

## **FLORIDA CLIMATE INSTITUTE TALKS TO THE STATE'S MAJOR INDUSTRY SECTORS ABOUT CLIMATE CHANGE**

As part of a nationwide study, the Florida Climate Institute (FCI) will undertake discussions with major businesses, industry associations, and local government organizations on how Climate Change and weather impacts businesses and communities. An important goal is to determine what is needed to better prepare and manage these impacts in the short and long term.

"We would like to discuss potential climatic and weather impacts but also how the whole area of sustainability is perceived by Florida's organizations and businesses. We are interested in how weather and climate is part of the operational and strategic businesses decision making, beyond traditional sectors such as agriculture. We need to thoroughly evaluate how decision tools, climate prediction models and weather data need to be made available and could be used to support industry and government decision making better" says Dr J W Jones. As Director of the FCI, he will be preparing a report on Climate impact, needs, and vulnerabilities for Florida by September 2011.

The National Oceanic and Atmospheric Administration (NOAA) of the United States Department of Commerce has commissioned a series of nation-wide research and assessments into the current status of Climate Change and its socio economic impact.

"Florida specific issues; the impact of sea level raises on coastal ecosystems and communities, an expected higher occurrence of severe weather patterns, the need to manage shrinking water availability and deal with higher water costs and for the agri-food industry coping with droughts are of high importance and will potentially impact our State's whole Economy from farming, tourism to construction and services. These issues need to be addressed by sound scientific research, education and effective policy responses at State and Federal Government level" says Dr Jones.

As part of this assessment the Florida Climate Institute will utilize its multi-disciplinary and social science expert base to assess the ability of current regional frameworks, the interaction of local governments, businesses and scientific institutions to effectively provide information that increases public awareness and change human behavior in the long term.

The South East Climate Consortium (SECC) is responsible for this research and assessment in the Southeast; Alabama, Georgia and Florida. The Florida Climate Institute, a partner of SECC, is undertaking this work for the State of Florida, ensuring that issues of specific concern to Florida are addressed in this Report submitted to the United States Department of Commerce.

The Florida Climate Institute, located at the University of Florida in Gainesville, has assembled internationally recognized and multidisciplinary scientific capability through its many collaborators. The institute specializes in assessing and forecasting impacts of Climate Change, develops decision support systems for climate mitigation and adaptation.

The Institute is a joint venture between the University of Florida and the Florida State University with a growing national and international recognition providing cutting edge research and assessment for a more sustainable future.

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