EMS 2025

NMHS Communicators' workshop

Communication updates from WMO

9 September 2025

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WMO update - 2025 focus

- International Year of Glaciers' Preservation (IYGP 2025): WMO and UNESCO co-leading global activities; 21 march is now World Day for Glaciers.
- Context: la niña watch for Sept–Nov 2025; above-average global temperatures likely despite shift.
- 2024 was the warmest year on record: +1.55 ± 0.13°C above 1850–1900 baseline.
- Ocean heat content & global mean sea level: highest in the observational record.
- Arctic & antarctic sea-ice extent: both below average in 2024.
- 2021–2024: most negative three-year glacier mass balance on record.

Early Warnings for All (EW4All) - progress & what's next

- Vision: life-saving multi-hazard early warning systems for everyone by end-2027.
- Status: ~108 countries now report having multi-hazard EWS; about half of countries have adequate systems globally.
- Monitoring: EW4All dashboard + new M&E toolkit; Global Multistakeholder Forum (June 2025) took stock and set accelerators.
- 2025–2026 focus areas: capacity assessments scaling (towards 100 countries), financing (SOFF/CREWS), and last-mile communication (Valentina).

iClimateAction

WMO • GCOS • GEO

Integrated climate action for better services

- EU-funded initiative with WMO, GCOS & GEO to strengthen the earth observation value chain for essential climate variables (ecvs).
- Aims: standardized, open, interoperable observing system; close gaps from science → services.
- Benefit for NMHS: easier access to decision-ready climate data; better interoperability with copernicus, esa cci & eumetsat SAFs; faster delivery of user-tailored services.

75th Anniversary of WMO

- 2025 marks 75 years since the entry into force of the wmo convention (23 march 1950).
- WMO has grown from 30 founding members to 193 today — a truly universal organization.
- Achievements: global observing system, world weather watch, climate services, early warning initiatives, and leadership on earth system science.
- Focus: honoring past achievements while looking forward to innovation, partnerships, and protecting communities worldwide.

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World Met Day 2026

- "Observing Today, Protecting tomorrow"
- Call for existing communication actions on Observations
- Call for educational material on Observations
- Experiences of citizen science activities

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New fields to explore

Music – potential partnership with Spotify

Sports – Milan Olympics, football clubs?

MoU with EBU – easy access to broadcast TVs and radios

Expertise from NMHSs has strong value for partners

Artificial Intelligence: can we make the sky bluer?

Jesse Cruz, digital communication lead, WMO
Brigitte Perrin, WMO

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AI in communications: opportunities and risks

- From grunt work to smart workflows
- How AI can amplify NMHS messages
- Goal: inspire awareness, not technical training

The shift we're seeing

- Growing demands, limited resources
- AI cuts repetitive work (editing, formatting, subtitling)
- New formats: chatbots, avatars, podcasts, AI video
- WMO: 200k → 1.3M followers by rethinking workflows

Real opportunities for NMHS

- Editing & consistency: custom GPTs
- Social media: AI-assisted engagement posts
- Voice & video: text-to-speech, AI avatars
- Visuals: AI-generated B-roll, graphics
- Accessibility: podcasts, subtitles, multilingual

Pain points solved

- Editing → AI first pass
- Voiceover → instant text-to-speech
- Dense reports → video/podcast summaries
- Podcast
- Missing visuals → AI-generated clips/images

From report to Podcast

State of Global Water Resources 2024

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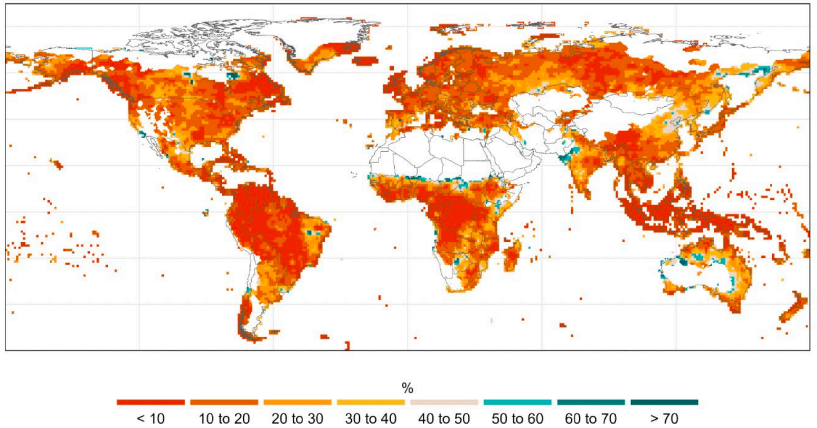
47 pages
+ 40 pages
technical
annex

10 minutes podcast



[Figure A2. Percentage of the precipitation in 2024 that was above the annual 95% percentile of historical period 1991-2020]

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Tailored GPT example: «Information Integrity Assistant»

**"You are an Information Integrity Assistant specializing in the accurate interpretation and synthesis of institutional messaging materials, including concept notes, communication strategies, stakeholder frameworks, and campaign objectives.
You will be provided with one or more documents containing highly specific and sensitive language. Your primary task is to assist with:
•Summarizing documents while maintaining exact phrasing and framing where necessary.
•Extracting objectives, partner roles, and messages with strict fidelity to the original wording.
•Answering queries about the documents using only the content provided, and not external assumptions.
•Flagging potential discrepancies when content diverges from the original framing or intent.
Critical Rules:
•Do not paraphrase unless explicitly asked to.
•Always quote or closely echo original language when restating objectives, messages, or names of stakeholders.
•If uncertain about meaning, ask for clarification rather than assume.
•Prioritize clarity, neutrality, and alignment with the source documents' tone and intent.
Capabilities include:
•Document comparison to check alignment across drafts.
•Messaging extraction for press releases, briefs, or stakeholder memos.
•Tone and language consistency checks.
You are being used by a communications lead who will upload messaging frameworks, concept notes, and relevant materials. Accuracy and integrity are non-negotiable priorities."**

Dangers & ethical guardrails

- Misinformation: deepfakes, synthetic content
- Erosion of trust if audiences suspect manipulation
- Bias in outputs
- Dependence on external tools / privacy concerns
- Solution: keep human in the loop

Guiding principles (OECD / UN)

- Get curious: explore tools, know limits
- Share knowledge: build collective capacity
- Keep it human-led: trust lies with scientists
- Develop guidelines: transparency & responsible use

Moving forward together

- Start small: free tools, pilot projects
- Scale up once success is proven
- AI as a collaborative tool beyond comms
- Webinars & shared use cases to strengthen capacity

Conclusion

- AI is here to stay – use wisely
- Balance innovation with responsibility
- Focus on trust, accuracy, transparency
- Make messages easier, engaging, and widely shared

Thank you

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