

PPPS TO MODERNIZE MET SERVICES AND PROMOTE SUSTAINABILITY: A WIN-WIN OPPORTUNITY

Alan Miller, C4 EcoSolutions, March 3, 2015

Creating Value-Added weather & climate
services through innovative PPPs

Benefits for Met Services

- Access to latest technologies
- Financial resources
- Greater development benefits through support of more components of the economy
- Increased resilience to climate change
- Potential for revenue generation
- Enhanced status

Benefits for the Private Sector

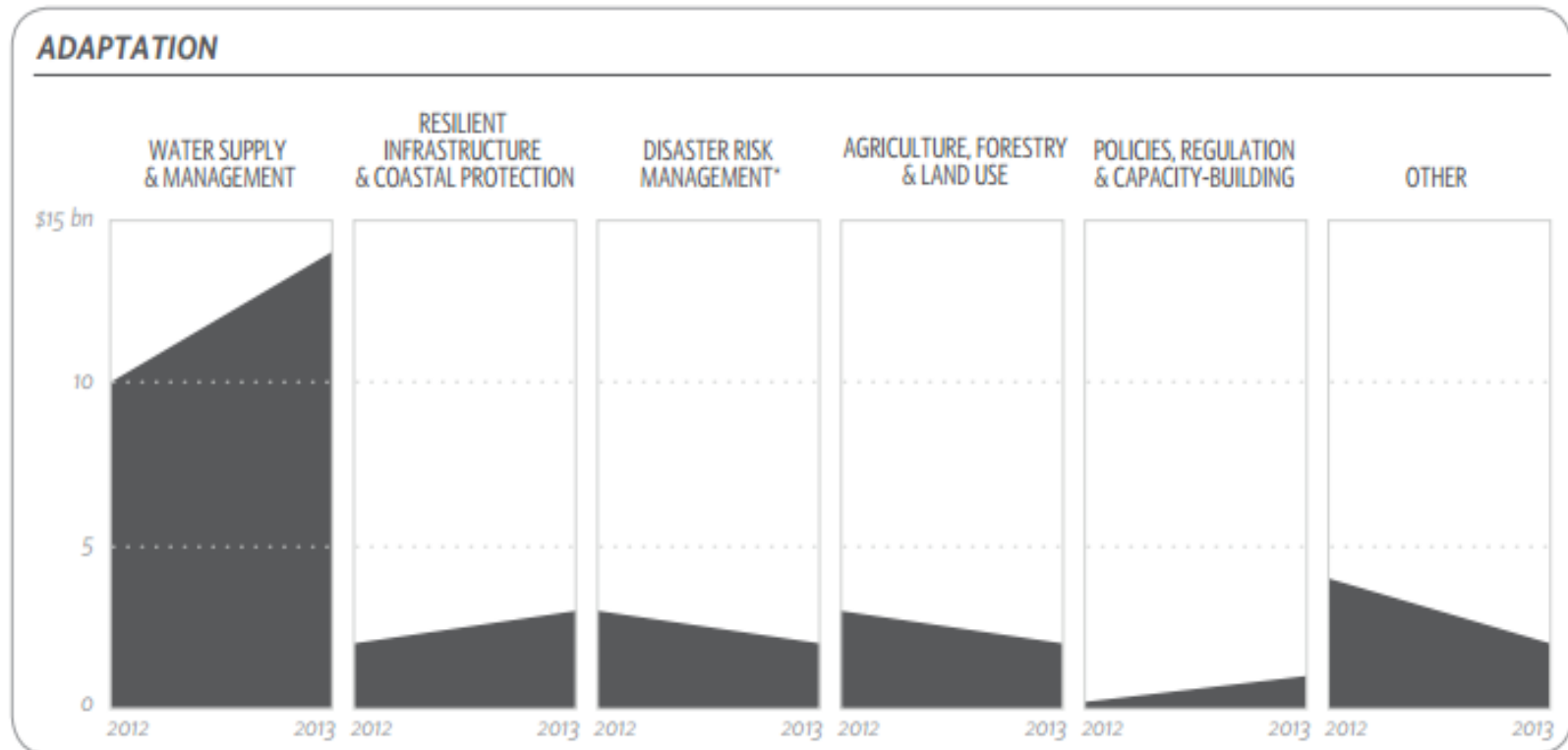
- New profitable markets
- Potential for services in high demand – weather information
- Basis for insurance and other risk management products
- Potential new products and services to retain existing customers (telecoms)
- Opportunity to show social responsibility (communicate emergency warnings)

Promoting climate adaptation products and services (Institutional Investor, Oct. 21, 2014)

Wagering on the weather might become a global business. Just ask the Climate Corp., an underwriter of insurance plans for farmers. The San Francisco-based firm raised some \$110 million from Google Ventures, Khosla Ventures, New Enterprise Associates and more than a dozen other investors after it launched in 2007. But the real sign that the Climate Corp. is onto something came last November, when Monsanto, the U.S. agriculture biotech giant, acquired it for nearly \$1 billion.

An Effective Use of Climate Finance? More Funds for Climate Adaptation Are Expected!

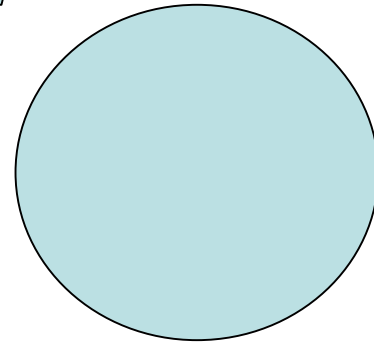
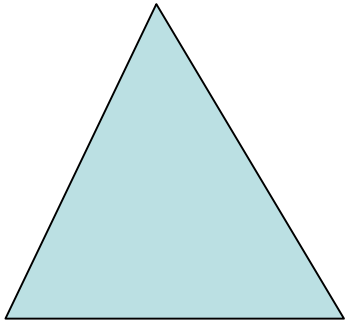
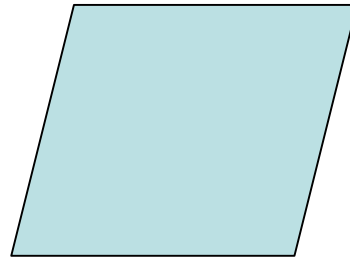
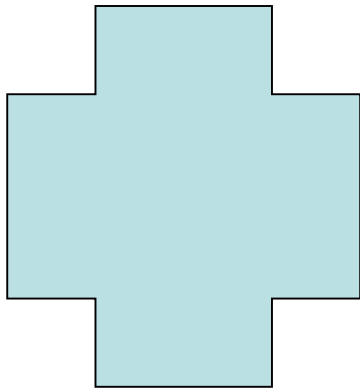
Figure 13: Uses of adaptation finance



For the boundaries of each sector, see Annex

* Only disaster risk management activities classified as adaptation

The Challenge: Putting the Pieces Together



Some Useful References

- IFC, “Pilot Climate Change Market Adaptation Study: Turkey” (2014) (<http://www.ifc.org/wps/wcm/connect/592ae80042fd9e02a76fef384c61d9f7/Pilot+Climate+Change+Adaptation+Market+Study+Turkey.pdf?MOD=AJPERES>)
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- <http://www.climatefundsupdate.org/> (website for climate funds information)