

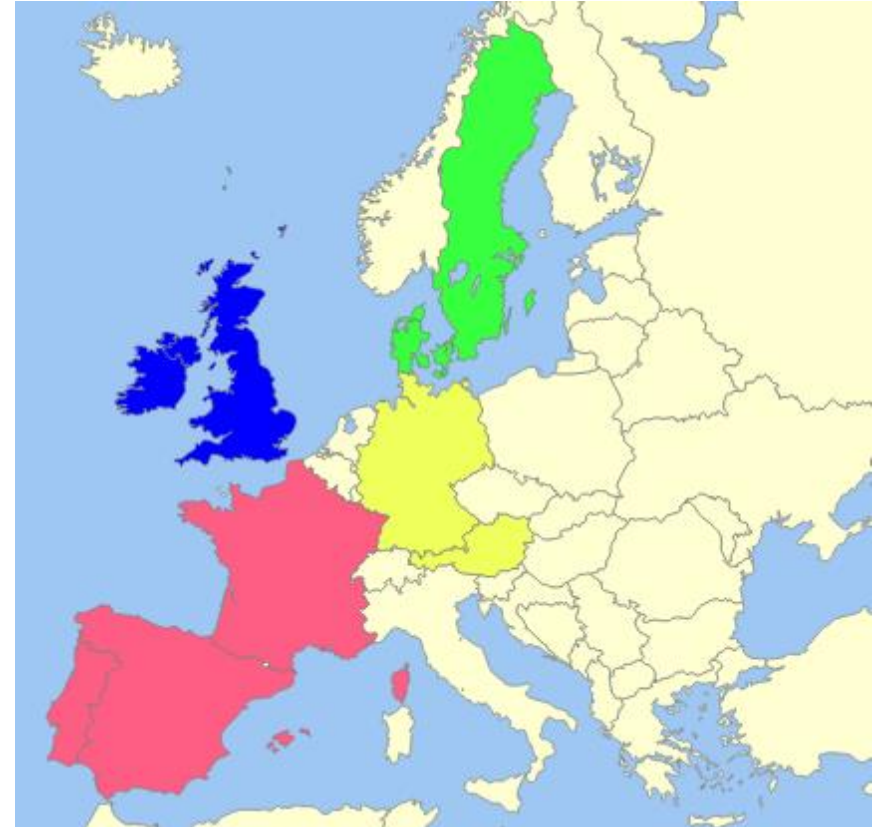
# Does Storm-Naming Work?

Gerald Fleming, Met Éireann

Will Lang, Met Office

# European Naming Systems and Conventions

- Ireland and UK
- Denmark and Sweden
- Portugal, France and Spain
- FU Berlin: Germany, Austria and others
- Coordination via EUMETNET?





# UK and Ireland Pilot Project: 'Name Our Storms'



- Reach and engagement for warnings
- Authoritative Voice (more on this later!)
- Single name
- Aids comms: New media, 'hashtag culture'
- Opportunity for Collaboration
- Shared risk, language, media
- Useful post-event for reference



# 'Name Our Storms' – How it Works

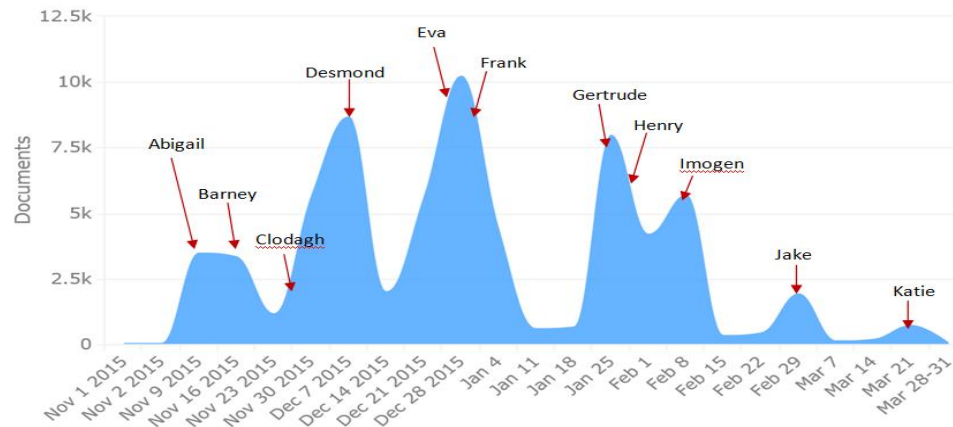


- Based on warnings
- Meteoalarm framework (AMBER/ORANGE or above) – ie. impact-based
- NMS which first issues the warning gets to name, then agreement to use that name
- Names used public suggestions
- Initially wind only, but other factors now considered in addition to wind.

# Year 1: 2015-16



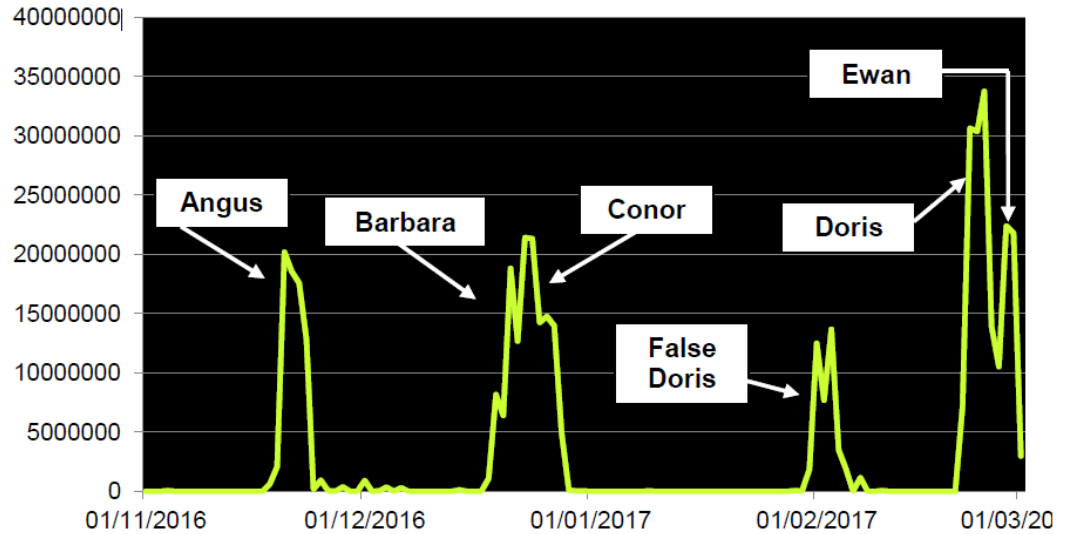
55% of people surveyed changed their behaviour in some way upon hearing about a named storm.



# Year 2: 2016-17 (so far...)



Graph showing 2016/17 Storm Season media reach



Met Office @metoffice · Feb 23  
 ⚠️ #StormDoris is moving across the UK, bringing gusts of 70 to 80 mph in some areas [bit.ly/lpOVji](https://bit.ly/lpOVji) #StormDoris ⚠️



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Storm name	Engagements	Retweets	Potential Impressions	Video views
Angus	70,992	2,327	1,268,903	165,164
Barbara	81,098	3,974	2,461,396	357,520
Conor	26,954	1,266	1,006,278	95,504
Doris	147,579	6,582	3,495,712	435,737
Ewan	3,817	178	123,414	36,494



# Over To You



- Feedback
- Suggestions
- Your experiences
- How can we work together?