

# *Weather and Climate Service with Cutting-Edge Technologies for Climate Change and Disaster Risk Reduction*



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- **WNI in Brief and Background**
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# The Origin of WNI

## The Origin of Weathernews!

*"I want to protect the lives of mariners."  
"I want to help in time of crisis."*

January 1970, an explosive low-pressure system hit the port of Onahama, Japan, and lives of 15 crew on the vessel has lost.

*"If there had been really useful weather information, maybe this accident could have been prevented."*

Weathernews Inc. was established with a sense of responsibility and will of company founder Hiro Ishibashi in 1986.

Since then, our "Risk Communication service" have expanded to cover all types of business and our daily lives.



# WNI in Figures



<b>Founded</b>	<b>11 June 1986</b>
<b>Stock Listing</b>	<b>Tokyo Stock Exchange 1st (4825)</b>
<b>Headquarters</b>	<b>Chiba, Japan (Global Center)</b>
<b>Consolidated Sales</b>	<b>approx. 170 million USD (May 2021)</b>
<b>Number of Employees</b>	<b>1101 (May 2021)</b>
<b>Number of Offices</b>	<b>32 offices in 21 countries (7 Operation Centers)</b>

**Approx. 200 Forecasters & 250 IT Experts**  
**2,500 BtoB customers in 50 countries**  
**20 Million Downloads of Smartphone App**  
**180,000 Weather Reports from users / Day**

# Global Markets

## Sea Planning



Shipping



Oil & Gas



Offshore & Near Sea



Fishery



Logistics

## Wonderland Planning



Road Management



Railway



Transportation



Facility Management



Local Government



Construction



Event Management



River Administration



Telecom Carriers



Manufacturing Management



Insurance



Dynamic Climate Change



Terrestrial Phenomena



Air Quality Analysis

## Environment Planning



Energy



Retailer



Agriculture



Dam Operation Management

# Global Markets

## Sky Planning



Aviation

## Broadcast Planning



Broadcasting

## Mobile / Internet Planning



Mobile



Internet



Travel



Wellness



Flower



Weather Literacy



Farm



Disaster Reduction



Star



Photo



Space Weather

## Sports Planning



Sports



Football



Motor Sports



Boat



Sports Festival



Baseball



Sky Sports



Mountain

# PPE in Japan



**Japan Meteorological Agency**



**Public  
Weather Service  
(Official Announcement)**

**Private  
Weather Information Exchange  
Platform  
(interactive communication)**

**Weather Forecast  
& Warning**

**Weather Forecast  
Warning Dissemination  
Solutions for Risks**

**Basic Observation**

**Original Observation  
& Data from Customers**

# Background

## Major natural disaster were caused by meteorological phenomena

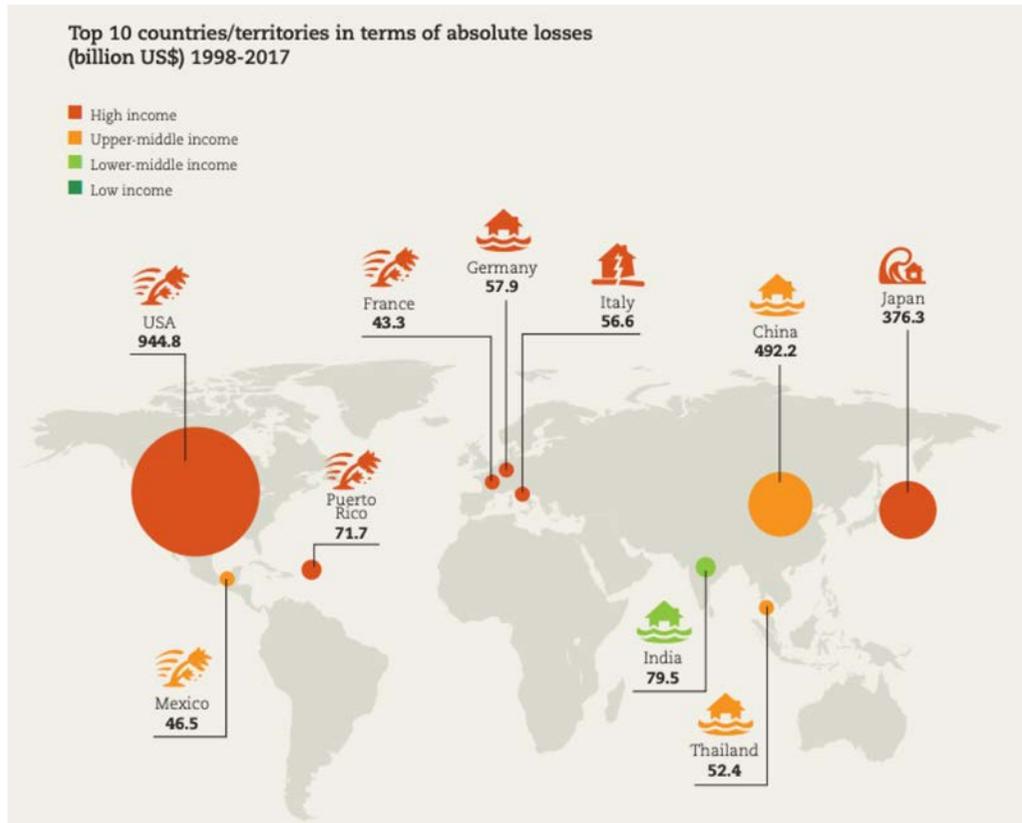


Figure 3

Numbers of disasters per type 1998-2017



References: "Economic Losses, Poverty & DISASTERS 1998-2017" by CRED & UNISDR

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# Climate Change Mitigation



## | Power Supply and Demand Planning Support

In the field of energy, WNI has developed an electricity demand forecast using proprietary AI technology and sensory observed data. This system can accurately forecast region-specific power demand and support the efficient operation and energy conservation of companies.



## | Reduce Food Waste with Supply/Demand Forecast

Demand and supply planning support service is also utilized in the distribution and retail markets closely related to weather and climate information. Especially for an issue of food waste, predicting future demand with weather/climate risk analysis can avoid excess production waste in the supply chain. WNI provides a proprietary and innovative optimization engine that predicts consumer behavior based on the weather condition.

# Climate Change Adaptation



## | Services for Transportation Infrastructure

In order to prevent and avoid traffic disruption by disaster as much as possible with limited resources, it is important to take efficient measures and methods. WNI has helped companies manage public transportation infrastructure, such as shipping, airways, road, and railways, by providing them solutions to weather related risks for a long time. The services includes high resolution weather forecast and prediction of weather risks, and they minimize the damages on transportation from natural disasters.



## | Weather Forecast with User Communities

In recent years, there have been more cases of severe phenomena such as torrential rain, typhoons, heat wave and heavy snow caused by climate change, and demand for more localized weather forecast is increasing. Building up the resilient communities to mitigate disasters, the power of citizens is indispensable. WNI is making weather forecast in communication with mobile app users called “Weather Reporters” since 2005, and the accuracy of forecast achieves over 90%.

# AI Chatbot for DRR

AI Chatbot for disaster prevention is programmed and developed on the communication platform of “LINE” Smartphone App. The project is under the Cross-ministerial Strategic Innovation Promotion Program (SIP) of Japanese government.

Customized information  
from AI Chatbot/Government



AI  
Chatbot



Collecting and organizing information  
from citizens (victims)



- **Optimize the communication** between government and citizen
- **Share the information** on warning and evacuation immediately
- **Grasp the situation** of damage/recovery accurately for both sides

# Collaboration with UNESCO in DRR



*In collaboration with UNESCO, Weathernews attempts to contribute to disaster prevention in East African nations by collecting and providing information related to disasters through mutual communication with users by utilizing the LINE messaging app platform, which is most used in Japan as well as other countries.*



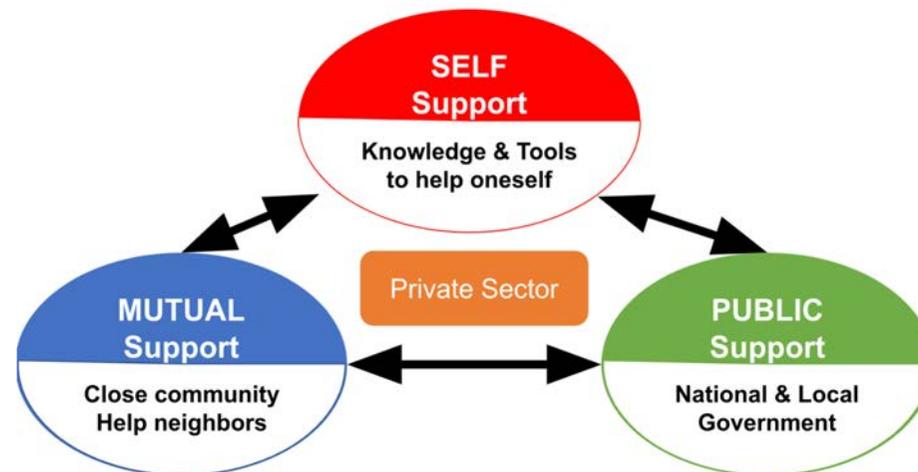
*Effective PPP framework with local governments is also required to manage the project sustainable.*



<https://en.unesco.org/news/project-launch-strengthening-disaster-prevention-approaches-eastern-africa>

# Conclusion for Today

1. There is a hint of light that weather and climate services by the private sector can contribute to reduce CO<sub>2</sub> and social waste.
2. Effective user communication using the cutting-edge technologies leads to developing and strengthening the social resilience for natural disasters caused by climate change.
3. Sustainable observation and effective data utilization based on the efficient PPP framework are required for enhancement of new value creation in weather and climate services for DRR.



A sunset over a body of water with a city skyline in the distance. The sky is filled with dark, dramatic clouds, and the sun is low on the horizon, casting a warm orange glow. The water is dark, and the city lights are visible in the distance.

We hope, in the future,  
our challenge and unity will contribute to saving  
many lives and properties of people living in the world,  
under the same sky

Thank you

<https://global.weathernews.com/>

*Special thanks to MOE and IGES*