Workshop #2
07 October 2020

Business Models and Data Policy

Dimitar Ivanov, Director PPE Office

(ppe@wmo.int)
Workshop #2 – Objectives

• Look at business models for the generation, provision and exchange of Earth System data and information to fulfil a mission

• How these models are affected by the data policy

• **Outcome:** Inputs to the WMO Data Conference summarizing views on the future Policy and supporting business models to ensure sustainability, growth and equity
# Workshop #2 - Programme

<table>
<thead>
<tr>
<th>Time</th>
<th>Item/Title</th>
<th>Speaker/Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>14:00-14:07</td>
<td>Welcome by Workshop Co-Chairs</td>
<td>Michael Staudinger&lt;br&gt;Kevin R. Petty</td>
</tr>
<tr>
<td>14:07-14:20</td>
<td>Introduction by WMO Secretariat: Evolution of WMO Data policy, changing landscapes, new challenges and opportunities&lt;br&gt;Scope of workshop and shaping the discussions – business models and policy</td>
<td>Anthony Rea&lt;br&gt;Director, Infrastructure Department&lt;br&gt;Dimitar Ivanov&lt;br&gt;PPE Office</td>
</tr>
<tr>
<td>14:20-14:30</td>
<td>Perspectives to business models and data policy – public and private</td>
<td>Co-Chairs</td>
</tr>
<tr>
<td>14:30-14:40</td>
<td>Invited presentation: European business model, and the role of ECOMET</td>
<td>Willie McCairns&lt;br&gt;Chief Executive ECOMET</td>
</tr>
<tr>
<td>14:40-14:50</td>
<td>Invited presentation: Earth Networks as a DaaS provider and HMEI (private sector) views on business models and WMO data policy</td>
<td>Jim Anderson&lt;br&gt;Senior Vice President, Global Sales Earth Networks, Chairperson of HMEI</td>
</tr>
<tr>
<td>15:00-15:00</td>
<td>Invited presentation: Data policy and practice – the case of Hungary</td>
<td>Kornélia Radics&lt;br&gt;President of Hungarian Meteorological Service (OMSZ)</td>
</tr>
<tr>
<td>15:00-15:10</td>
<td>Invited presentation: Data policy and practice in South Africa</td>
<td>Mnikeli Ndabambi&lt;br&gt;Acting CEO&lt;br&gt;South African Weather Service (SAWS)</td>
</tr>
<tr>
<td>15:10-15:20</td>
<td>Invited presentation: Data Sharing for Research and Operations</td>
<td>Dr. Rick Anthes&lt;br&gt;President Emeritus, UCAR</td>
</tr>
<tr>
<td>15:20-15:50</td>
<td>Discussion, Q&amp;A</td>
<td>Moderated by the Co-Chairs</td>
</tr>
<tr>
<td>15:50-16:00</td>
<td>Wrap-up, Key messages and closure</td>
<td>Co-Chairs and Secretariat</td>
</tr>
</tbody>
</table>
What is a Business Model?

- It provides answers to questions like:
  - ‘Who is the customer? And what does the customer value?’
  - ‘How do we make money/(value) in this business?’

- Such definitions are not entirely suitable for the ‘non-profit’ stakeholders – they talk about ‘operating model’

- Best question: **What is the underlying economic logic that explains how we can deliver value to customers at an appropriate cost?**

- A business model is often defined in terms of a value chain.
Business models

The Value Chain

FUNDING NEEDS, INVESTMENTS

Basic Infrastructure → Observations → Data Collection and Processing → Modelling and Forecasting → Product generation → Services

Enablers and constraints

PERCEIVED VALUE BY USERS
Business models

The Value Chain

Modalities for PPE:

IaaS  Infrastructure as a Service
DaaS  Data as a Service
Business models

The Value Chain

Modalities for PPE:
- Tailored Services
- Public Service
Business models

The Value Chain

Modalities for PPE: End-to-End
**DBO** Design-Build-Operate

Diversity of business models and clear interdependence between stakeholders
Typical business models in the weather and climate enterprise

Public Funding

• NMHSs fully funded for their basic functions – national and international – no need/incentive for commercial activities
• NMHSs are partially funded – some commercial activities needed

Cost-recovery – aviation MET service is a typical case

Private Funding

• Private companies – commercial activities; some non-profit activities possible

Funding of research activities

Funding for capacity development
Business models

Opportunities / Innovation

Public
- Outsourcing
- Procurement of data and services from private sector

Private
- Fund-raising, Start-ups

Public-Public Leveraging

Public-Private Engagement
- Cost-sharing, Revenue-sharing

Crowdsourcing, use of non-standard data

Etc.

Examples of innovative practices
We RECOGNIZE
• The heterogeneous business models of the diverse stakeholders and differing legislative frameworks of the Members;

We RECOGNIZE
• The pressure on public funding which inhibits the ability of some NMHSs to sustain and improve requisite infrastructure and services;

We URGE all stakeholders from public, private and academic sectors to
• Promote free and unrestricted international data sharing, based on national circumstances, with intellectual property rights duly respected;

We ALSO ENCOURAGE
• Developing innovative data exchange mechanisms and incentives to increase data availability, resolve existing data gaps, promote greater data sharing and avoid fragmentation;
• …
• Working with economic communities to better understand business models and economic frameworks for the provision of weather, climate, water and environmental services, and to work towards innovative and mutually beneficial approaches;

Full text [here](#)
Workshop #2 – Questions

1. What are the business models today and how they link to the WMO data policy?

2. How to harness more data and incentivize more sharing within the enterprise?

3. What kind of business models will ensure sustainability of the basic infrastructure and the provision of the essential basic data needed by all stakeholders?

4. How to share private sector data which are procured by the public sector? What should be reflected in the WMO Data Policy in this regard?

5. How to stimulate innovation and uptake of rapidly growing non-traditional data from all sectors?
THANK YOU