



# EXECUTIVE FORUM ON BUSINESS AND CLIMATE

*Delivering a strategic advantage for U.S. businesses*

JUNE 3-6, 2013

BILTMORE CORPORATE OFFICES • ASHEVILLE, NC • [www.cicsnc.org/events/forum](http://www.cicsnc.org/events/forum)

The Executive Forum on Business and Climate brings together business and industry leaders, academic researchers, and climate science experts to examine recent weather and climate science and trends in the U.S., observations and predictions, related business risks, impacts and opportunities, and current market trends.

## PROGRAM STRUCTURE

Through a combination of interactive discussions, case studies, lectures, and scenario-planning activities, participants will become familiar with climate science, available weather and climate data and science, weather and climate risk implications, available tools in the market, the broader climate market and the current state of the regulatory and policy framework. Forum participants will learn to use weather and climate information for business and environmental strategy development, operational risk assessment, and identification of competitive advantage opportunities using climate data and information.

## OBJECTIVES

As a result of this Forum, NOAA and its cooperating partners hope to develop and strengthen a network of researchers and practitioners that will collaborate, exchange knowledge and experience, and identify opportunities as well as risks posed by the implications of weather and climate change on our society.

## PARTICIPANTS WILL:

- Discuss the integration of weather and climate data in the broader company risk portfolio and assess exposures across the various value chain functions
- Identify innovative opportunities in the business value chain functions through incorporating weather and climate data
- Share practical experiences in using weather and climate data for improved strategy, operations, and management
- Become part of a more well-informed business community and a climate-resilient society through the application of the latest weather and climate data and information



## BACKGROUND

In an era of rising global competition, rapid technological advancement, complex regulations, and widespread market volatility, weather and climate variability and change continues to add another layer of complexity for businesses. The National Oceanic and Atmospheric Administration (NOAA) is examining how US businesses can develop a strategic advantage by employing weather and climate information for better decision-making. NOAA, through its academic partner the Cooperative Institute for Climate and Satellites—North Carolina (CICS-NC), is developing an executive forum with NOAA's National Climatic Data Center that explores the connection between weather and climate information and the industries that not only rely on this data but also are impacted by changes in trends of this data.

Business leaders and environmental managers charged with delivering products and services understand weather and climate conditions as both a risk and an opportunity. While weather conditions affect day-to-day operations and decisions, these conditions also affect the planning and design of longer-term strategy, operations and other value-chain functions. Much is known about the Earth's climate system and its impacts on existing operations, environment and sustainability efforts. To maintain competitiveness, both emerging and established enterprises are perpetually optimizing business practices in a changing climate environment. This requires routine understanding and evaluation of weather and climate risks particularly in light of scarce natural resources and observed secular trends in the climate system.

## THE FORUM CURRICULUM FOCUSES ON THE FOLLOWING BROAD TOPIC AREAS:

### Climate and Earth System Science

- Learn the basics of the Earth system and climate science
- Understand the various climate models developed by reputable research institutions
- Survey current climatic trends in the US using data from NOAA's National Climatic Data Center and the National Climate Assessment report
- Examine how to make sense of the current trends and opportunities and limitations of climate projections

### Climate and Business Operations

- Examine climate information available today
- Identify the relevant climate information and its connection to specific industry operations
- Discuss the impact of changing climatic conditions to operations, including the impact of extreme/severe events
- Discuss the need and availability of tools in the marketplace to address impacts

### Climate Risk Management

- Discuss the levels and bandwidths of consequences of uncertain and unexpected climate/weather events
- Identify the key climate risk events that can derail strategic objectives, recognizing that climate risk is a risk in an interconnected complex system
- Discuss the prioritization of climatic risks and risk assessment options
- Understand recent developments and trends within national regulatory environments and understand options to conduct effective strategic planning in the context of international regulatory framing
- Examine the technological, governmental and public pressures facing various industries
- Analyze the national and regional market structures across various sectors

### Climate Decision Support

- Examine the growing need for climate-related decision support strategies and tools. Review case studies of observational dataset and tools, including GIS, to improve decision-making in various industries to address climate risks
- Explore methods and practical approaches to communication of climate information
- Discuss iterative climate adaptation decision-making processes for addressing climate risks/opportunities to enable effective course of action in various industries

### Climate Markets and Regulations

- Examine the current climate market with a profile of emerging opportunities, growth trends and leading players, market size, investments and activities, etc.
- Discuss climate aspects of existing legislation (e.g. building codes)
- Discuss impacts of UK's Climate Change Act of 2008 to the market

## For additional information, please contact:

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