

Strategic Implementation Plan

1. Mission statement and objectives

The European Meteorological Society (EMS) was established to provide a forum for disseminating information and facilitating discussions on a wide variety of themes and issues connected with meteorology, hydrology, oceanography, earth observation and the climate system.

The EMS membership consists of national meteorological and hydrological societies (EMS Members), rather than individual members. The whole of the EMS membership represents more than 10,000 individuals, including interested lay people as well as professionals. The EMS has the vision to become an *umbrella* for the meteorological community in Europe. Consequently, bodies such as international organisations, national meteorological and hydrological services, meteorological service providers and manufacturers of instruments have been encouraged to join the EMS as Associate Members and bringing a broad range of perspectives to the activities of the EMS.

Currently, the main focus of the EMS is to encourage and support scientific exchange within the European context. This includes explaining the specific characteristics of the meteorological science and the challenge in interpreting the results and communicating them to the general public, politicians and decision makers.

1.1 Mission Statement

It is recommended that the Long-term mission statement be adopted in the following form:

The European Meteorological Society (EMS) will advance the science, profession and application of meteorology, and of sciences related to it, at the Europe-wide level, for the benefit of the whole population. To this end, the EMS will help its Member Societies and Associate Members, individually and collectively, to benefit all classes of their membership. In particular, the EMS will work to achieve better communication and understanding amongst the members of the European meteorological community under the auspices of Member Societies and Associate Members.

The EMS shall be a non-profit-making organization, operating always under its Constitution approved at a General Assembly by its Member Societies, and will arrange its activities economically, with the public good in mind.

1.2 Objectives

After a review of the current objectives, including consultation with Member Societies, it is proposed that the means by which the EMS should carry out its mission are encapsulated in the following three objectives:

1. **Promote professional standards and best practice across European meteorological service providers and practitioners** – This should focus more on the collection of best practice from across Members (where it exists) rather than the development of new standards, and involves working at a European level towards having common standards and good practice adopted within national guidelines, legislation and frameworks.
2. **Raise the profile of Member Societies** – This includes raising the profile of the EMS in order to promote the work of Member Societies and their common interests, particularly in relation to European policy work and promoting the public understanding and appreciation of meteorology. The EMS has the potential to provide an important forum and a voice for its Member Societies, who, by coming together, should be stronger as one body than they are individually.
3. **Establish collaborative activities and share experience** – This would include developing case studies to help Member Societies learn from the work of others and then providing support to implement any resulting new activities within their own programmes of work. It may also involve identifying, attracting and providing funds to help support the implementation and roll-out of initiatives or exchange programmes or ‘Europeanising’ specialist in-country meeting events. This would be greatly enhanced by the establishment of an Associate Members sponsorship programme in support of this work.

2. Activities that are aimed at realising the new objectives

The main body of the EMS is the General Assembly of representatives of the Member Societies. It convenes at least once a year and decides on constitutional and financial matters of the Society, hears the report of the Council and the statement of the Society’s auditor.

The EMS Council plans and directs activities and manages the affairs of the EMS. It meets at least once between General Assemblies. Normally a spring meeting is held each year.

In its formative years the EMS Council established a number of committees to supervise the activities of the EMS. There are currently committees for Meetings, Accreditation and Professional Practices, Education, Media, Publications and for Awards. The Chairs of the committees report regularly to the Council on their activities and the progress in the implementation of their terms of reference.

It is now felt that the administrative structure of the EMS is somewhat overburdened with committees which have a lack of focus. In order to deliver the revised objectives

it is proposed that the EMS should move towards a more project-based approach whilst reducing the number of its committees. In this approach the EMS Council could agree its programme of project-based activities and members invited to take part in the project groups.

There are a number of existing activities which already contribute towards meeting the revised objectives. These are:

- The EMS Annual Meeting
- Awards
- Publication via “Advances in Science and Research”
- Catalogues and links
- Exhibitions (mainly at the Annual Meeting)
- Provision of forums
- Outreach – promoting educational vocational training opportunities

These should be strengthened and complemented by the addition of new activities supported by an appropriate project-based structure. New activities that have been identified include:

- Development of codes of best practice
- Provision of advice on education and resources
- Efforts to raise the profile of the Society
- Establishment of collaborative projects dealing with (a) education and training and (b) communications (encompassing publications and website development) with, initially, participation by a few EMS Members

3. A plan to achieve the objectives

3.1 Awards Committee

The provision of awards continues to be a key activity of the EMS in supporting members of EMS Societies to attend conferences and other such events, with the emphasis on helping young scientists. Also some of the awards recognise outstanding achievements. It is proposed that the purpose and operation of the Awards Committee remain unchanged.

3.2 Re-Establishment of the Meetings Committee

The main public platform and activity of the EMS is the EMS Annual Meeting which over the last few years has been managed primarily through the office of the EMS Executive Secretary. This ongoing commitment requires a permanent committee which, in anticipation of an expanded programme, will have the overall responsibility for the management, organisation and continuing review of all of its meetings.

The Meetings Committee will propose to Council the programme of future Annual Meetings, including themes, location, date, partnerships and draft budgets. In particular, the Committee should take a strategic view on what is required to develop the EMS Annual Meeting in order to further to serve the meteorological community. This may, in the long term, also include consideration of the frequency of the "Annual" Meeting, and the spawning of smaller meetings. The latter should be largely conducted in collaboration with Member Societies through their own meeting programmes with the EMS providing a European dimension.

Following approval by Council on the main themes, location and dates, the Committee will have the overall responsibility for the development of individual meetings within a budget set by Council. Partners may be co-opted to the Committee as required from time to time to assist in the work.

The Committee will act as an information resource for the EMS community and beyond. In particular, conference pages will be set up and maintained.

3.3 *Communications Project Team*

The EMS is composed of many Member Societies and Associate Members which have much in common. However, within the European meteorological community as a whole there is probably little understanding of the activities of the various Members. Also communication between Members is inevitably fragmented. There would be benefits to all concerned if there was improved access to information about Members and their activities.

The EMS can play a vital role in supporting communication between Members. At the same time the EMS has a responsibility for disseminating information about the activities of its Members to the wider community. In both of these aspects, the EMS website is an important conduit for providing information about meteorological activities within Europe.

It is proposed that the current Publications Committee is replaced by a Communications Project Team. This would initiate and manage a programme of work aimed at improving ways of sharing information within the European meteorological community and fostering dialogue on issues important to that community. In particular, this programme of work could be designed to deliver specific outcomes connected with:

- Enhancing the flow of information between Member Societies and Associate Members, and raising the profile of the EMS and its constituent parts.
- Developing the EMS website and, where appropriate, arranging for the preparation of contributions to the website.
- Providing advice on matters relating to publication of meteorological material including the provision of information about best publication practices and new developments in publications.

The Communications Project Team will not become involved directly with the publication process but will encourage those involved with publications in Member Societies and organisations to cooperate on sharing ideas and information of advantage to each other and also the EMS as a whole.

3.4 Education Project Team

It is not clear that there is a need for a separate EMS programme of Europe-wide educational initiatives, and it is therefore felt that there is scope to phase out the work of the Education Committee. This would be replaced, at least in the short term, by an Education Project Team which would initiate and manage a programme of work with specific outcomes related to the exchange of educational resources and professional development opportunities for teachers across Member Societies.

Specific outcomes could be associated with:

- Identifying relevant bodies, individuals and programmes where meteorological education or a dialogue on meteorology or its applications could occur.
- Establishing regular contacts with organizers of various European national education projects on meteorology and allied scientific subjects.
- Promoting on the EMS website existing teaching materials (e.g. RMetS, AMS, GLOBE, COMET).
- Supporting ECTOM.

Some of this work will need coordination with that of the Communications Project Team.

3.5 Media Committee

The current mission of the Media Committee involves:

- Investigating the way presentations have an impact on the public (e.g. survey from universities).
- Serving as a forum for experience exchange between meteorologists working in media in different countries (e.g. web site on consequences of unusual weather events).
- Co-operating with weather presenters who are members of the AMS, IABM, WMO expert team and the IWF.
- Harmonizing (future) accreditation protocols (or seals of approval) in European countries together with the Accreditation Committee.

This mission statement is both ambitious and wide-ranging and is still relevant. In contrast, it is clear that the main activity of the committee is to organise the Media sessions for the annual EMS meetings and Media Day. This is an important activity and should be continued, largely through the work of the new Meetings Committee. It is not clear that the other components of the mission require a separate Media Committee which should therefore be disbanded. Instead, they may be best achieved through a network of contacts within Member Societies (one of which could be

designated a Lead Contact for the EMS) or through the work of other Project Teams such as that dealing with Communications.

3.6 Accreditation and Professional Practices

There is no unified position with regard to accreditation within Europe and the development of a Europe-wide framework will take time. There is therefore only limited scope for a permanent Committee on Accreditation. However, there remains a need to promote the development of professional standards and vocational training across Europe and the current Accreditation Committee should be replaced, at least in the short term, by a Professional Practices Project Team to deliver specific outcomes related to accreditation and professional practices. These could include:

- Identifying training opportunities and professional qualifications within Europe.
- Providing examples of best practice.

3.7 Policy Advisory and Development

It is proposed to establish a Policy Advisory and Development Group (PADG) to provide advice to Council on how best to further the objectives of the Society.

The Group's function will involve:

- Liaising with the EU on matters concerning the environment.
- Consulting with Member Societies to determine how the EMS may be of benefit to them.
- Suggesting projects to be undertaken.

It will be an objective of the EMS to develop these projects through cooperation with the Member Societies.

The PADG would also be responsible for monitoring the progress of these projects. In the context of this strategy, project teams have been identified above for Education, Communications and Professional Practices. Other projects could include:

- Developing a plan for the provision of environmental advice at the European level in cooperation with EUMETNET.
- Organising a workshop for editors of journals published by Member Societies to discuss the role of the EMS and scope for an EMS publication.

4. Concluding remarks

In recent years the EMS has become firmly established as a key component of the European meteorological community. Despite this success, it is necessary to consider how the EMS can become more focussed and influential, and better meet the needs of its membership. This Strategic Implementation Plan aims to build upon past achievements and lay the foundation for further progress.