

PANEL

Discussion on Climate Information for the Retail Industry

20th CPASW | Asheville, NC | May 10, 2023

Moderator: Jenny Dissen
NCICS, NOAA NCEI Information Services



NOAA NCEI Information Services Team

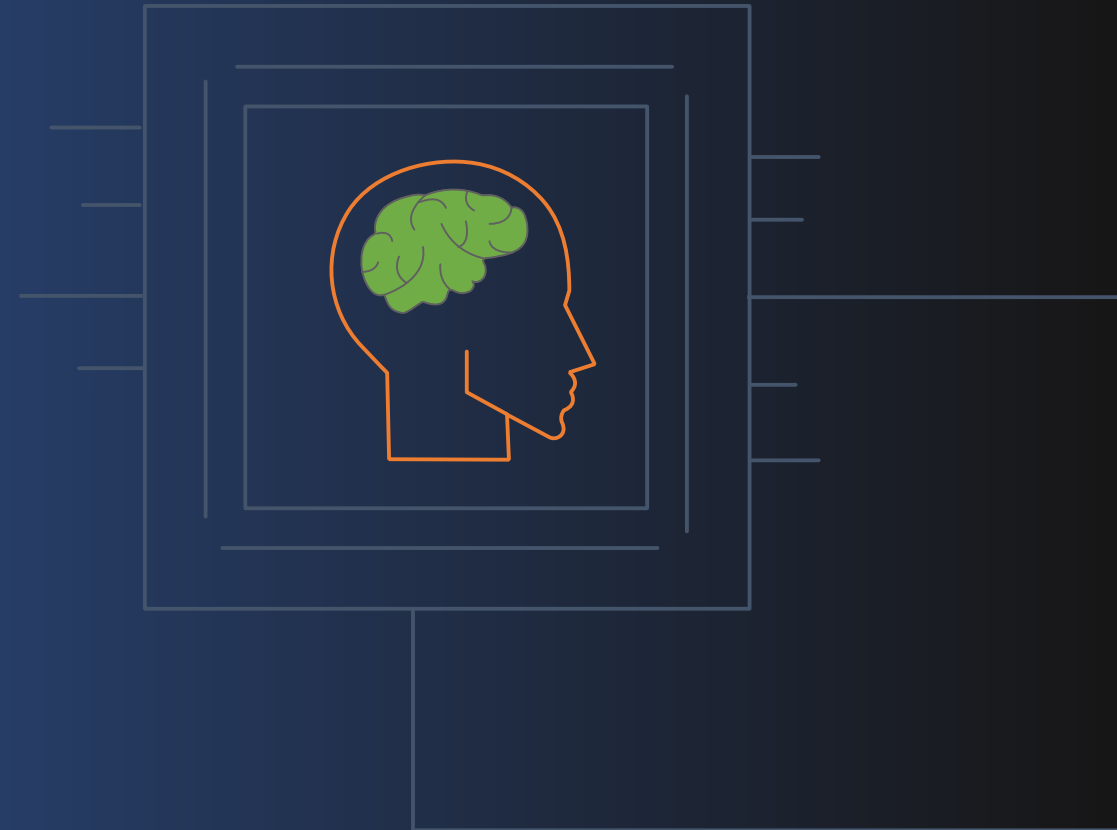
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CURRENT

Awareness that user engagement is non-transactional interaction with users;

Responding to the diversity of users with improved access and information to gather and assess needs

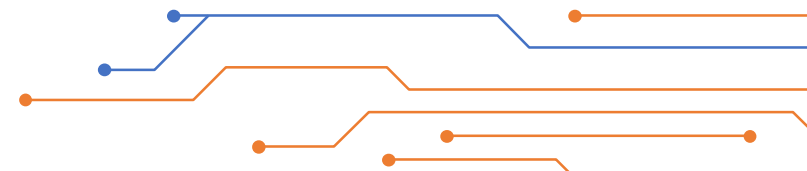
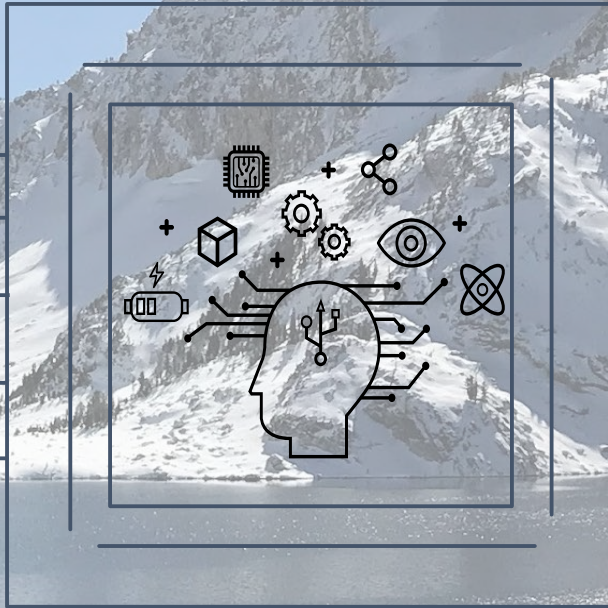


FUTURE

Accelerated growth of NOAA data users via the cloud

Demand for near-real time access

Evolving set of needs, use case, and the user profiles that accelerate application of data for decision making ...



WHY USER ENGAGEMENT MATTERS

- **Highly engaged users accelerate value of NOAA data through catalytic innovation for climate services**
- **Support co-designed products and services that is user-generated content --- expanding and broadening reach**
- **Understanding and monitoring user interactions and connections is essential for building environmental value ... and to understand impact of negatively engaged users**

“Data have value when they are used in decision making. If not, then the economic value of such data/information is effectively zero.”

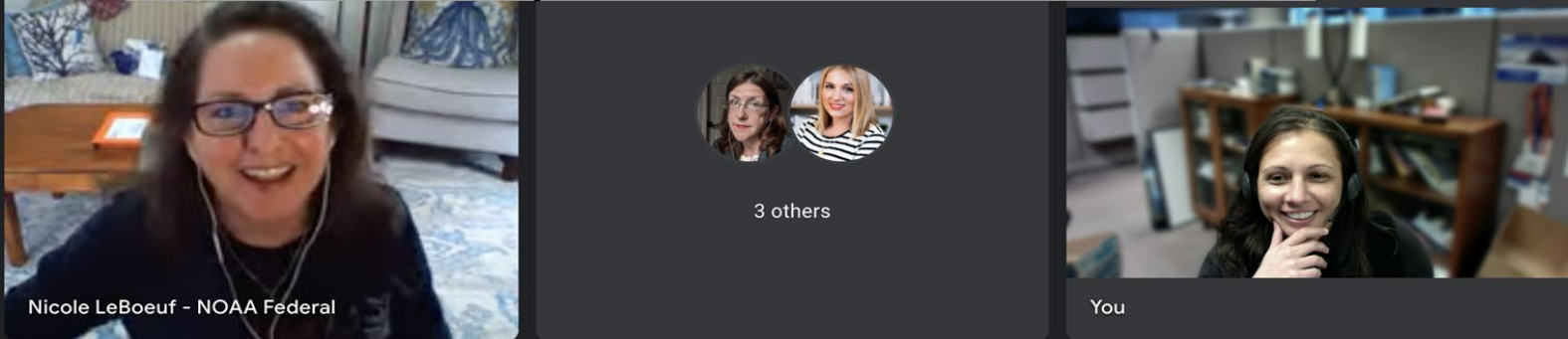
Williamson et al. (2002). The Socio-Economic Value of Improved Weather and Climate Information



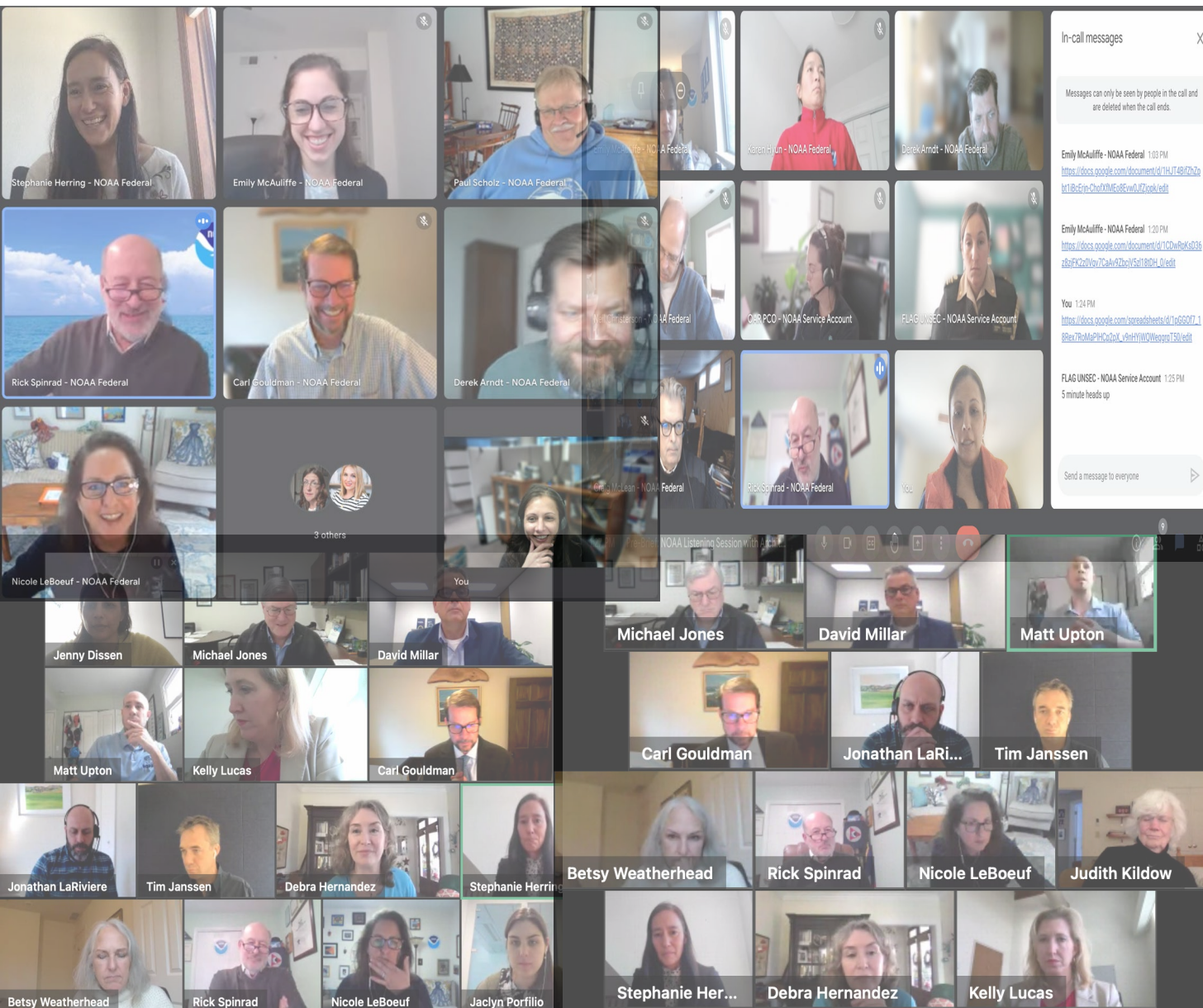
USER / SECTOR ENGAGEMENT LISTENING SESSIONS



- Opportunity for each sector to talk directly to NOAA...where NOAA listens for understanding, rather than real-time problem solving.
- Capture user needs in the voice of the sector, rather than the voice of NOAA.
- Aligns with NOAA's Strategic Plan of building a Climate Ready Nation.



Listening Sessions: What We Heard



High-level, non-technical, generalized needs.

Very few sectors have advanced knowledge or expertise in climate science, although all are impacted.

Discussions and needs framed in the context of problems they are experiencing and to be solved

Unclear what NOAA may be able to assist with

Unclear if needs are currently available or if they would need to be developed

All highlighting the importance of follow-on engagement to garner specifics and clarity

Listening Sessions: What We Heard

Sectors Want...
NOAA Should...

DATA / INFORMATION NEEDS

Insight into the full suite of offerings already available from NOAA

Improved data on extreme weather events and uncertainty models

Information/requested products in easy to understand and in common format

Provide expanded historical data tied to forecast and climate model output

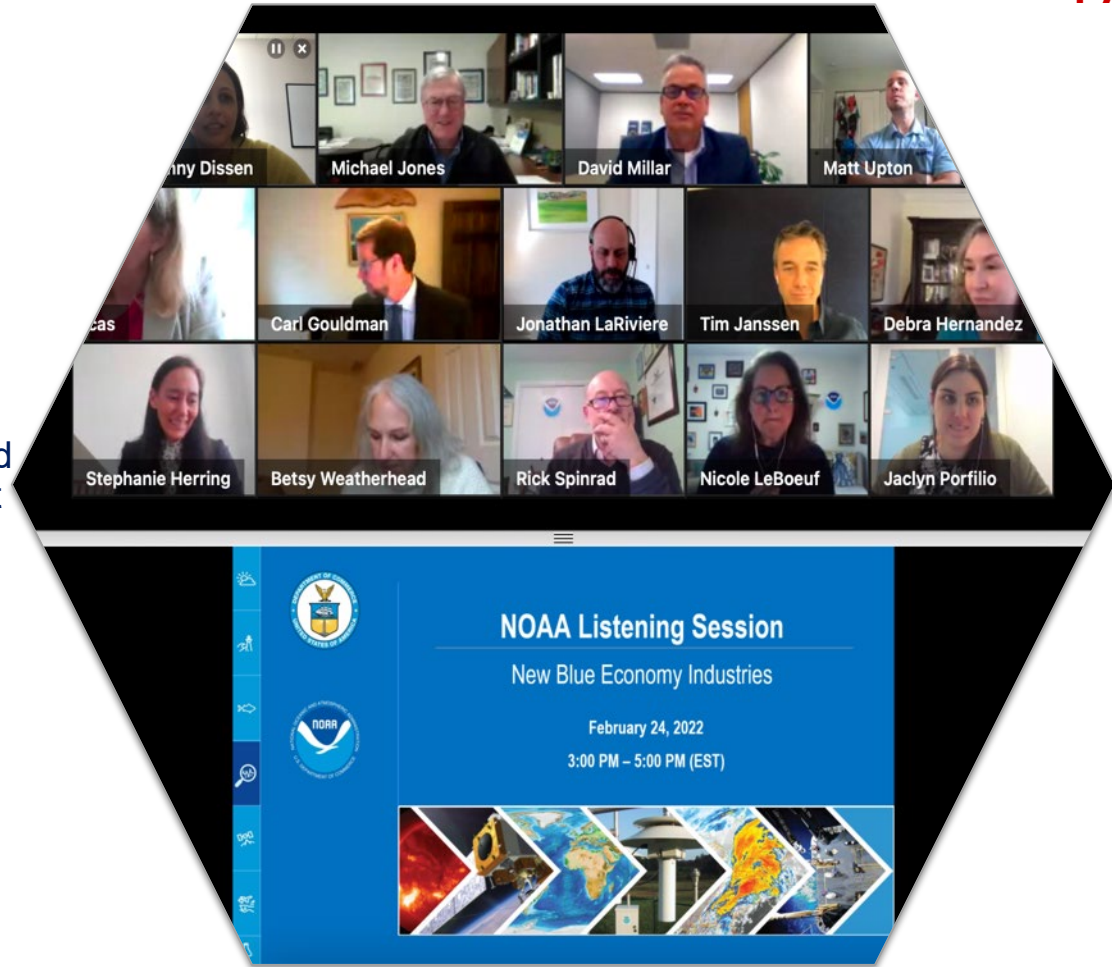
Improved forecasting

GIS availability of data

IMPROVE ACCESS

Central repository for all-of-government climate and weather observations, data, and information

Prioritized information used and useful within the sector – **“Don’t give me the kitchen sink”**



IMPROVE, MAINTAIN, ADOPT NEW TECHNOLOGY

PARTNER | COLLABORATE

To develop new products and services that can assist in sector-specific decision making.

To help educate and increase understanding among communities, businesses, and other entities in order to build the support needed to resolve sectoral challenges.

CONTINUE ENGAGEMENT

To evolve understanding of which needs NOAA can assist with

To understand whether solutions may be currently available or need to be developed



Building with Retail Sector



RILA BLOG SUMMARY


RETAIL INDUSTRY LEADERS ASSOCIATION

NOAA INFORMATION FOR CLIMATE RESILIENCE AND SUSTAINABILITY

BY [ERIN HIATT] | 06/17/2022

By Derek Arndt, Jenny Dissen, Michael Brewer, Erin Hiatt, Emily McCullife

In October 2021, the U.S. The Department of Commerce (DOC) worked with RILA's Erin Hiatt and several retailers to coordinate a listening session for the retail industry and the National Oceanic and Atmospheric Administration (NOAA). The goal of the session was to understand needs and opportunities to better leverage NOAA's climate information for the retail industry's tactical and strategic decision-making around climate resilience and sustainability.



NOAA's Derek Arndt, Jenny Dissen and Michael Brewer compiled a recap of the intent and takeaways from the listening session series, and shared perspectives and ideas on how RILA and NOAA can collaborate to provide actionable environmental information for the industry.

The fall listening session was a priority for DOC Secretary Gina Raimondo and NOAA Administrator Dr. Rick Spinrad as part of a larger effort to engage directly with industry leaders to understand how NOAA information can support their work and be better incorporated into industry decision-making. The session brought together government agency leaders from DOC and NOAA with executives from Best Buy, Gap Inc., Lowe's, Walgreens, Walmart, and other retail industry leaders convened by RILA's Vice President of CSR, Erin

WEBINAR

RETAIL INDUSTRY LEADERS ASSOCIATION


USING WEATHER & CLIMATE DATA TO ADVANCE RETAIL

Join RILA, AT&T, Zebra Technologies, the U.S. National Oceanic and Atmospheric Administration (NOAA) National Centers for Environmental Information (NCEI) and the U.S. Department of Energy (DOE) Argonne National Laboratory for a webinar featuring case studies of how public climate and environmental data currently supports business weather and climate risk management, resiliency and recovery efforts, asset protection, and other strategy and business operations efforts.

Learn More

- NOAA**
BILLIONS OUR IMPACT
- Argonne**
CCRDS
- AT&T**
CLIMATE RESILIENCE
BUSINESS SUSTAINABILITY
FIVE LESSONS
- Zebra**
CLIMATE-RELATED PHYSICAL RISK
2020 SASB REPORT
CLIMATE CHANGE QUESTIONNAIRE
VERIFICATION OPINION DECLARATION

WEBINAR SLIDES



September 8, 2022

Using Weather & Climate Data to Advance Retail Sustainability, Asset Protection and Operational Resilience Webinar

ROUNDTABLE

RETAIL INDUSTRY LEADERS ASSOCIATION

NOAA RILA Roundtable Agenda

January 24, 2023 | 12:00 p.m. – 1:00 p.m. EST

[Join Zoom Meeting](#)

January 24, 2023	
12:00 pm - 12:05 pm	Welcome and Introduction Erin Hiatt, RILA and Michael Brewer, NOAA NCEI
12:05 pm - 12:25 pm	Online "One Stop Shop" for Retail-Relevant NOAA Resources <ul style="list-style-type: none"> Facilitated discussion topics: <ul style="list-style-type: none"> Do's vs. Don'ts: Retail Uses Case Review: One Stop Shop Features: One Stop Shop Users & Usability:
12:25 pm - 12:45 pm	Event Playbooks <ul style="list-style-type: none"> Facilitated discussion topics: <ul style="list-style-type: none"> Event Playbook Examples Retail Uses for Event Playbooks: Retail Playbook Information Priorities & Structure :
12:45 pm - 1:00 pm	Roundtable Discussion: What approaches, support systems, and regulatory/policy considerations are needed?
1:00 pm	Closing and Next Steps Erin Hiatt, RILA and Michael Brewer, NOAA NCEI



Building with Retail



Topic Area / Themes	Description
Climate Adaptiveness	Longer term issue for climate and getting data on climate outlooks, understanding changes in seasonality and trends for long terms planning
Climate Adaptive for Retail Products	Incorporate climate literacy and information for their customers on how to climate-ready their house (what materials, adaptation measures, etc)
Climate Information/ Education for Employees & Customers	Provide easy to understand information and visualization of extreme weather for mitigation, transportation/merchandising, resource planning
Data Improvements	Visualization (GIS) of data for use in mitigation, resource planning and placement related to extreme weather events and risks
New Products	Develop the concept of "Event Playbooks" which contains a collection of environmental information pertaining to a single event at a single location where assumptions could be extended to all event impacts within the footprint
Risk Index	Longer-term risk index to improve long-term mitigation efforts, 4-8 day outlook on all risks
Watches/ Warnings	Improving the 5-10 day data range, including the ability to isolate windows within the range and visualization

NOAA NCEI ACTION BASED RESPONSE

- WEBSITE ACCESS:** Develop integrated web site for Retail --- providing listing and links to useful NCEI and NWS data sets and expand based input from RILA
- INTERACTIVE TOOLS:** Develop tools to interact with the data (ex. map viewers) to provide simple looks at information without having to download
- FORMAT CONVERSION:** Convert products to GIS format for delivery (target products TBD in consult with Retail)
- Convert satellite images to GEOTIFF and make available via NCEI website
- EVENT PLAYBOOK:** Determine desired events (ex. hurricane, tornado, flood, wind) and desired level of information (analysis and interpretation) to be delivered with data
- Determine pace of real-time event tracking and monitoring



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