

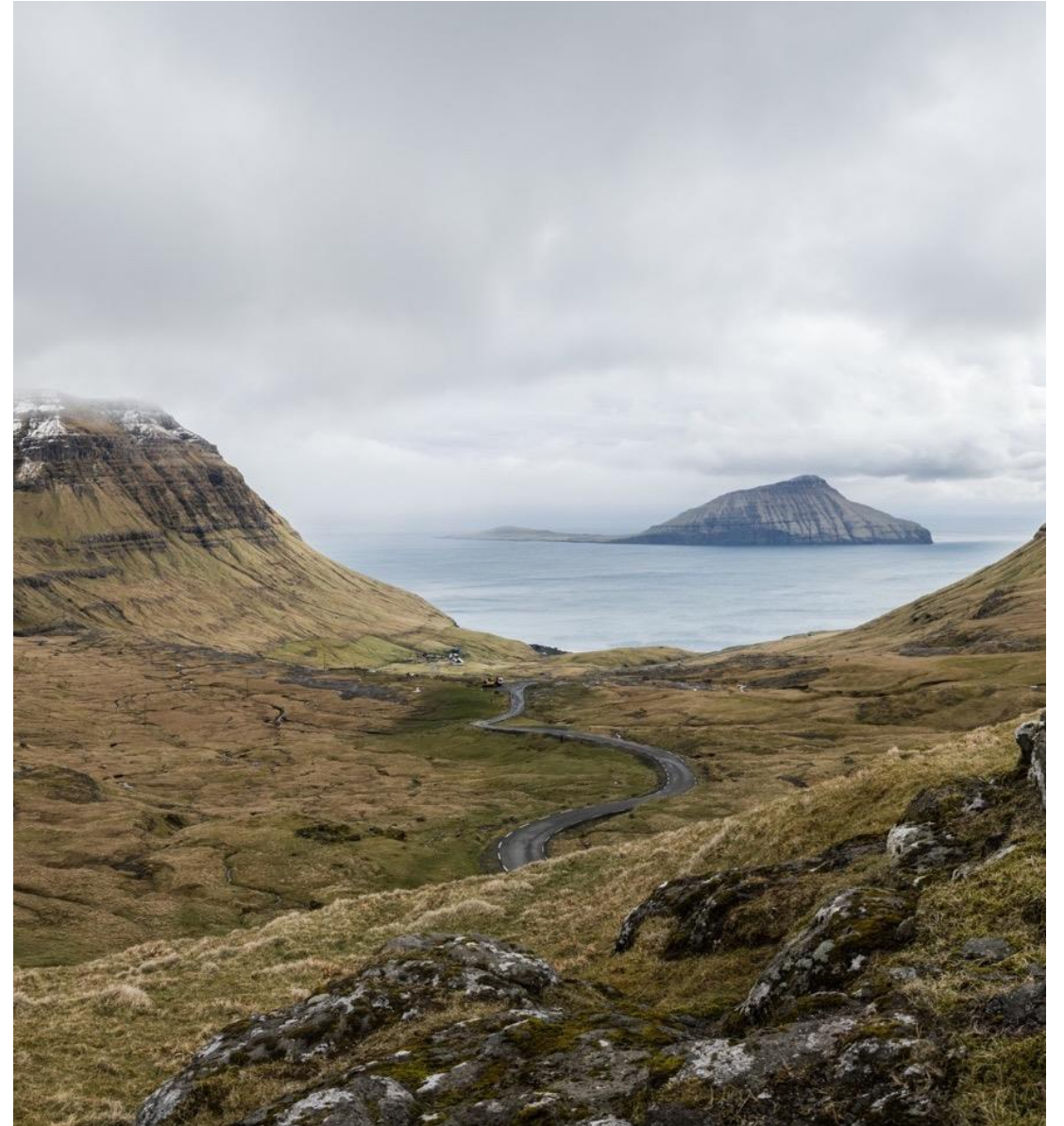


The Danish Meteorological Institute

The need for leadership identity

Marianne Thyrring

Director General, Danish Meteorological Institute,
PR of Denmark.





Your leadership identity takes you to the Minister...





Challenges and Opportunities for NMHS's going forward:

Extreme heat events.

- Summer 2022 heat records across Europe
- Drought
- Extremely low water levels in rivers

Wild Fires

- Fire weather – hot and dry conditions at the same time
- Widespread wildfires across Europe this summer

Flooding

- Heavy precipitation events



Copernicus EMS
@CopernicusEMS

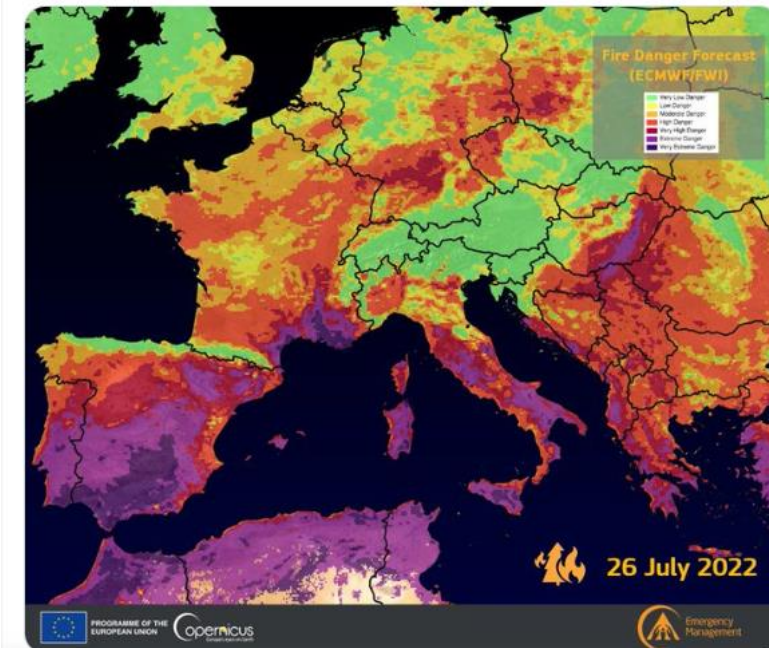
#EFFIS Fire Danger Forecast for 26 July

🔥 Very Extreme Danger in several areas of #Portugal 🇵🇹, #Spain 🇪🇸, #Italy 🇮🇹, #Greece 🇬🇷, #Morocco 🇲🇦, #Tunisia 🇹🇺 and #Algeria 🇩🇪

🔥 Extreme Danger forecasted in areas of:



Oversæt Tweet





How do we meet societal needs?



- Transform and create the NMHS's to provide quality checked weather data to society addressing the extreme weather events



- Constantly develop data, modelling and forecasts with new technologies



- Actively advise citizens and society about the consequences of the weather, climate and oceans. It's all about communication.



Solutions?

- Complex matters, expensive,
- Lack of knowledge, insight and expertise
- User needs partly unknown



- Change of our usual routines and working arrangements
- International cooperation, co-creation with other agencies and private organizations, user engagement, customer involvement, research institutions (cross disciplinary studies)
- Sharing experience





Bottom line:

When you really want to change the world the only relevant instrument
you have is Leadership



Your Leadership Identity takes you to the Minister... in order to talk about; budget, human resources, data and technology

- The PR has the competence and capacity to translate
- The PR speaks the language of the Minister
- The PR understands the political agenda and the roles of the play
- The PR seeks supporters and collaborators with a voice
- The PR finds the compromises





Conclusion:

Our leadership is all about working our way towards a robust NMHS in a resilient society.

