



# RMetS

Royal Meteorological Society

Advance the understanding of weather and climate and its applications for the benefit of all



# European Meteorological Society

Benefit society at large through the broad expertise network of the EMS community, focussing on collaboration at the European level and support of national Member Societies



**Prof Liz Bentley**

**Chief Executive Royal Meteorological Society**  
**President European Meteorological Society**





## Communications strategy:

- EMS Strategy Committees including Media and Comms Committee (Chair: Tanja)
- Communications Strategy for Annual Meeting (2018)
- EMS Communications Strategy Framework (2023)
- General Assembly 2025 – communication discussion item:
  - audiences, priorities, activities, use of AI
  - ‘shine a light’

## Communication activities:

- communication between the EMS members sharing experiences and promoting activities
- communication of EMS activities and values
- website ([www.emetsoc.org](http://www.emetsoc.org)) and ems-message
- EMS Annual Meeting
- EMS communication awards recognising excellence
- EMS webinar series

**EMS Webinar series**  
online | Wednesdays at 4pm (CET/CEST)

**Understanding the atmosphere of Starry Night**

**Speaker: Bert Holtslag**  
Past-EMS President, Emeritus Professor of Meteorology at the Meteorology and Air Quality Section, Wageningen University

**EMS Webinar series**  
online | Wednesdays at 4pm (CET/CEST)

**Rapidly attributing extreme weather events to climate change**

**Speakers:**  
**Friederike Otto**, Imperial College London  
**Ben Clarke**, University of Oxford

**Wednesday, 16 April 2025, 4pm (CEST)**  
**Participation:** The event is held as @Zoom webinar.



# RMetS – Science Engagement

Recent activities:

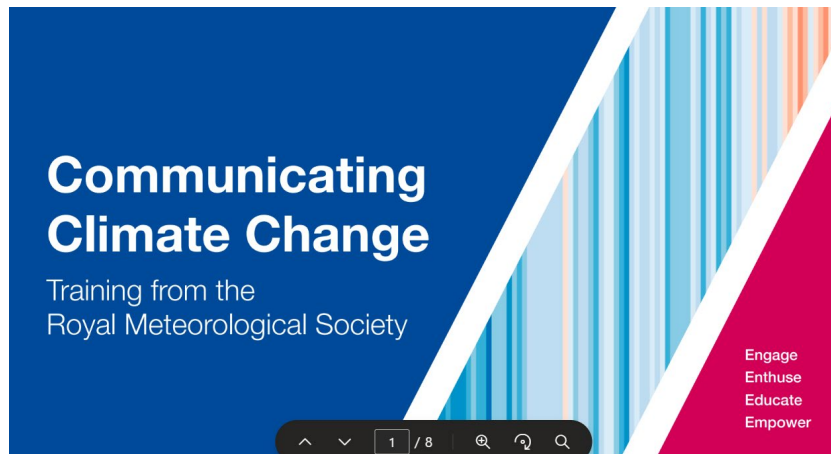
- ✓ *Climate change communication training*
- ✓ *Science Engagement Toolkit*
- ✓ *Media Guide – Weather Change*
- ✓ *Other examples*



# RMetS – Climate Change Comms Training

## Recent activities:


- ✓ *Since 2018*
- ✓ *Editorial policy change*
- ✓ *Broadcast meteorologists, journalists, heads of news, PR, community leaders, dioceses etc*
- ✓ *Science, policy, effective communication, behavioural change, pitfalls, trusted resources*
  
- ✓ *2025 training to BBC and ITV: role of broadcast meteorologist, climate adaptation, positive messaging, local stories, tools and tips*





# Tools: Climate Shift Index

CLIMATE  CENTRAL

Copy Link 

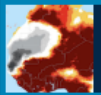
Screen

Explore our new  
CSI: Ocean map

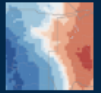


Climate Shift  
Index® Global Map

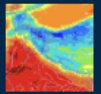
Select type of map:



Climate  
Shift Index



Temperature  
anomaly



Temperature

City

Type a city name 

Date

◀ May 1, 2025 ▶

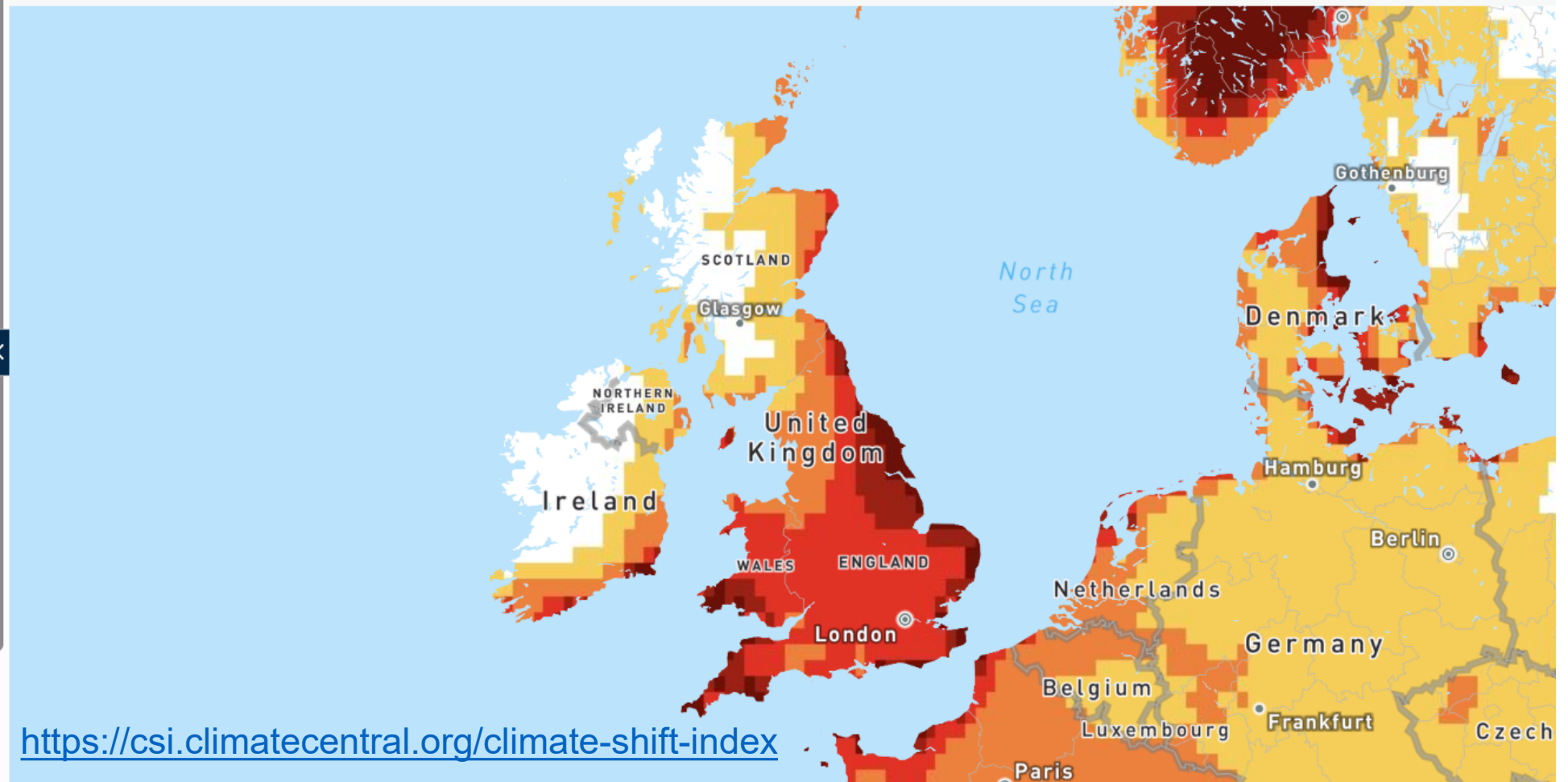
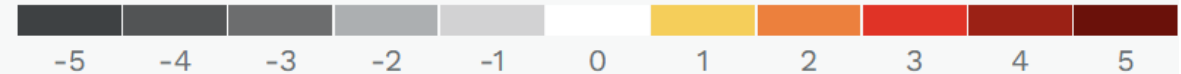
☒ Single date

☐ Multi-day average

> Advanced settings

Climate Shift Index [Learn more...](#)  
for average temperatures, May 1, 2025

Change in likelihood due to climate change

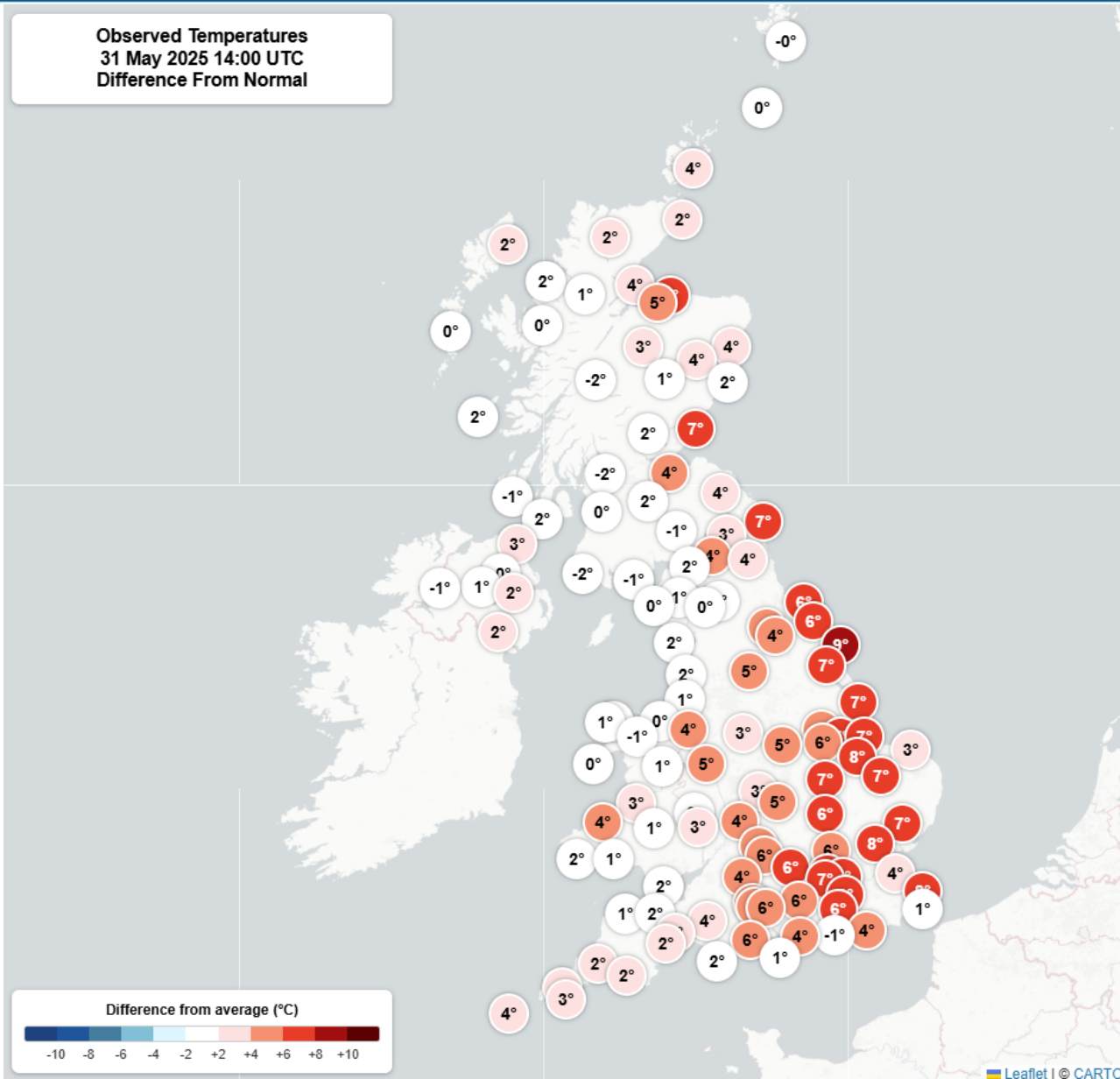


<https://csi.climatecentral.org/climate-shift-index>



# Tools: Is the UK hot right now?

Observed Temperatures  
31 May 2025 14:00 UTC  
Difference From Normal



Was the UK hot at 14:00 UTC on May 31?

Click on a temperature observation and scroll to see further details

**YES - it's warm**

**Average difference from normal: +3.1°C**

31/05/2025



14:00

UTC

Change Time

Get Latest

<https://istheukhotrightnow.com/>

# RMetS – Science Engagement Toolkit

## Science Communication – Toolkit for Scientists

- ✓ *Support ECRs to share their science*
- ✓ *Recognise opportunities and challenges*
- ✓ *Equip scientists with the knowledge and strategies*
- ✓ *Developed by Royal Meteorological Society and the Met Office*
- ✓ *Practical advice*
- ✓ *Mis- Mal- and Dis-information*
- ✓ *Harassment*
- ✓ *Advice and actions to manage wellbeing*

<https://www.rmets.org/science-communication-opportunities-and-challenges-toolkit-scientists>





# RMetS – Media Guide

- ✓ *Partnership with Weather Change (Global Strategic Communications Council and Meliore Foundation)*
- ✓ *Media Guide*
  - ✓ *Motivation: Basic climate literacy is a prerequisite to climate action - communication professionals have a significant role in shaping how society responds to the climate crisis*
  - ✓ *Online guide covering science, fact sheets, communicating climate change, frequently asked questions etc*
- ✓ *Webinars*

*Coming soon – due to be launched this autumn*

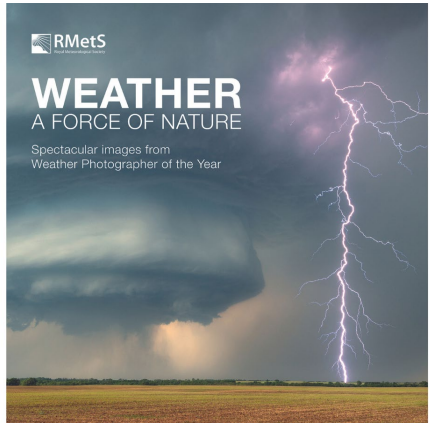
# RMetS – Science Engagement



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EXPRESS

QUIRKY AMERICAN

NOR'EASTER

In the Spotlight - Weather -  
Weird weather words from North America


12 JUNE 2025

2025/26 storm names

Amy	Fionnuala	Kasia	Patrick	Wubbo
Bram	Gerard	Lilith	Ruby	
Charles	Hannah	Marty	Stevie	

In the Spotlight - Weather -  
Storm names for 2025/26 announced


01 SEPTEMBER 2025



175


In the Spotlight - Weather -  
The number 175 in weather

06 AUGUST 2025



Climate - Weather -  
Atlantic hurricanes, British weather,  
warmer waters and climate change

20 AUGUST 2025



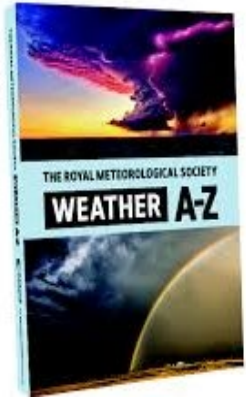
In the Spotlight - Weather -  
What happens when lightning strikes the  
ocean?

01 AUGUST 2025



COP26 Video Bulletins











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climate and its applications for the benefit of all

## Thank you

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