



Towards a strong European Market in Applied Meteorology

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Meteorologists, climatologists and oceanographers can process environmental information to deliver knowledge about the future and the past that can be applied to add value in almost every area of the economy. This capability and knowledge is valuable to the whole of Society. It increases security and well-being, facilitates trade and industry and can be a crucial element in the fight to reduce energy consumption and carbon emissions at every level, from the actions of individuals to the decisions of industrial giants and governments. It is estimated, for example, that:

- ***“Weather impacts \$3.8 Trillion [per year] or approximately 1/3 of the U.S. economy” – Dean John Dutton, Penn State University (2002)***
- ***“In the UK alone, there are around one dozen industries with capital and maintenance budgets of £100M -£1000M and which are impacted by the ability to predict accurately the occurrence of North Sea storm surges, an activity with an estimated benefit to (full) cost ratio of 5 or 10:1” (Ryder 1996)***

However, although the US economy and the EU economy are broadly of the same size, the private, added-value meteorological services sector in the US is an order of magnitude greater than that of the EU. It employs ten times as many people and generates ten times the net taxation income to the exchequer. We look at why this should be and what steps can be taken to strengthen the applied meteorological and climatological economy in Europe.