ECMWF Member State Copernicus Workshop, 12 June 2020

User Engagement presentation summary

Stijn Vermoote presented the plans on User Engagement, a new capacity which has the aim to increase user uptake and user satisfaction, unlock new potential applications of C3S data and products and provide training with the ultimate objective to enhance the impact of the Copernicus services. With this, ECMWF commits to the enhanced focus on Copernicus as a users-driven programme as reflected in the EC proposal for a Regulation establishing the space programme of the Union (COM/2018/447 final - 2018/0236 (COD))

User Engagement will closely collaborate with other user-oriented service components including scientific and technical expertise, user support, communication, sectoral information system as well as quality control and evaluation. User Engagement is a joint service component between C3S and CAMS and, as such, will capitalise on user interactions from both services in an efficient way.

It is envisaged to be built around the following building blocks:
1**. Facilitating the creation of solutions**: connect core users such as EU policy DGs, UN bodies and EU Member States, with C3S and CAMS scientists and technical experts and service providers to develop innovative solutions as well as contributions to the definition of research and innovation topics;

2. **Enhancing intelligence of users**: improve our understanding of existing and new users and associated data-value-chains as well as policy and societal trends to unlock the full potential of CAMS and C3S, e.g. via sector specific workshops and Users Days in, and with support of, Member States;

3. **Enabling the downstream market**: support the development of downstream applications and solutions, including the launch of use cases and dedicated actions to on-board new user communities and novel solutions based on specific societal needs;

4. **Promotion and marketing**: together with the Copernicus Communication team, develop marketing strategies, promote and showcase services at user and stakeholder events;

5. **Liaising and collaboration**: liaising with key stakeholders such as the EU and EU Member States as well as the UN and collaboration with other user uptake initiatives and coordinate C3S' and CAMS' role in the overarching Copernicus Knowledge Hubs;

6. **Training and knowledge transfer**: training on skills and transfer of knowledge adapted to the specific types of users;

7. **Internal representation of the voice of the users**: Internal coordination with operational teams to ensure delivery of user needs as well as management of user expectations and feeding inputs for service evolution.

In his presentation, Stijn highlighted (in red) those aspects for which close collaboration and support with Member States will be established. This is regarded as a crucial aspect to create impact and meaningful user uptake. Potential funding opportunities have been highlighted (in green) as well.

Recommendations (from Q&A session and MentiMeter)
Feedback as collected via the MentiMeter indicates that (1) collaboration with and support of national and other user uptake initiatives and (2) the development of sector focused content/material, are regarded as essential.

Feedback via the MentiMeter also indicated a strong support to (3) foster downstream applications via open calls on use and demonstration cases and (4) developing tailored-made applications and turn-key solutions for specific societal challenges.

During the Q&A sessions, also the importance of supporting national training sessions has been highlighted. Further explanations on the plans to enable national user uptake for the CAMS regional air quality forecasts has been provided. Stijn also emphasised that for user engagement and training activities, ECMWF will rely on the knowledge and support of contracted service providers.
ECMWF would like to thank all the participants for their active engagement and insightful questions, which will be an asset for the final set of negotiations with the European Commission.