

WORLD METEOROLOGICAL ORGANIZATION

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IPET-SUP-3/Doc. 11  
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COMMISSION FOR BASIC SYSTEMS  
OPEN PROGRAMME AREA GROUP ON INTEGRATED OBSERVING SYSTEMS

INTER-PROGRAMME EXPERT TEAM ON SATELLITE UTILIZATION AND  
PRODUCTS

ITEM: 11

THIRD SESSION

Original: ENGLISH

GENEVA, SWITZERLAND, 2-5 MAY 2017

## **COMMUNICATION PLAN**

*(Submitted by Anthony Rea, ICT-IOS Chair, BOM Australia)*

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### **Summary and Purpose of Document**

Contained are draft elements of a communication strategy and plan for the Team.

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### **ACTION PROPOSED**

The third session is invited to comment.

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- Appendices:**
- A. Communication strategy IPET-SUP (draft)
  - B. Stakeholder analysis table (draft)
  - C. Action plan (draft)

## **DISCUSSION**

### **Introduction**

- 1.
- 2.

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Appendix/ices:



## Communication Strategy: IPET-SUP

### 1. Background

The Inter-Program Expert Team on Satellite Utilisation and Products (IPET-SUP) is an Expert Team within the WMO Commission for Basic Systems. Within its Terms of Reference, IPET-SUP has responsibility to:

- a) Monitor the progress of satellite data availability and use by WMO Members, related issues and expectations, with the aim to publish findings and recommendations in a WMO document;
- b) Initiate and promote activities to improve the availability of operational and R&D satellite data according to user needs, monitor these activities in close coordination with the relevant working groups, regional associations and with WIS activities;
- c) Review, and assist in addressing, the needs of WMO Members and regional associations for information regarding satellite capabilities and in particular access to and utilization of satellite data and products;
- d) Promote development and harmonization of satellite data and products responding to WMO Members' needs, and develop and update relevant elements of the WIGOS Regulatory and Guidance materials, including the Manual and the Guide to the GOS, and the WIGOS Data Quality Monitoring System; and
- e) Keep under review the needs of WMO Members for training in satellite meteorology and related fields, and engage with the Management Group of the Virtual Laboratory for Education and Training in Satellite Meteorology (VLab) to address these needs, towards full utilization of satellite data from operational and R&D satellites, in accordance with the 2015-2019 Virtual Laboratory Training Strategy.

These activities all have a communications component and this strategy is intended to guide the structure and content of these communications.



<b>2. Communication strategy scope</b>	<p>This communication plan focuses on stakeholder engagement at a number of levels relevant to the work of IPET-SUP. This includes effective management of relationships with the user community, satellite operators and WMO Technical Commissions, including the Commission for Basic Systems.</p> <p>Key messages around the work of the team are also within scope.</p>
<b>3. Objectives</b>	<ul style="list-style-type: none"><li>- Improve connections to user communities and the visibility of the team within these communities</li><li>- Improve connections with satellite operators and the recognition of the team as a focus for user requirements</li><li>- Improve connections with application areas and WMO technical commissions and build the recognition of the team as a focus for user requirements within these communities</li><li>- Provide guidance on messaging to stakeholder groups</li><li>- Provide guidance on appropriate communication channels for various stakeholder groups</li><li>- Build awareness of the value that can be offered by satellite observations, particularly with those user communities who've had limited experience and exposure to satellite data</li></ul>



4. Key messages

- ***IPET-SUP has strong linkages to satellite operators*** through cooperation with ET-SAT, participation in forums such as CGMS and CEOS and representation at satellite user conferences
- ***IPET-SUP has representation across all WMO Regions and a wide range of application areas.*** It also represents a range of user capabilities.
- ***IPET-SUP has significant influence in the provision of satellite-related training*** to members which is underpinned by regular surveys.
- ***IPET-SUP is strongly linked to Regional User Requirements Groups*** and has a role in aggregating and analysing the information gathered by these groups.
- ***IPET-SUP has influence within WMO and can influence WMO policy*** as it relates to satellite data provision and utilisation.



<b>5. Audience</b>	<p>User communities:</p> <ul style="list-style-type: none"><li>• NMHSs:<ul style="list-style-type: none"><li>- Organisational Managers and Leaders</li><li>- Individual users</li><li>- High-capability and low-capability users (and everything in between)</li><li>- Communities (Regional Data Requirements Groups)</li></ul></li> <li>• Global NWP Centres<ul style="list-style-type: none"><li>- Individual centres</li><li>- Communities (GODEX-NWP)</li></ul></li> <li>• Application areas<ul style="list-style-type: none"><li>- International Working Groups (ITWG, IWWG, IPWG, IROWG)</li><li>- User communities</li><li>- Key researchers and operational personnel</li><li>- WMO Commission for Hydrology</li><li>- WMO Commission for Climatology</li><li>- WMO Commission for Agricultural Meteorology</li><li>- Global Atmosphere Watch</li></ul></li> <li>• Satellite Operators<ul style="list-style-type: none"><li>- Individual operators</li><li>- CGMS</li><li>- CEOS</li><li>- ET-SAT</li></ul></li> <li>• Complementary observing networks<ul style="list-style-type: none"><li>- Network operators</li><li>- CBS Expert Teams (ET-SBO, ET-ABO, IPET-OWR)</li></ul></li> <li>• Other International Activities<ul style="list-style-type: none"><li>- GFCS</li><li>- GEO</li></ul></li></ul>
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<p><b>6. Strategic communication approach</b></p>	<p>To engage directly with stakeholders, building connections between satellite operators and potential data users. Specific actions should be captured in an Action Plan.</p> <p>Stakeholder analysis provided at Appendix I.</p> <p>Key activities include:</p> <ul style="list-style-type: none"> <li>• Outreach and engagement with user communities</li> <li>• Outreach to other Technical Commissions</li> <li>• Interactions with Satellite Operators</li> </ul>
<p><b>7. Communications Tools</b></p>	<p>There are a number of channels and tools available for the team to communicate with its stakeholders These include</p> <ul style="list-style-type: none"> <li>- Requesting key stakeholders to join as associate members of team</li> <li>- Invitation to attend IPET-SUP Meetings as observer</li> <li>- IPET-SUP Members attending meetings/conferences/workshops</li> <li>- Conference presentations, posters and attendance</li> <li>- One-to-one communication – email/phone/visit</li> <li>- Website</li> <li>- Survey</li> <li>- Official WMO Letters</li> <li>- Relationships with subsidiary groups</li> <li>- Newsletter</li> <li>- Bulk email</li> <li>- Training events</li> </ul>
<p><b>8. Action Plan</b></p>	<ul style="list-style-type: none"> <li>- Specific actions captured in a separate action plan</li> </ul>
<p><b>9. Monitor, measure and evaluate</b></p>	<ul style="list-style-type: none"> <li>- User survey could ask questions about the perceptions of IPET-SUP</li> <li>- Discussions within user requirements groups</li> <li>- Monitor levels of engagement from user communities and operators.</li> </ul>

	Name	Appointment	Date
Drafted by:	Anthony Rea (draft)	ICT-IOS Chair	2 May 2017
Checked by:			
Checked by:			
Approved for release:			



**Appendix I: Stakeholder Analysis**

	Low Interest	High Interest
High Influence	(involve/consult) Organisational leaders Individual Satellite Operators WIS Working Groups (ITSC, IPWG, IROWG, ICWG) Commission for Hydrology JCOMM	(collaborate/empower) GODEX-NWP Regional Requirements Groups CGMS ET-SAT IPET-SWEISS Commission for Climatology VLMG WIGOS CEOS
Low Influence	(inform) Individual users Commission for Agricultural Meteorology Other Expert Teams within CBS	(consult/listen) Global NWP Centres Groups of Users Met Services SWFDP



## IPET-SUP Communications Plan - Stakeholder Analysis Table (example)

Use the stakeholder analysis table to lists the stakeholders who have an influence or have an interest in your project's success

Once you have classified your stakeholders and know their influence and interest, you can start to build their profile.

Stakeholder details	What is their classification?	How important is this stakeholder?	Current level of support and interest?	What do you want from the stakeholder?	What's important to stakeholders?	How could stakeholders block or advance your efforts?	What is your strategy to manage or communicate to this stakeholder?
<b>Commission for Hydrology</b>	<i>Primary</i>	<i>Significant influence but low interest at this point</i>	<i>Do not recognise the value and importance of satellite data within their application area</i>	<i>Engagement in meetings</i>  <i>Provision of user requirements</i>  <i>Communicating value back to their user community</i>	<i>Improved observations of hydrological parameters</i>  <i>Maintenance of existing networks</i>	<i>Greater engagement from CHy would give IPET-SUP a better overall picture of user requirements and progress the WIGOS Agenda</i>	<i>Letter to president</i>  <i>Invitation to Meetings</i>  <i>Case studies on Satellite Applications in Hydrology</i>
<b>JCOMM</b>	<i>Primary</i>	<i>Significant influence and interest but low engagement at this point</i>	<i>Some duplicated effort previously.</i>  <i>No ongoing representative on team.</i>	<i>Engagement in meetings</i>  <i>Provision of user requirements</i>  <i>Communicating value back to their user community</i>	<i>Improved observations of the oceans</i>  <i>Data access and development of key products</i>	<i>Greater engagement from JCOMM would give IPET-SUP a better overall picture of user requirements and progress the WIGOS Agenda</i>	<i>Letter to president</i>  <i>Invitation to Meetings</i>  <i>Progress work on satellite data requirements</i>
<b>Regional Requirements Groups</b>	<i>Primary</i>	<i>Significant interest and influence</i>	<i>Varies across Regions. Generally strong engagement.</i>	<i>Provision of user requirements.</i>  <i>Identification of capability gaps</i>	<i>Access to satellite products</i>  <i>Access to training and capability development</i>	<i>These teams could promote the role of IPET-SUP</i>	<i>Ongoing engagement and reporting</i>  <i>Shared membership</i>

<p><b>High level (general) contact details such as name and organisation. This should not become the stakeholder mailing list.</b></p>	<p>Stakeholder classification such primary or secondary etc— People from the same organisation can have a different stakeholder classification and you may need to apply a different approach</p>	<p>What is their level of influence and level of interest?</p>	<p>You may need to understand their issues, concerns, position on your project</p>	<p>For example, you need them participate in user testing, be a project champion, adopt a new product</p>	<p>This will help you target your key messages that are relevant to them— what benefits, features or value proposition will appeal to them</p>	<p>For example, Stakeholder X is a project advocate or champion</p>	<p>Choose the appropriate communication tool and tactic to reach this audience</p>

## Communication Strategy: Action Plan for IPET-SUP

Activity/task	Audience	Objective	Sensitivities	Importance	Timing	Status	Assigned to
Letter to CHy from CBS President seeking greater engagement	President of Commission for Hydrology	To secure a nomination of an associate member for IPET-SUP from CHy	Previous advice from President that value of satellites limited in this area	High	April 2017	Complete	Anthony/ Secretariat
Letter to JCOMM from CBS President seeking greater engagement	President of Commission for Climatology	To secure a nomination of an associate member for IPET-SUP from CHy	PREVIOUS work within JCOMM on satellite requirements has stalled and is not currently resourced	High	April 2017	Complete	Anthony/ Secretariat
Attendance by IPET-SUP Chair at CGMS	CGMS	To maintain profile of IPET-SUP and WMO Space Programme within CGMS and provide a voice for users		HIGH	Ongoing	Ongoing	Steve