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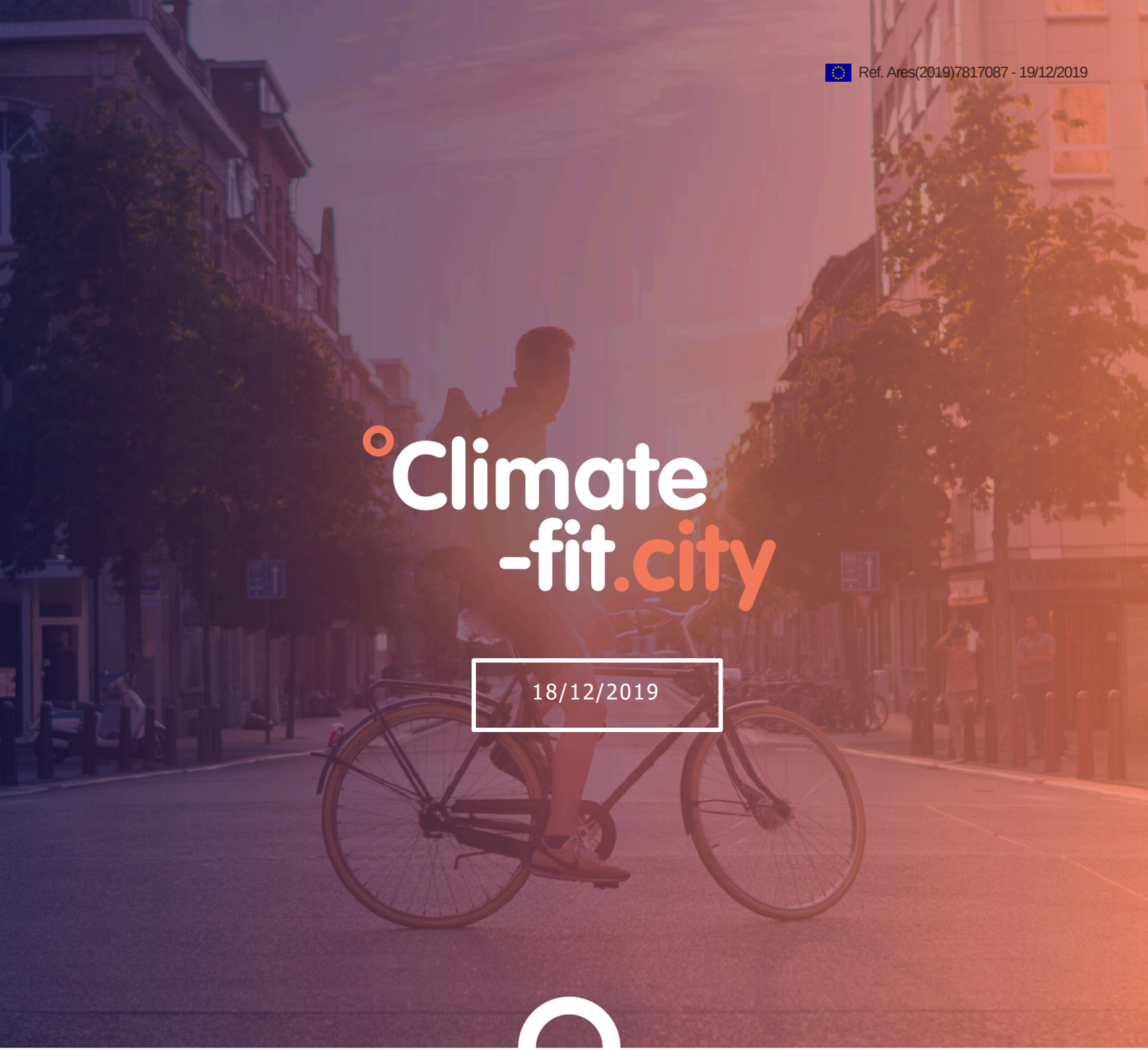

Climate-fit.city

18/12/2019

Deliverable 3.3

Market replication cases evaluation report

PUCS has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 730004

Deliverable 3.3	Market replication cases' evaluation report
Related Work Package:	WP3
Deliverable lead:	Arctik
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Grant Agreement Number:	n° 730004
Instrument:	HORIZON 2020
Start date of the project:	01 June 2017
Duration of the project:	30 months
Website:	www.climate-fit.city.city
Abstract	

Dissemination level of the document

X	PU	Public
	PP	Restricted to other programme participants (including the Commission Services)
	RE	Restricted to a group specified by the consortium (including the European Commission Services)
	CO	Confidential, only for members of the consortium (including the European Commission Services)

Versioning and Contribution History

Version	Date	Modified by	Modification reasons
v.01	9/12/2019	Ekaterina Mandova	Draft finalising
v.02	16/12/2019	Filip Lefebre	Internal review
v.03	17/12/2019	Giuseppe Forino	Internal review
v.04	18/12/2019	Ekaterina Mandova	Incorporating feedback

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1. Introduction

Local government agencies, public institutions, small and medium companies experience numerous problems when they want to use the Intergovernmental Panel on Climate Change (IPCC) data for their own services. They are in need of intermediaries – climate data services purveyors, for example – those who can provide them with specific climate urban data targeted for their specific activities in comparison with routine data (zero baseline).

Climate-fit.City translates the best available scientific urban climate data into relevant information for public and private end-users operating in cities for sectors including climate and health, building energy, emergency planning, urban planning, active mobility, and cultural heritage. According to the Description of Work (DoW), WP4 is about implementing new sectoral case studies, involving a new group of users that operate without project funding, the goal of which is to demonstrate a first step towards upscaling and the long-term viability of the climate-fit urban services (p. 20). Therefore, new users play a key role within the Climate-fit.City project, along with climate data providers and service purveyors, and are central in the present evaluation.

Based on the evaluation framework of T3.1, the goal of this deliverable document D3.3 is to present the process and outcome of the overall and then sectoral evaluation activities from the new user's perspective.

While chapter 2 summarises the specific aims of WP3, the third chapter outlines the new users for the Climate-fit.City services. The fourth chapter of this report goes into more detail regarding Arctik's and users' roles in the evaluation framework and subsequently the report. Chapter 5 provides the methodological background for the scope of the evaluation.
The main findings of the evaluation of the stakeholder mapping are highlighted in chapter 6 and 7. The 8th chapter gives some insight about the potential consequences that this evaluation report brings to other WPs of the Climate-fit.City project.

2. Objectives for the T3.3 task "evaluation of market replication services"

According to the DoW, T3.3 replicates that of T3.2, however, with a new set of users – that was selected during the course of the project (T4.1). Moreover, the evaluation considers the transferability of the services, i.e., the extent to which a service can be easily transferred to accommodate new users. This analysis involves the identification of those aspects of each service that are generic and those that are not. The conclusions from this deliverable constitute important information for the Business development (WP8).

More specifically, the present evaluation report assesses the added value provided by the services that are based on the use of *specific* urban data, in comparison with *routine* climate data.

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3. The new users within Climate-fit.City

There are 5 groups of users that have assessed each replication case in which they have been involved:

- The London School of Hygiene and Tropical Medicine (LSHTM) for the Climate and Health service
- The City of Tirana for the Emergency Planning service
- The WorldBank Urbanscapes Group for the Urban Planning service
- BIKE CITIZENS, as well as Bremeninvest, for the Active Mobility service
- Antwerp Zoo for the Cultural Heritage service.

In the replication phase, the Building Energy case worked with the same end-users as in the demonstration phase (Pronoo AG), but expanded the service to all the cities for which the needed climate input data is available within the CFC project.

3.1. Definition of new users within the project

According to the DoW, users are defined as the "organisations actually using the information from the climate service purveyors as part of their activities" (Part B, p. 7). Regarding new users, they are "involved in to prove the long-term viability of the services. These new users will be serviced by the service provider partners but will come from other cities/countries and other climate zones but also different types of organisations (public/private, small/large user organisations) in order to test the robustness and flexibility of the service in new circumstances. The identification of these market replication cases will be done by the service providers" (Part A, p. 20).

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3.2. List of new users for each replication case

Service	Service Provider	Demonstration case		Replication case		
		User	City	User	City	Status
Climate and Health	ISGLOBAL	ASPB	Barcelona (ES)	- London School of Hygiene and Tropical Medicine (LSHTM)	London (UK)	Ready
Emergency Planning	KULEUVEN	CITY of ANTWERP	Antwerp (BE)	City of Tirana	Tirana (AL)	Ready
Urban Planning	GISAT	IURS	Prague, Ostrava, Hodonin (CZ)	WorldBank Urbanscapes Group	Dhaka (Bangladesh)	Ready
Active Mobility	JOANNEUM	BIKE CITIZEN	Vienna (AT)	BIKE CITIZEN Bremeninvest	Bremen, Berlin (DE)	Ready

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Cultural Heritage	VITO	SSColosseo	Rome (IT)	Antwerp zoo's (city zoo & Planckendael)	Antwerp, (BE)	Mechelen	Ready

Table 1- List of new users for each replication cases

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3.3. Interactions with other stakeholders

Stakeholders are defined as "the group of organisations who do have an interest in the topic of one (or more) sectorial climate service(s). These are the users and climate service providers/purveyors who form part of the project, but also users and purveyors outside of the project, customers of the users, public administrations responsible for a related sector policy implementation, policy makers, communication actors, citizens living in urban areas, regulatory services, private companies providing linked services, etc." (DoW, Part A, p. 9). From a user perspective, there are mostly links with three groups of stakeholders:

- Local stakeholders, i.e., third parties (ex: Barcelona City Council), with which users are in touch to get to know better their needs if they use the service,
- Climate data service providers (ex: VITO) which provide climate data,
- Service purveyors which are businesses providing added-value information to users like consultancy firms or GIS data providers (ex: ISGlobal, Meteotest, KU Leuven, GISAT, JR).

4. Arctik's role

In this mission, Arctik is defined as a "neutral" partner due to the fact that our company is not a service provider within Climate-fit.City. In accordance to the DoW, it established an evaluation framework (D3.1), undertook a service evaluation, and provided a report concerning the evaluation (D3.2). It then worked out the market replication cases' evaluation report (D.3.3) as well as a cross-sectoral synergies report (D.3.4).

This entire service evaluation (WP3) took place between month 12 and 30 of the Climate-fit.City project.

Arctik's role was to **coordinate the evaluation, including its preparation with online questionnaires, focus groups and individual interviews and rely on the active participation of users.**

As explicitly requested in T3.1 in the DoW, Arctik pays special importance to confidentiality and guarantees it in relation to data collection and subsequent analysis. This is in line with the various requirements of WP9 Ethics requirements.

Therefore, the report does not include names of individuals and the questionnaire designed by Arctik will not be disclosed outside of the company.

The dissemination level of D3.1, D3.2, D3.3, D3.4 of WP3 is public and the target audience is above all the different stakeholders of the Climate-fit.city project.

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5. Methodology of the evaluation

The methodology for our scope of evaluation from the user perspective is structured as follows:

1) an assessment of the WP4 service replication cases (5.1)
2) that are divided into dimensions (5.2)
3) with Key Evaluation Questions (5.3)
4) relying on quantitative and qualitative indicators (5.4)
5) for which direct questions to users (5.5) are formulated.

5.1. Production of the assessment

According to the DoW, the scope of the evaluation is the assessment by the users of the **services replication cases demonstration in WP4**. The tasks of WP4 are defined as:

- Service definition (T4.1)
- Demonstration (T4.2)

Our assessment methodology places emphasis on the **interactions that users have concerning services with climate data providers, service purveyors, and stakeholders before, during, and after the co-design process.**

5.2. Dimensions of the assessment

We sub-divide each WP4 task into different **dimensions of the assessment**. For example, the dimension related to the success of the service within the service demonstration is a core component of our evaluation framework.

Deliverable 3.1 describes in detail how the methodology of the assessment is worked out and which dimensions are taken into account.

5.3. Key Evaluation Questions

We assess each dimension of WP4 tasks with a **Key Evaluation Question** (KEY).

Key evaluation questions are high level questions that the evaluation report aims to answer. In other words, they are not specific questions that were asked to users in the designed questionnaire but, instead, they are more generalised questions which are both exploratory and explanatory: they assess what has happened from the user's perspective and how it relates in terms of interactions with other project partners.

The particularity of these Key Evaluation Questions is that they are in line with SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. The European Commission defines SWOT analysis as a "strategic analysis tool" that "combines the study of the strengths and weaknesses of an organisation, a geographical area, or a sector, with the study of the

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opportunities and threats to their environment"[1]. The goal of the "analysis is to take into account internal and external factors, maximising the potential of strengths and opportunities, while minimising the impact of weaknesses and threats".

	Positive aspect	**Negative aspect**
Internal factors	Strengths	Weaknesses
External factors	Opportunities	Threats

Figure 1 - Rationale of SWOT analysis – source : https://europa.eu/capacity4dev/evaluation_guidelines/minisite/en-methodological-bases-and-approach/evaluation-tools/swot-strenghts-weakness-opportunities

Based on this perspective, SWOT analysis was applied to our KEY approaches, the latter of which pays close attention to:

- the internal strengths and weaknesses of new users at each WP4 step,
- while dealing with the opportunities and threats created by interactions with other partners within the Climate-fit.City project.

This evaluation report explores the following key evaluation questions:

- How are the service replication cases being implemented?
- How satisfied are the services users?
- How well did the replication cases work?
- To what extend do the services address the needs of the users?
- To what extent are the services results timely, cost-effective and to expected standards?

5.4. Quantitative and qualitative indicators

As explicitly requested in the DoW, Arctik relied on both quantitative and qualitative indicators to perform this evaluation. On one hand, quantitative indicators gave us a numeric assessment of WP4 tasks from the user perspective. Thus, they facilitated the comparison between different users' experiences. On the other hand, qualitative indicators provided us with a non-numeric evaluation of the same tasks. They were a means to go into details about the strengths, weaknesses, opportunities, and threats that users have encountered within the Climate-fit project.

The users were asked to fill in an online survey of 18 questions – both closed and open. The questions were designed in such a way as to answer the overall key evaluation questions

[1] https://europa.eu/capacity4dev/evaluation_guidelines/minisite/en-methodological-bases-and-approach/evaluation-tools/swot-strenghts-weakness-opportunities

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outlined above. The collected data was then interpreted using qualitative analysis (for the open questions) and quantitative one (for the closed questions).

The online survey is added in Annex I.

Due to the small number of survey respondents and due to the similarities in users' experiences, the replication cases will be evaluated together rather than service by service as in D3.2. This evaluation report concentrates mostly on the different experiences users had as it aims to bring new knowledge rather than repeat what has already been identified in D3.2.

For further details about the methodology used in this evaluation, please check out D3.1 which gives the complete description of the different methodological tools that have been put forward.

6. Description of replication cases

For a complete overview of each replication case, please check out Deliverable 4.2.

7. An overall evaluation of the replication cases

7.1. How are the service replication cases being implemented?

To answer this question, the evaluation report estimated users' previous experience with the services and challenges experienced while implementing the services.

The findings are given below.

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7.1.1. A set of new users with none or average prior experience with climate services

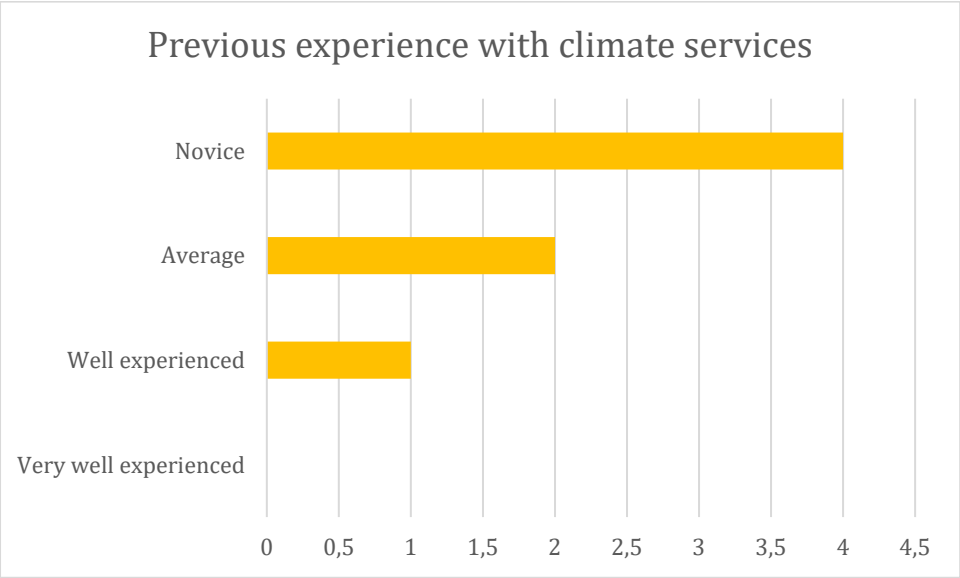

Figure 2 - Previous experience with climate services

4 respondents out of 7 are "novice" with climate services and 2 ones "average". Only one new user declared themselves as being "well-experienced" and none "very well-experienced". Therefore, the set of new users had none or average experience with climate services.

7.1.2. Advantages for those already experienced

Among the 3 respondents who have had some experience with climate services, the advantages of participating in the Climate-fit.City replication cases were:

1) the access to high-resolution weather data
2) and the free access to the service.

7.1.3. Challenges for novices

Overall, there were no real challenges encountered by the users as the services were defined as user-friendly. One user of the "Emergency planning" service pinpointed that no urban flood hazard quantifications for current and future climate conditions were available. A user of the "Active Mobility" service explained that it was difficult to combine climate data and Bike Citizens data to generate new insights.

In comparison with routine data, all participants stated that climate service data represented an added value. In particularly, data represented an added value in terms of better resolution and improved service. It has also helped to consider the interactions between urban environment and climate, as these impacts were not visible in routine data (see D6.4).

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7.2. How satisfied were the services users and how well did the replication cases work?

These two key evaluation cases are related and to answer them, the users were asked to identify if the services met the initial expectations and if they would use the services in the future.

7.2.1. Very good match between replication case users' initial expectations and the final climate service

Users were asked to rate the services in a range between 1 (very bad) to 5 (excellent). **Users considered that the match between their initial expectations and the final service demonstration was reasonable.**

	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	0.00% 0	0.00% 0	14.29% 1	71.43% 5	14.29% 1	7	4.00

Figure 3 – Average rating of the match between new users' initial expectations and the final climate service

Some of the users shared that they had a clear idea of the service beforehand and the outcome did not surprise them but due to lack of input data they had problems obtaining certain results. The demonstration cases served as an example of how to tackle possible challenges, get the best out of the service data, and integrate counting station data to their respective service. Users described the services as "visually appealing", "accessible" as it is free of charge, "user-friendly", and "important to have". Service by service evaluation is outlined in the following paragraphs.

The users of the "Emergency Planning" service explained that the service was clearly explained to them, but they lacked certain input data which made it difficult to expected flood hazard results.

The "Active Mobility" service users aimed originally to develop a climate-based navigation system which proved impossible with climate data. They reached the conclusion that weather data would be more useful in this case. Still, the provided service was useful to them as they could combine long climate data ranges with long range-cycling data and integrate counting station data to their service.

The "Cultural Heritage" service was appreciated for supplying data allowing users to build models and outliers as it takes into account climate variables. The users, however, couldn't

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adopt the visibility tool – an issue that may have occurred because of lack of time from the users' side to get well-acquainted with the service.

The "Climate and Health" service was defined as visually appealing, user-friendly and accessible as it was provided free of charge. The users were satisfied as they could access the data and the information they needed.

Other replication cases have not been evaluated by the users at this point of the survey. The survey questions were designed in such a way that users could skip through them, which limited the results.

7.2.2. High chance for replication case users to use climate services in the near future

All the users acknowledged the great potential of such services in their cities.

In view of the changing climate conditions, the services developed by Climate-fit.City could be extensively used in "revising city emergency planning", in evaluating "the environmental impact of public spaces in cities" and in "predicting budgets for energy and water consumption". Depending on the service, respondents outlined that certain services could be used seasonally (the heat stress tool), annually (the energy tool) or as a basis for further research of climate change effects.

The long and costly supply chain the services require may result in potentially high price sthat could discourage local authorities from implementing and paying for such climate services – observed one of the respondents.

One of the users shared that it is challenging to "provide a sustainable service" due to the limited market for such services at the moment.

Regarding the "Cultural Heritage" service, the users mentioned that a potential problem could be the dependency on the service provider for obtaining the raw data and for its future modifications. Such dependency could prove inconvenient when additions or improvements to the raw data are to be introduced.

7.3. To what extend do the services address the needs of the users?

This section outlines the closed questions asked in the survey in order to pinpoint the added value of the services for the users and to answer the next key evaluation question.

Half of the respondents (Figure 4) believed that the current Climate-fit.City services bring the biggest benefits in the area of urban planning policies with health policies, housing and mobility sharing the second place. It is interesting to observe that in view of policies, none of the users have selected greening and social services policies.

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Q11 - Thinking about the potential benefits of the service for evidence-based policy making, which are the multi-level policies that this climate service can improve?

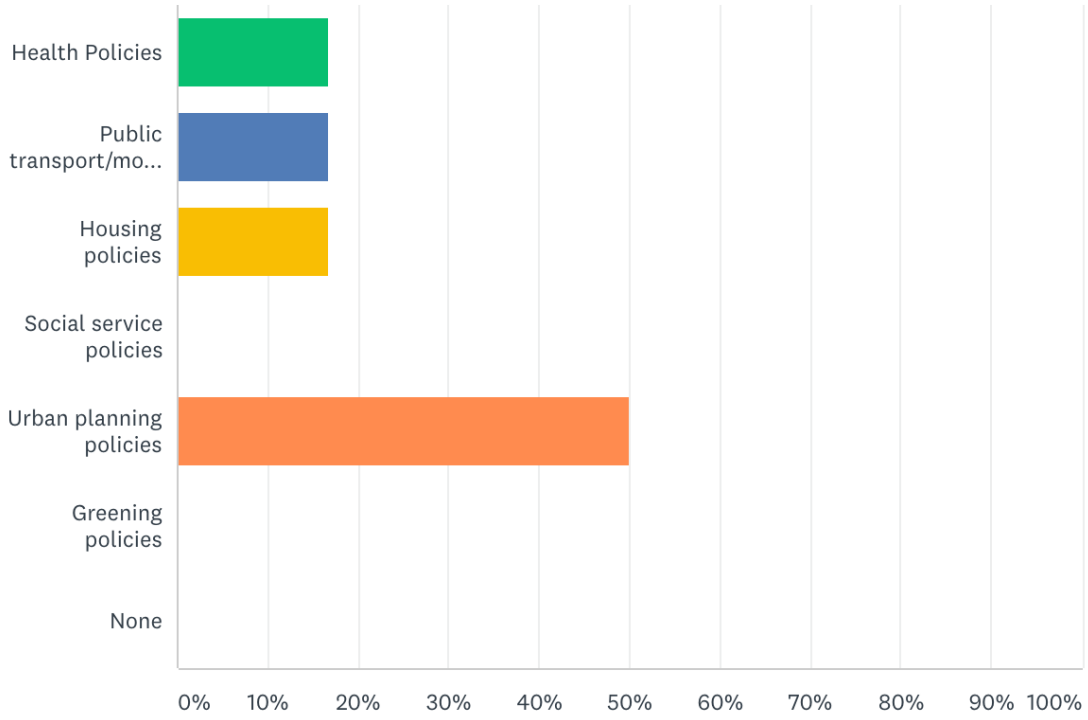

Figure 4 – Multi-level policies that the services can improve

In regard to the impact on citizens (Figure 5), the majority of users agreed that it is positive. However, one user expressed the opinion that it is not the case. Still, most respondents agreed that the services can increase the effectiveness of public and commercial services (Figure 6).

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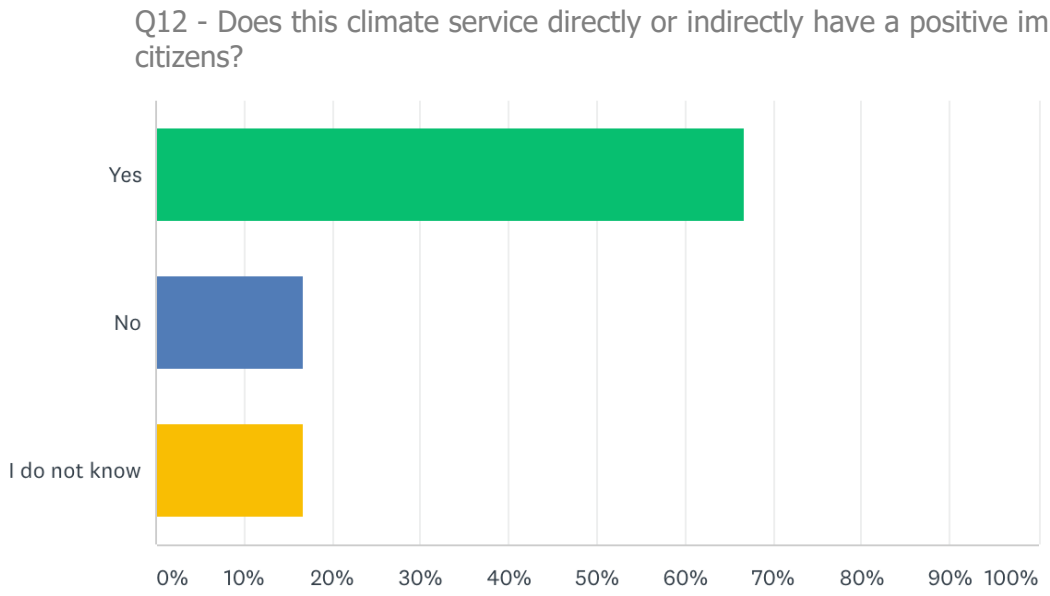

Figure 5 – Positive impact of the services on citizens

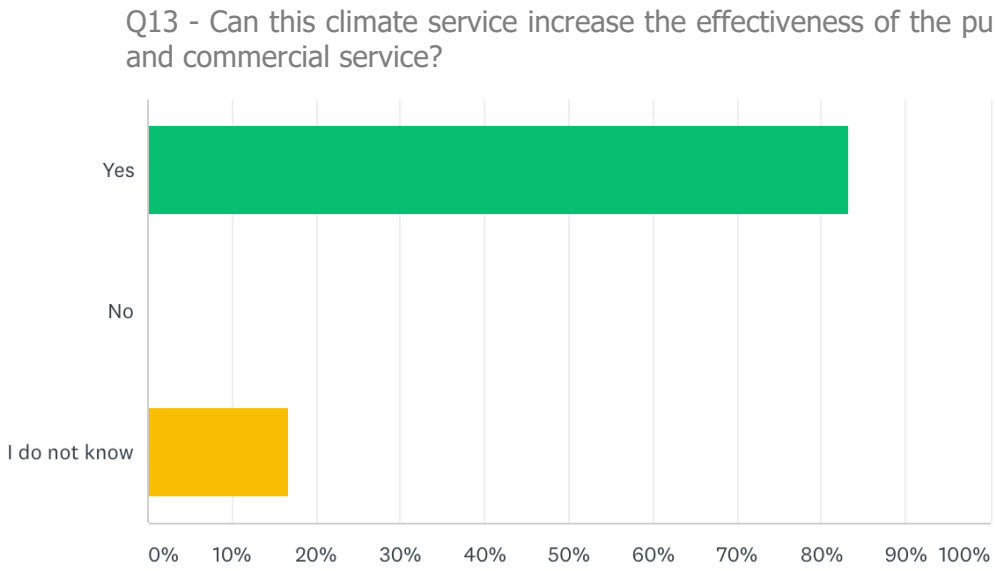

Figure 6 – Climate services' influence on the public and commercial service

Users did not seem convinced that climate services can reduce existing inequalities in terms of heat waves and flood vulnerability (Figure 7). On the other hand, users generally believed that climate services can positively impact their organisations (Figure 8).

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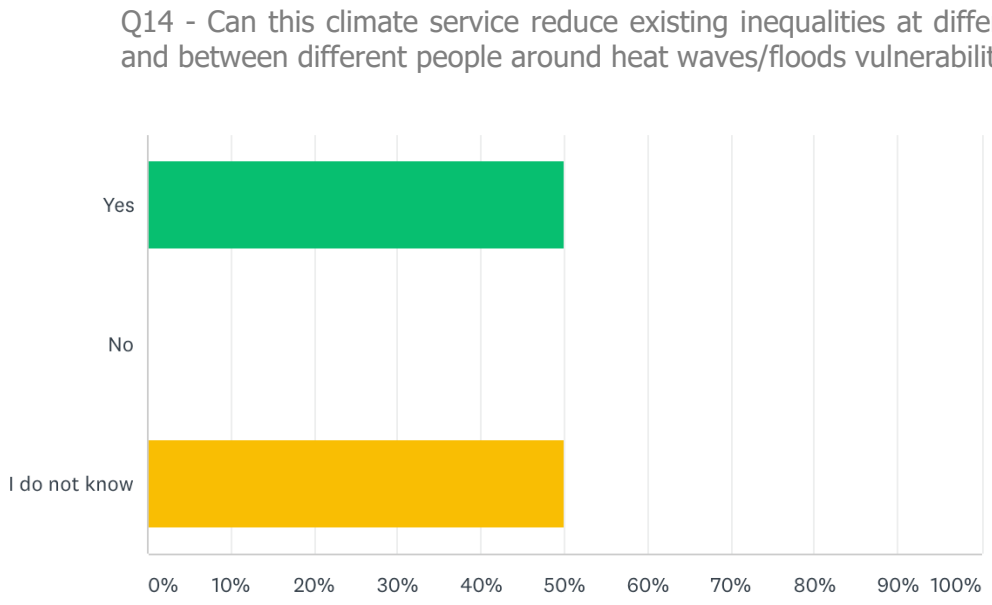

Figure 7 – Climate services' influence on reducing inequalities around heat/floods vulnerability

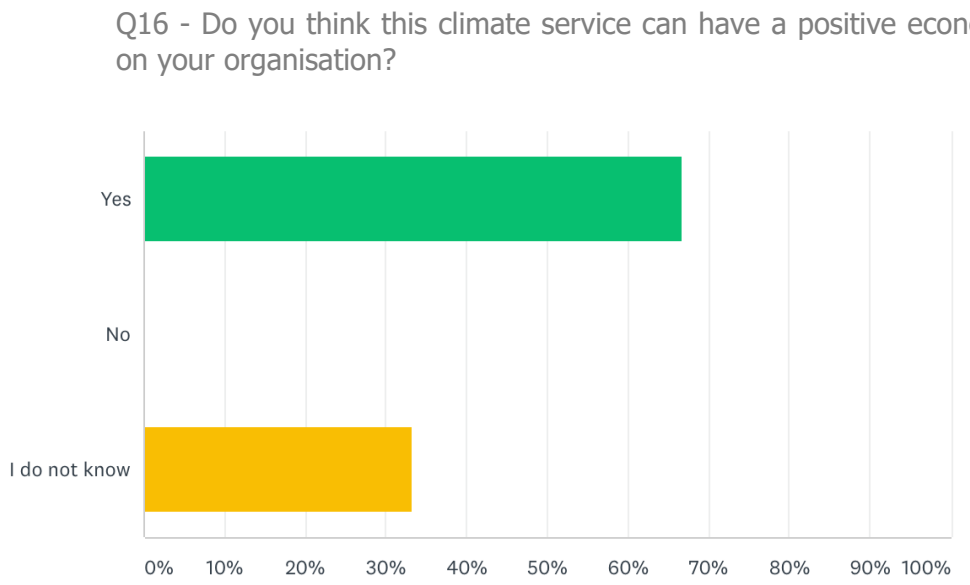

Figure 8 – Climate services' positive impact on organisations

In terms of awareness raising about climate change among the general public, users agreed that climate services play an important role (Figure 9).

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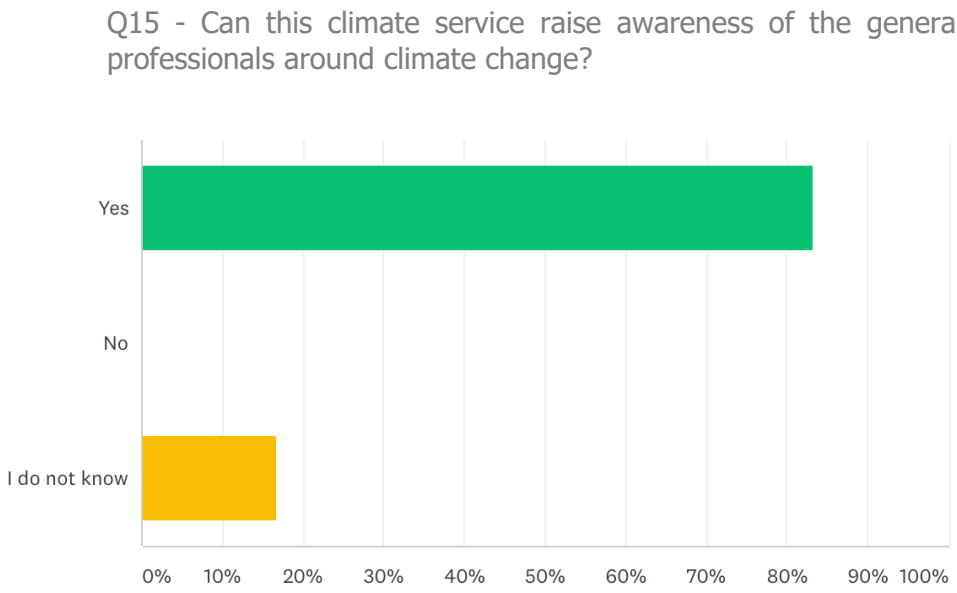

Figure 9 – Climate services' influence on awareness raising among the general public

7.4. To what extent are the services results timely, cost-effective and to expected standards?

To answer this key evaluation question, users were asked if the services had an added value for them, if it would be used after the project and if the users would be willing to pay for the service.

All the services users shared that the services could bring an added value to their cities. The "Emergency Planning" users emphasised on the importance of having a flood hazard quantification. They believe the service could be extensively used by the Emergency Directorate in their city as a basis for revising the city emergency plan according to the changing climate conditions. Another potential user of the service could be the National Territorial Planning Agency that could use the service as a basis for developing a more climate-change-robust city planning.

Having the service for free was the most attractive component. Users shared that if it was otherwise, they would have looked for different options – even for such with worse data input – and they would not necessarily pay for the services provided by Climate-fit.City. Users were not given an example price of the services, but they generally seemed to presume the services would be expensive due to the high-quality of data they provide.

This shows that the availability of the data sets and the advanced projections that the services deliver are not the main condition for a city when deciding whether to use them or not. The service cost plays the main role and as such the consortium may need to look for options to provide their services at a competitive price while maintaining the same quality. This comes with its own challenges and proves that governments and cities are not necessarily convinced by the current need of advancing climate services for cities. Among the reasons for

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unwillingness to pay for the services, the following were mentioned: "budgetary restrictions", lack of customers willing to pay, and dependency on the data usefulness. This concern was also shared by the other service users.

The "Active Mobility" service users found it essential to be able to access specific cycling data in view of changing climate circumstances. They are currently estimating how to use the data to the benefit of their city and for future city planning.

For the "Cultural Heritage" service users valued the most the heat stress tool that could be used daily especially in summer. The energy tool is great for predicting energy budget and water consumption, so it might be used annually for preparing such estimations. As for the underlying climate data, it could be used for further research on climate change.

As for the "Climate and Health" service, the user was confident that it would be used after the end of the project.

Another shared concern is the novelty of such services to policy makers, which would entail additional work and lobbying for climate services to be on the governmental/city agenda.

Having in mind the small number of respondents (n=8), additional research is needed to fully estimate the required conditions for cities to pay for a certain climate service. Such research falls outside the scope of this work package.

7.5. Suggestions for improvement

One of the questions raised by the users is on data sustainability and how it could be updated once the project has finished. Other concerns are related to the supply chain of data. A way to reduce costs and to deliver a quicker service could be the automatisation of the process. As for data on flooding, two suggestions are outlined – the future validation of data and the implementation of precipitation and infiltration data in the respective service.

8. Conclusion

This evaluation considered the transferability of the services and outlined recommendations for possible developments based on users' experience. Although the application of certain recommendations may fall out of the scope of the current project, it is still helpful to outline them for potential future projects in which the services could be involved in. The current evaluation provides valuable information for the business development of the services (WP8).

From the user's perspective, this overall evaluation of service replication for the Climate-fit.City project has been overall successful. Most of the users have identified a potential for lowering risks from climate change related with their sector as a long-term effect due to services based on the use of urban climate data (current and/or future climate).

After defining users as interacting with climate data providers, service providers, as well as stakeholders, we have relied on different methodological tools such as interviews, online

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questionnaire, and focus group defined in D3.1. Our goal was to engage users in the active assessment of Climate-fit.City services.

This evaluation report aims to answer the following key evaluation questions:

1. How are the service replication cases being implemented?

The replication cases were generally successfully implemented. The only problems that occurred were due to lack of data from the users or inability to combine climate data and Bike Citizens data.

2. How satisfied are the services users?

The users ranked the service highly with an average 4 out 5 point, with 5 being excellent and 1 very bad. Generally, the services were described as "visually appealing", "accessible" as it is free of charge, "user-friendly", and "important to have".

3. How well did the replication cases work?

The replication cases worked as expected. The users' expectations were based on the demonstration cases. The demonstration cases served as an example of how to tackle possible challenges, get the best out of the service data, and integrate counting station data to their respective service. If there were any issues in the replication cases, they were due to the lack of data provided by the users.

4. To what extend do the services address the needs of the users?

The services rate highly on meeting the needs of the users. The users are convinced that the services can bring positive change to their cities and organisations.

5. To what extent are the services results timely, cost-effective and to expected standards?

All users agreed that the services meet very high standards; they define them as potentially expensive, however. This is an interesting observation as the respondents had a free access to the services and were never given a price range. Rather, they were asked to define how much they would be willing to pay. This shows that they value the services outcome. The obtained results were also timely providing necessary information that could be used in the future in terms of urban and emergency city planning.

This report and the upcoming deliverable D3.4 are also potential contributions to other climate services projects (e.g. CLARA, CLARITY, PROSNOW, …). More generally, they could help to capture the general added value and benefits of climate services for users, as well as improve transferability and usefulness of results beyond the overall Climate-fit.City outcomes.

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Annex I

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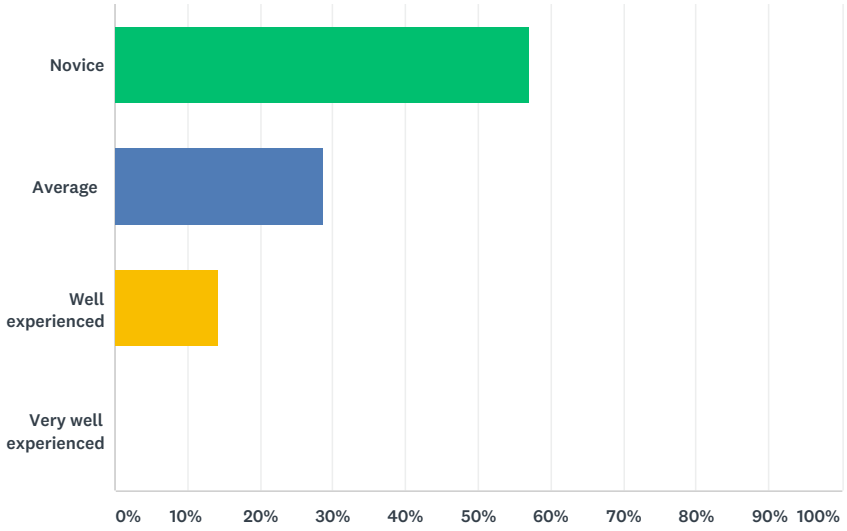
Q1 Name of your organisation

Answered: 8 Skipped: 0

Q2 Before the Climate-fit.city project, how do you assess your previous experience with climate services?

Answered: 7 Skipped: 1



ANSWER CHOICES	RESPONSES	
Novice	57.14%	4
Average	28.57%	2
Well experienced	14.29%	1
Very well experienced	0.00%	0
TOTAL		7

Q3 If not or little experience, please go directly to the next question. If you were already experienced in climate services, what were the advantages of participating in the activities?

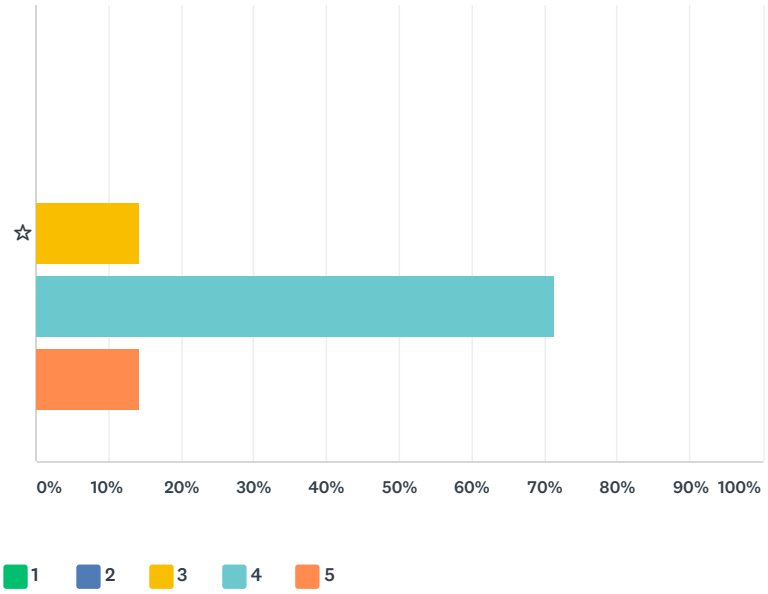
Answered: 3 Skipped: 5

Q4 If you had a very small or even non-existent experience with climate services, what challenges did you overcome?

Answered: 5 Skipped: 3

Q5 How do you evaluate the similarity between your initial expectations and the final climate service? Please attribute value between 1 and 4 stars with: 1 star: complete inadequacy2 stars: imperfect match3 stars: reasonable match4 stars: very good match5 stars: perfect match

Answered: 7 Skipped: 1



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	0.00% 0	0.00% 0	14.29% 1	71.43% 5	14.29% 1	7	4.00

Q6 Please explain your answer in less than 300 words (or 1500 characters).

Answered: 7 Skipped: 1

Q7 What is the added value of the specific climate data compared with routine data in the final climate service? Please use the following structure in your answer: 1) Characteristics of the ex-ante situation 2) Characteristics of the current situation 3) Opportunities and threats with the current situation

Answered: 6 Skipped: 2

Q8 To what extent do you think that the climate service or parts of the service will be used after the end of the project?Please explain your answer with no more than 300 words (or 1500 characters).

Answered: 6 Skipped: 2

Q9 If not, please go to the next question. If so, will you be willing to pay for this service in the upcoming months? What would be the maximum indicative price?Please provide an answer of no more than 300 words (or 1500 characters).

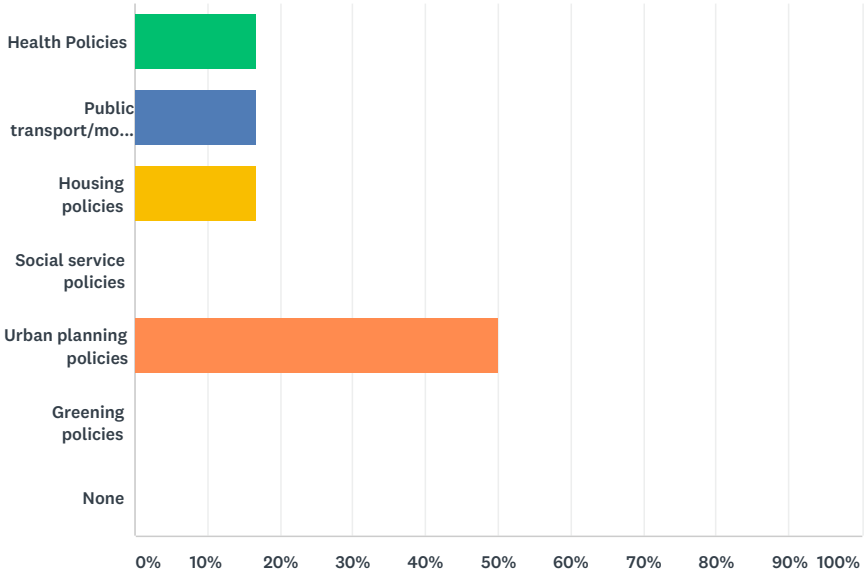
Answered: 5 Skipped: 3

Q10 If not, could you give the reasons why you are not willing to pay for this climate service?Please provide an answer of no more than 300 words (or 1500 characters).

Answered: 5 Skipped: 3

Q11 Thinking about the potential benefits of the service for evidence-based policy making, which are the multi-level policies that this climate service can improve?

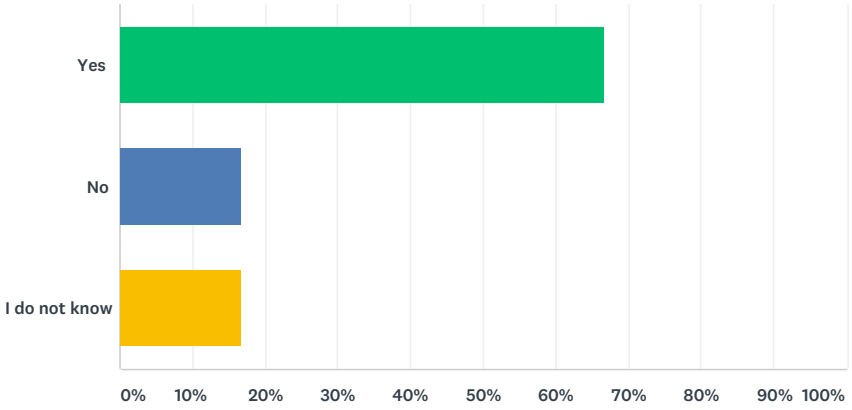
Answered: 6 Skipped: 2



ANSWER CHOICES	RESPONSES	
Health Policies	16.67%	1
Public transport/mobility policies	16.67%	1
Housing policies	16.67%	1
Social service policies	0.00%	0
Urban planning policies	50.00%	3
Greening policies	0.00%	0
None	0.00%	0
TOTAL		6

Q12 Does this climate service directly or indirectly have a positive impact on citizens?

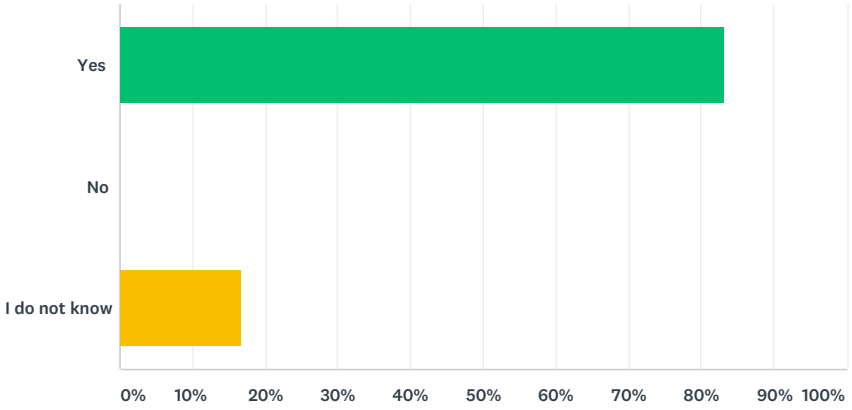
Answered: 6 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	66.67%	4
No	16.67%	1
I do not know	16.67%	1
TOTAL		6

Q13 Can this climate service increase the effectiveness of the public service / commercial service?

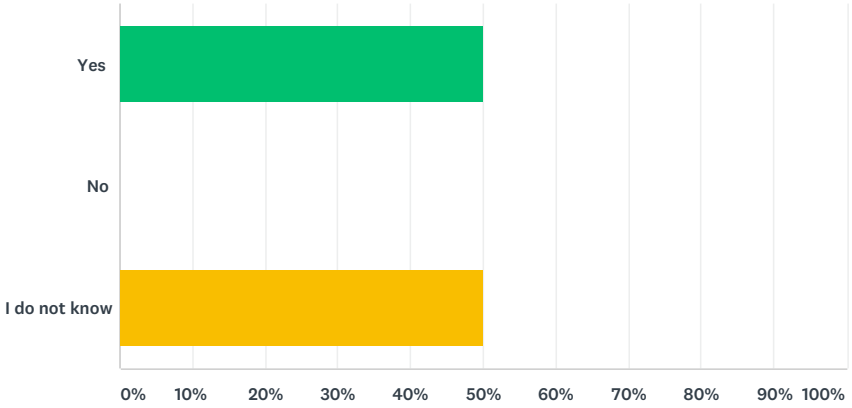
Answered: 6 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	83.33%	5
No	0.00%	0
I do not know	16.67%	1
TOTAL		6

Q14 Can this climate service reduce existing inequalities at different scales and between different people around heat waves/floods vulnerability?

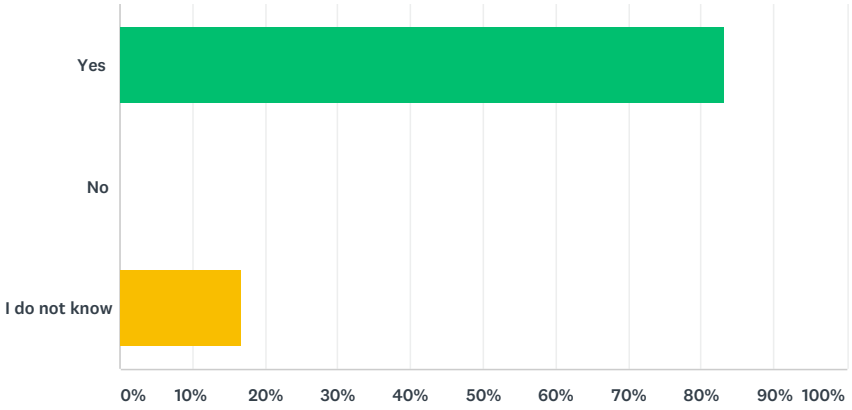
Answered: 6 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	50.00%	3
No	0.00%	0
I do not know	50.00%	3
TOTAL		6

Q15 Can this climate service raise awareness of the general public and professionals around climate change?

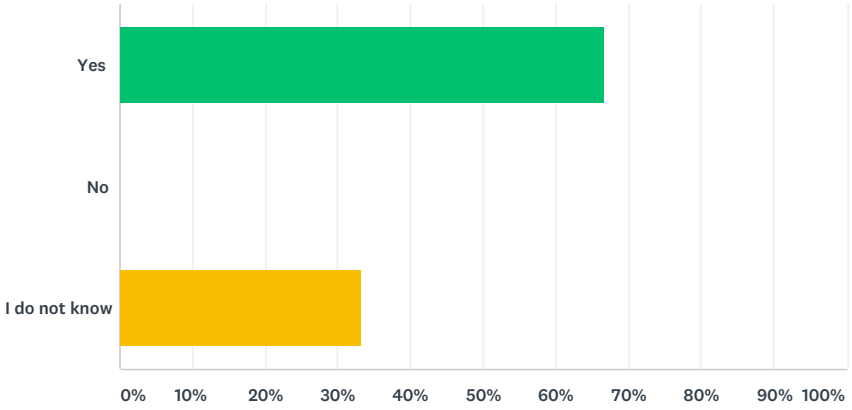
Answered: 6 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	83.33%	5
No	0.00%	0
I do not know	16.67%	1
TOTAL		6

Q16 Do you think this climate service can have a positive economic impact on your organisation?

Answered: 6 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	66.67%	4
No	0.00%	0
I do not know	33.33%	2
TOTAL		6

Q17 What features of the service could be improved? How exactly?

Answered: 6 Skipped: 2

Q18 If you have any additional comments to formulate, please feel free to provide them here:

Answered: 4 Skipped: 4