

STRATEGY

The Danish Meteorological Institute (DMI)

2019-2023



Danmarks
Meteorologiske
Institut



VISION

DMI

We equip you for the weather of the future.



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MISSION

24 hours a day DMI contributes to the security and growth of the Danish Realm through research-based advisory, knowledge and data about weather, climate and ocean.



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AN OLD IDEA

In 1820, the Danish physicist H.C. Ørsted suggested making systematic meteorological observations in Denmark. About 50 years later – on April 1, 1872 – a meteorological institute was established in Denmark to collect and communicate information about the weather and develop the science of meteorology.

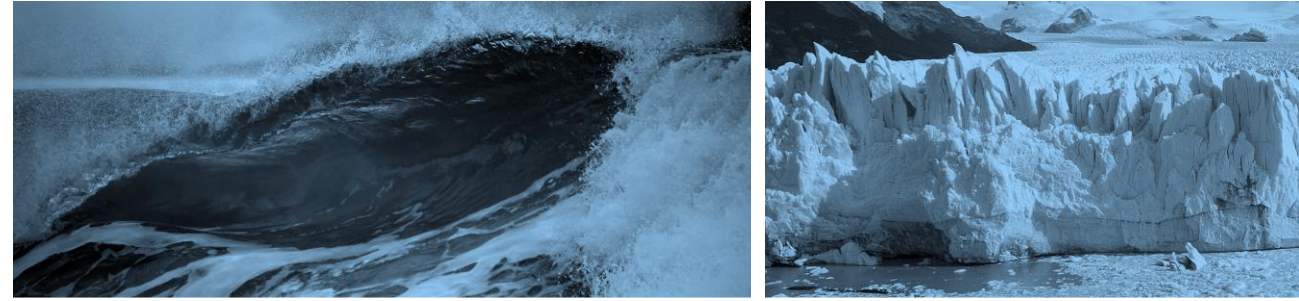
The foundation for the Danish Meteorological Institute was laid.

Since then, several other responsibilities have been added and weather forecasts have become much more accurate, however, at the same time production has become more complex. Technology has become of increasing importance, and technological development continues to create new opportunities for better forecasts and new products for the Danish Realm.

In 2022, DMI will celebrate its 150 years anniversary and is thus one of the oldest governmental institutions in Denmark.



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AN EXCITING FUTURE

We have to equip our users with the knowledge about weather, climate and ocean that they need – both in the short and long term.

We have to constantly develop in order to make citizens, companies, authorities and decision-makers able to handle the weather of the future.

The weather of the future is tomorrow's forecast and warnings of extreme weather and water in the wrong places. It is also the changing climate in Denmark and the Arctic. In order to understand the future, we need to know the past, and therefore we quality check and analyse our historical weather data.

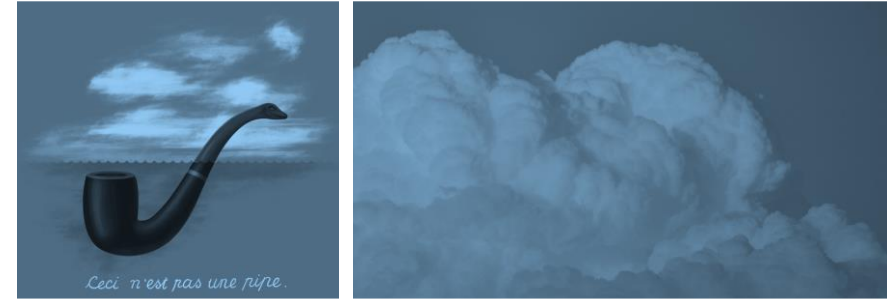
DMI is an organisation in transformation. In the last years, DMI has been assigned a number of new big tasks: We shall develop the decision-making basis for climate adaptation at the municipality level, modernise our infrastructure and – not least – provide our data for free usage.

From 2019, we will focus on developing our dual role as weather authority for the Danish Realm and authoritative supplier of data on weather, climate and ocean.

This strategy forms the basis of a transformation that has only just begun.



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THIS IS NOT A PLAN

This strategy is an expression of where DMI wants to be in 2023. The strategy identifies three focus areas on our way to 2023. It is not a completely new direction, but rather a strengthened focus on the transformation that we have already begun.

The goal is to create a meteorological institute that provides quality checked weather data to society, constantly develops data and forecasts with new technologies and actively advises citizens and society about the consequences of the weather, climate and ocean conditions.

We cannot predict what the development will be like in the years to come. Therefore, the strategy does not include a detailed plan for reaching the goal or a plan for what needs to be done along the way.

Instead, each year the three strategic focus areas are specified in yearly strategic goals that we shall achieve each year towards 2023.



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WE WILL SUCCEED TOGETHER AND IN COLLABORATION WITH OTHERS

Together, DMI's employees and managers will make sure that DMI will succeed in the transformation that we have started. Together, we will make sure that everything we do is with the goal of 2023 in mind and will move DMI in the right direction. This requires strategic management, prioritising and a clear direction.

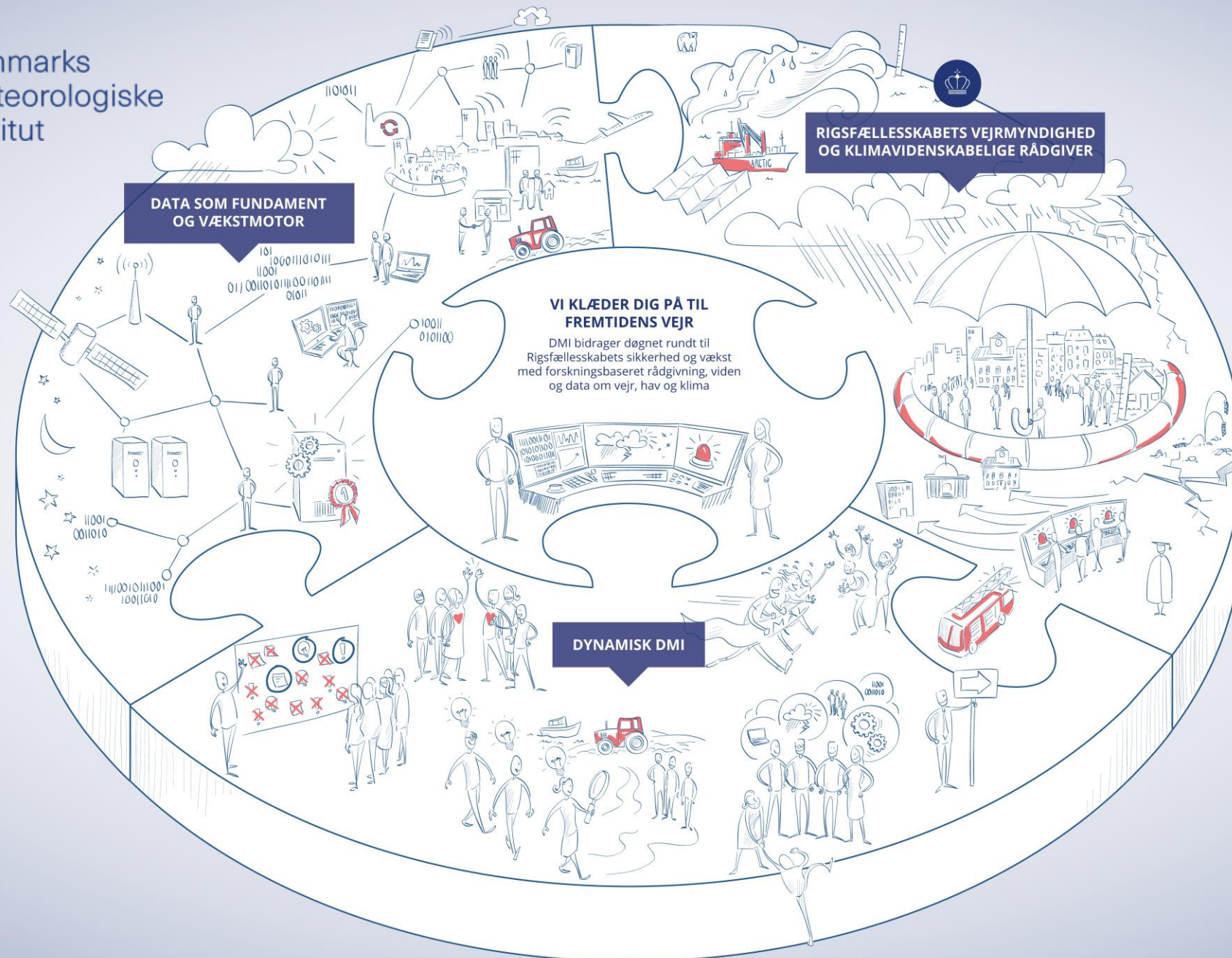
Data is our raw material. As the authority responsible for data about weather, climate and ocean we are going to share our raw material and knowledge base to an even greater extent in order to create value for citizens and companies. Therefore, we must understand the needs of society and be able to set the agenda both in the short and long term.

Weather, climate and ocean do not know national boundaries and constitute global agendas. Therefore, DMI will remain strongly represented in international fora and research-based partnerships.

We must have the courage to lead the way and establish common solutions both nationally and internationally, in order to apply our knowledge in collaboration with others and for our resources to be used in the most efficient way. This will require us to look towards new areas and to develop our tasks in active dialogue with our stakeholders.



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1. DATA AS A FOUNDATION AND GROWTH ENGINE

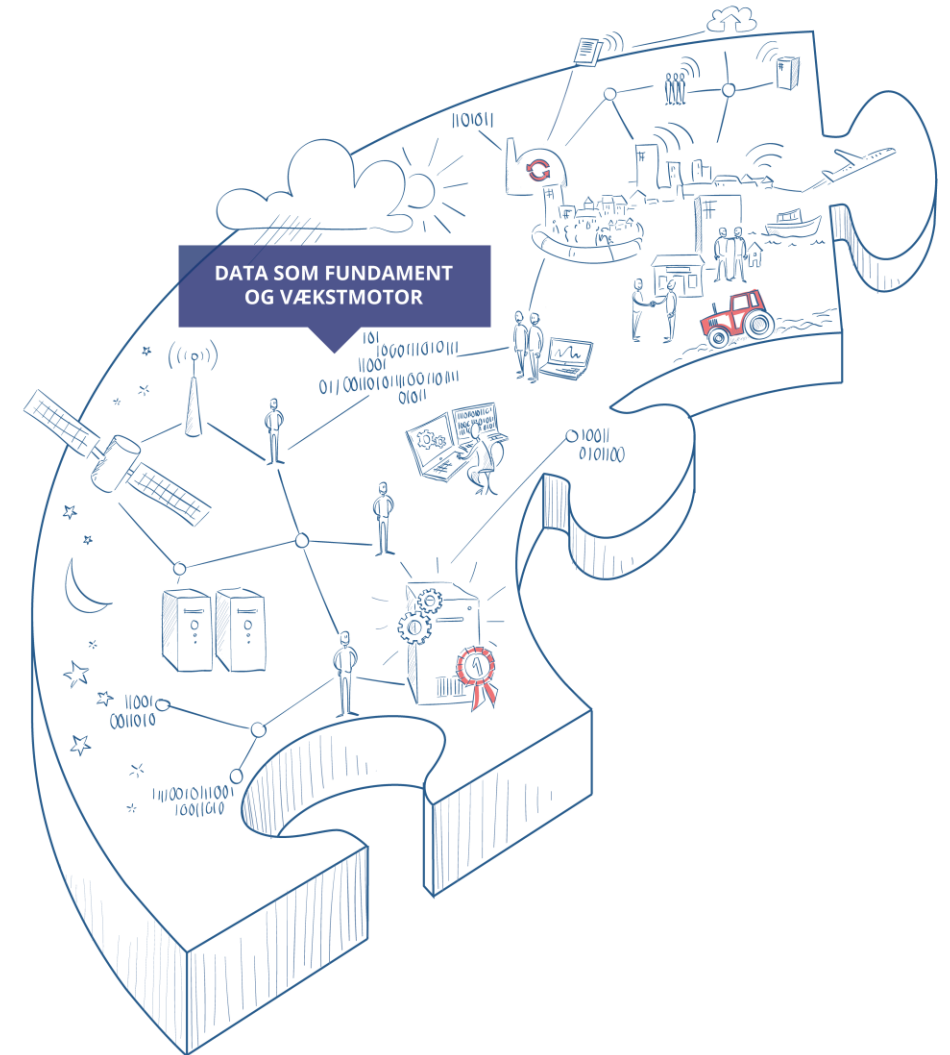
This means that we will collect, use and share the best data.

Why is this important?

Because our data should create growth. This requires that the users can trust the quality and reliability of our data, and that we work innovatively with data and technology in order to create even better products for society.

How do we do it?

- We provide quality checked data about the weather, climate and ocean and advise on the use of this data.
- Our production is reliable 24/7 and is based on efficient data processing and modern infrastructure.
- We create synergy between data and make use of new technology in order to deliver the best data and forecasts to the Danish Realm – faster.





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2. WEATHER AUTHORITY AND SCIENTIFIC ADVISER ON CLIMATE TO THE DANISH REALM

This means that we will provide the knowledge about weather, climate and ocean that citizens and society need.

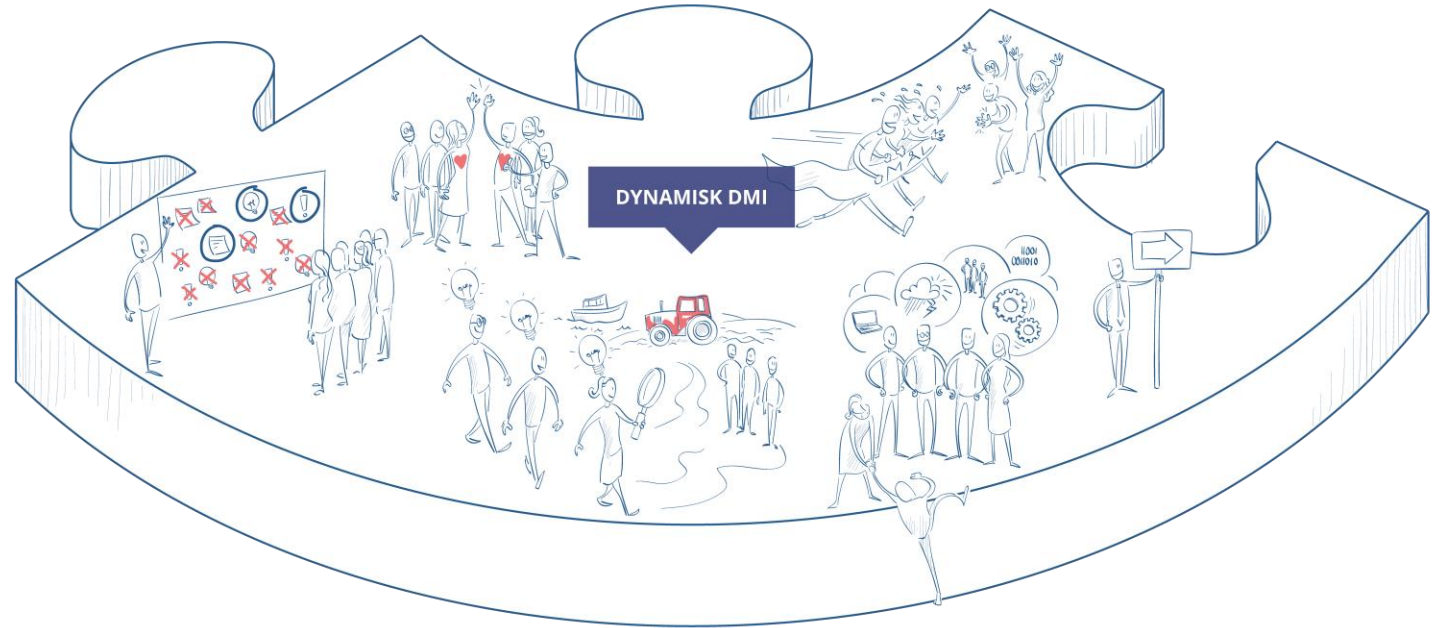
Why is this important?

Because the growth and preparedness of the Danish Realm depend on a reliable basis for decision making. Through our knowledge and warnings we help others to be as well prepared as possible and thereby, increasing society's resilience.

How do we do it?

- We provide reliable and independent knowledge and deliver solutions that create security and growth in the Danish Realm.
- We are the authority that issues warnings of severe weather and hazards from flooding and give advice on the consequences of the weather both when it is dangerous, and when it changes in the future.
- We support authorities and decision-makers by developing services and by providing the basis for decisions with regards to the weather, climate and ocean.





3. A DYNAMIC DMI

This means that together we can act efficiently to changes and seize new opportunities.

Why is this important?

In order to succeed, we have to develop our organisation and way of working. This requires a dynamic organisation where the employees and managers are thriving, and where new ideas transform into value to society.

How do we do it?

- We have the courage to break new ground, prioritise and reach our goals, so ideas become of value to society.
- Our approach is holistic, and our organisation supports collaboration across sections.
- We are proud of our workplace, we know each other and trust our colleagues.
- We are leading as professionals in our areas of expertise, in the management of professional staff and in management as a profession.