



Supporting the development of commercial weather and climate services

The primary focus of National Meteorological and Hydrological Services (NMHSs) is delivering weather and climate services to promote wellbeing and protect communities. There is also a requirement to protect businesses from the impacts of weather and a changing climate. The development of commercial services can help industries mitigate the risk from weather impacts and more effectively plan operations. The creation of commercial services can also generate sustainable funding streams that can be reinvested into the NMHS to ensure it has the necessary capacity and personnel. Longer term, this independent revenue stream can help reduce reliance on central government or government agency funding.



The Met Office

As a trading fund within the UK government's Department for Business, Innovation and Skills, the Met Office has a mandate to operate on a commercial basis. This enables us to deliver our weather and climate services to a wide range of customers across various industries including energy, retail, transport and aviation businesses. This benefits our weather and climate capabilities by driving our science into new areas that can be used to improve our public weather services.

As the UK's national meteorological service, we combine our unique position as a trading fund with our experience of developing capacity with NMHSs across the globe, collaborating to share our commercial expertise and forecasting skills. We understand the challenges faced in developing an NMHS commercial offering while adhering to World Meteorological Organization (WMO) frameworks, and can offer the necessary advice, information, business tools and techniques to enable the development of commercial services for local industries. These meet industry requirements by providing relevant services that support socio-economic growth while securing sustainable revenue streams through an established strategy.

Our professionally-trained business and marketing personnel and experienced team of meteorologists and scientists, work together to ensure our services and approach meet international business requirements.

What is involved in commercial consultancy?

Collaborating with our NMHS partners across the globe, the Met Office business team ensures market and end-user requirements are able to translate weather and climate science into value-added products and services for users.

Commercial consultancy from the Met Office is flexible in order to best meet the needs of the NMHS. Typically, market research and stakeholder engagement activities are undertaken to gather feedback from the target market and to understand the market opportunities. A situational assessment is then carried out to discuss and understand the requirements, strategic direction and vision of the NMHS in relation to their engagement with the specified market. This collaborative work will usually consist of a series of joint workshops and meetings to establish your organisation's needs and to inform the product and service developments required.

As a result of this work, a detailed commercial strategy is developed. This may also include a marketing strategy and a product development plan, while mentoring work ensures that the NMHS personnel working on the project are able to use the business and marketing techniques applied for future strategy and planning. Our account management consultancy can also involve training NMHS staff in areas such as customer engagement, preparing tenders and staff recruitment.

Benefits:

- Relevant weather and climate services for local industry based on user requirements. This might include protecting life and property, and could also help secure industry funding and increase in-country prosperity.
- A sustainable revenue stream which, combined with government funding, can increase financial security and strengthen the NMHS profile with government stakeholders.
- Can support revenue generation for re-investment into the NMHS in order to build the capabilities of the organisation.
- Staff collaboration on projects promotes sustainable development within the NMHS as skills can be re-used independently for future work.
- The NHMS will see its profile raised in the region and with the WMO with regards to developing commercial capability.
- Engagement with international companies enables the sharing of skills, knowledge and expertise.
- The technical benefits used to develop new services for industry can be used to develop improved climate and weather capabilities for public weather services.

East Africa Energy and Extractive Services

The Met Office has been working closely with the Kenya Meteorological Department (KMD) and the Tanzanian Meteorological Agency (TMA) on a project funded by the UK's Foreign and Commonwealth Office (FCO) Africa Prosperity Fund. Accurate weather and climate services are required by the oil and gas, and renewable energy sectors in the region to enable businesses to make investment decisions and manage risk. The project involved joint desk-based research, interviews with the renewable energy and oil and gas industries working in East Africa, analysis of feedback using market techniques, situational assessments of KMD and TMA carried out by Met Office experts and a product development management plan created following a workshop at KMD and TMA.



Meeting with the TMA Port Met Officer to understand marine industry requirements

Nigerian Meteorological Agency (NiMet)

The alliance between the Met Office and NiMet draws on our 40-year experience and expertise in how weather and climate can impact offshore oil and gas operations. The collaboration enables NiMet to provide a range of Met Office services to the local oil and gas industry, combining Met Office science with their local knowledge, technical competencies and expertise to offer critical weather information to support offshore operations. This helps to create a sustainable revenue stream for NiMet, stimulating economic activity and improving NiMet's weather and climate services across Nigeria.

“The alliance with the Met Office has enabled us to improve service delivery and improve our internally-generated revenue. NiMet's visibility in the marketplace has improved considerably, and we are now looking forward to sharing our expertise with other met services in the region.”

Kayode Ogunsola

General Manager, Business Development and Investment, NiMet



Drawing on Met Office expertise to support the offshore oil and gas industry in Nigeria

Who we are

The Met Office is a global centre of excellence in weather and climate science, and the UK's national weather service. Founded in 1854, the Met Office pioneered weather forecasting. Ever since then we have been at the forefront of developments in weather and climate science.

Our international development work

We draw on our scientific and operational strengths to offer practical advice and specialist consultancies. Our wide range of skills and expertise enable us to support countries around the globe in developing and enhancing their weather and climate services.

What makes us different?

As an international organisation, we are exposed to many challenges and have a reputation of meeting and exceeding expectations. Our strong track record includes:

- experience of working in over 150 countries;
- a pool of internationally-experienced specialist staff;
- World Meteorological Organization (WMO) accredited training;
- a thorough understanding of how weather and climate are linked to development goals and policies;
- design of impact-based forecasting for WMO policy;
- supercomputing capacity for sophisticated modelling;
- developing one of the most accurate regional meteorological models in the world, now adopted by Australia, South Africa and South Korea.



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