

## How to take part in the meeting

Participation in the meeting can be either by **oral** presentation, by **poster** or by **running workshop**. We are inviting all interested parties connected with meteorology in any way and willing to present their work, to submit abstracts or apply with abstracts of their workshops until **23 December 2011** and thus take an active part in "Challenges in meteorology 2 - Meteorology in the public eye". More than one abstract is permitted per author.

A popular-science **workshop** is an interactive educational activity aimed at stimulating the interest and bringing meteorology closer to everybody, particularly to children and young people. Therefore we extend a special invitation to the authors of such popular-science workshops.

Please register your interest at <http://www.meteohmd.hr/registracija.html>.

**Croatian** and **English** are the official languages of the meeting.

## Organising committee

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 Lukša Kraljević, dipl. ing., Državni hidrometeorološki zavod  
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 Ivan Lukac, Državni hidrometeorološki zavod

Organiser



Co-organiser



Photo: Oleg Perčinić

## METEOROLOGY IN THE PUBLIC EYE

• THE CHALLENGES IN METEOROLOGY 2 • scientific-professional conference

7- 8 February 2012, Technical Museum, Zagreb, Croatia

## Introduction

As a scientific discipline affecting all aspects of human activity, meteorology is still insufficiently recognised by the general public. Consequently, one of the main goals of the Croatian Meteorological Society (HMD) is to foster and popularise meteorology as an increasingly important scientific activity. Phenomena such as global warming, air and water pollution, sea-level rise and increased frequency of extreme weather all affect the quality of everyday life. They have resulted in meteorology becoming an indispensable part of interdisciplinary approaches to, for example, sustainable energy policies or to mitigation and adaptation to climate change. Analyses of public relations and experience indicate that the general public is becoming aware of the importance of meteorology-related subjects only after they have been appropriately presented and explained. As a direct

## Meteorology in the public eye

Meteorological data and expertise are normally required for planning and designing various outside works and activities, or for subsequent analyses of events related to and dependent on weather or climate. The requirements for meteorological information are numerous and continually changing, and in order to appreciate their diversity, a communication between those who require such information and those

result of the lack of public awareness about the importance of how the meteorological science is implicated in various aspects of human activities, the HMD organised in 2010 the first scientific and expert meeting "The present-day challenges in meteorology". The meeting was held at the Technical Museum, Zagreb on 9-10 November 2010. Stimulated by the successful outcome of the first meeting, the HMD has decided to continue further with the organisation of "Challenges in meteorology 2". The subject of "Challenges in meteorology 2" will be "**Meteorology in the public eye**".

This meeting will be held on **7-8 February 2012** in Zagreb, also at the Technical Museum, which is acting as the meeting co-organiser.

who can provide it is essential. Effective communication implies an understanding and positive response to arguments from both sides.

The quality of meteorological data and analyses can only be improved by the feedback from those who use meteorological services. Users of meteorological data and services range from scientists and professionals to the general public.

## Meeting participants and audience

# CALL FOR MEETING

- All potential users of meteorological data and information to present talks which emphasise the importance of meteorological data required for their specific activity. This includes individuals from all industries including agriculture, forestry, maritime affairs, aviation, building and construction, water management, energy production, tourism and others.
- Representatives of the public media, who are important mediators in the communication with the general public, to present their views on meteorology and meteorological services available to the public.
- All those who teach children and young people about meteorological subjects to share their experiences and visions; education today enables successful communication and understanding tomorrow, and this is essential for sustainable development of society as a whole.
- All high-school graduates and graduating students to present their graduation reports and graduation theses respectively (either directly related to meteorology, or if they used meteorological data).
- All meteorologists to present the results of their scientific research, as well as their contributions to international scientific and expert meetings and workshops abroad (but not previously reported to the Croatian scientific community).

The meeting is intended for the public; therefore, we are expecting a broad audience of all those who are interested in meteorology - from ordinary citizens to experts and scientists.

All big ideas need to be expressed in a simple and articulate way.