

## **D5.4 Competition to recruit additional Super Users for WP4**

**December 2023**

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\* **R**=Document, report; **DEM**=Demonstrator, pilot, prototype; **DEC**=website, patent filings, videos, etc.; **OTHER**=other

\*\* **PU**=Public, **CO**=Confidential, only for members of the consortium (including the Commission Services), **CI**=Classified

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## Executive Summary

*Add a summary of this deliverable, how it relates to work done in this and other WPs, and how it contributes to the objectives of the project.*

The ASPECT project aims to deepen understanding of the decision-making contexts and climate information requirements of several key European socio-economic sectors. This is being achieved by collaborating with information users to develop detailed case studies (WP4) and through multi-sector user forums (led by WP5). This work will inform the production of seamless climate information that is robust, reliable, and relevant for a range of decision contexts. The primary role of users in the ASPECT project is to maximise the societal impact of the project in supporting climate change adaptation and reducing vulnerability in a changing climate.

In its first year, WP4 has actively engaged with three Super Users from agricultural, governance and finance/pensions sectors. This report (Deliverable 5.4) details the methodology used to recruit two additional Super Users through a competitive and open competition, thereby extending the project's scope and effectiveness.

This deliverable describes the implementation of an open competition to recruit two Super Users to work closely with the ASPECT project. We outline how the recruitment campaign was organised and actioned.

The ASPECT project is developing a deep understanding of the decision-making processes and specific requirements of users from key European socio-economic sectors through the establishment and engagement with multi-sector user forums (led by WP5) and by co-developing detailed case studies with users from key sectors (WP4). WP4 has initially been working with Super Users from the agricultural, governance and finance/pensions sectors, and this deliverable documents the recruitment of two additional Super Users. Through the work of WP4 and WP5, the ASPECT project will gain information to deliver seamless climate information that is robust, reliable, and relevant for a range of decision contexts. This central role of users in the ASPECT project is designed to maximise the societal impact of the project in supporting adaptation and reducing vulnerability in a changing climate.

## About ASPECT

ASPECT aims to set up and demonstrate a seamless climate information (SCI) system with a time horizon up to 30 years and accompanied with underlying research and using climate information for sectoral applications. The project's goal is to improve existing climate prediction systems and to merge their outputs across timescales together with climate projections to unify a SCI as a standard for sectoral decision-making.

The project focus will be on European climate information, but we will also look where there is a wider policy interest (e.g., disaster preparedness) and in regions of European interest. We will maintain a strong link with the WCRP lighthouse activities to exploit learning for explaining and predicting earth system change. To incorporate a diversity of information, the SCI system will be based on multi-model climate forecasts and will build on learning from projects such as EUCP. It will align with new activities on Digital Twins within Europe, including DestinE. The SCI will combine physical science aspects with learning from other disciplines to ensure the information is robust, reliable, and relevant for a range of user-driven decision cases. The information package will incorporate baseline forecasts and projections (including uncertainty), and will explore new frontiers (e.g., extremes which are of socioeconomic high-level interest).

To ensure success, the research will encompass: an understanding and attribution of various processes along timescales (such as exploring signal-to-noise ratio) and their impact on predictability, new ways of initialisation of the prediction systems, merging predictions with projections, provision of regional SCI for Europe by downscaling (statistical methods, AI) and HighRes models (including convection-permitting models) and innovative post-processing method enhancing the skill and robustness of the climate forecasts.

## 1 Introduction

For climate information to be valuable for adaptation decisions it must be accessible, understandable and actionable. Appropriate climate change adaptation decisions vary across timescales, geographies, sectors and individual users. This poses a substantial challenge to the provision of decision-useful information to support adaptation as a balance is needed between the benefits of providing broadly applicable information that could be used by a wide range of users, and the user's preference for highly specific information which is less transferrable.

ASPECT is working with users to assess the requirements for climate information at both a broad sectoral level as well as in depth on a small number of case studies. Throughout ASPECT, partnership with key users is central to establishing which climate metrics, impact relevant indicators or parts of the case studies might be insightful if scaled up for other users, sectors and geographical areas. ASPECT is developing a deep understanding of the decision-making processes and specific requirements of users from key European socio-economic sectors through the establishment and engagement with multi-sector user forums and by co-developing detailed case studies. The case studies will also include co-evaluation involving both an assessment of the user's interaction experience with the climate information generated by the project as well as an assessment of the socio-economic value of such climate information.

The three initial Super Users, already involved in the project (case studies 1-3), are from the agricultural, governance and finance(pensions) sectors. More information about these Super Users is available in the [Milestone 13](#) report. In addition, two Super Users (for case studies 4 and 5) are to be recruited through a competition, open to members of the ASPECT User Forum and any other organisations working in societally important sectors.

This report outlines the process of recruiting these two additional Super Users during 2023. The timeline of the Super User recruitment process from first public announcement of the opportunity to the final announcement of the new Super Users is outlined in Figure 1.



**Figure 1.** Super User Recruitment Process in 2023

## 2 Design of recruitment campaign

### 2.1 Criteria for Super User selection

In order to select the most appropriate Super Users, the recruiting team decided on the following criteria for Super User selection, with input from colleagues from other work packages:

- Geographical and sectoral diversity - the final 5 Super Users should represent different sectors and regions in Europe and the Consortium should try to be as inclusive as possible, representing the diversity across Europe. Not all sectors and geographical regions will be covered by our 5 case studies, but we aim for a balanced representation. Non-European centered case studies may be eligible if they relate or have relevant implications for the European territory.
- Societal importance - Super Users should represent sectors of societal importance such as water, energy, transport, health, food or education.
- Level of engagement with weather and climate information - Super Users should be aware of their vulnerabilities to weather and climate, and across the Super User cohort there should be diversity in the level of development of adaptation planning and risk management. Ideally, Super Users can help champion the use of seamless climate information across their sectors.
- Keenness to engage - Super users should be able to commit time and effort to engage with the project. For example, Super Users are expected to attend annual User Fora (half to one day per year) and more regular meetings with climate services scientists which may be between monthly and three-monthly depending on the stage of the project. They should also identify specific people from their organisation who will be collaborating with ASPECT and explain how their skills are relevant to the project. This will help us judge if the right level of expertise and organisation knowledge and responsibility will be involved.
- Potential impact of working with ASPECT - the extent to which outputs from the collaboration are intended to be incorporated into organisation's activities, and/or have wider relevance for other potential users.
- Openness to sharing of outputs - Super Users should be willing to share non-confidential and anonymised information that come from the collaborative process. This is important in judging the extent to which result or methodologies would be transferable to wider user audiences.
- Alignment with organisational capabilities - The extent to which Super User context and needs are aligned with the organisational capabilities of the Met Office and Barcelona Supercomputing Center.



## 2.2 Application Form

The criteria outlined in Section 2.1 were used to determine the questions which should be on the Application Form for Super User Applicants. These questions are listed in Table 1, while Figures 2 and 3 show the Super User Application Form in a .pdf version.

**Table 1.** Questions for the Super User Application Form

1. Tell us about the activities, objectives, values and priorities of your organisation/business.
2. How important is weather and climate for your organisation/business?
3. Can you describe a recent weather or climate event that impacted your activities?
4. In the future, how do you think your organisation / business might be further impacted by weather and climate? E.g., product distribution, market demand.
5. How much knowledge and expertise does your business have in considering climate change in your strategy and/or working with weather/climate information?
6. Explain why your business or organisation would benefit from being a Super User in the ASPECT project.
7. If known, please state the job roles of people that would work with our climate scientists. Are those people currently involved in decisions to respond to weather and climate risks?
8. How would you hope the outputs from your engagement with ASPECT be incorporated into your organisation's activities, and do you have an organisational strategy that aligns with this?
9. Would you be willing to share information and data with our scientists to help us understand your weather and climate risks? Confidentiality of organisational data will be agreed with Super Users in line with your requirements and all applicable data regulations.
10. Would you be happy for all outputs from the project to be openly published (anonymised, if preferred) to aid with the future development of climate services?
11. Will you be able to commit time to engagement with climate services scientists from the ASPECT project over the next 3 years? Expected minimum commitment: We would expect Super Users to attend annual User Forum events (a day) and more regular meetings with climate services scientists, which may be between monthly and three-monthly depending on the stage of the project.



## Super User Application Form

Please prepare answers to the questions below and submit them via [this link](#) no later than 9 October 2023 at 12:00 CET. Following this, there will be further interviews with shortlisted applicants, and the new Super Users will be announced by 31 December 2023. Please do not hesitate to contact us at [hello.aspect@bsc.es](mailto:hello.aspect@bsc.es) if you have any questions prior to submitting your answers to this application form.

Unfortunately, there are only 2 Super User places available, and these Super Users will be selected through a balance of criteria including diversity of geographical location, being involved in a sector of societal importance, current levels of engagement with weather and climate, keenness to engage, impact and openness. We will be shortlisting applicants for interviews based on the answers to the questions below.

We would like to encourage any potential Super Users to engage with the ASPECT User Forum whether or not they are selected, as you will receive benefit to your organisation through the User Forum experience, including potential opportunities such as being involved in the expansion of prototype services to a wider range of sectors, and developing relationships with climate scientists working on climate risk and adaptation.

About You
Company / Organisation:
Website:
Sector / Field:
Full name of person completing form:
Role of person completing form:

Figure 2. Super User Application Form Page 1

Contact Email:
Country based in:
Regions operating in:

Below, you will find some questions about your company and your suitability as a potential Super User with the ASPECT project. Please include any relevant information, keeping your responses concise (**maximum 1500 characters** for each question).

Your Interest in ASPECT
1. Tell us about the activities, objectives, values and priorities of your organisation/business.
2. How important is weather and climate for your organisation/business?
3. Can you describe a recent weather or climate event that impacted your activities?
4. In the future, how do you think your organisation / business might be further impacted by weather and climate? <i>E.g., product distribution, market demand.</i>
5. How much knowledge and expertise does your business have in considering climate change in your strategy and/or working with weather/climate information?
6. Explain why your business or organisation would benefit from being a Super User in the ASPECT project.
7. If known, please state the job roles of people that would work with our climate scientists. Are those people currently involved in decisions to respond to weather and climate risks?
8. How would you hope the outputs from your engagement with ASPECT be incorporated into your organisation's activities, and do you have an organisational strategy that aligns with this?
9. Would you be willing to share information and data with our scientists to help us understand your weather and climate risks? <i>Confidentiality of organisational data will be agreed with Super Users in line with your requirements and all applicable data regulations.</i>
10. Would you be happy for all outputs from the project to be openly published (anonymised, if preferred) to aid with the future development of climate services?
11. Will you be able to commit time to engagement with climate services scientists from the ASPECT project over the next 3 years? <i>Expected minimum commitment: We would expect Super Users to attend annual User Forum events (a day) and more regular meetings with climate services scientists, which may be between monthly and three-monthly depending on the stage of the project.</i>

**Figure 3.** Super User Application Form Page 2

## 2.3 Value Proposition for potential Super Users

WPs 4, 5 and 7 developed a statement or ‘value proposition’ that clearly outlines the application process and unique benefits or value of Super User involvement in ASPECT. This proposition, along with general terms of reference, were made available to the public on the [ASPECT website](#) (see Box 1).

### Box 1.

ASPECT is a European project investigating and providing seamless climate information for up to 30 years ahead for sectoral applications. The project works closely with three users from the agriculture, finance and governance sectors to co-develop climate predictions and projections, providing them with state-of-the-art information for adaptation to climate change.

We are excited to announce an opportunity for two organisations involved in any societally important sectors to engage with the ASPECT project and become a “Super User”, taking part in our multi-sector user forum. This is an exclusive opportunity to become an integral part of the project over the next three years. The two Super Users will be selected in an open competition, giving them the chance to work closely with scientists to help co-develop climate services (products or information that will help you make informed decisions) for societally important sectors across a range of timescales.

#### What is a Super User?

A Super User is a user that has an understanding of the benefits that climate information can provide for the adaptation of their activities to a changing climate, and that aims to pioneer the use of the enhanced and seamless climate information provided by the ASPECT project. As a Super User, you will engage with leading climate services specialists from the Barcelona Supercomputing Center and the Met Office (UK) in order to co-produce state-of-the-art climate predictions and projections. The information provided will span from seasons to decades, ensuring that it is both useful and easily usable.

#### Why should you apply?

As an ASPECT Super Users, you will be the first to test and access the novel services developed in ASPECT. Among other benefits, becoming a Super User will allow you to:

- Make better informed strategic decisions for resilience to climate change and extreme weather;
- Develop your understanding on extreme weather and climate risks, working directly with experts from the Barcelona Supercomputing Center and the Met Office;
- Help co-produce useful and usable state-of-the-art seasonal-to-decadal prediction information that will benefit many other organisations.

#### Who can apply?

It is an open competition, but we would like to particularly invite international organisations involved in societally important sectors, such as organisations focusing on, for example, energy, transport or health.

### **How will Super Users be involved?**

We would expect Super Users to attend meetings with our Climate Services scientists throughout the project and openly share information that helps us understand your weather and climate risks. There will be no cost to Super Users to engage with project scientists and practitioners. However, a certain time commitment and willingness to share relevant information is expected to ensure the climate services developed by the project are tailored to your needs.

### **Apply now!**

You can express your interest in becoming an ASPECT Super User by [submitting your details here](#). After submitting your details, you will receive the full Application Form with questions about your company and your suitability as a potential Super User that you should fill in by 9 October 2023.

In October and November, there will be further interviews with shortlisted applicants, and the new Super Users will be announced by 31 December 2023. Please do not hesitate to contact us at [hello.aspect@bsc.es](mailto:hello.aspect@bsc.es) if you have any questions prior to submitting this application form.

Unfortunately, there are only 2 Super User places available, and these Super Users will be selected through a balance of criteria including diversity of geographical location, being involved in a sector of societal importance, current levels of engagement with weather and climate, keenness to engage, impact and openness. We will be shortlisting applicants for interviews based on their completed Application Forms.

We would like to encourage any potential Super Users to engage with the ASPECT User Forum whether or not they are selected, as you will receive benefit to your organisation through the User Forum experience, including potential opportunities such as being involved in the expansion of prototype services to a wider range of sectors, and developing relationships with climate scientists working on climate risk and adaptation.

To be part of our User Community, please do also [sign up](#) to the ASPECT mailing list and follow us on social media (see the [Contact Us](#) page of our website), so that you receive all ASPECT updates and information about our User Forums.

## 2.4 Technical details of the Application Process

An Expression of Interest form was available on the ASPECT website from early 2023, where representatives from organisations could sign up to receive more details about the application process once the Super User competition was officially launched.

In June 2023, the following process was implemented by WP7 under instruction from WP4:

- Representatives from organisations fill in a short form available on the ASPECT website with personal details to express interest in the Super User Competition ('Expressions of Interest').
- They automatically receive an email thanking them for completing the form and inviting them to submit a more detailed Application Form. They are also given access to a pdf of the questions (see Figures 2 and 3) at this stage, so that they can prepare their answers to the longer questions before accessing the form.
- Once submitted, the application is sent to WP7 colleagues at Barcelona Supercomputing Center and to WP4 colleagues at the Met Office ('Super User Applications').

This two stage process enabled a quick indication of initial interest in the Super User Competition, which was useful for the project team to be aware of, as well as enabling interested organisations to quickly sign up to be part of the User Forum. This process also enabled potential Super Users to take more time to consider and prepare their application for the Super User Competition ahead of the advertised deadline of 9 October 2023.

## 2.5 Official Launch at ECCA

The Super User competition was officially launched in June 2023 at the 6th European Climate Change Adaptation ('ECCA') Conference 2023 in Dublin, Ireland. Sam Grainger (WP5) signposted the audience toward the application information at the end of the session entitled '[Communities of Practice: Engagement strategies](#)'.

## 2.6 Ensuring data security and adherence to GDPR

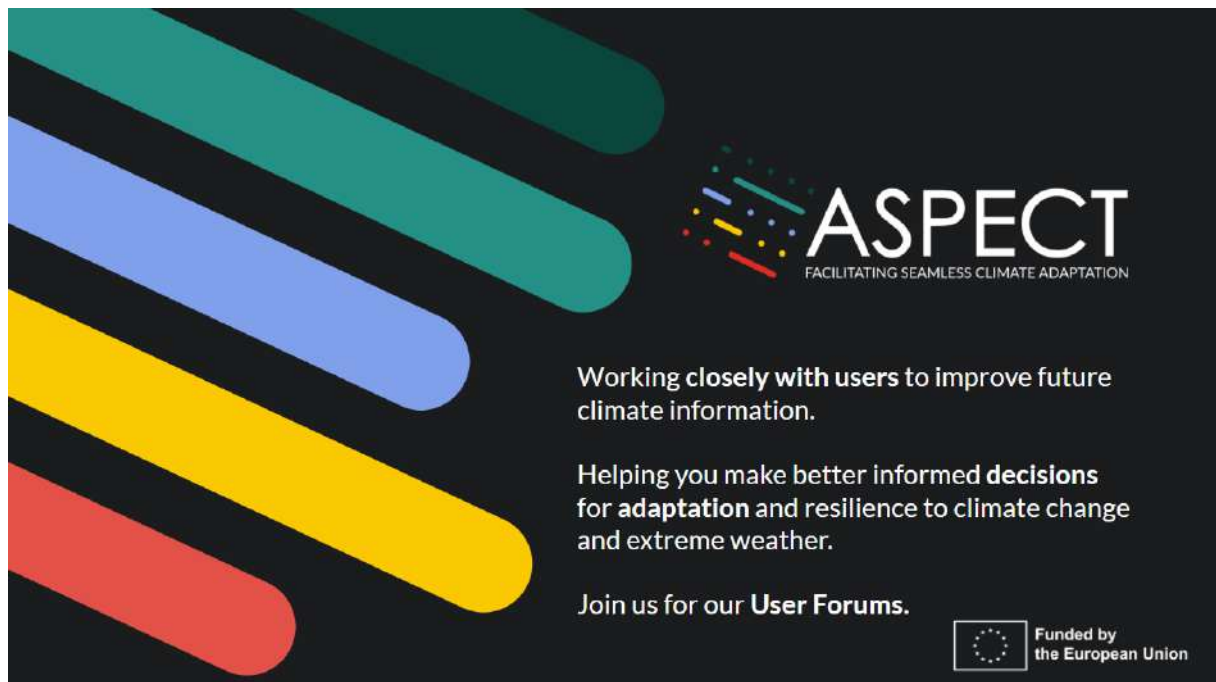
All personal data collected are treated with care following GDPR, and are stored by the Met Office and Barcelona Supercomputing Center with access restricted to the recruiting team and staff facilitating the process.

### 3 Advertising

Advertisement of the Super User competition involved developing graphics that were disseminated through different networks and events. More information on advertisement activities can be found in the following sections.

#### 3.1 Advertising graphics

In order to make the advertisements more visually appealing, the graphics were designed in close cooperation between WP4 and WP7 (Figures 4-6). They were used for a range of advertising uses, including in presentations, social media and for dissemination via email.



**Figure 4.** Introductory graphic for the ASPECT project



COMPETITION

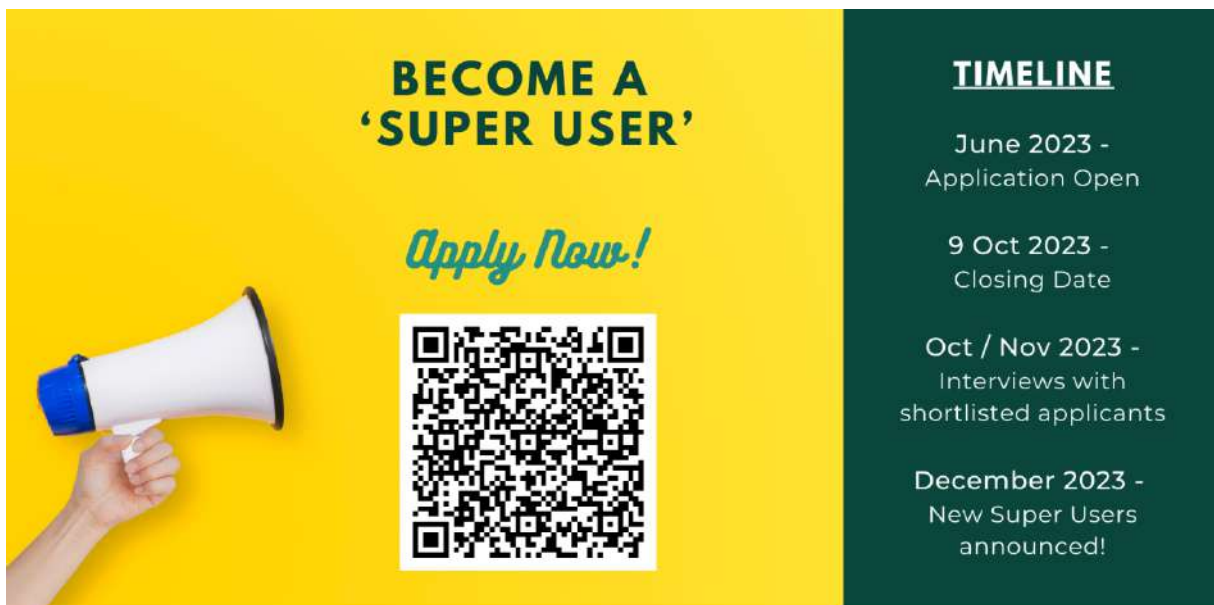
## BECOME A 'SUPER USER'

We are looking for two organisations involved in societally important sectors to join our project!

- ✓ Make better informed decisions
- ✓ Develop your understanding on extreme weather and climate risks
- ✓ Co-produce useful & usable seasonal-to-decadal predictions


*Apply Now!*

Figure 5. Advertising graphic for the Super User Competition



## BECOME A 'SUPER USER'

*Apply Now!*



### TIMELINE

- June 2023 - Application Open
- 9 Oct 2023 - Closing Date
- Oct / Nov 2023 - Interviews with shortlisted applicants
- December 2023 - New Super Users announced!

Figure 6. Advertising graphic for the Super User Competition with timeline and QR code



## 3.2 Climateurope2 webstivals and ASPECT User Forums

[Climateurope2](#) is a project coordinated by the [Barcelona Supercomputing Center](#) that works to develop standardisation procedures and recommendations for climate services, while supporting and bringing together the European climate services community. Climateurope2 organises festivals, webstivals, conferences and other events, aimed at the climate services community and wider audiences.

Prior to the official launch of the Super User competition, the upcoming opportunity to apply to be a Super User was highlighted within a session at the Climateurope2 webstival “Science and Society Dialogues on Climate Services and Innovation” on 24 March 2023. This session was also the [first part of the 2023 ASPECT User Forum](#), and had 120 attendees, and these sessions are available to watch again for people who did not participate live.

ASPECT held the [second part of the 2023 User Forum](#) on “Adaptation-oriented seamless predictions of European climate” on Friday 21 April 2023. The second User Forum session provided an opportunity to delve into the requirements and use cases of some organisations who had initially shown interest in the ASPECT project, and further advertised the opportunity to attendees (50).

Additionally, Jaroslav Mysiak advertised the Super User competition in the [‘Climateurope2 webstival: second edition’](#) on 20 September 2023 in the ‘Insights from concurrent projects: advancements in climate innovation’ session.

## 3.3 Advertising through Consortium Networks

Members of the consortium were encouraged to help with advertising the opportunity throughout June to October, by contacting their personal networks and/or as part of their talks.

For example, Box 2. shows an email sent to the ASPECT consortium on the 14 July 2023 to stimulate the spread of the advertisement.

### Box 2.

Dear all ASPECT colleagues,

Further to my email of 16 June 2023, we have started to advertise the Super User recruitment more widely in the past few weeks. Please help us share our ASPECT social media posts widely using [LinkedIn](#) and [Twitter](#) !

Below please find a template that you might like to use/amend in contacting potential Super Users; do feel free to make this more personal.

We also attach some overview slides about ASPECT. If you are doing talks over the summer period please do raise awareness of ASPECT and our Super User recruitment - we hope these slides will make it easy for you to do so.

If you are doing talks which mention ASPECT, please record this activity in the User Engagement spreadsheet hosted by WP7.

A reminder that tracking potential Super User Engagement is by a 'longlist'; please add organisations you'd like us to contact or have contacted yourself here (you may need to request access – see more information in the email below).

The application deadline is 9 October 2023.

Unfortunately, there are only 2 Super User places available, and these Super Users will be selected through a balance of criteria including diversity of geographical location, being involved in a sector of societal importance, current levels of engagement with weather and climate, keenness to engage, impact and openness.

We would like to encourage any potential Super Users to engage with the ASPECT User Forum whether or not they are selected, as they will receive benefit to their organisation through the User Forum experience, including potential opportunities such as being involved in the expansion of prototype services to a wider range of sectors, and developing relationships with climate scientists working on climate risk and adaptation.

The below template text is also available to all project participants via the Wiki, which will be where you can find the most up to date version of the suggested text.

We are very grateful for your efforts to help us find additional Super Users.

Best wishes,  
Freya Garry and Dan Bernie  
WP4, Met Office

#### TEMPLATE TEXT

Hello <NAME>,

I'm currently involved with a Horizon Europe funded project called 'ASPECT', involving a range of weather and climate scientists and services specialists from across Europe who are leading the development of seasonal to decadal predictions, producing 'seamless' climate predictions covering the next 30 years.

The ASPECT project currently includes three Super Users (organisations working closely with our scientists) from the agriculture, finance and governance sectors. Scientists and

Super Users are co-developing state-of-the-art climate services to help with decision making around extreme events and climate change.

The ASPECT project have recently launched an opportunity for two more organisations operating in societally important sectors in Europe to engage with the ASPECT project and become “Super Users”. Becoming an ASPECT Super User is a unique opportunity to become an integral part of the project over the next 3 years. The two Super Users will be selected in an open competition, giving them the chance to test and access the novel services developed in ASPECT. Among other benefits, becoming a Super User will enable you to:

- Make better informed decisions for resilience to climate change and extreme weather;
- Develop your understanding on extreme weather and climate risks, working directly with world-leading experts from the [Barcelona Supercomputing Center](#) and the [Met Office](#);
- Help co-produce useful and usable state-of-the-art climate services that will benefit many other organisations.

You can find out more [on the project website](#), and [start the application process here](#). Applications close on 9 October 2023.

We encourage all organisations to get involved in ASPECT by [signing up](#) to the ASPECT mailing list which will also enable you to join our annual multi-sector User Forum events.

Please do get in touch with the ASPECT project via [hello.aspect@bsc.es](mailto:hello.aspect@bsc.es) if you have any further questions.

Best wishes,  
<YOUR NAME>

### 3.4 ASPECT Social Media

WP7 led the social media advertising on LinkedIn and Twitter/X. The competition to recruit new Super Users into ASPECT utilised three different social media approaches with the aim of reaching a range of audiences:

1. An advert was developed to show the benefits of engaging with ASPECT as a Super User (Figures 5 and 6)
2. Visuals showing the specific benefits to existing Super Users were developed as a part of the ‘Meet the Team’ campaign (Figure 7, 8 and 9)
3. Existing events and activities were used as a hook for sharing the Super User competition.

The Super User recruitment advert, as shown in Figures 5 and 6, was designed to be eye catching and highlight the benefits of applying to become a Super User in a clear concise way. This advert was shared regularly on social media platforms alongside the links to the website news article for more information and the application form. ASPECT consortium organisations were tagged in the posts and encouraged to share with their networks to extend the reach of the posts.

The ‘Meet the Team’ campaign was developed and launched in September 2023, with examples from current Super Users shown in Figures 7, 8 and 9. This campaign aimed to share the specific benefits current Super Users experience from being a part of the ASPECT project, to encourage other organisations to apply to be involved in ASPECT. The Super User tiles were shared on social media platforms along with text stating that ASPECT is looking to recruit more Super Users and a link to the website which viewers could follow to find out more.

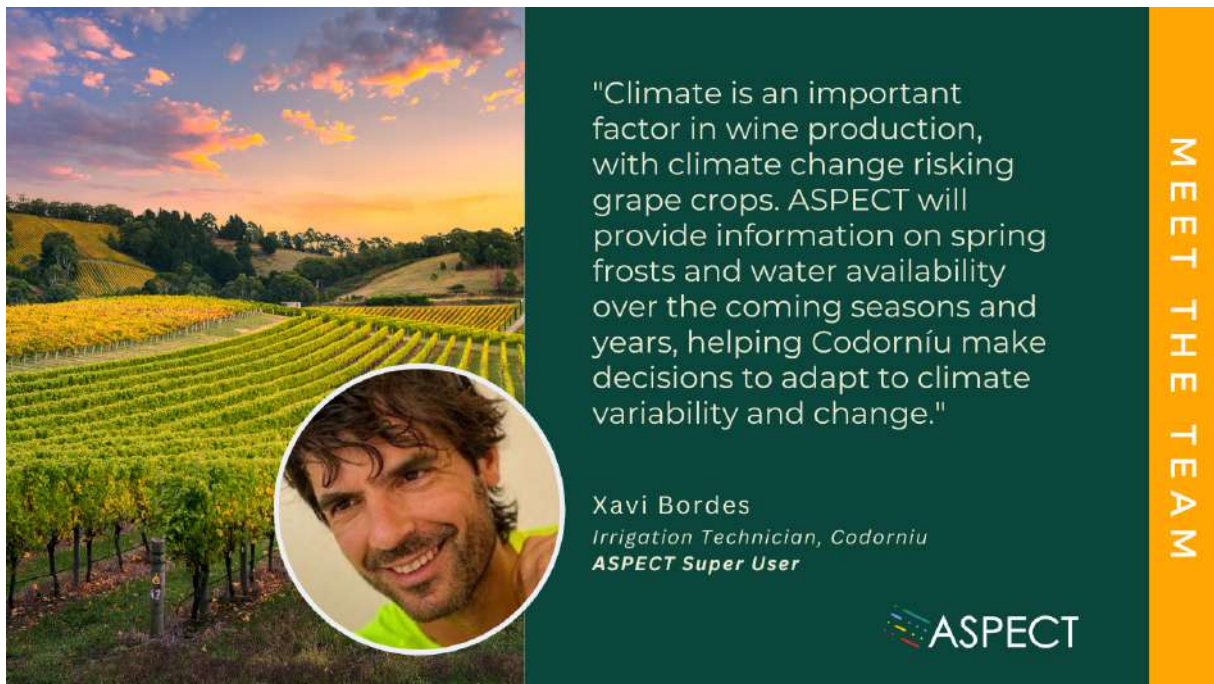


Figure 7. Meet the Team Campaign: Super User tile for Codorníu



"The EU Mission on adaptation to climate change helps regions understand climate risks and supports them toward climate adaptation. ASPECT is working with the Mission's project CLIMAAX to incorporate climate predictions into a new framework and toolkit for regional and local climate risk assessments."

**Cinzia Alessandrini**  
*Regional Agency for Environment, Prevention and Energy of Emilia Romagna Region*  
**ASPECT Super User**

MEET THE TEAM



**Figure 8.** Meet the Team Campaign: Super User tile for EU Mission Adaptation



"Climate change can impact a wide range of pension fund investments. ASPECT can provide improved climate information to better understand these risks enabling better risk management and support effective investment decision making."

**Professor Iain Clacher**  
*Pensions expert, University of Leeds & Centre for Greening Financial Investments*  
**ASPECT Super User**

MEET THE TEAM



**Figure 9.** Meet the Team Campaign: Super User tile for Pensions sector

The final approach to sparking interest in applying to become a Super User was through promoting the opportunity to audiences of other events or activities of relevance. Specifically, the second Climateurope2 webstival provided this opportunity, particularly as one ASPECT

Super User, the EU Mission on Adaptation, was a focus of one of the webstival sessions. Social media posts were shared about this session alongside information about the opportunity to apply to become a Super User together with the necessary links for more information.

A summary of the posts from the ASPECT social media accounts and data on engagement, impressions and the number of clicks on the links are presented in Table 2. The key statistic in Table 2 is the number of clicks (which totalled 89, at 18/10/23) which is a more representative measure of those who were sufficiently interested in the posts to want to find out more, or to open the application form.

**Table 2.** Summary of social media activity and engagement which aimed to spark interest in the Super User recruitment campaign

Date of post	Platform	Content of post	Impressions	Engagements	Link clicks
02/05/2023	Twitter/X	SU recruitment	238	14	2
21/06/2023	Twitter/X	SU recruitment	3174	76	12
27/06/2023	LinkedIn	SU recruitment	101	14	8
27/07/2023	Twitter/X	SU recruitment	753	68	7
04/08/2023	Twitter/X	SU recruitment	306	7	0
04/08/2023	LinkedIn	SU recruitment	104	15	0
11/08/2023	Twitter/X	SU recruitment	1040	22	1
21/08/2023	LinkedIn	SU recruitment	16	4	4
07/09/2023	Twitter/X	SU recruitment	106	3	1
13/09/2023	Twitter/X	SU recruitment	124	8	0
13/09/2023	LinkedIn	SU recruitment	55	1	0
18/09/2023	Twitter/X	Linked to other information	282	13	0
18/09/2023	LinkedIn	Linked to other information	33	0	0
22/09/2023	Twitter/X	SU recruitment	223	11	0
22/09/2023	LinkedIn	SU recruitment	214	25	15
26/09/2023	Twitter/X	Meet the team SU tile	151	17	0
26/09/2023	LinkedIn	Meet the team SU tile	169	8	3
02/10/2023	Twitter/X	Meet the team SU tile	45	1	0
02/10/2023	LinkedIn	Meet the team SU tile	94	4	1
03/10/2023	Twitter/X	SU recruitment	35	2	0
03/10/2023	LinkedIn	SU recruitment	29	2	0
06/10/2023	Twitter/X	SU recruitment	37	1	1
06/10/2023	LinkedIn	SU recruitment	516	22	9
13/10/2023	Twitter/X	Meet the team SU tile	36	0	0
13/10/2023	LinkedIn	Meet the team SU tile	195	29	25

### 3.5 Met Office Social Media and Met Office Blog

The Met Office featured an advertisement for the Super User competition in their [monthly Climate Newsletter](#) between July and September 2023. The 'X' Met Office social media posts sharing the 13 September [Climate Newsletter](#) generated 20,260 impressions.

On 11 August 2023 the [Met Office Business and Industry LinkedIn page did a specific post](#) on ASPECT featuring the Super User competition. The rate of engagement for the post was 3.4% which is slightly above average for LinkedIn.

Freya Garry wrote the following article which was published on the [Met Office Press Office blog](#) on 17 July 2023 (Box 3). The article was also shared on '[X](#)' [Met Office Science](#) and retweeted by '[X](#)' [Met Office Business](#) on 17 July, generating 1348 impressions (as at 20 July). The blog featured in [Issue 50](#) of the Met Office [monthly Climate Newsletter](#) (26 July 2023 - Spotlight on adaptation), which was sent to 13,140 recipients, with a [quote tweet on 'X' Met Office Science](#) generating 760 impressions.

**Box 3.**

**[Seamless decision-making for climate adaptation](#)**

Posted on [17 July, 2023](#) by [Met Office Press Office](#)

We all care about how future changes to the weather might affect us. This might be in our professional lives, where we think about risk from extreme weather to one industry, or this might be because we are all affected by disruption to energy supply, to transport and to food supply.

**Decisions on a range of timescales**

We don't just care about the weather tomorrow, but we care about the weather next season, and the weather further into the future. We know climate change will bring hotter drier summers, and warmer wetter winters, and more extreme summer hot dry days, longer periods of drought, and more frequent and intense flash flooding.

When we make decisions we think on a range of timescales – what do we need to do this week? What do we need to do this month, or this financial year? Forward thinkers in government and businesses will often think longer term, and for sectors likely to be affected in a big way by the future changes to weather that we will see under climate change, this is an imperative.

With more extreme weather events, we are going to need to change the way we do or build things, to adapt to the changing climate. We are going to need to protect our homes and schools from hazards like sea level rise and flash flooding or prevent them from damage from overheating. In the hottest and most vulnerable countries of the world, people will be forced to move away from their homelands, when nothing can grow there anymore.



### **Useful climate information to inform decision making**

Until recently, different groups of scientists have thought about these impacts at different times in the future using different tools and producing different data products for seasonal and climate timescales. This has meant that information to help inform decision making can be complex for users from different parts of society to understand, making it hard to use this information in their decision making around adaptation.

To help make things more straightforward for decision making, seamless climate products will be produced by a Horizon Europe project involving the Met Office. Scientists working on the Adaptation orientated Seamless Predictions of European Climate project, known as the ASPECT project, will blend the best information from seasonal predictions with decadal climate predictions and beyond. This is a complex scientific task. However, making this information easier for people to use is a key part of climate services, where we develop our state-of-the-art science into something that you can use and incorporate into your decisions.

### **Embedding adaptation into decision making**

Being able to consider climate change in the future consistently at different time horizons. For example, looking at one year, five years and 15 years ahead at the same time (in a seamless way) is really important for climate adaptation. Climate adaptation is a continual process, and one which we need to keep returning to, to ensure that we keep investing adequately to mitigate against the risks we face from climate change. We might want to make some changes now, and some changes in five or 10 years, and so having useful climate information to inform decision making helps people make the right decisions for their business and helps them plan and budget around future climate adaptation.

Climate change is also a ‘threat multiplier’ which means that it is likely to make worse other risks that we face in our lives, and this is why it is important that climate adaptation is embedded into other decision making. This could be at government policy level as recommended by the Climate Change Committee, in regional planning, or into risk assessments for businesses, hospitals and schools. By weaving climate adaptation through all the other decision making in our lives, we will be able to better prepare for the changes and challenges that more extreme weather from climate change will bring.

### **Become an ASPECT Super User**

The Horizon Europe ASPECT project is working closely with organisations in the agriculture, finance and governance sectors, to help them incorporate climate adaptation in their wider decision making.

The ASPECT project recently launched an opportunity for two more organisations operating in societally important sectors in Europe to engage with the ASPECT project and become “Super Users”. Becoming an ASPECT Super User is a unique opportunity to become an integral part of the project over the next three years. The two Super Users will be selected in an open competition, giving them the chance to test and access the novel services developed in ASPECT. Among other benefits, becoming a Super User will enable you to:

- Make better informed decisions for resilience to climate change and extreme weather;
- Develop your understanding on extreme weather and climate risks, working directly with world-leading experts from the [Barcelona Supercomputing Center](#) and the [Met Office](#);
- Help co-produce useful and usable state-of-the-art climate services that will benefit many other organisations.

You can find out more [on the project website](#), and [start the application process here](#). Applications close on 9 October 2023.

Any organisation can get involved with ASPECT by [signing up](#) to the ASPECT mailing list which will also enable you to join our annual multi-sector User Forum events. You can also get in touch with the ASPECT project via emailing the project at [hello.aspect@bsc.es](mailto:hello.aspect@bsc.es) if you have any further questions.

## 3.6 Contacting Umbrella Organisations & Newsletters

The Met Office reached out to a number of European wide organisations and newsletters for organisations in appropriate sectors. The organisations listed in Table 3 were contacted during July 2023 as they group organisations in specific sectors together and so have an extensive reach within those areas to help increase the awareness of our Super User recruitment. It is not known how many organisations/newsletters passed on the advert to members, however Climate ADAPT, Climateurope2 and Health Care Without Harm Europe responded positively to confirm they would distribute the provided advert for the competition.

**Table 3.** Organisations approached to ask for help with advertising

Organisation	Website
CAN Europe	<a href="https://caneurope.org/news-publications/">https://caneurope.org/news-publications/</a>
ENDS Europe	<a href="https://www.endseurope.com/">https://www.endseurope.com/</a>
Climate ADAPT	<a href="https://climate-adapt.eea.europa.eu/newsletter">https://climate-adapt.eea.europa.eu/newsletter</a>
Climate Alliance	<a href="https://www.climatealliance.org/newsroom/news.html">https://www.climatealliance.org/newsroom/news.html</a>
European Public Health Association	<a href="https://eupha.org/newsletters">https://eupha.org/newsletters</a>
WHO Europe Newsletter	<a href="https://www.who.int/europe/news-room/newsletters">https://www.who.int/europe/news-room/newsletters</a>
Health Europa	<a href="https://www.healtheuropa.com/category/news/">https://www.healtheuropa.com/category/news/</a>
Health Care Without Harm (HCWH) Europe	<a href="https://noharm-europe.org/content/europe/climate-energy-news-blog-posts">https://noharm-europe.org/content/europe/climate-energy-news-blog-posts</a>
Deutsche Allianz Klimawandel und Gesundheit	<a href="https://www.klimawandel-gesundheit.de/ueber-uns/">https://www.klimawandel-gesundheit.de/ueber-uns/</a>
European Council for an Energy Efficient Economy	<a href="https://www.eceee.org/all-news/news/2023/06/">https://www.eceee.org/all-news/news/2023/06/</a>
Clean Energy Wire	<a href="https://www.cleanenergywire.org/">https://www.cleanenergywire.org/</a>
European Passenger Transport Operators	<a href="https://www.epto.net/">https://www.epto.net/</a>
European Metropolitan Transport Authorities	<a href="https://www.emta.com/spip.php?article204">https://www.emta.com/spip.php?article204</a>
CEDR	<a href="https://www.cedr.eu/">https://www.cedr.eu/</a>
UIC	<a href="https://uic.org/about/contact#Contact-form">https://uic.org/about/contact#Contact-form</a>
PIANC	<a href="https://www.pianc.org/about/">https://www.pianc.org/about/</a>
Energy Transport and Climate News	<a href="https://www.europeanenergyinnovation.eu/Latest-News">https://www.europeanenergyinnovation.eu/Latest-News</a>
Europe's Rail	<a href="https://rail-research.europa.eu/news/">https://rail-research.europa.eu/news/</a>
Community of European Railways	<a href="https://www.cer.be/newsroom/news">https://www.cer.be/newsroom/news</a>
European Rail Infrastructure Managers	<a href="https://eimrail.org/eim/">https://eimrail.org/eim/</a>
Water Europe News	<a href="https://watereurope.eu/news/">https://watereurope.eu/news/</a>
EurEau	<a href="https://www.eureau.org/news">https://www.eureau.org/news</a>
European Union of Water Management Associations	<a href="https://www.ada.org.uk/about-us/euwma/">https://www.ada.org.uk/about-us/euwma/</a>

### 3.7 WP5 Survey and extension of deadline

As part of Task 5.3, WP5 conducted a large-scale survey of climate sensitive sectors/organisations in Europe, with a target sample of at least 2000 responses throughout Europe. This survey targeted individuals (e.g., analysts, managers and planners) from organisations (ranging from the public sector, multinational companies to small businesses and farms) whose professional or livelihood-related activities are weather- or climate-sensitive and have either used or could potentially use climate information.

WP5 employed a sample recruitment company, Qualtrics, to obtain the majority of the survey responses, and also conducted their own dissemination of the survey. The survey was disseminated during October and early November 2023.

WP4 and WP5 identified this survey dissemination as an opportunity to reach a new cohort of potential Super Users. To enable this, WP4 extended the closing date of the Super User Competition to 27 October 2023, and WP5 advertised the opportunity at the end of the survey. This enabled the majority of the survey responses acquired by Qualtrics to have a week to consider applying to the Super User Competition.

### 3.8 At Industry Events

WP4 members spoke at industry events during the period of advertising the Super User competition and used the opportunity to advertise ASPECT and the Super User Competition. For example, Freya Garry spoke about climate impacts and risk to the Business Travel Association (UK), which prompted several Expressions of Interest on the website from members of the UK travel sector and led to one Super User application.

## 4 Applications

Anonymised details of the applications received by the ASPECT project to be Super Users are shown in Table 4. Applications 1-10 were received by the original closing deadline of 9 October 2023 (pre survey dissemination and additional social media posts), and Applications 11-13 were received by the final closing deadline of 27 October 2023. In total there were 27 Expressions of Interest into the Super User competition on the website.

Table 4 illustrates that overall the applications received were mostly focussed regionally in western Europe, but some applicants have operations in various locations worldwide, including eastern Europe. A diversity of sectors is represented by the applicants, from cultural heritage, agriculture, energy, finance and climate services sectors.

**Table 4.** Applications Received for the Super User Competition

Super User Applicant No.	Sector	Country Based In	Countries Operating In
1	Cultural Heritage	Sweden	Sweden
2	Energy	UK	UK and International
3	Sustainability	UK	Worldwide
4	Agriculture	Portugal	Spain, Argentina, Chile, New Zealand
5	Archaeology	Germany	France, Italy, Spain, Switzerland
6	Climate Services	Italy	Italy
7	Insurtech	Spain	Worldwide
8	Renewable Energy	France	Worldwide
9	Banking	Netherlands	Worldwide
10	Disaster Response	UK	UK and Worldwide
11	Humanitarian and International Development	UK	(Eastern) Europe, Asia, Africa, America
12	Energy	Sweden	Sweden
13	Energy	Ecuador	Ecuador

## 5 Selection of Final Super Users

The applications received were sifted according to the criteria outlined in Section 2.1 of this Deliverable 5.4.

Applications were scored out of 5 for each criteria and a shortlist of applicants were selected for an in-depth discussion with a recruitment panel from the Met Office and the Barcelona Supercomputing Center.

The final announcement of the successful Super Users was made on the ASPECT website on 19 December 2023 (Box 4), with the unsuccessful applicants informed privately by email shortly prior to this (Box 5).

#### Box 4

### ASPECT announces two new Super Users

We are pleased to announce that climate services scientists at the Met Office and Barcelona Supercomputing Center will be working with another two organisations over the next three years as [Super Users](#) of the ASPECT project. The organisations **British Red Cross** and **Save the Children International** join the existing Super Users in the agriculture (wine), finance (pensions) and governance sectors. This extends the ASPECT case studies to the *disaster response* and *humanitarian* sectors. We thank everyone who applied for the Super User competition.

The consortium would like to thank everyone who has applied to the Super User competition. All other organisations are encouraged to engage with the ASPECT project through the User Forum, which provides a platform to develop relationships with climate scientists working on climate risk and adaptation and for potentially expanding prototype services to a wider range of sectors and users. The next User Forum will take place in January 2024, with more information available shortly.

#### Disaster response following extreme events in Europe

The [British Red Cross](#) is the first new Super User to be selected by the ASPECT project. Red Cross and Red Crescent Societies around the world help people prepare for, respond to and recover from extreme weather-related disasters such as droughts, heatwaves, wildfires and floods. The British Red Cross is keen to move to proactive modelling of their future operations, as the increasing frequency and intensity of extreme weather events caused by climate change challenges their capacity to respond.

To date, Red Cross societies have employed weather and climate information in short term decision-making, seasonal planning, and are increasingly looking at how to use such insight in longer term adaptation planning and decision-making. You can read more about the experience of British Red Cross emergency response officer, David Taylor, on the importance of why forecasts and warnings are crucial to planning and preparedness [here](#). Working with the British Red Cross is therefore an excellent fit for the seasonal to decadal timescales that are the focus of ASPECT.

The Red Cross movement is committed to producing advice, activities and plans to support individuals and communities to become climate ready. Together we will work toward climate service prototypes tailored to local needs that can inform the British Red Cross strategy around climate risk. The British Red Cross will also use the evidence and insight

gained locally to advocate for changes to policy and practice nationally and share this learning with partners in Europe and internationally. ASPECT plans to engage with the International Federation of Red Cross and Red Crescent Societies Technical Reference Group for Climate Action – Europe Region, chaired by the Spanish Red Cross and co-chaired by the British Red Cross. This engagement will support input from European Red Cross and Red Crescent Societies into the ASPECT case study. Through these links ASPECT scientists plan to co-produce climate service prototypes which will be useful to the British Red Cross domestically in the UK as well as Red Cross societies across Europe and beyond.

### **Health of children and climate change**

Our second case study will be [Save the Children International](#). We will co-develop prototype climate services around the provision of appropriate water, nutrition, sanitation and hygiene, to support Save the Children to protect maternal and child health around the world. Through this partnership, ASPECT will be helping to support climate services for the important and topical area of climate and health. At COP28 this month, 123 countries endorsed a [new Climate and Health Declaration](#) acknowledging the growing health impacts of climate change on communities worldwide.

The initial climate service prototypes developed will focus on Europe's neighbours, Africa and the Middle East, where learnings will have high relevance to parts of Europe as the climate continues to change and extreme hot temperatures become more common. The climate services co-produced with Save the Children International will cover the seasonal to multi-annual timescale for which state-of-the-art climate simulations are being produced by the ASPECT project. Looking at the impact of climate conditions on health, food availability and nutrition, ASPECT aims to develop prototype climate services that can support adaptation and protect maternal and child health under future climate change.

### **Box 5**

Dear Applicant,

Thank you for applying to the ASPECT project Super User competition.

We are pleased that the competition generated high interest, reflected in the amount of applications received. Unfortunately, we can only recruit two organisations and we regret to inform you that you have not been selected.

However, the opportunity to engage with ASPECT does not stop here, and we strongly encourage you to continue to engage with the project. The User Forum and other potential future ASPECT activities provide a platform for organisations to develop relationships with climate scientists working on climate risk and adaptation and for potentially expanding prototype services to a wider range of sectors and users.

The next ASPECT User Forum will be in early 2024, and will be comprised of the following sessions (session titles are provisional):

- Understanding seamless climate information: Tuesday 30 January 14:00 - 15:30 CET
- Advancing ASPECT Project: Research and Innovation: Wednesday 31 January 12:30 - 14:00 CET
- Matchmaking: Thursday 1 February 14:00 - 15:30 CET

To ensure you and your colleagues remain part of our ASPECT User Community, please do [sign up](#) to the ASPECT mailing list and follow us on social media (see the [Contact Us](#) page of our website), so that you receive all ASPECT updates and information about our User Forums. On [our website](#) you can also see recordings of previous ASPECT User Forum events.

Best wishes,

The ASPECT Team