



Our ref.: 15492/2020/PPE

17 August 2020

Annex: 1 (available in English only)

Subject: WMO International Weather Apps Awards

Dear Sir/Madam,

I am pleased to inform you of the launch of a new initiative, the WMO International Weather Apps Awards. This initiative is one element of the public-private engagement platform “Partnership and Innovation for the Next Generation of Weather and Climate Intelligence” which was announced and discussed during the Eighteenth World Meteorological Congress in June 2019.

WMO International Weather Apps Awards

Over the last decade, we have seen a significant shift in the way weather and climate information has been delivered to the public and to specialised user groups. With the universal use of smartphones and other mobile devices in almost every corner of the world, weather apps have become the most popular way to receive weather forecasts, warnings and other useful weather information. Technology has made it possible to remove the dependence on ‘fixed devices’, such as televisions, and to reach people wherever they happen to be. This is a significant step towards improving the ‘last mile’ of weather service delivery. Moreover, weather apps provide unprecedented flexibility in selecting what information to receive, how to receive it and how to visualize it. These developments are rapidly expanding the use of weather information within a whole range of economic and social environments. There is now a real opportunity to provide weather and climate information services to the right people in the right places and at the right time, helping inform decisions in many types of human activities – from leisure to lifesaving.

There are thousands of weather apps available for download from online app stores. Some are developed and operated by National Meteorological and Hydrological Services (NMHSs) and replicate the official forecasts and other information available on NMHS websites; others are provided by private weather companies, research institutions and individuals. Most of these apps are available for use free of charge, and some provide additional information to users through paid premium features. The multitude of information sources presents users with the challenge of selecting the right application to fit their needs and interests. Users may also have questions regarding whether or not the information sources are verifiable, the methodologies of visualising that information, and the quality consistency of the apps, and these questions are not easy to answer by simply reading the advertising texts and reviews in the app stores.

In recognition of the emerging developments and challenges, WMO is launching the International Weather Apps Awards, with the goals of giving recognition to excellence and stimulating and promoting innovative approaches to delivering high-quality weather and climate information to the public. Special attention will be given to apps serving countries whose citizens are still lacking timely and ready-for-action information necessary for their safety and well-being.

To: Permanent Representatives (or Directors of Meteorological or Hydrometeorological Services) of Members of WMO

cc: Hydrological Advisors to Permanent Representatives

The Awards will be given in 2020 as part of the activities to mark the 70th anniversary of WMO. Depending on the success of this initiative, the Awards may become an annual event to recognize and promote the development of high-quality mobile-based apps for weather and climate information.

Participation in the Awards is open to apps which are primarily weather and climate oriented and which are available free of charge through one of the two main app stores – Google Play or Apple App Store (supporting Android and iOS mobile devices, respectively) – or on the app provider's website. The Awards will cover different categories to reflect the various sectors the app owners belong to (public, private, academic, individuals, etc.). Details about the Awards types and related procedures are provided in the attached flyer and on the Awards website: <https://ppe-openplatform.wmo.int/awards2020>.

To participate in the Awards, the app owner should complete the submission form available at <https://ppe-openplatform.wmo.int/registration>. A participating entity (NMHS, private company, etc.) can submit up to two apps for the Awards. The deadline for submissions is 30 September 2020, and the announcement of the Awards will be made through a virtual event in late November 2020.

The selection of the weather apps to receive the non-monetary Awards will be made by an independent jury to be chaired by Mr Gerald Fleming of Ireland. Mr Fleming is a world-renowned expert on public weather services and has been a long-time contributor to WMO, the International Association of Broadcast Meteorology (IABM) and other international organizations. To ensure its authority and impartiality, the jury will consist of distinguished persons with relevant expertise representing a range of domains, including the public sector, the private sector and academia, as well as individuals with appropriate technical and societal experience, and will have a regional and gender balance.

I invite you to share this information about the WMO International Weather Apps Awards 2020 with the relevant individuals in your country/territory and to encourage participation. Submissions will be welcome from the NMHS (if it operates mobile apps) as well as from public, private, academic or other entities that develop and operate mobile apps for the provision of weather, climate and related services. If you have any questions or need any additional information, please contact the WMO focal points for the Awards, Mr Dimitar Ivanov (divanov@wmo.int) and Dr Boram Lee (blee@wmo.int).

Yours faithfully,



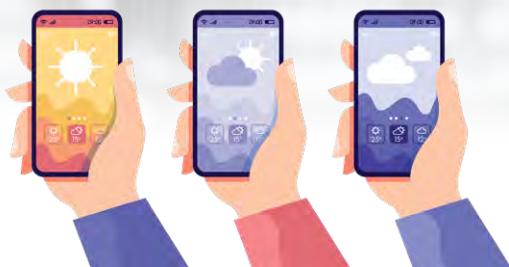
Prof. Petteri Taalas
Secretary-General



WMO INTERNATIONAL WEATHER APPS AWARDS 2020

Providing recognition, and stimulating the development, of ever-improving mobile-based applications for weather and climate information

ppe-openplatform.wmo.int/awards2020



With the universal use of smartphones and other mobile devices in almost every corner of the world, weather apps have become the most popular way to get the weather forecast, warnings and other useful information. Weather apps provide unprecedented flexibility in selecting what information to get, how to receive and how to visualize it. There is now a real opportunity to provide weather and climate information services to the right people at the right places and at the

right times, helping informed decisions in many types of human activities – ranging from leisure to lifesaving.

Thousands of weather apps are available for download from the online apps stores. Some are developed and operated by National Meteorological and Hydrological Services (NMHSs), others are provided by private weather companies, research institutions or individuals. Such a multitude of information sources presents users with the challenge of selecting the right application to fit their particular needs and interests.

In recognition of the emerging developments and challenges, WMO is launching the International Weather Apps Awards, a new initiative of its public-private engagement platform “Partnership and Innovation for the Next Generation of Weather and Climate Intelligence” announced during the 18th World Meteorological Congress in June 2019.

WHO IS ELIGIBLE TO APPLY

- Public sector agencies/organizations, e.g., NMHSs or other related agencies
- Private sector companies
- Academic sector institutions
- Non-profit entities
- Individuals - owners/developers of meteorological apps

A message from the Chair
of International Jury for
Awards 2020

GERALD FLEMING
Ireland



“Weather Apps are used daily by millions, bringing the benefits of meteorological progress to an immense variety of users. The WMO Awards will recognise where excellence in meteorology, design and innovation come together to place compelling, powerful services in the palm of your hand”.

AWARD CATEGORIES

Non-monetary awards will be given for:

- Public weather forecasts and information apps (general category)
- Specialized apps award category
- Awards for innovation and promotion of the use of weather and climate information for development
- Honourable mention



EVALUATION CRITERIA

The main goal of the evaluation will be to identify amongst many good apps those that stand out with their usefulness, fitness for purpose, design and appeal, reliable scientific background, and innovation. Evaluation against a set of criteria established on this understanding will be the central part of the extremely heavy task of the **International Jury**. The main criteria of the evaluation will be focused on:

- meteorological content - the quantity and quality of weather and/or climate information with respect to the intended targeted audience of the app
- credibility and attribution of data sources, e.g., the numerical weather predictions used for the forecast products
- graphic design and innovation
- user-friendliness, usefulness
- accessibility (e.g., language versions, localization options)

GENERAL CONDITIONS

- The applicant's app is designed with the **primary objective** to provide **weather or climate information** for general or specific purpose (e.g., agriculture, health, sports, etc.)
- The app operates under **Apple iOS** and/or **Android** operating systems
- The app is provided **free of charge** (including apps that may have also a paid version, but the entry for the competition will be the free version) and available for download from one of the popular online stores for mobile apps
- For non-English language apps, a mandatory description of functionality in **English language**.

REGISTRATION

The application needs to be submitted following instructions on ppe-openplatform.wmo.int/registration

CONTACT

For information or inquiries, please contact: ppe@wmo.int or visit ppe-openplatform.wmo.int/awards2020