

## Expected Result 7

# ENHANCED CAPABILITIES OF MEMBERS TO PROVIDE AND USE WEATHER, CLIMATE, WATER AND ENVIRONMENTAL APPLICATIONS AND SERVICES

## Strategic Thrust: Service Delivery

## COOPERATION WITH THE PRIVATE SECTOR

### SUMMARY

**ADDITIONAL FINANCIAL IMPLICATION:**

None

**DECISIONS/ACTIONS REQUIRED:**

The Executive Council is requested to approve the draft text for inclusion in the general summary of EC-LXI given in the Appendix

**REFERENCE:**

*Abridged Final Report with Resolutions of the Sixtieth Session of the Executive Council*, general summary, paragraph 9.3.7 (WMO-No. 1032)

**CONTENT OF DOCUMENT:**

**Appendix for inclusion in the final report:**

Draft text for inclusion in the general summary of EC-LXI

**Appendix for information:**

EC-LXI/Rep. 4.2, ADD. 1: Progress/Activity Report

## DRAFT TEXT FOR INCLUSION IN THE GENERAL SUMMARY OF EC-LXI

### **4.2 ENHANCED CAPABILITIES OF MEMBERS TO PROVIDE AND USE WEATHER, CLIMATE, WATER AND ENVIRONMENTAL APPLICATIONS AND SERVICES** (*agenda item 4.2*)

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#### **Cooperation with the private sector**

**4.2.40** The Council recalled that EC-LX had requested the EC Working Group on Disaster Risk Reduction and Service Delivery (WG DRR & SD), in collaboration with the EC Working Group on WMO Strategic and Operational Planning (WG SOP) and the EC Working Group on Capacity Building (WG CB), to develop recommendations for EC-LXI on:

- (a) Options for WMO to stimulate establishment of global or regionalized international representation bodies of the private sector service providers to better facilitate coordination between that sector and WMO;
- (b) Approaches to address problematic issues connected with complementary and competitive cooperation between NMHSs and private sector service providers;
- (c) Policy and guidelines for an ethical framework for engagement with corporate sponsors and donors, taking into account pertinent recommendations of the WMO Audit Committee; and,
- (d) A mechanism involving the technical commissions concerned and the regional associations for developing guidelines for use by NMHSs on best practice models of partnership in furthering cooperation with the private sector, and in particular private sector service providers.

**4.2.41** In addressing these issues, the Council noted that (a), (b) and (d) have many similarities and should be treated together whereas (c) is fundamentally different and should be treated separately.

**4.2.42** As background to consideration of the issues listed under 4.2.40 (a), (b) and (d), it is relevant to note the roles commercial organizations play in the delivery of meteorological and related services can be grouped into four broad categories, that is, those that:

- (i) Produce and sell instruments and software that is specific to the collection and processing of meteorological and related data;
- (ii) Provide contractor or outsourced services to NMHSs in support of their missions;
- (iii) Deliver, through the commercial media, forecasts and warnings of NMHSs to their various publics; and,
- (iv) Use the data collected, and data and information disseminated by NMHSs in the preparation of commercially provided meteorological and related services.

**4.2.43** In categories (i) through (iii), it is important that NMHSs build the necessary relationships to ensure that they take full advantage of the commercial sector on their countries while at the same time complying with relevant government policy on such matters.

**4.2.44** For the WMO, different strategies need to be adopted when interacting with the private sector depending upon the role of the commercial entity. In dealing with some companies falling in Category (i), the WMO has, for example, given strong support to the association of the Hydro-Meteorological Equipment Industry (HMEI). For relationships with commercial sector organizations within Category (ii), this is very much a national matter with NMHSs pursuing the approach most suited to their national circumstances. In Category (iii), the WMO has accepted the participation of the International Association of Broadcast Meteorologists (IABM) in its Executive Council and Congress as an observer, and encourages Members to reach agreements for the transmission of meteorological information, forecasts and warnings with national media organizations.

**4.2.45** With regard to relationships with entities in Category (iv), the Council concluded that:

- (a) It is for governments to decide how meteorological and related services will be provided to the public (with the available options including the exclusive use of Appropriation funding, through to the exclusive use of commercial mechanisms or through some hybrid of both of these);
- (b) NMHSs should make their data available to the private sector on a non-exclusive basis;
- (c) The aim of NMHSs should be to make the best quality data available to the widest possible group of users; and,
- (d) NMHSs cannot meet the needs of all users and that the private sector should be viewed as a partner in meeting the demand for services using data collected and distributed by the NMHSs.

#### **Options to Stimulate Representation Bodies**

**4.2.46** The Council concluded that the WMO should not proactively encourage the representation of the private sector meteorological service providers to participate as observers in the working mechanisms of the Organization, rather that the WMO deal with any request on its merits, should one arise.

#### **Approaches to Complementary and Competitive Cooperation**

**4.2.47** Key issues that cause friction between the private sector meteorologists and NMHSs are cost and ease of access to NMHS data and information, and possible conflict with the service provision activities of the NMHS. Because each government determines its approach to the delivery of meteorological and related services, and because the approaches vary substantially, it is not possible to advocate a single approach to issues connected with complementary and competitive cooperation between NMHSs and private sector service providers, rather options include:

- (a) NMHSs meet regularly with the private sector to discuss areas of concern and to improve cooperation in areas of mutual interest;
- (b) That NMHSs have in place formal agreements with the major media organizations that disseminate NMHS originated, public forecasts and warnings, and that where such agreements are in place, regular meetings are held to ensure that effective implementation of the agreements is occurring; and,
- (c) In those countries where there is an active private meteorological sector and a professional body representing meteorologists, the professional body be encouraged to

develop clear policy guidance on the respective roles and responsibilities of the NMHS and private providers that is consistent with national legislation and government policy.

**4.2.48** The Council recommended that Members consider these options when dealing with the private sector.

#### **A Mechanism for technical commissions and regional associations for Developing Guidelines of Best Practice Models of Partnership in Furthering Cooperation with the Private Sector**

**4.2.49** With regard to paragraph 4.2.40 (d), the Council noted that:

- (a) There is considerable variability between countries in their approach to dealing with private sector meteorology; and,
- (b) The operational role of the private sector service providers is essentially one of providing value-added services to their clients, however this issue should not be characterised as one that revolves around service provision, rather it is an issue closely bound with national policy and all but the most general guidelines would have to take account of national approaches.

**4.2.50** The Council further noted that it would be possible for the CBS OPAG on PWS to draw together information relating to the experiences of those Members that meet regularly with private sector providers, and from these develop draft, generalized guidance concerning options relating to such matters as their terms of reference, frequency of occurrence, use of independent facilitators and the like, for use by all Members.

#### **An Ethical Framework for Engagement with Corporate Sponsors and Donors**

**4.2.51** In several countries, there is a clearly defined ethical framework for an NMHS engaging with corporate sponsors and donors. Noting the reference in paragraph 4.2.40 (c) for taking into account pertinent recommendations of the WMO Audit Committee, the Council considered that the Ethical Framework being sought is one that would be implemented within the WMO Secretariat.

**4.2.52** In considering the issue of accepting donations or sponsorship, the Council noted that that the UN in general, and the WMO in this instance, is a force for “good”, and so it can be assumed that ordinarily funds received by the WMO will be used for a good purpose. This being the case, the question is not so much the purpose to which the money is put as the motivation behind the sponsorship, and the character of the sponsor.

**4.2.53** The Council also noted that the UN Global Compact, a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption, as contained in the annex to this paragraph should be used when assessing the character of potential sponsors and donors. The potential donors or sponsors that have adopted these principles are generally considered to be helping to ensure that markets, commerce, technology and finance advance in ways that benefit economies and societies everywhere.

**4.2.54** Before proposing to accept a donor's or sponsor's money, an essential next step would be to perform a risk analysis of the consequences that might flow from accepting the donation or sponsorship, the risk analysis to be guided by some basic principles.

## Principles

1. The World Meteorological Organization (WMO) will not enter into any agreement or partnership, which might threaten its status as a UN Specialized Agency.
2. The WMO may enter into partnerships which are directly supportive of the WMO's mission and aims; and prohibit direct funding from any organizations, or individuals where there is conflict with the mission, objectives or reputation of the WMO.
3. The WMO will undertake a detailed review the activities of all organizations and individuals seeking to support the WMO with sums in excess of (the equivalent of) CHF 50,000 before accepting such sponsorship/donation.
4. The WMO will maintain a register of individual donations, grants and sponsorship support. Details of individual donations, grants and sponsorships in excess of CHF 10,000 p.a. will be made available on request (a handling charge will be made).
5. All offers of financial support are subject to written agreements acceptable to the WMO, specifying the terms and conditions of the offer. The following are precluded automatically for:
  - Seeking explicit or implied WMO endorsement of any products; and,
  - Adding literature that could be deemed marketing of a specific product to the WMO mailings, publications or the WMO Website.
6. The WMO's name and/or logo may be used by external partners only with the express prior permission of the WMO and for the purposes requested. The WMO retains editorial control over all published uses of its name and logo and other copyright protected information.

### **Annex to paragraph 4.2.53 of the general summary**

#### **Human Rights**

- Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and,
- Principle 2: make sure that they are not complicit in human rights abuses.

#### **Labour Standards**

- Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
- Principle 4: the elimination of all forms of forced and compulsory labour;
- Principle 5: the effective abolition of child labour; and,
- Principle 6: the elimination of discrimination in respect of employment and occupation.

#### **Environment**

- Principle 7: Businesses should support a precautionary approach to environmental challenges;
- Principle 8: undertake initiatives to promote greater environmental responsibility; and,
- Principle 9: encourage the development and diffusion of environmentally friendly technologies.

#### **Anti-Corruption**

- Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.
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**World Meteorological Organization**

**EC-LXI/Rep. 4.2, ADD. 1**

**THE EXECUTIVE COUNCIL**

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## **Expected Result 7**

# **ENHANCED CAPABILITIES OF MEMBERS TO PROVIDE AND USE WEATHER, CLIMATE, WATER AND ENVIRONMENTAL APPLICATIONS AND SERVICES**

## **Strategic Thrust: Service Delivery**

### **COOPERATION WITH THE PRIVATE SECTOR**

#### **PROGRESS/ACTIVITY REPORT**

#### **SUMMARY**

**Reference:** EC-LXI/Doc. 4.2, ADD. 1

**CONTENT OF DOCUMENT:**

**Appendix:**

- Progress/Activity Report

## **PROGRESS/ACTIVITY REPORT**

### **ENHANCED CAPABILITIES OF MEMBERS TO PROVIDE AND USE WEATHER, CLIMATE, WATER AND ENVIRONMENTAL APPLICATIONS AND SERVICES**

#### **Cooperation with the private sector**

The Working Groups on Disaster Risk Reduction and Service Delivery (DRR & SD) noted that EC-LX had requested it, in collaboration with the EC Working Group on WMO Strategic and Operational Planning (WG on SOP) and the EC Working Group on Capacity Building (WG on CB), to develop recommendations for EC-LXI on:

- (a) Options for WMO to stimulate establishment of global or regionalized international representation bodies of the private sector service providers to better facilitate coordination between that sector and WMO;
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- (d) A mechanism involving the technical commissions concerned and the regional associations for developing guidelines for use by NMHSs on best practice models of partnership in furthering cooperation with the private sector, and in particular private sector service providers.

The WG on SOP was of the view that the WMO should not proactively seek to establish a private sector lobby group that would seek to influence the WMO's activities so that they could make increased profits. The WG on SOP also advised that issues (a), (b) and (d) above, are different in nature to (c) with (a), (b) and (d) being treated together and (c) separately.

The WG on DRR and SD reviewed and noted the outcomes arising from the March 2009 meeting of the EC WG on SOP on the matter and decided to adopt the relevant outcomes from that meeting.

In their consideration of the matter the WG on DRR and SD reiterated that different governments have different models for the relation between their NMHSs and the private sector. The WG noted that it was government's responsibility to decide how its NMHS relates to the private sector. In this regard, the WG stressed the need for principles and best practices to guide the relationship of NMHSs and the private sector which would fit a variety of circumstances.

The WG recognized that the current demand for services goes beyond the capacities of NMHSs to meet this demand and that there is an important role for private sector providers, particularly for specialized services. The WG agreed that, irrespective of whether services originate from public or private sector providers, the WMO should work to ensure that the weather-, climate- and water-related services that are provided are scientifically sound and fit for purpose.

The WG on DRR & SD advised that that a number of principles which should be recognized in the development of strategies for interactions between the WMO and the private sector:

- (i) NMHSs make their data and information available to the private sector on a non-exclusive basis;
  - (ii) The aim of the NMHSs should be to make the best quality available to the widest possible group of users;
  - (iii) NMHSs cannot possibly meet the needs of all users and that the private sector is a partner in meeting the demand for services based on the data NMHSs collect, and,
  - (iv) The private sector play a variety of roles (for example, are they suppliers of instrumentation, media operators that carry NMHSs' information, or suppliers of services in competition with, or as a complement to, that of the NMHS) and these should be recognized in developing strategies for the WMO's interactions with the private sector.
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