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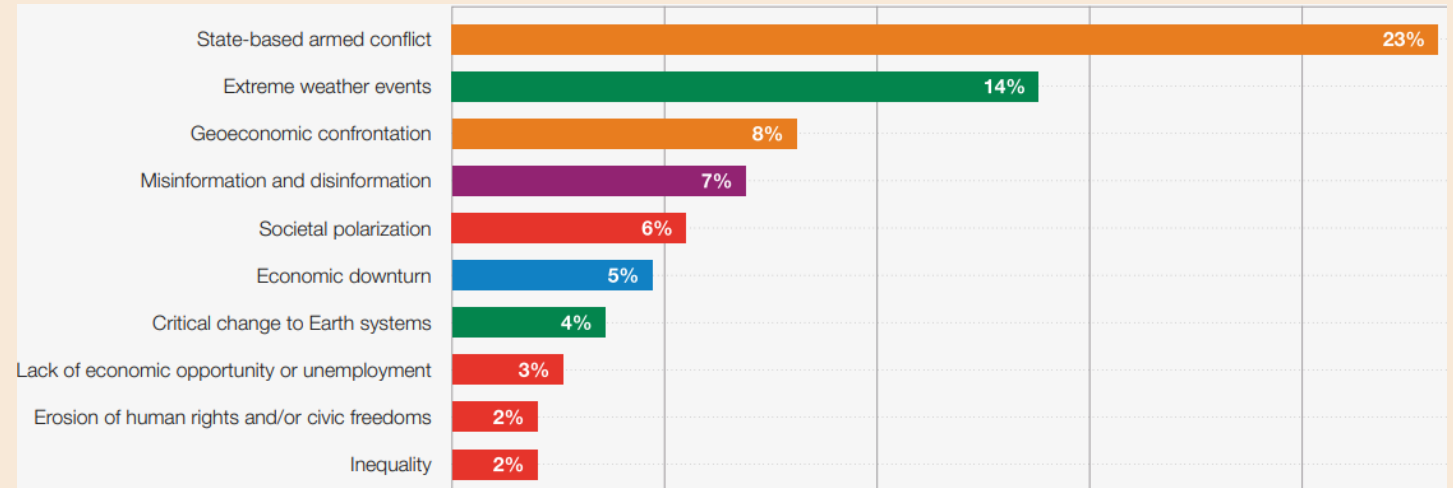
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Why the Weather Report Takes on a Whole New Meaning





Oh bother, it's war then weather



- I never envisioned a day when weather would take precedent over global confrontations, the economy, and societal polarization.
- But in the latest World Economic Forum's annual report – which polls 900 or so experts - extreme weather placed second on the list of global risks.
- Think that's just a blip? Think again.
- Extreme weather's second place finish represents a decline. With 66% of respondents ranking it as the top concern, in last year's report extreme weather was #1.

Not long ago the daily weather report was largely ignored because it was a flip of a coin whether forecasters would get it right.

When I lived in Southern California the weather report was more focused on local surf conditions than weather because the weather hardly changed.

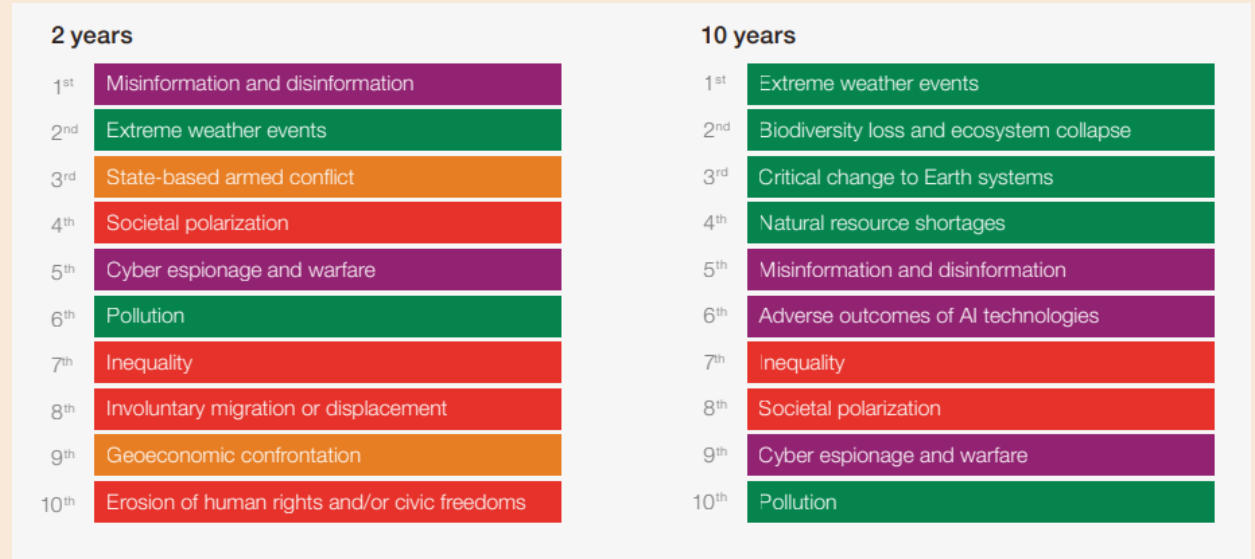
That's all changed, and in a big way

Not just a short-term issue



It's telling that over the longer-term horizon, extreme weather becomes an elevated concern.

In all, looking at a 10-year horizon, environment-related issues hold the top four most concerning positions.



Why care what the World Economic Forum thinks?

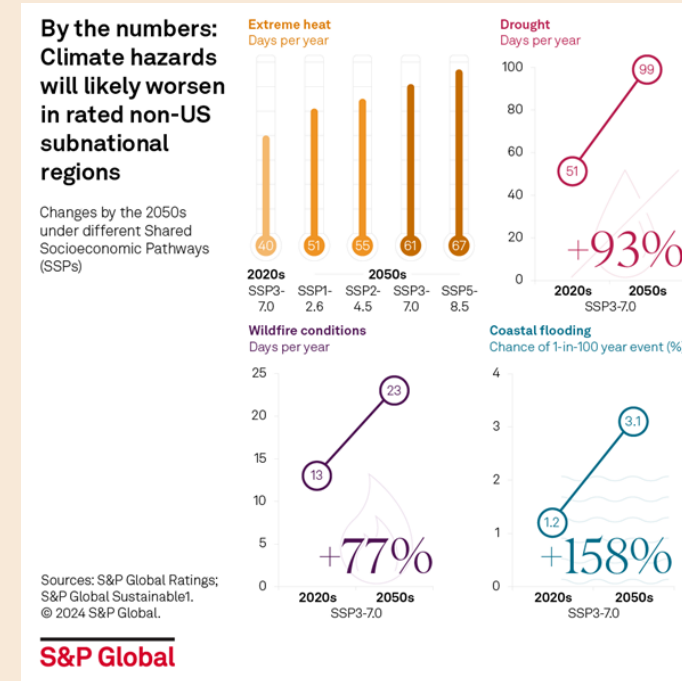
- Those who follow the business world are familiar with the annual Davos summit which will be held next week.
- It's sponsored by the World Economic Forum and leaders from business, government, civil and faith groups, and academia will attend.
- In 2024, 50+ heads of state attended.
- In other words, it draws a cross-section of the world's movers and shakers.



According to weather forecasting company AccuWeather, last year the price tag from extreme weather events was over \$500 billion in insured and uninsured losses.

Including Hurricane Helene that cost totaled 2% of U.S. GDP.

Weather's price tag will undoubtedly grow



- According to the latest edition of the Standard & Poors Global Sustainability Quarterly, not surprisingly, many parts of the world will face even greater hazards by 2050.
- With occurrences of drought and wild fires projected to almost double, and coastal flooding projected to be 1.5X worse, the global cost of weather-related hazards will only become greater.

Maybe the weather report should lead the daily news



The weather forecasting community is in a quandary over how effectively communicate the dangers of extreme weather.

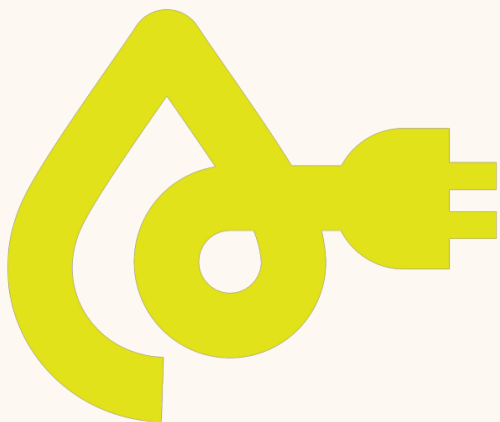
It seems people just aren't listening.

That, in part, likely stems from our historical view of weather forecasting and a perceived lack of credibility.

Cases in Point:

- The National Weather Service (NWS) accurately sounded the alarm about the fire and strong wind threat Los Angeles was about to face. Yet many waited to act.
- The NWS was also spot on with Hurricane Ian. Still, more than few residents of Fort Myers and Sanibel island chose not to heed the warnings.

The bottom line: Weather forecasting has become quite accurate, and weather events are becoming more dangerous. We'd all do well to pay more attention to our local weather people.



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- An honest assessment of the climate change effort.
- I cover what's working – but more important - the issues/roadblocks that the industry would prefer to ignore.
- A must-read for anyone with a desire to understand what's really going on with renewable energy and climate change.



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