

EMS Strategic Plan 2021 to 2024

Introduction

The aim of the European Meteorological Society (EMS) is to promote the advancement of the science, profession and application of meteorology and related sciences within Europe for the benefit of the whole population.

Currently the EMS consists of 37 Member Societies representing more than 10,000 individuals. The membership of the Member Societies varies enormously in terms of their size (ranging from about 15 members to over 3,000) and composition (proportion of academics, professionals and amateurs). In addition to the Member Societies, there are 31 Associate Members drawn from international organisations, national meteorological and hydrological services, meteorological service providers, education and research institutions, and manufacturers of instruments. About half of the Associate Members are National Meteorological Services.

The EMS has been successful in helping the European Meteorological Societies move from a situation where they have little understanding of or interaction with other societies to where there is a sharing of experiences and a greater understanding of the common opportunities and threats facing those societies. At the same time the EMS has become an important part of the European meteorological community and brings together meteorologists from the public, private and academic sectors.

Under the guidance of the Council and General Assembly, there have been notable achievements since the EMS was established.

- Establishing an Annual Meeting that fosters the exchange and cross-fertilization of ideas in the weather, water, and climate communities, focusing particularly on strategic issues relevant to the future of meteorology in Europe.
- Contributing to the Global Weather Enterprise as part of the Annual Meeting and the activities of its Member Societies.
- Enhancing communication between the EMS membership and sharing experiences through its website, social media and ems-message.
- Recognising achievement in meteorology, technology, journalism, outreach and communication, and weather forecasting through its awards programme.
- Supporting early career scientists attend conferences and meetings.
- Facilitating the exchange of experience and expertise between meteorologists working in media.

The EMS Secretariat has limited resources at its disposal. Consequently, the activities of the EMS depend upon the support and commitment of individuals drawn from the EMS membership.

This plan indicates the development activities that will be undertaken in 2021–2024 that will contribute to realising the aim of the EMS whilst building upon past achievements. High priority will be given to (a) ensuring that there is a sustainable concept for the Annual Meeting, (b) enhancing communication and collaboration with the EMS membership, and (c) making sure that the EMS has a robust infrastructure and its activities embrace the diversity within the meteorological community.

The strategic plan focuses on the following areas.

- Strengthening, developing and promoting the discipline and its community.
- Providing added-value to and with the EMS membership.
- Optimising the use of meteorological intelligence in society.
- Being an effective, influential and well-run organisation.

In each of these areas, the following are specified: strategic objective, context, role of the EMS, current activities and development activities. The strategic plan is complemented by an implementation plan that will be used by Council to allocate responsibilities, specify targets/success measures and monitor progress.

The execution of the implementation plan will be:

- Coordinated by the Vice-President.
- Reviewed by Council at its spring session and at other times if required.

The four strategic objectives

1. Strengthening, developing and promoting the discipline and its community

1.1 Strategic objective

There is a forward-looking, responsive and cooperative European meteorological community that includes professionals from the academic, public and private sectors.

1.2 Context

The Earth environment and society are getting increasingly prone to weather and climatic disruptions. This requires deep scientific understanding, tailored forecasting tools, smart monitoring and observing technologies and systems, and a recognition of the role of technology in maintaining model configurations and observing systems. Also, the communication of the associated severe events requires special skills and there is a need to involve the public in the science to create a greater awareness of such events. The breadth and variety of all such challenges indicate the need for concerted coordination throughout the community based on contributions from the public, private and academic sectors, as well as sustained cooperation with other scientific disciplines (i.e., hydrology, oceanography, atmospheric chemistry, space science). This will maximise the benefits for society by providing the best possible and valuable information to society, the public and decisions makers.

1.3 Role of the EMS

To provide a platform to foster the exchange of knowledge and information, facilitate interactions and synergies between scientists, practitioners, manufacturers and users from all sectors, stimulate collaboration, promote the discipline achievements, role and assets, as well as provide training opportunities.

1.4 Current Activities

- (a) Organising the EMS Annual Meeting as an attractive fixture in the European calendar of events for the whole community that brings together scientists, practitioners, manufacturers and users.

- (b) Having a set of EMS awards for all the key building blocks of the discipline from science and technologies to communication as well as for all experience levels (from early-career scientists to the most emeritus ones).
- (c) Promoting awards provided by external bodies (e.g. Harry Otten Foundation and Tromp Foundation) and incorporating the presentation of the awards into the Annual Meetings.
- (d) Having an Annual Meetings that provide a suitable forum for early-stage scientists to have their achievements recognised, develop their expertise, and undergo training.
- (e) Providing travel awards to help early-career scientists attend the Annual Meetings and other international conferences.
- (f) Providing the ASR journal platform for disseminating scientific advances and developments in managing meteorological intelligence.
- (g) Highlighting achievements, challenges and outlooks of the discipline through high-level state-of-the-art reviews and strategic papers at the Annual Meeting.
- (h) Organising open debates on major issues connecting the discipline with the needs of society.

1.5 Development Activities

- (a) Develop and introduce a new sustainable concept (hybrid on-site/on-line) for the Annual Meeting that ensures safe physical presence as well as remote participation, but provides opportunities for exchange and interactions.
- (b) Strengthen the attractiveness of the Annual Meeting by (a) having more state-of-the-art reviews, cross-disciplinary sessions, high-quality papers and discussions on a variety of topics and (b) identifying emerging scientific developments and societal needs in order to organise related forums for foresight debates.
- (c) Develop ways to increase involvement of early-career scientists and students in the Annual Meeting by facilitating their organisation of their own sessions and debates on their selected topics (e.g., new scientific issues, exchange on running field experiments, career planning and development, parenthood), and by inviting their presentations on breakthrough research results.
- (d) Foster interactions and crossover collaboration by (a) developing the attractiveness, influence and profile of the Society and its Committees for key stake-holders and (b) promoting the Annual Meeting as a platform for various side events involving ongoing and planned projects and initiatives.
- (e) Identify new potential domains of activity or of expertise to be honoured with a specific award.

2. Providing added-value to and with the EMS membership

2.1 Strategic objective

The activities of Member Societies and Associate Members are promoted and supported to maximize the benefits and outreach of those activities.

2.2 Context

The EMS Member Societies vary in their size, types of members (professional, academic and amateurs), and the availability of resources. Their activities include supporting curricula development, providing professional training or recognition, supporting young professionals, and engaging with the public, stakeholders and decision makers through a variety of outreach activities. In addition, there are Associate Members which include national meteorological and hydrological services, research and education institutes, private-sector companies and European-wide bodies.

2.3 Role of the EMS

To inform the EMS membership and the wider meteorological community about actions and developments that (a) might have an impact on their own activities, (b) are useful learning experiences that can be applied to their own activities or (c) help create ideas for collaborative or enhanced activities.

2.4 Current Activities

- (a) Supporting and advertising webinars, events and meetings as organized by Member Societies and bring them under the umbrella of EMS on a regular basis.
- (b) Maintaining a website that provides information about the activities of the EMS and its Member Societies, along with more general information that might be of interest (e.g. meetings and webinars by meteorological institutes and university departments).
- (c) Issuing an electronic newsletter, *ems-message*, on a regular basis.
- (d) Posting information on Twitter, LinkedIn and Facebook about ongoing activities of the EMS and Member Societies as well as news in meteorology and climate sciences (e.g. books, reports, weather events).
- (e) Having collaborative activities with Member Societies (e.g. Europhotometeo competition).
- (f) Involving the EMS membership in the wide-ranging awards programme that recognise outstanding achievements.
- (g) Providing support for events run by Member Societies.
- (h) Providing a platform at Annual Meetings for promoting the activities and goals of Member Societies as well as the EMS learning about those activities and goals.
- (i) Holding a General Assembly each year that includes the sharing of information as well as making decisions about constitutional, financial and strategic matters.

2.5 Development Activities

- (a) Explore the feasibility of a newly set-up Bulletin of the European Meteorological Society (BEMS) with popular summaries of recent relevant articles and news items that reaches all the EMS membership and national society members, and informs the European meteorological community as a whole about new developments (e.g. new field campaigns, satellite missions, technological developments, and tools for use in operations) with a focus on Europe.

- (b) Support the organisation of frequent webinars and on-line talks by Member Societies under the umbrella of EMS (e.g., by the author of a recent and relevant scientific publication, seminars by Members Societies and meteorological institutes).
- (c) Seek to engage with non-professionals by organising on-line sessions of general meteorological interest.
- (d) Launch an Education Committee, with a view to ensuring complementarity and further development of educational and outreach initiatives by the EMS membership.

3. Optimising the use of meteorological intelligence in society

3.1 Strategic objective

Meteorological information is well understood and considered to the maximum possible extent by users, policy-makers and the public.

3.2 Context

Users, policy-makers and the public would benefit from having (a) a greater understanding of how complicated meteorological information, including predictions expressed in terms of probabilities, can support every-day decision making and (b) an appreciation of the long-term consequences of emissions, pollution etc. Also there is still a need for meteorologists and policy makers to explain climate science and its implications so that a large community is able to digest, understand and appreciate the value of climatological information, and can usefully translate this into the necessary decisions and actions. The interaction with policy makers and the creation of a greater awareness with the public needs to be optimised.

3.3 Role of the EMS

To engage on one hand with the scientific community, the public and the private sector and on the other hand with users, policy-makers and the public to (a) understand each others' needs, (b) raise awareness of developments in meteorology and associated sciences that provide mutual benefits, (c) raise awareness of how best use can be made of the available information, and (d) support and stimulate the development of platforms (or forums), tools and methods that can be used to share information.

3.4 Current Activities

- (a) Acting as a facilitating neutral forum to engage NHMSs, private sector, academia, research institutes and NGOs towards mutual understanding and joint initiatives.
- (b) Supporting the Global Weather Enterprise (GWE) and providing information to the EMS membership about activities associated with the GWE.
- (c) Organising events and outreach activities for the public in the host countries in conjunction with the Annual Meeting.
- (d) Using the website and ems-message to share information about emerging science and issues of general interest.
- (e) Using the website and ems-message to share information about the education and outreach activities of Member Societies.
- (f) Including sessions in the Annual Meeting that are relevant to users and policy makers.
- (g) Inviting policy makers to give presentations at the Annual Meetings.

3.5 Development Activities

- (a) Provide more open on-line access (video-streaming) to support interaction and enhance the accessibility and exchange of information about new developments affecting meteorology and related science backed by high-level communication.
- (b) Enhance EMS's contributions to the Global Weather Enterprise.
- (c) Support and/or contribute to new European initiatives that influence decision makers about critical or controversial meteorological issues and strive to have the EMS recognised as a potential voice or channel for a stronger impact of the community into societal debates.

4. Being an effective, influential and well-run organisation

4.1 Strategic objective

The EMS is an influential and well-run organization with effective governance and use of social platforms/networks, based upon the committed involvement of its membership.

4.2 Context

Governance is functioning relatively well. The EMS Secretariat is small and this limits (a) what can be achieved without the active involvement of its membership and (b) effective use of social platforms/networks. Growing responsibilities puts pressure on the Secretariat that is not easy to cope with alongside coordinating all other activities. There is little scope for growing income from the membership and the license for the EMS Annual Meeting, but there are financial pressures. The EMS has an established role within the European meteorological community, but it is not widely recognised and has only limited influence.

4.3 Role of the EMS

To use a variety of communication channels to ensure that the EMS membership feels that the EMS is well-run, influential and provides value for money. To provide ways in which its membership can contribute to the activities of the EMS and support the achievement of its aims. To manage the risks to the EMS and provide sufficient resources in terms of staffing and finance for the Secretariat to be effective without being overloaded.

4.4 Current Activities

- (a) Keeping the EMS membership and the wider meteorological community informed of the activities of the EMS and its Member Societies via the website and ems-message.
- (b) Engaging with the EMS membership and other international meteorological organisations to promote our community agenda towards decision-makers.
- (c) Providing support for events run by Member Societies.
- (d) Having membership of Council rotated amongst Member Societies and invite representative of Associate Members to participate in Council meetings.
- (e) Using the General Assembly as a way to engage with the EMS membership.
- (f) Supporting the activities of the IFMS.
- (g) Issuing the Bureau with monthly reports from the Executive Secretary to provide timely information about activities, plans and finance.
- (h) Employing a media specialist to support the work of the Secretariat.
- (i) Having committees and project teams that have an active and dedicated membership drawn from Member Societies.
- (j) Keeping detailed financial information and have annual audits.

4.5 Development Activities

- (a) Ensure that EMS's activities are supported by appropriate IT infrastructure, well-documented processes that are robust and comply with legal requirements for finance and data protection, and the required level of funding.
- (b) Develop a communication strategy that makes good use of on-line technologies and includes the communication within the EMS Membership as well as new ways to promote the activities of the Membership and allow new cooperative activities.

- (c) Look for synergies with other international societies and foundations and enhance engagement with the European Meteorological Infrastructure (i.e. EUMETSAT, EUMETNET, ECMWF and NMHSs) as well as a wide range of other international meteorological organisations (e.g. WMO, GWE Forum, PRIMET, ECOMET, HMEI and IFMS).
- (d) Ensure that EMS's activities, including the Annual Meeting, and EMS's governance, including the composition of the EMS Council and its Committees, conform to the principles of diversity and inclusion.