Composition

Chair: Brian MILLS (Canada)
bmills@uwaterloo.ca

Members:
Linda ANDERSON-BERRY (Australia)
L.Anderson-Berry@bom.gov.au

Kwabena ASOMANIN ANAMAN (Ghana)
kwabenaasomanin@hotmail.com

Jacqueline FRICK (Switzerland)
jacqueline.frick@wsl.ch

Paul KOVACS (ICLR)
pkovacs@pacicc.ca

Jeff LAZO (USA)
lazo@ucar.edu

Gordon McBEAN (IRDR)
gmcbean@uwo.ca

Eugene POOLMAN (South Africa)
poolman@weathersa.co.za

Michael STAUDINGER (Austria)
staudinger@zamg.ac.at

Angelika WIRTZ (ICSU IRDR)
avirtz@munichre.com

Mission

To advance the science of the social and economic application of weather related information and services

WG SERA

Working Group on Societal and Economic Research Applications
**What is WG SERA?**

Initially established as a group devoted to THORPEX* issues, the Working Group on Societal and Economic Research Applications (WG SERA) was established in February 2006 as one of five working groups of the World Weather Research Programme (WWRP). It now has the responsibility for the entire range of time-scales and research issues associated with WWRP.

*THORPEX - The Observing System Research and Predictability Experiment

The SERA community includes multidisciplinary social, economic/decision scientists, organizations that engage users in the development, application and use of weather and related information and representatives of users that benefit from this information. The emphasis is on weather conditions that directly influence mortality, morbidity, significant loss or property and critical infrastructure and resources required to support communities.

WG SERA is a joint activity of WWRP with the Integrated Research on Disaster Risk programme of the International Council of Science Unions (ICSU).

**Research priorities**

- Estimation of the economic (social) value of weather information;
- Understanding and improving the use of weather information in decision making;
- Understanding and improving the communication of weather forecast uncertainty;
- Development of user-relevant verification methods; and
- Development of decision support systems and tools.

**Future plans**

- Establish a presence and basic research infrastructure
- Start-up research projects and applications
- Global assessment of the societal and economic benefits (and costs) of weather information

To learn more about the WG SERA please visit:
http://www.wmo.int/pages/prog/arep/wwrp/new/weather_society.html