



WMO



WMO DATA CONFERENCE

EXCHANGE OF EARTH SYSTEM DATA
IN THE 21ST CENTURY

#WMOData

16 - 19 NOVEMBER 2020
VIRTUAL CONFERENCE

Workshop #2
07 October 2020

Business Models and Data Policy

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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

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

Business models

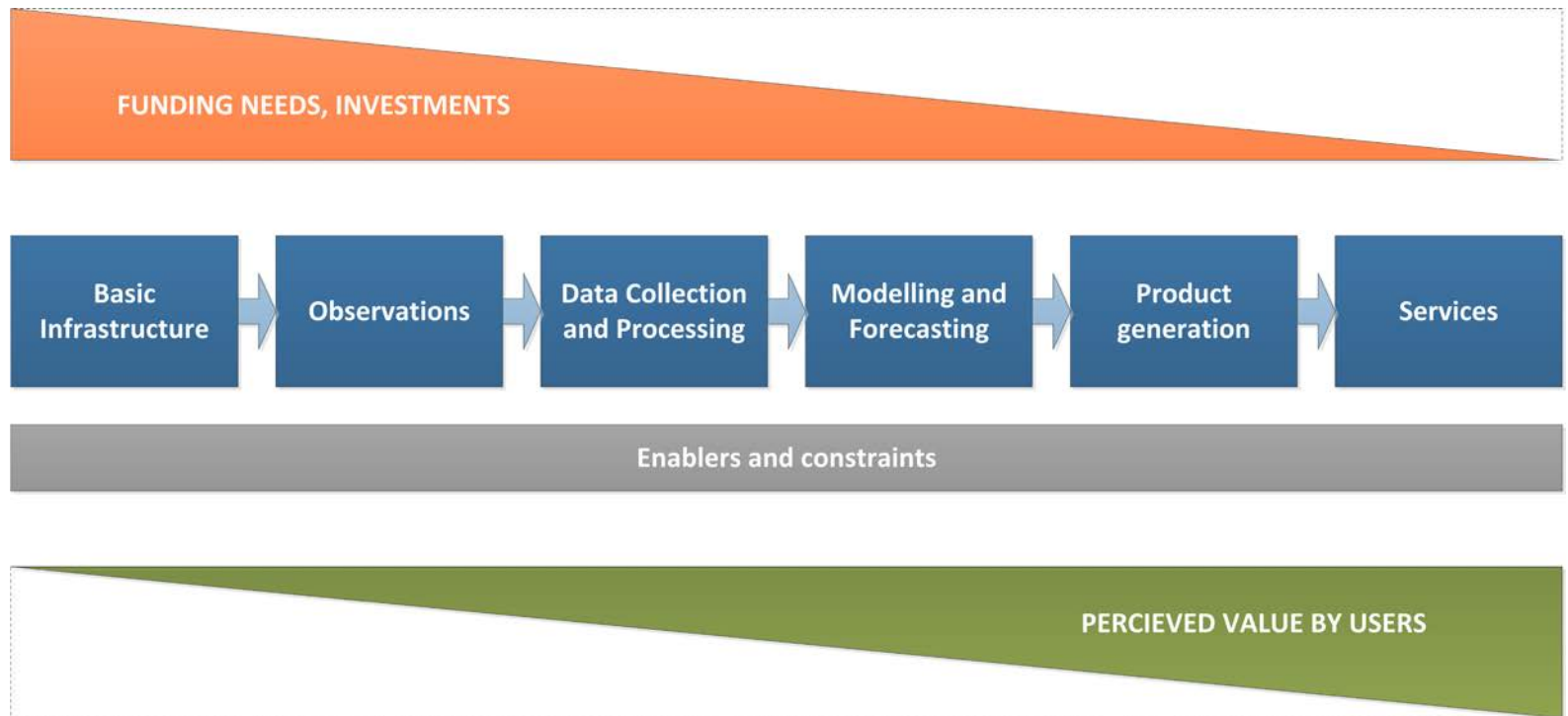
WHAT is a Business Model



- It provides answer 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



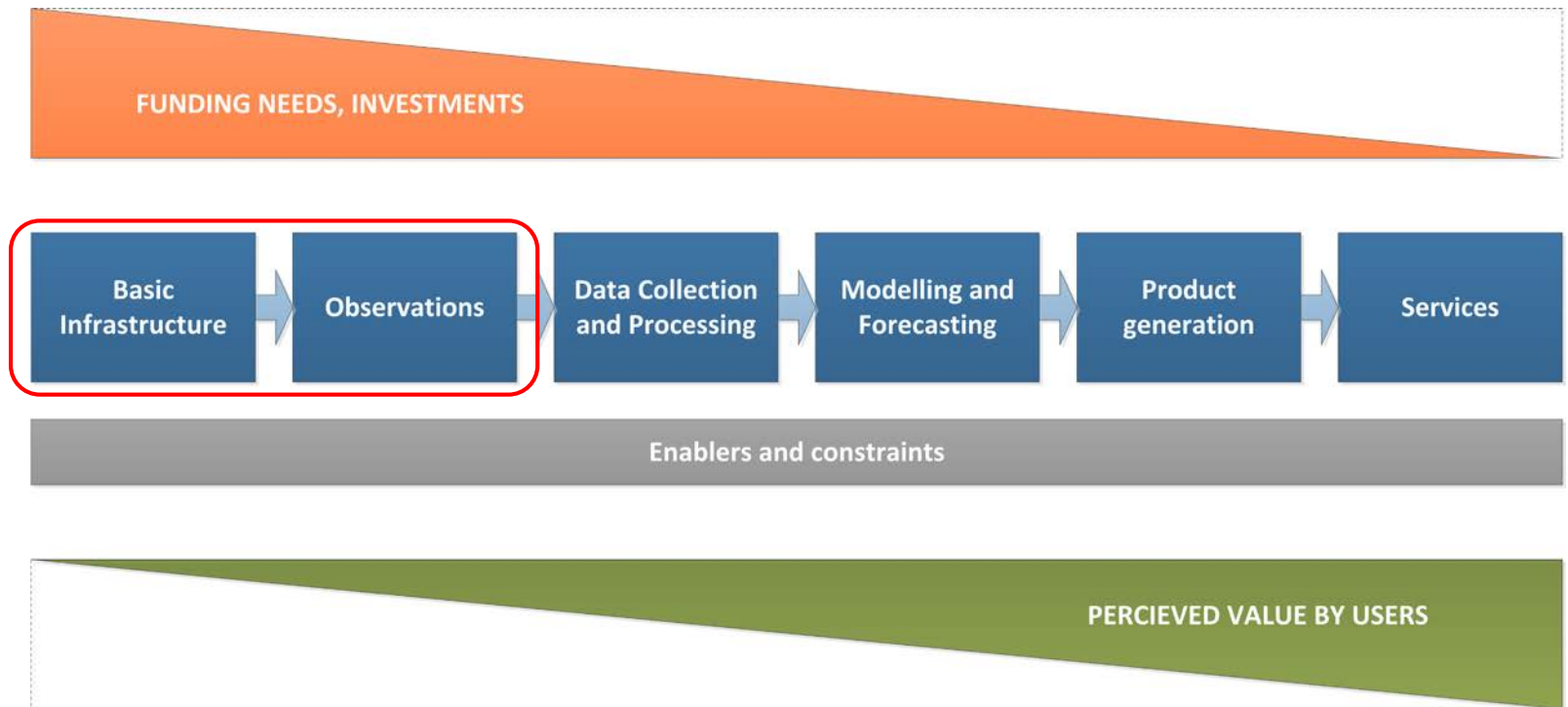
Business models

The Value Chain

Modalities for PPE:

IaaS Infrastructure as a Service

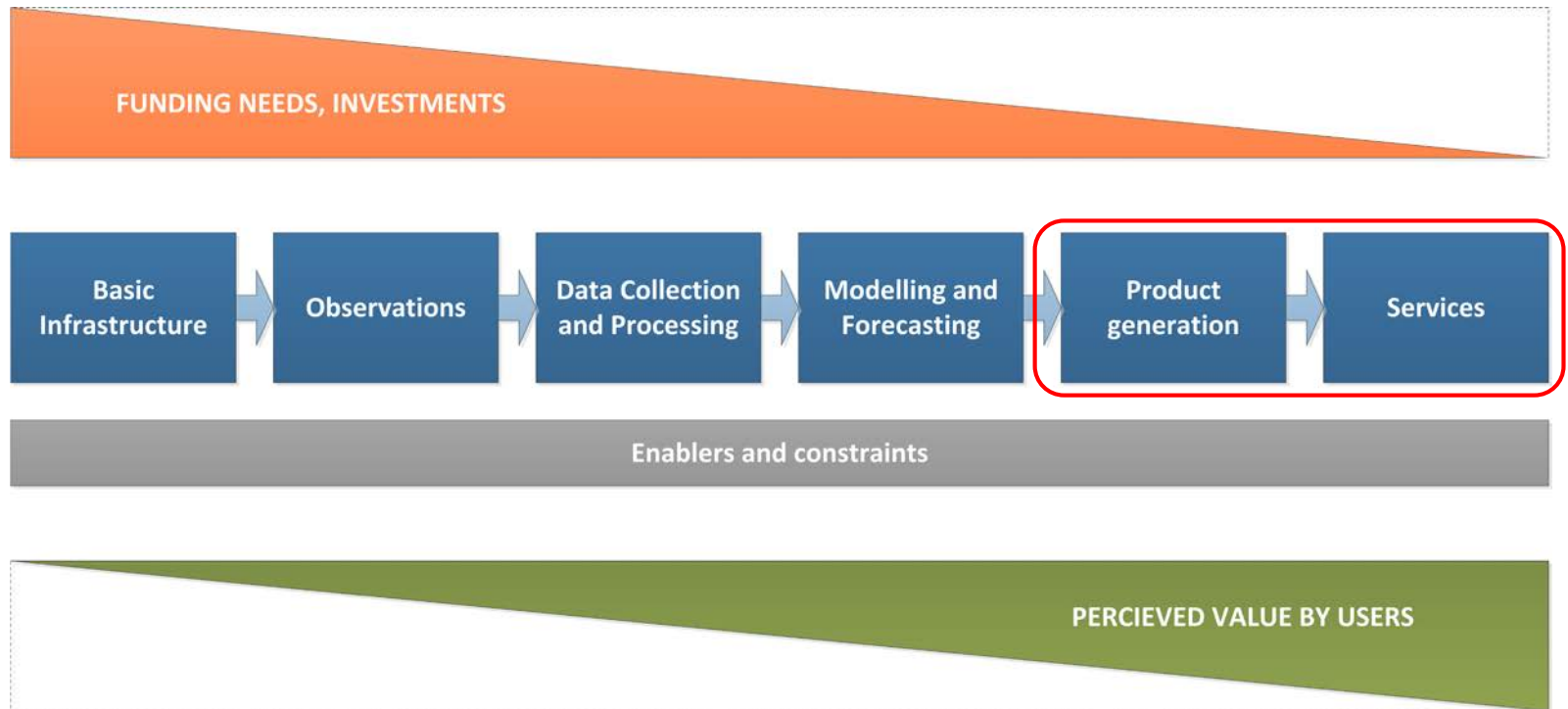
DaaS Data as a Service



Business models

The Value Chain

Modalities for PPE:
Tailored Services
Public Service



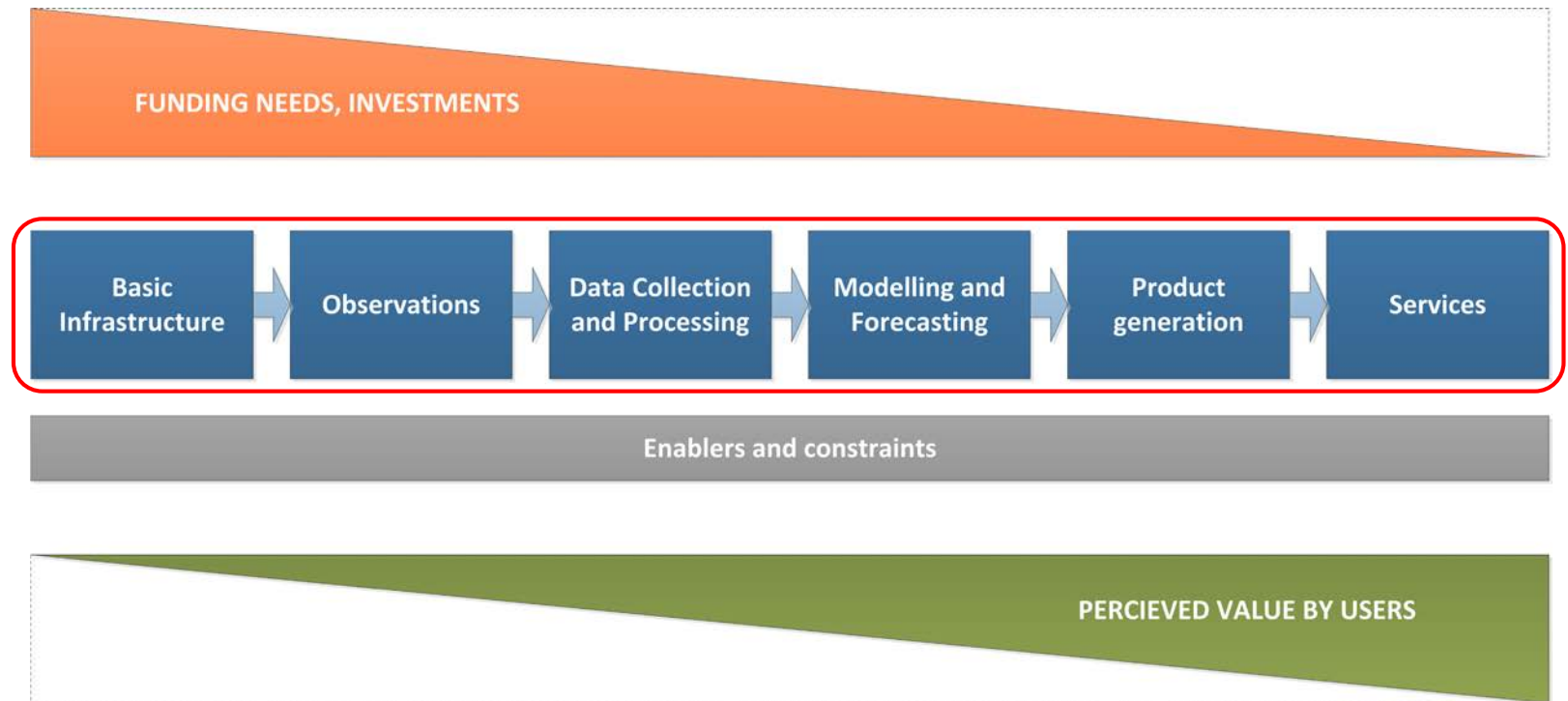
Business models

The Value Chain

Modalities for PPE:

End-to-End

DBO Design-Build-Operate



**Diversity of business models and clear interdependence
between stakeholders**

Business models

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](#)

WMO PPE Policy – Geneva Declaration-2019

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?



WORLD
METEOROLOGICAL
ORGANIZATION

THANK YOU

<https://public.wmo.int/en/our-mandate/how-we-do-it/public-private-engagement-ppe>