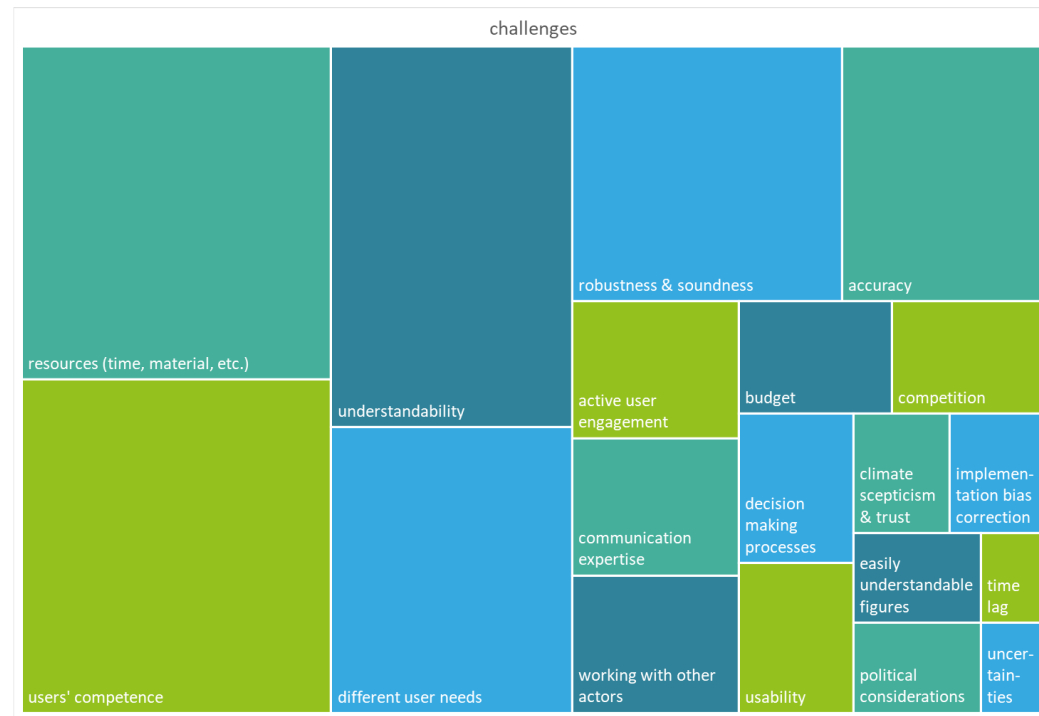- What kind of services do other providers offer?

Source: Freepik.com 2025

Step 1 – Orientation (the providers' point of view)

Source: Pixabay 2025

Source: Pixabay 2025

Step 2 – Get in touch with the users

After getting an overview, you should get in touch with the experts – the users. Try to answer the following questions:

- Who are the users and non-users?

- What are their requirements and needs?

- Who should additionally be considered in the future?

Step 2 – Get in touch with the users

user mapping

- Österreichische Kompetenz-landkarte
- network of project team
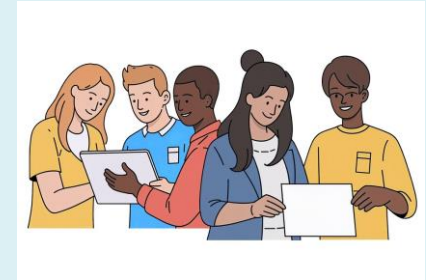- snowball sampling

survey

- online via LimeSurvey
- 171 valid answers
- Likert scale and multiple choice

interviews

- 20 interviews with users
- 3 interviews with non-users
- ca. 30 minutes, all online

workshops

- focus group discussions
- 5 emerging topics: EU taxonomy, climate proofing, energy crisis, climate journalism, AI

Source: Pixabay 2025

Step 2 – Get in touch with the users

5 user categories

- Public administration
- Science
- Private sector
- NGOs
- media

Optimisation potential

- Usability and access (web solutions)
- Interactive maps
- Sector specific information
- Central contact point

Clear responsibilities and role

- Easier if providers have a clear mandate
- Quality assurance and competencies to interpret are essential

Different use of data formats

- Raw data = mostly science
- Figures = mostly public administration
- Reports = private sector, NGOs, media

Structural conditions

- Influence of EU and national regulations
- Call for permanent institution that guarantees data quality and safety

Handling politics

- Scenarios as basis of argument
- Expecting clear statements – despite uncertainties
- Strategic decisions: neutral provision or positioning oneself

Communication needs

- Clear, easily understandable, with more visualisation and story telling
- Transparent communication of uncertainties

User orientation

- High resolution, location and visualisation
- Easy access
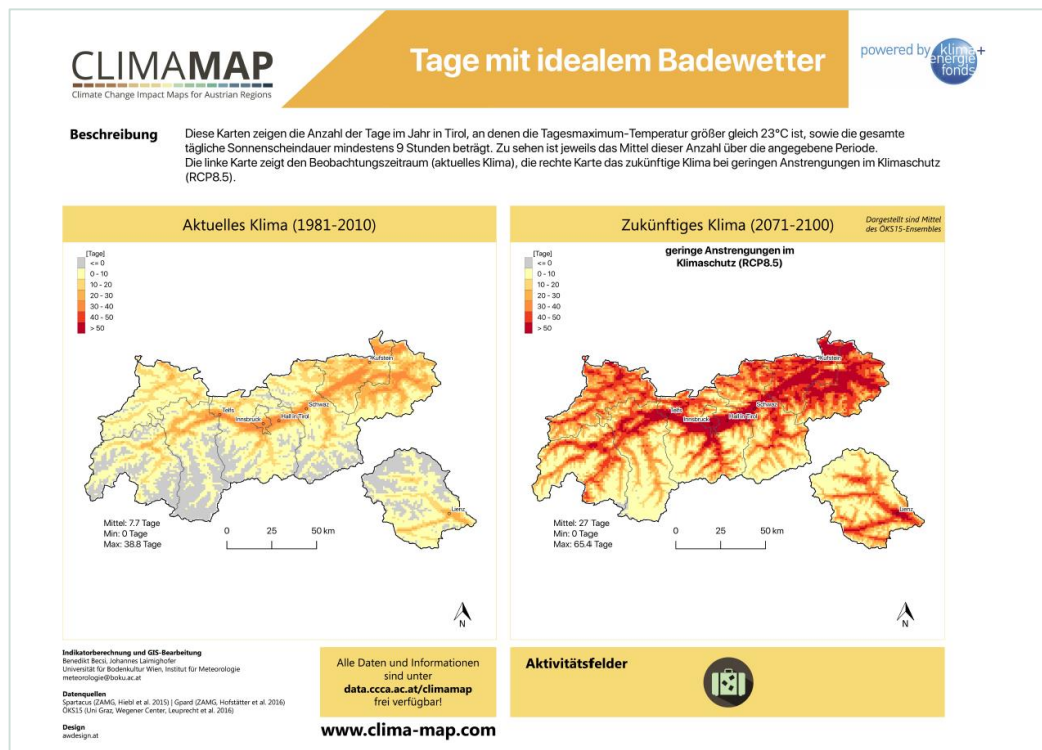- Connection to existing services

Step 3 – criteria for climate communication

To be able to interact with potential/non-/users you should be able to communicate with them.

- 275 papers, 170 identified as relevant

- 1290 „hits" (references for criteria)

- 70 single criteria with description and examples
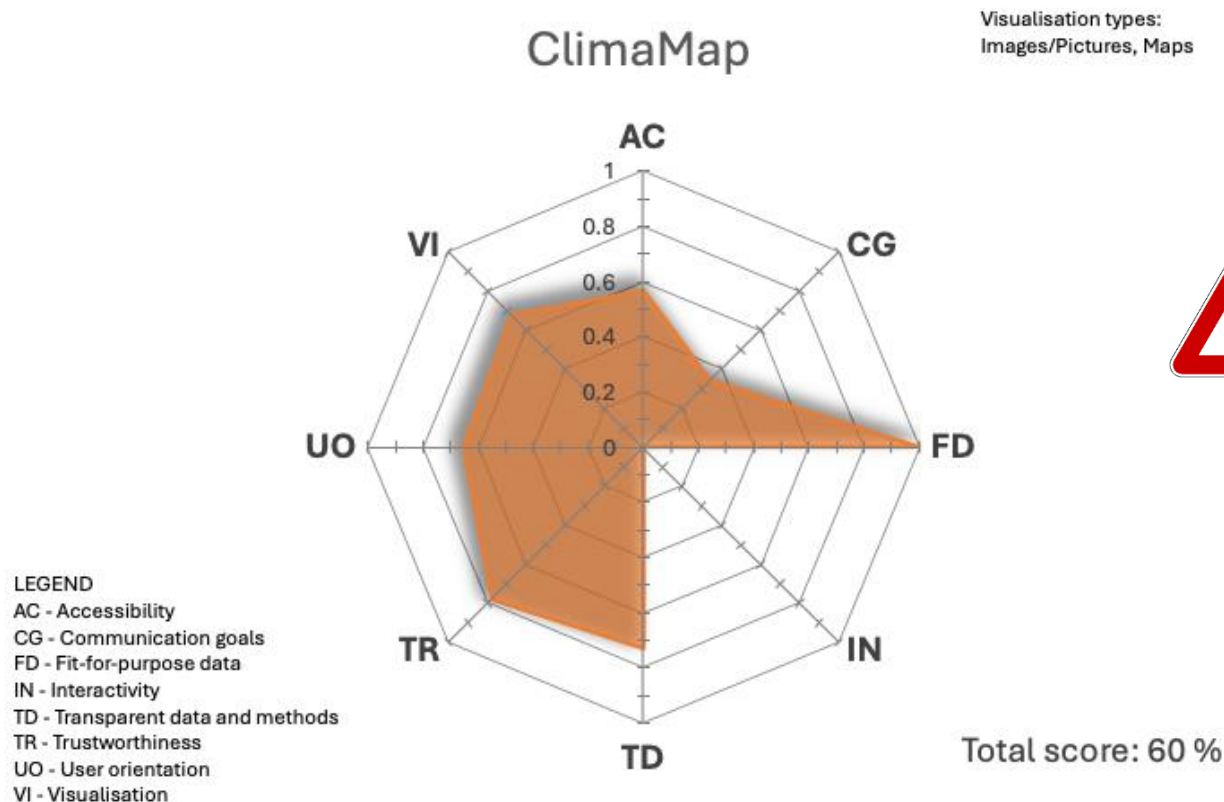
- 8 groups of criteria

- transparent data and methods
- fit for purpose data
- user orientation
- communication goals
- visualisation
- interactivity
- accessibility
- trustworthyness

Step 3 – criteria for climate communication

Step 3 – criteria for climate communication

ClimaMap

Visualisation types:
Images/Pictures, Maps

LEGEND
AC - Accessibility
CG - Communication goals
FD - Fit-for-purpose data
IN - Interactivity
TD - Transparent data and methods
TR - Trustworthiness
UO - User orientation
VI - Visualisation

Total score: 60 %

ATTENTION

Different criteria are of different importance for different user groups!

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Step 4 – Create Personas

Sebastian Schreiber, 45
journalist

use: awareness raising, contextualising extreme events

requirements: information in bullet points, interpretation of data, regional info

challenges: fake news, translation to non-scientific language, dealing with uncertainties

Greta Grundriss, 35
regional planner

use: developing adaptation measures for a region, implementing spatial development concepts

requirements: GIS, CAD, high spatial resolution, annuality of events

challenges: political agenda, budget, complying with UVP requirements

Helga Hagelkorn , 52
Insurance mathmatics

use: insurability of assets, setting insurance premium, modelling loss and damage

requirements: raw data, location specificity, score (what/who is stronger affected?)
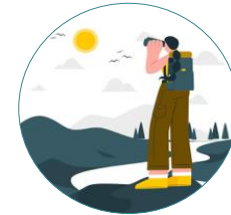
challenges: vulnerability of companies, assessment of trends, probability of events

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Take Home Messages

In order to be able to provide userfriendly, useful and usable climate services in the future, you should keep the following key points in mind:

- **Get an overview!**
  Let yourself be inspired by other providers and analyse,
  if and where there are gaps to be filled.

- **Know your target group!**
  Get in touch with the users to assess their needs and requirements.

- **Communicate respectively!**
  At eye level and keeping the criteria in mind that are particularly relevant
  for your target group(s).

What is next?

Currently we are working on the development of the next generation of the Austrian climate scenarios. All of Use.AT's results will be considered here!

- **Development of the new Austrian climate scenarios**
  Building on current data, models and scientific insights

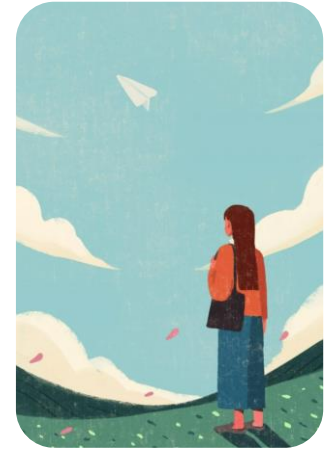- **Development of a communication strategy**
  What kind of products and services do users really need?
  What should these then look like?
  How can klimaszenarien.at implement this?

You are interested?
Keep in touch to get the latest news, or visit us on www.klimaszenarien.at!

Source: Pixabay 2025

Any Questions?

In case of doubt, thoughts, desire for discussion, or just a friendly chat, please contact:

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Project Homepage
https://klimaszenarien.at/projekte/climate-services/

Project Team