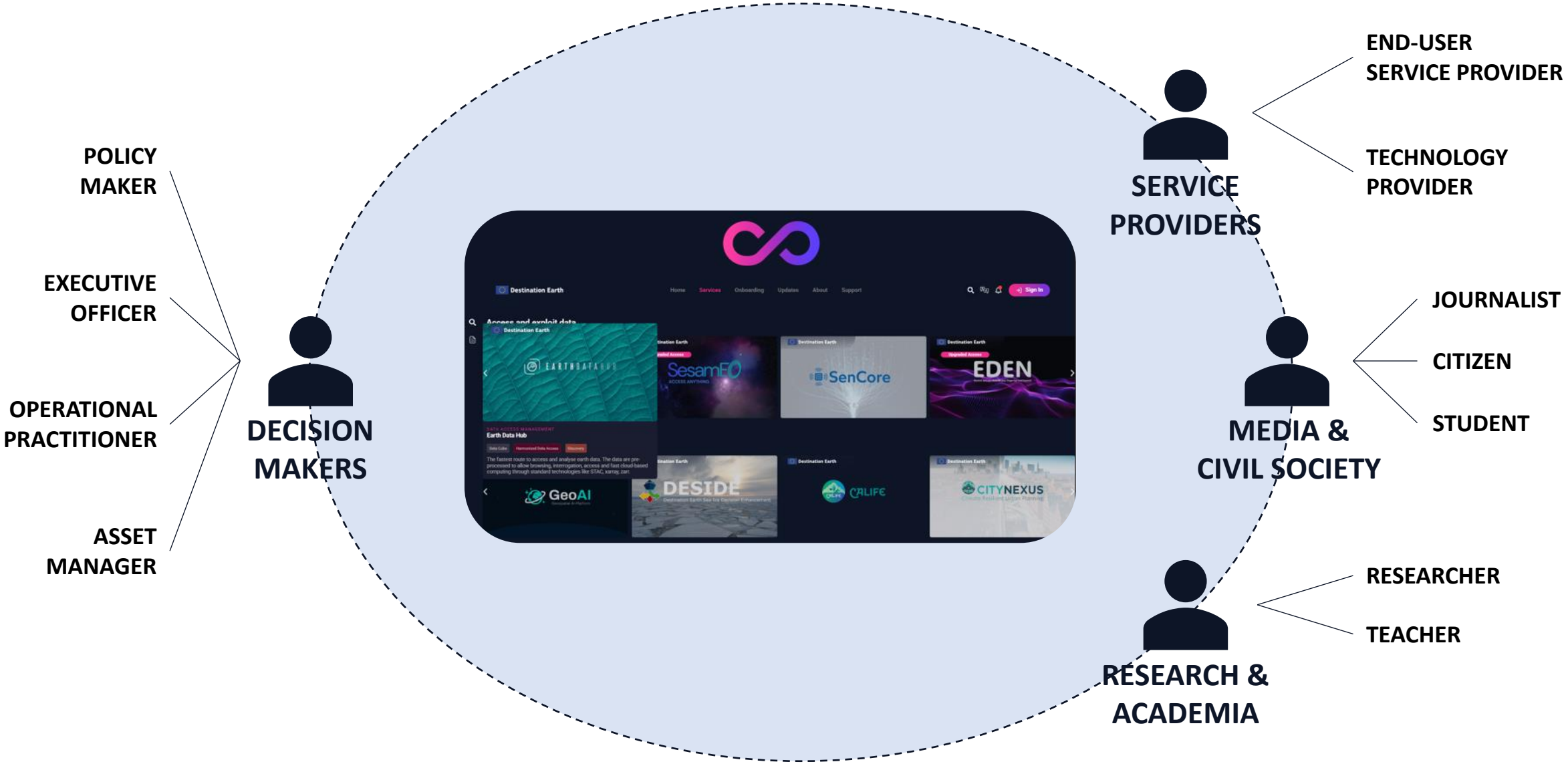
DestinE Persona Framework

12/06/2026



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Persona Categories and Generic Personas in the DestinE Ecosystem



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June 2, 2026 version

Persona framework (1/2)

CATEGORY	GENERIC PERSONA	DESCRIPTION
1. DECISION MAKERS	1.A POLICY MAKER (Global)	The policy makers officers at a global or transnational level define high-level regulatory, strategic, and funding frameworks that guide climate action across global, European, national, or cross-regional contexts. They rely on studies using earth observation and climate intelligence services to assess large-scale risks, compare vulnerabilities, set priorities, and support evidence-based policy design. Their need is for reliable, synthetic, and policy-relevant insights that translate complex data into strategic implications for governance, adaptation, mitigation, and resource allocation.
	1.B POLICY MAKER (Local)	The local policy makers translate global, national, or regional regulatory and environmental priorities into place-based public policies, local sectoral strategies, regulations and budgets. They rely on studies using climate and earth observation insights to understand impacts on citizens, infrastructure, land use, services, and economic activities on their area of concern. Their need is for spatially precise and easily communicable evidence that supports political arbitration, planning choices, emergency preparedness, funding decisions, and engagement with local stakeholders.
	1.C EXECUTIVE OFFICER (Global)	The executive officers at a global or transnational level convert policy frameworks or institutional strategies into organisation-wide programmes, operating priorities, targets, and delivery mechanisms across multiple geographies, departments, or business units within a public, institutional, or private organisation. They use climate data services to assess exposure, compare territories or sectors, prioritise interventions, allocate resources, monitor progress, and report results. Their need is for decision-ready indicators, dashboards, scenarios, and impact assessments that support coordination and strategic implementation at scale.
	1.D EXECUTIVE OFFICER (Local)	The local executive officers translate local policies and strategies into concrete plans, programmes, and organisational decisions. Their scope can concern a municipality, region, institution, agency, infrastructure operator or any company acting at a local level. They use climate and Earth observation services to integrate risk information into planning, service delivery, investment decisions, and local adaptation roadmaps. Their need is for strategic relevant information, such as risk maps, intervention priorities, planning constraints, and monitoring indicators that help coordinate teams and partners.
	1.E OPERATIONAL PRACTITIONER	The operational practitioners plan, execute, or support concrete field, technical, or project-level actions within an established global or local policy, strategy, or programme framework. They use DestinE-like services to access timely, actionable, and context-specific information for assessments, project design, compliance checks, field operations, or communication with stakeholders. Their need is for practical outputs such as maps, alerts, thresholds, local indicators, downloadable datasets, and clear guidance that can directly inform day-to-day decisions.
	1.F ASSET MANAGER	The asset managers are responsible for maintaining, operating, protecting, or optimising physical, natural, financial, or network assets over time. They use Earth observation, climate projections, risk analytics, and monitoring services to assess exposure, anticipate disruptions, manage performance, and prioritise maintenance or adaptation investments. Their need is for asset-level or network-level insights that connect climate hazards to operational continuity, lifecycle cost, financial exposure, service reliability, compliance, and resilience planning.

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Focus on Decision Makers

GLOBAL

1.A POLICY MAKER (Global)

At a global or transnational level **defines high-level regulatory, strategic, and funding frameworks** that guide climate action across global, European, national, or cross-regional contexts.

Global policy frameworks and strategic orientations

1.C EXECUTIVE OFFICER (Global)

At a global or transnational level **converts policy frameworks or institutional strategies into organisation-wide programmes, operating priorities, targets, and delivery mechanisms** across multiple geographies, departments, or business units within a public, institutional, or private organisation

Large-scale programmes, priorities and targets

LOCAL

1.B POLICY MAKER (Local)

Translates global, national, or regional regulatory and environmental priorities into **place-based public policies, local sectoral strategies, regulations and budgets**

Local policies, strategies, regulations and budgets

1.D EXECUTIVE OFFICER (Local)

Translate local policies and strategies into concrete plans, programmes, and organisational decisions. Their scope can concern a municipality, region, institution, agency, infrastructure operator or any company acting at a local level.

Local programmes, plans, priorities and organisational decisions

1.E OPERATIONAL PRACTITIONER

Plans, executes, or supports concrete field, technical, or project-level actions within an established global or local policy, strategy, or programme framework

1.F ASSET MANAGER

Responsible for maintaining, operating, protecting, or optimising physical, natural, financial, or network assets over time.

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June 2, 2026 version

Generic personas description (2/2)

CATEGORY	GENERIC PERSONA	ACTIVITY EXAMPLE
2. TECHNOLOGY ENGINEER	2.A LEAD ENGINEER	The lead engineers correspond to actors that develop and leverage DestinE platform functionalities to provide technical building blocks and enabling capabilities to other service providers or developers.
	2.B SERVICE PROVIDER OPERATIONAL MANAGER	The service provider operational managers correspond to actors that have a direct connection with end users and deliver solutions enhanced by DestinE functionalities and datasets. Their role is to enrich the platform's content and functionalities through user-facing services addressing a broad range of sectors and use cases.
3. MEDIA & CIVIL SOCIETY	3.A JOURNALIST	The journalists represent users who interpret and communicate information to broad audiences, such as general public. He requires credible, understandable, and timely content that can support reporting, storytelling, and public communication
	3.B CITIZEN	The citizens refers to end users seeking accessible and relevant information for personal awareness, local action, or civic engagement. They typically require intuitive and user-friendly access to information and a high degree of clarity in the presentation of data and results.
	3.C STUDENT	The students refer to users engaging with DestinE primarily from a learning or exploratory perspective. Their needs may include educational content, simplified access to information, and resources that support awareness-building or introductory analysis.
4. RESEARCH & ACADEMIA	4.A RESEARCHER	The researchers represent users conducting scientific investigations, applied studies, or methodological and algorithmic development. This persona is likely to require detailed datasets, advanced functionalities, reproducibility, and the ability to interact with complex weather and climate information.
	4.B TEACHER	The teachers represent users engaged in teaching, training, or educational dissemination. Their needs may combine pedagogical usability, information accessibility and scientific credibility depending on the audience and the learning context.

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June 2, 2026 version

Persona framework (1/2)

CATEGORY	GENERIC PERSONA	PERSONA EXAMPLE	DESCRIPTION
1. DECISION MAKERS	1.A POLICY MAKER (Global)	1. Head of Unit in a DG at European Commission	Shape EU digital policy and sponsor programmes using data insights to assess climate risks and guide resilience actions.
		2. National Policy Maker	Leads national climate adaptation strategy, turning risk insights into policies, KPIs, sector plans, and funded programmes aligned with EU goals.
	1.B POLICY MAKER (Local)	3. Mayor	Builds municipality strategy and policy to protect people, services, heritage, and infrastructure by embedding climate risks in planning, emergency response, budgets, and funding.
		4. Tourism Development Manager	Designs and implements local climate-resilient tourism strategies for coastal destinations.
	1.C EXECUTIVE OFFICER (Global)	5. Policy Officer in a DG at European Commission	Implements EU smart urban policy, monitors policy implementation and climate indicators, and reports outcomes to assess impact and guide future strategic directions.
		6. Public Health National Agency Director	Oversees national surveillance programs for air quality, heat-related mortality, vector-borne diseases, and waterborne illness.
		7. Corporate Sustainability Director in a multinational company	Leads global sustainability strategy and action plan for a multinational company.
	1.D EXECUTIVE OFFICER (Local)	8. Head of a municipality urban planning department	Leads the development of the city's land-use master plan, integrating climate resilience measures
	1.E OPERATIONAL PRACTITIONER	9. Construction R&D Director	Leads R&D team developing low-carbon materials and climate-resilient building designs.
		10. Climate Adaptation Officer	Supports local climate adaptation, reporting to authorities, basic land-use risk assessments, and clear communication toward officials and citizens.
		11. Civil Protection Officer	Develops short and long-term multi-hazard risk assessments and prevention strategies for natural disasters.
		12. Renovation professional	Runs local renovation business managing projects and ensuring building energy compliance.
		13. Agriculture professional	Operates agricultural farm and makes all decisions for crop planning, irrigation, and harvesting.
	1.F ASSET MANAGER	14. Energy Network Manager	Uses grid, weather, and asset data to manage power flows, renewables, and network resilience.
		15. Infrastructure Manager	Oversees maintenance of rail tracks, bridges, tunnels, and signalling systems across a national network.
		16. Climate Risk Manager	Quantifies financial exposure to climate catastrophes across global portfolios based on DestinE data.
		17. Water Resource Manager	Uses hydrological and usage data to manage water allocation, drought response, and basin planning.
		18. Protected Natural Area Manager	Manages national park/nature reserve and oversees visitor management, conservation, and scientific monitoring.

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Persona framework (2/2)

CATEGORY	GENERIC PERSONA	PERSONA EXAMPLE	DESCRIPTION
2. TECHNOLOGY ENGINEER	2.A LEAD ENGINEER	**19. Lead Data Architect & AI Solutions Engineer**	Designs and deploys AI, EO, and data architecture solutions to help his clients build or improve data-driven applications and services.
	2.B SERVICE PROVIDER OPERATIONAL MANAGER	**20. Business Intelligence SME Director**	Runs a SME specialized in custom digital applications. Manages a team of data scientists and software developers.
3. MEDIA & CIVIL SOCIETY	3.A JOURNALIST	**21. Environmental Journalist**	Investigates environmental stories through multi-year investigations.
	3.B CITIZEN	**22. Citizen intending to buy a home**	Assesses climate risks to choose a proper home location.
	3.C STUDENT	**23. Land-use Planning Student**	Completes a Master's thesis on urban expansion, transport infrastructure, or housing policy.
4. RESEARCH & ACADEMIA	4.A RESEARCHER	**24. Climate Impact Researcher**	Leads research group investigating climate impact on public health.
	4.B TEACHER	**25. University Lecturer**	Teaches graduate courses on Geographic Information System, remote sensing, environmental monitoring, and climate science.

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Sectors definitions (1/2)

Sector name	Definition
Agriculture and food	The agriculture and food sector exploits environmental data to enhance their practices. This is part of the precision agriculture which aims at optimising resources and planning for agriculture (e.g. water, soil health monitoring, crop) and anticipating disaster.
Biodiversity	Biodiversity sector uses remote sensing technologies and satellite imagery to map natural habitats, track species populations, and identify critical areas for conservation. These data help to assess the impacts of human activities on ecosystems, detect threats such as deforestation or pollution, and support ecological restoration efforts. Furthermore, the related services can play a key role in the management of protected areas and the promotion of environmental sustainability.
Construction and real estate	The construction sector because of its significant impact on GHG emissions, exploits environmental data linked to carbon footprint, energy efficiency and materials management in the buildings and infrastructure. Using earth observation data, industry players can address regulatory and societal challenges in a more sustainable and responsible way.
Coastal areas	This sector involves the use of Earth Observation data to monitor and manage coastal ecosystems. Satellite imagery and remote sensing technologies are employed to track shoreline changes, erosion, and sea level rise for example. These data help in assessing the impacts of climate change on coastal regions, to be able to manage and protect if possible natural resources and coasts, and to support sustainable development.
Cultural Heritage	This sector provides sustainable solutions to real-world challenges in cultural heritage. Through research and innovative education aimed at nurturing future heritage leaders, it utilizes digital data spaces and offers collaborative tools. These resources empower cultural heritage institutions to preserve and potentially restore cultural assets, including historic buildings. While this sector does not solely rely on datasets from Earth Observation (EO), it can significantly benefit from them.
Education	In this sector, integration of environmental data can be there to help students understand environmental challenges. Environmental data can be used to visualize predictions, manipulate and identify different scenarios, supporting learning and student engagement.
Energy	In the energy sector, the use of environmental data provides essential insights for improving resource management and reducing the ecological footprint of companies. Indeed, industry actors use these data to optimize energy production, track GHG emissions and better meet regulatory requirements.
Forestry	The forestry sector uses climate data to monitor and optimize forest resources. This management is aimed at acquiring a greater sustainability and land operational management. It may include monitoring compliance with the EUDR (Regulation on Deforestation Free Products).
Health	The health sector in relation to earth observation means using satellite and airborne data to prevent, monitor and respond to health risks and to better plan health services. This is achieved by mapping environmental hazards, tracking conditions that affect disease emergence, and improving access and emergency response.
Water management	The water management sector covers the organizations and activities that plan, monitor and run how water is used, stored and protected — from supplying drinking water and irrigation to managing floods, droughts, rivers, lakes, groundwater and aquatic inland ecosystems. Its goal is to make sure there is enough safe water when and where it's needed while protecting the environment and related infrastructure.
Information & communication technology (ICT)	This sector utilizes Earth Observation data to enhance communication networks and information systems. Satellite imagery and geospatial data are employed to optimize the placement of communication infrastructure, such as cell towers and broadband networks, ensuring efficient coverage and connectivity.

This sector list was built based on European reference frameworks, in particular EU Climate-ADAPT and NACE Rev. 2.1, Edition 2025, Statistical Classification of Economic Activities in the European Union

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Sectors definitions (2/2)

Sector name	Definition
Infrastructure	This sector gathers mainly public infrastructures (such as airports, ports, roads and bridges, rails, water transportation utilities, energy transportation infrastructures, telecommunication infrastructures). This sector can benefit from earth observation data as well as projected data for several applications. One of the main interests is related to the monitoring of deformation on infrastructures which are often very extensive. Environmental data are also very useful regarding the monitoring of vegetation related risks and anticipating disasters.
Insurance and finance	Actors in these industries are using environmental data to develop more accurate forecasts, enabling proactive management such as in insurance (and even reinsurance) with increased granularity of risk management. On the financial side, the inclusion of environmental data in predictive and forecasting models for investment decision-making is increasing.
Land-use planning	This sector is focused on the process of regulating the use of land by a central authority. Usually, this is done to promote more desirable social and environmental outcomes as well as a more efficient use of resources. More specifically, the goals of modern land use planning often include environmental conservation, restraint of urban sprawl, minimization of transport costs, prevention of land use conflicts, and a reduction in exposure to pollutants. In the pursuit of these goals, planners assume that regulating the use of land will change the patterns of human behavior, and that these changes are beneficial. Thus, the specific activities of this sector are focused on managing several aspects of a territory. Sometimes also called urban governance or management, if it concerns decisions-making in a city (e.g. adjusting coordination between means of transportation, reversing macadam area into green area).
Mountain areas	This sector involves the use of Earth Observation data to monitor and manage mountain ecosystems. Satellite imagery and remote sensing technologies are employed to track changes in vegetation, snow cover, and glacial movements. These data help in assessing the impacts of climate change, managing natural resources, and supporting sustainable development in mountainous regions.
Marine and fisheries	The marine and fishery sector covers organizations and activities that use, study and manage the sea and living marine resources — from commercial and small-scale fishing and aquaculture to conservation, marine transport, and marine spatial planning. Its aim is to ensure sustainable harvests, healthy marine ecosystems and safe, productive use of ocean space. The EO data help the sector move from local, episodic observation to wide-area, regular, and they also support coastal water management where ocean and freshwater systems interact (estuaries, river plumes, coastal water quality).
Tourism	In this sector the environmental data help in monitoring and anticipating the practicability of tourist activities according to weather conditions and forecasts.
Transport	The transport sector uses transportation infrastructures, and in this respect Earth Observation data enhances transportation and logistics by providing accurate maps, monitoring traffic patterns. It supports route optimization, reduces fuel consumption, and improves supply chain efficiency, including warehousing and logistics.
Cross-sectoral services	Services dedicated to data management (access to DT and DEDL data, etc.) or other services specifically dedicated to services providers

This sector list was built based on European reference frameworks, in particular EU Climate-ADAPT and NACE Rev. 2.1, Edition 2025, Statistical Classification of Economic Activities in the European Union

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DestinE Persona Templates

12/06/2026



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Template page 1 to define persona and highlight its expectations from DestinE

DECISION MAKERS

GENERIC PERSONA
Policy maker



PERSONA
Head of Unit at EC

NAME : PIERRE

AGE : 45

PROFESSION : Head of Unit

ORGANIZATION: DG Connect, European Commission

Persona quote :

"Europe has the data, the models, and the computing power. My job is to make sure the right policies put it in the right hands."

Short Bio

- Head of Unit at DG CONNECT, 15 years shaping European digital and data space policy
- TU München engineer; joined the Commission after five years in the telecom sector
- Leads a twenty-person Brussels team drafting regulation on cloud, digital twins, and data governance

Personality & Working Style

- Strategic thinker translating complex technical realities into actionable European regulatory frameworks
- Evidence-driven: grounds every directive in hard, independently sourced data
- Politically savvy negotiator aligning institutional stakeholders around common digital standards

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Low

Mission & Objectives

- Shapes European directives translating political priorities into concrete regulatory frameworks
- Sponsors European programmes and sits on advisory boards to steer strategic orientations
- Pilots teams leveraging climate data to evaluate current trends and adaptation policy effects

Influence & Decision Power

- His directives set digital rules for all member states — direct, binding legislative influence
- As programme sponsor, steers strategy and validates key decisions at advisory board level
- Teams' climate insights feed directly into political briefings and legislative processes

Ecosystem Interaction

- Sits on programme advisory boards alongside the climate directorate and ECMWF
- Manages teams analysing climate data to produce assessments and policy scenario analyses
- Represents the Commission in international digital infrastructure and standardisation forums

Motivation & triggers

- Convinced European regulation must rest on independent, factual climate evidence
- Motivated by tools helping his teams form their own view, free from stakeholder framing
- Triggered by gaps between political climate ambitions and the hard data available to regulators

Pain Points & Constraints

- Difficulty translating technical infrastructure investments into clear political impact
- Constant tension between open data principles and national data sovereignty interests
- Limited climate science expertise; relies on his teams and the climate directorate for depth

Value Expectations from DestinE

- A reliable source to get informed on climate and form an independent, evidence-based opinion
- Clear scenario view: current situation, inaction trajectory, and adaptation policy effects
- Factual grounding enabling teams to assess climate trends and justify regulatory decisions

Sector	Geographic scope	Data dependency	Data usage
Multiple	Global / National	Hist./Pred./Socio-eco	All

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Template page 1 to define persona and highlight its expectations from DestinE

DECISION MAKERS

GENERIC PERSONA
Policy maker



PERSONA
National Policy Maker

NAME : PIERRE

AGE : 45

PROFESSION : Director of National Climate Adaptation Policy

ORGANIZATION: Ministry of Environment and Climate Transition

Persona quote :

"We need trusted climate intelligence to guide national strategies, fund adaptation, and protect citizens and critical assets."

Short Bio

- National climate policy director, 20+ years in public administration
- Based in a European capital, managing national adaptation priorities
- Coordinates ministries, agencies, regions, and infrastructure sectors

Personality & Working Style

- Strategic thinker balancing science, politics, and budget constraints
- Collaborative leader across ministries, agencies, and EU networks
- Values clear dashboards, robust evidence, and executive summaries

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Low

Mission & Objectives

- Design and implement the national climate adaptation strategy
- Turn climate risks into policies, regulations, and investment priorities
- Monitor adaptation KPIs across regions, sectors, and public programs

Influence & Decision Power

- Advises ministers and senior officials on climate adaptation priorities
- Influences national laws, funding programs, and sectoral regulations
- Coordinates with regions, agencies, EU bodies, and research institutions

Ecosystem Interaction

- Commissions climate risk studies and national scenario analyses
- Works with ministries, agencies, regions, cities, and infrastructure operators
- Shares guidance and indicators through national and European networks

Motivation & triggers

- Needs reliable projections to justify national adaptation investments
- Seeks comparable indicators to prioritize funding across regions
- Must respond fast to extreme events, media pressure, and political requests

Pain Points & Constraints

- Limited internal capacity to process satellite data or climate models
- Policy deadlines and budget cycles conflict with scientific timelines
- Fragmented data sources make national monitoring and reporting difficult

Value Expectations from DestinE

- Policy-ready indicators for heat, floods, droughts, coasts, and ecosystems
- Dashboards showing trends, projections, regional gaps, and sector risks
- Downloadable maps and reports for briefings, funding, and consultations

Sector	Geographic scope	Data dependency	Data usage
Multiple	Global / National	Hist./Pred./Socio-eco	All

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Template page 1 to define persona and highlight its expectations from DestinE

DECISION MAKERS

GENERIC PERSONA
Policy maker



PERSONA
Mayor

NAME : Francesca

AGE : 52

PROFESSION : Mayor of Frascati

ORGANIZATION: Municipality of Frascati

Persona quote :

"We need clear climate intelligence to protect citizens, guide local planning, and make Frascati more resilient."

Short Bio

- Mayor of Frascati, a historic municipality in the Metropolitan City of Rome
- Background in public administration and urban policy, with studies in law or political science
- Based in Frascati, Lazio, managing local resilience, planning, and citizen services

Personality & Working Style

- Pragmatic leader balancing citizens' needs, budgets, and political priorities
- Collaborative with municipal teams, regional authorities, and local actors
- Needs concise evidence, visual maps, and clear options for decision-making

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Low

Mission & Objectives

- Protect citizens, public services, cultural assets, and local infrastructure
- Integrate climate risks into urban planning, emergency response, and budgets
- Secure regional, national, and EU funding for local resilience projects

Influence & Decision Power

- Leads municipal priorities, local investment decisions, and public messaging
- Influences urban planning, civil protection, mobility, and green policies
- Coordinates with the Lazio Region, national bodies, utilities, and EU programs

Ecosystem Interaction

- Works with municipal departments, civil protection, schools, and utilities
- Engages citizens, businesses, universities, vineyards, and tourism actors
- Collaborates with regional agencies, neighbouring towns, and EU networks

Motivation & triggers

- Needs actionable evidence to justify investments in local adaptation projects
- Seeks simple indicators to explain risks to citizens and city councillors
- Triggered by heatwaves, drought, heavy rain, wildfire alerts, and funding calls

Pain Points & Constraints

- Limited technical staff and budget to analyse complex climate datasets
- Must translate uncertainty into simple messages and concrete local actions
- Competes with urgent daily issues, political pressure, and heritage constraints

Value Expectations from DestinE

- City-scale climate indicators for heat, floods, drought, wildfire, and air quality
- Clear maps and dashboards to support planning, emergency response, and funding
- Policy-ready briefs to communicate impacts, options, and trade-offs to citizens

Sector	Geographic scope	Data dependency	Data usage
Multiple	Regional / Local	Hist./Pred./Socio-eco	Forecasting, Impact Ass. , Compliance / reporting

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DECISION MAKERS

GENERIC PERSONA
Policy maker



PERSONA
Destination Development Manager

NAME : Claire

AGE : 40

PROFESSION : Sustainable Tourism Officer

ORGANIZATION: Tourist Office of a major coastal city

Persona quote :

"Our beaches are our greatest asset – but climate change is reshaping when, how, and for how long visitors can enjoy them"

Short Bio

- Coastal destination manager, 12+ years in sustainable tourism organisation
- Master's in Tourism Management; based in major European coastal city facing climate risks
- Oversees tourism strategy attracting domestic and international visitors year-round

Personality & Working Style

- Strategic planner balancing tourism growth with long-term coastal ecosystem preservation
- Very creative to imagine new tourism solutions
- Likes relationship with local tourism actors
- Pragmatic decision-maker adapting offerings to shifting climate and visitor expectations

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Medium

Mission & Objectives

- Design climate-resilient tourism strategies ensuring long-term coastal destination viability
- Coordinate adaptation with stakeholders on key assets: beaches, coastal paths, marinas
- Advise on new tourism products and offer adapted to climate change, seasonal diversification, and crisis preparedness

Influence & Decision Power

- Advises local government on climate adaptation investments and tourism product diversification
- Influences seasonal programming, infrastructure priorities, and destination marketing strategies
- Shapes regional tourism policy through national and EU coastal networks

Ecosystem Interaction

- Coordinates with beach municipalities, marine operators, and hospitality businesses on adaptation
- Shares seasonal climate risk assessments and forecasts with local tourism stakeholders
- Engages with national agencies and EU coastal management programs on best practices

Motivation & triggers

- Driven by climate risks (erosion, heat, flooding) threatening coastal destination attractiveness
- Motivated by eco-conscious traveler demand for climate-resilient coastal destinations
- Triggered by extreme weather events disrupting tourism seasons and damaging infrastructure

Pain Points & Constraints

- Lacks location-specific long-term climate projections at destination scale for planning
- Hard to convince local businesses to invest in adaptation without quantified ROI evidence
- Limited technical capacity to process satellite and climate model outputs independently

Value Expectations from DestinE

- Beach erosion monitoring and coastal infrastructure data for destination risk assessment
- Sea surface temperature and water quality to optimize seasonal programming and beach safety
- Localized climate projections supporting tourism investment and marketing decision

Sector	Geographic scope	Data dependency	Data usage
Tourism	Regional / Local	Predictive	Forecasting

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DECISION MAKERS

GENERIC PERSONA

Executive officer



PERSONA

Policy officer at EC

NAME : Chiara

AGE : 40

PROFESSION : Policy Officer – Smart and Resilient Urban Development

ORGANIZATION: DG Connect, European Commission

Persona quote :

"We spend years designing policies. I want to know if they actually moved the needle on climate."

Short Bio

- Policy officer at DG CONNECT implementing a European urban and digital connectivity programme
- Master's in public policy (Sciences Po); joined the Commission via EPSO competition five years ago
- Based in Brussels; works with cities across Europe on implementation monitoring and climate outcomes

Personality & Working Style

- Data-minded implementer tracking climate indicators to assess the real-world effects of policy measures
- Methodical and detail-oriented, comfortable with monitoring frameworks and indicator dashboards
- Collaborative facilitator bridging Brussels policy requirements and on-the-ground city realities

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Low

Mission & Objectives

- Implements a European public policy for smart, resilient urban development across member states
- Monitors climate indicators to evaluate a posteriori the effects of programme measures and actions
- Reports on outcomes to assess policy effectiveness and guide future strategic orientations

Influence & Decision Power

- Shapes indicator frameworks, directly influencing how policy success is defined and measured
- Monitoring reports feed into programme reviews, funding decisions, and policy adjustments
- Connects Brussels policy teams with city practitioners as a key knowledge relay in the ecosystem

Ecosystem Interaction

- Coordinates with cities and regional agencies on programme implementation and data collection
- Works with evaluation bodies to align climate monitoring frameworks across European programmes
- Accesses Copernicus data services to contextualise and benchmark city-level monitoring results

Motivation & triggers

- Convinced that policies must be evaluated on observable climate outcomes, not just stated intentions
- Motivated by accessible dashboards bridging Brussels policy design and field reality
- Triggered by missing or inconsistent climate data preventing reliable a posteriori evaluation

Pain Points & Constraints

- Climate data often fragmented at city level, hampering reliable a posteriori policy evaluation
- Difficulty attributing observed climate outcomes to specific measures rather than external factors
- Time-consuming data collection from cities and regions slows monitoring and reporting cycles

Value Expectations from DestinE

- Pre-processed city-level indicators enabling reliable, comparable a posteriori policy evaluation
- Tools to isolate policy effects from background climate trends and confounding factors
- Standardised European baselines supporting consistent monitoring across all programme territories

Sector	Geographic scope	Data dependency	Data usage
Land use planning	Global / National	Hist./Pred./Socio-eco	All

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Template page 1 to define persona and highlight its expectations from DestinE

DECISION MAKERS

GENERIC PERSONA

Executive officer



PERSONA

Public Health Agency Director

NAME : Anne

AGE : 48

PROFESSION : Director of Environmental Health and Climate Change Department

ORGANIZATION: National Public Health Institute

Persona quote :

"Every heatwave, every pollution peak is a preventable health crisis – we need climate data to act before the ambulances do."

Short Bio

- Public health director, 15+ years in environmental health and epidemiology
- PhD in Epidemiology; based in national capital, advises Ministry of Health
- Oversees national surveillance for air quality, heat-related mortality, and vector-borne diseases

Personality & Working Style

- Evidence-based decision-maker translating epidemiological data into actionable public health alerts
- Collaborative leader coordinating across environment, health, and emergency agencies
- Cautious communicator managing scientific uncertainty in high-stakes public messaging

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Low
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Low

Mission & Objectives

- Oversee national surveillance for air quality, heat mortality, and waterborne illness
- Coordinate health alerts during heatwaves and pollution episodes to protect vulnerable populations
- Advise Ministry of Health on climate-health policy and vulnerability assessments

Influence & Decision Power

- Reports to GeneralDirector of health agency and directly advises Ministry of Health on climate related health threats
- Triggers national health alerts influencing hospital preparedness, emergency services, and media
- Shapes national environmental health standards and climate adaptation policies

Ecosystem Interaction

- Collaborates with meteorological services and environmental regulators on climate-health data
- Shares vulnerability maps and health alerts with hospitals, municipalities, civil protection
- Contributes to WHO and EU working groups on climate and environmental health standards

Motivation & triggers

- Driven by increasing heatwaves, pollution peaks, and climate-related disease outbreaks
- Motivated by real-time satellite data enabling proactive climate health emergency management
- Triggered by extreme weather events causing preventable mortality and overwhelming health systems

Pain Points & Constraints

- Lacks real-time access to a wide coverage of location-specific air quality and heat data at neighborhood scale
- Complex data integration across meteorological and health systems slows alert response
- Pressure to communicate climate health risks clearly to non-technical politicians and media

Value Expectations from DestinE

- Real-time air quality (PM2.5, NO2) and urban heat island maps at neighborhood scale
- Climate-health vulnerability assessments identifying at-risk populations for interventions
- Early warning tools for heatwaves and pollution peaks enabling proactive health alert coordination

Sector	Geographic scope	Data dependency	Data usage
Health / Agriculture & food	Global / National	Historical / Predictive / Socio-eco	Crisis Mgmt / Monitoring / Impact Ass. / Planning

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DECISION MAKERS

GENERIC PERSONA

Executive officer



PERSONA

Corporate Sustainability Director

NAME : Sofia

AGE : 42

PROFESSION : Director of Sustainability and Responsible Fishing Practices

ORGANIZATION: Global Seafood Company or Fisheries Conglomerate

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Persona quote :

"Sustainable fishing is a must, it's the only way to secure our supply chain and sea food resources for the next generation"

Short Bio

- Corporate sustainability leader, 12+ years in environmental management and marine sector
- MBA + Master's in Marine Biology; based in major European coastal city (Oslo, Rotterdam, Brest)
- Manages global ESG strategy across fishing fleets operating in Atlantic, Pacific, and Indian Oceans

Personality & Working Style

- Strategic and results-oriented, balances environmental integrity with business performance
- Collaborative diplomat managing tensions between sustainability goals and commercial pressures
- Data-driven communicator translating ocean science into boardroom-ready ESG reporting

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Medium

Mission & Objectives

- Lead global sustainability strategy across fishing operations and supply chain
- Ensure Marine Stewardship Council (MSC) certification compliance and meet ESG reporting requirements
- Reduce environmental footprint: sustainable species quotas, bycatch reduction, ecosystem protection

Influence & Decision Power

- Advises C-suite and board on ESG strategy, sustainability investments, and regulatory risks
- Influences procurement, fleet operations, and supplier selection across global supply chain
- Represents company in NGO dialogues, industry coalitions, and international regulatory consultations

Ecosystem Interaction

- Collaborates with NGOs (WWF, Oceana), certification bodies (MSC) and scientific institutions
- Reports to ESG rating agencies and institutional investors on ocean impact and sustainability targets
- Engages with regulatory bodies (EU, Food and Agriculture Organization) and participates in international fisheries governance forums

Motivation & triggers

- Driven by growing regulatory pressure (EU Green Deal) and investor ESG scrutiny
- Motivated by brand reputation and access to premium sustainable seafood markets
- Triggered by media coverage of illegal fishing and climate impacts threatening fish stock viability

Pain Points & Constraints

- Difficulty accessing real-time vessel tracking and fishing activity data at global scale for international competition
- Complex multi-jurisdictional regulatory environment across different ocean regions
- Pressure to balance short-term commercial targets with long-term sustainability commitments

Value Expectations from DestinE

- Real-time vessel monitoring and illegal fishing detection for supply chain due diligence
- Ocean productivity and sea surface temperature data to anticipate climate impacts on fish stocks
- ESG-ready reporting tools with downloadable evidence for certification and investor reporting

Sector	Geographic scope	Data dependency	Data usage
Marine & fishery / Biodiversity	Global / National	Predictive / Socio-eco / Private data	Monitoring / Impact Ass. / Planning / Compliance

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DECISION MAKERS

GENERIC PERSONA
Executive officer



PERSONA
Head of Urban Planning Department

NAME : Laura

AGE : 42

PROFESSION : Head of Urban Planning Department

ORGANIZATION: Municipal Urban Planning Department

Persona quote :

"Our role is to steer urban development so the city grows while becoming more resilient to climate risks."

Short Bio

- Head of Urban Planning Department in a mid-sized Southern European city
- Background in urban planning, public administration, and land-use policy
- Oversees the city's land-use master plan and climate resilience integration

Personality & Working Style

- Strategic manager balancing urban growth, resilience, and political priorities
- Coordinates planners, climate officers, GIS experts, engineers, and elected officials
- Relies on concise evidence, expert inputs, and clear options for arbitration

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Low
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Medium

Mission & Objectives

- Steer the land-use master plan and ensure climate resilience is embedded
- Align planning priorities across housing, mobility, infrastructure, and green space
- Translate technical analyses into planning decisions and executive guidance

Influence & Decision Power

- Advises elected officials on zoning, permits, and urban development priorities
- Arbitrates planning trade-offs between density, heritage, growth, and resilience
- Mandates teams to assess climate risks and integrate findings into planning rules

Ecosystem Interaction

- Coordinates municipal departments, climate adaptation officers, and technical teams
- Engages developers, utilities, regional agencies, citizens, and local businesses
- Shares planning orientations and resilience priorities with city leadership

Motivation & triggers

- Needs reliable evidence to steer the master plan and justify planning choices
- Seeks clear recommendations from technical teams to support executive decisions
- Triggered by new urban projects, climate events, political deadlines, and funding calls

Pain Points & Constraints

- Limited time to interpret detailed climate or geospatial analyses directly
- Must reconcile political expectations, technical constraints, and public concerns
- Depends on teams to consolidate fragmented climate, land-use, and infrastructure data

Value Expectations from DestinE

- Executive-ready indicators summarizing climate risks for land-use decisions
- Scenario comparisons showing impacts of planning options in simple terms
- Maps and briefs usable in council meetings, arbitration, and master plan updates

Sector	Geographic scope	Data dependency	Data usage
Land use planning	Regional / Local	Predictive	Forecasting, Impact, compliance and reporting

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DECISION MAKERS

GENERIC PERSONA

Operational Practitioner



PERSONA

Construction R&D Director

NAME : Henrik

AGE : 44

PROFESSION : Director of Innovation and Sustainable Construction Research

ORGANIZATION: Large Construction and Civil Engineering Group

Persona quote :

"The building we design today must still stand – and perform – in 2070. Climate data is now part of every blueprint"

Short Bio

- Construction R&D director, 15+ years in sustainable building innovation and civil engineering
- PhD in Materials Science or Civil Engineering; based in major European industrial hub
- Leads 20-person R&D team developing low-carbon materials and climate-resilient building designs

Personality & Working Style

- Innovation-driven researcher balancing long-term R&D vision with short-term commercial delivery
- Collaborative network builder managing university partnerships and cross-sector pilot projects
- Data-driven evaluator testing building performance against future climate scenarios

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Medium
- **Familiarity with Space Data / Earth Observation**: Medium

Mission & Objectives

- Lead R&D on low-carbon materials and climate-resilient building designs for 2050 climate scenarios
- Evaluate building performance under future climate conditions (extreme heat, flooding)
- Coordinate university partnerships and pilot projects to validate construction innovations

Influence & Decision Power

- Advises executive committee on R&D investment priorities and sustainable construction roadmap
- Influences product portfolio and standards across the group's global construction pipeline
- Shapes industry norms through EU construction regulation and standards working groups

Ecosystem Interaction

- Partners with universities and research institutes on low-carbon material and design innovation
- Collaborates with architects, engineers, and contractors on pilot project implementation
- Contributes to EU Green Deal construction groups and industry sustainability coalitions

Motivation & triggers

- Driven by tightening EU regulations (EU Taxonomy) requiring climate-proof construction
- Motivated by competitive advantage of certified low-carbon and climate-resilient solutions
- Triggered by extreme climate events damaging buildings and exposing design vulnerability

Pain Points & Constraints

- Lacks high-resolution climate projections at building and construction site scale
- Difficulty translating long-term climate scenarios into practical material and design specifications
- Managing R&D timelines against fast-evolving regulatory requirements and delivery pressure

Value Expectations from DestinE

- Localized climate projections (temperature, flooding, heat) at building and site scale
- Scenario tools testing building performance under 2050+ extreme heat and flood conditions
- Environmental impact data supporting site selection and regulatory compliance for large projects

Sector	Geographic scope	Data dependency	Data usage
Construction and real estate	Global / National	Predictive / Socio-eco / Private data	Forecasting / Impact Assess. / Planning / Compliance

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DECISION MAKERS

GENERIC PERSONA
Operational Practitioner



PERSONA
Climate Adaptation Officer

NAME : Isabelle

AGE : 38

PROFESSION : Climate Adaptation and Environmental Risk Officer

ORGANIZATION: Small Municipal Authority (Peripheral / Less-Resourced EU Region)

Persona quote :

"We know climate risks are increasing, but we don't have the people, the tools, or the time to turn raw data into concrete local action.

Short Bio

- Environmental scientist or geographer by training
- 10–12 years of experience in local administration
- Covers multiple roles simultaneously (environment, climate, emergency planning, EU reporting)
- Often the only climate-related technical profile in the municipality

Personality & Working Style

- Pragmatic, problem-oriented, and resource-constrained
- Strong local knowledge but limited time for technical exploration
- Values reliability and clarity over innovation for innovation's sake
- Risk-aware, cautious about adopting tools that require high technical skills or long onboarding

Skills & Knowledge Levels

- **Weather & Climate Science Expertise** : Applied (Local impacts, indicators)
- **Software Development Experience** : Low
- **Familiarity with Space Data / Earth Observation :** Low

Mission & Objectives

- Support local climate adaptation planning (flood, heat, drought, wildfire)
- Prepare mandatory reports for national authorities and EU programmes
- Coordinate basic risk assessments for land-use planning and civil protection
- Communicate climate risks to elected officials and citizens in understandable terms

Influence & Decision Power

- Advises mayor and municipal council on climate adaptation priorities
- Prepares technical justification for funding requests (national / EU)
- Shapes local planning decisions indirectly through evidence provided
- Limited political power but high technical credibility at local level

Ecosystem Interaction

- Interfaces with:
  - Regional environmental agencies
  - National civil protection
  - External consultants (when budget allows)
- Exchanges practices with peers from other small municipalities
- Acts as key translator between EU/national frameworks and local reality

Motivation & triggers

- Driven by visible, recurring climate impacts on the territory (flooded streets, water shortages, heat stress affecting elderly populations)
- Triggered by national or EU reporting obligations without matching local resources
- Motivated by tools that reduce dependence on external consultants
- Strong sense of responsibility toward local community resilience

Pain Points & Constraints

- No in-house capacity to process satellite or climate model data
- Limited budget to commission repeated external studies
- Fragmented data sources across national portals, consultants, and reports
- Difficulty translating regional or national climate data to local, decision-ready insights
- Time pressure and administrative overload

Value Expectations from DestinE

- Pre-processed, local-scale climate indicators (heat days, flood-prone areas, drought indices)
- Simple dashboards usable without advanced EO or modelling skills
- Downloadable maps and figures ready for: Council briefings, Funding applications and Public communication
- Trustworthy EU reference data to justify decisions toward mayors and councils
- Reduced reliance on costly consultants

Sector	Geographic scope	Data dependency	Data usage
Transverse	Regional / Local	Historical / Predictive / Socio-eco	Monitoring / Impact Assessment / Compliance

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DECISION MAKERS

GENERIC PERSONA
Operational Practitioner



PERSONA
Civil protection officer

NAME : Jean

AGE : 48

PROFESSION : Chief of Emergency Operations and Risk Assessment

ORGANIZATION: National Civil Protection and Emergency Management Agency

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Persona quote :

"Anyone can write a report on climate adaptation – my job is to make sure someone actually proves it worked."

Short Bio

- Civil protection chief, 18+ years in emergency management and disaster risk reduction
- Master's in Crisis Management; based in national capital, coordinates multi-hazard prevention
- Leads national risk assessment and preparedness planning for floods, wildfires, and storms

Personality & Working Style

- Operational decision-maker comfortable in high-pressure, time-critical crisis situations
- Systematic risk assessor combining historical data, scenario modeling, and field expertise
- Cross-functional coordinator bridging technical experts, officials, and emergency teams

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Medium

Mission & Objectives

- Develop multi-hazard risk assessments and prevention strategies for floods, wildfires, storms
- Conduct vulnerability assessments and scenario planning to anticipate future disaster impacts
- Integrate climate projections into emergency preparedness and multi-hazard risk maps

Influence & Decision Power

- Coordinates national emergency response involving military, police, health, and transport
- Advises government on disaster risk investments and shapes national emergency legislation
- Activates national alert systems and deploys emergency resources across multiple agencies

Ecosystem Interaction

- Collaborates with national meteorological services and satellite agencies on real-time hazard monitoring
- Shares multi-hazard risk maps with regional authorities and infrastructure operators
- Participates in EU civil protection networks and international disaster risk reduction forums

Motivation & triggers

- Driven by rising frequency of climate disasters threatening populations and infrastructure
- Motivated by satellite and remote sensing capabilities enabling earlier hazard detection and accurate risk mapping
- Triggered by major disaster events exposing gaps in national prevention and response capacity

Pain Points & Constraints

- Needs near-real-time data on drought, vegetation stress, and subsidence for warnings on wide areas
- Difficulty integrating heterogeneous data into unified multi-hazard operational dashboards
- Limited capacity to process complex climate projections during active emergency response

Value Expectations from DestinE

- Real-time risk indicators (drought, vegetation stress, land subsidence) for hazard alerts
- Multi-hazard maps integrating climate projections for preparedness and scenario planning
- Satellite event monitoring enabling rapid damage assessment and emergency resource deployment

Sector	Geographic scope	Data dependency	Data usage
Multiple	Global / National	Historical / Predictive / Socio-eco	Crisis Mgmt / Monitoring / Forecasting / Impact Assess.

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DECISION MAKERS

GENERIC PERSONA
Operational Practitioner



PERSONA
Renovation professional

NAME : Marco

AGE : 42

PROFESSION : Owner and Managing Director

ORGANIZATION: Small Construction Company Specializing in Energy-Efficient Renovations

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Persona quote :

"My clients don't want to renovate twice – I need to get the insulation and HVAC right for the climate of 2050, not 1990"

Short Bio

- Renovation business owner, 15+ years in energy-efficient construction and building retrofit
- Vocational training in construction; runs local SME (5-15 employees) in mid-size European city

Personality & Working Style

- Hands-on pragmatist focused on delivering quality renovations within budget and schedule
- Relationship-driven professional building trust with homeowners through clear communication
- Practical problem-solver using simplified tools to meet energy standards efficiently

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Low
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Low

Mission & Objectives

- Manage 10-20 active renovation projects for residential and commercial building owners
- Ensure full building code and energy standards compliance
- Use climate data tools for insulation sizing, heating / ventilation / air-conditioning dimensioning, and solar panel placement

Influence & Decision Power

- Makes all commercial, technical, and operational decisions for his renovation business
- Directly advises homeowners on energy renovation risks and related solutions, subsidy eligibility, and ROI
- Influences local subcontractor networks and material supplier choices through purchasing decisions

Ecosystem Interaction

- Works with subcontractors, architects, and energy auditors to coordinate renovation projects
- Advises homeowners on government renovation subsidies and certification scheme compliance
- Connects with local energy agencies and building certification bodies for project validation

Motivation & triggers

- Driven by growing homeowner demand for energy renovation and government subsidy programs
- Motivated by simplified climate tools reducing design errors and improving project quality
- Triggered by tightening energy performance regulations requiring certified renovation solutions

Pain Points & Constraints

- Limited time to access and interpret climate and energy data during active project management
- Complex energy certification requirements and subsidy paperwork slow down project delivery
- Difficulty sizing air-conditioning and insulation accurately without localized future climate projections

Value Expectations from DestinE

- Simplified local climate data (temperature extremes, rainfall, wind, solar exposure) for insulation and air-conditioning sizing
- Future climate projections at city scale to future-proof renovation recommendations
- Easy-to-use tools requiring no technical expertise, directly integrated into project planning

Sector	Geographic scope	Data dependency	Data usage
Construction and real estate	Regional / Local	Predictive / Private data	Forecasting / Impact Assessment / Reporting

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DECISION MAKERS

GENERIC PERSONA
Operational Practitioner



PERSONA
Agriculture Professional

NAME : Hans

AGE : 46

PROFESSION : Farm Owner-Operator

ORGANIZATION: Medium-sized Commercial Farm

Persona quote :

"One bad drought can wipe out an entire season – I need to know what's coming weeks ahead, not days"

Short Bio

- Farm owner & operator, 20+ years in commercial agriculture on cereal and oilseed crops
- Agricultural degree; manages 150-300 ha farm with 3-5 workers in major European farming region
- Early adopter of precision agriculture: Global Navigation Satellite System (GNSS) tractors, soil sensors, satellite crop monitoring

Personality & Working Style

- Pragmatic and independent decision-maker managing all aspects of farm operations solo
- Data-driven adopter of precision agriculture tools to maximize yields and reduce input costs
- Risk-conscious planner monitoring weather and market conditions to time planting and harvest

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Low
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Low

Mission & Objectives

- Plan and optimize crop cycles (planting, irrigation, fertilization, harvest) across 150-300 ha
- Monitor crop health and detect hydric stress early using satellite imagery and soil sensor data
- Forecast yields, negotiate supply contracts, including phytosanitary products and fertilizers, and maximize farm profitability and resilience

Influence & Decision Power

- Sole decision-maker for all strategic, agronomic, financial, and commercial farm operations
- Negotiates supply contracts with food processors, cooperatives, farming equipment providers and commodity traders
- Shapes local farming practices through cooperative membership and peer knowledge networks

Ecosystem Interaction

- Uses farm management software integrating weather forecasts and satellite crop monitoring data
- Exchanges knowledge with neighboring farmers, cooperatives, and agricultural advisors
- Engages with public agricultural agencies for subsidy compliance and agri-environment schemes

Motivation & triggers

- Driven by increasing climate volatility (droughts, late frosts, floods) threatening yields
- Motivated by precision tools optimizing input costs, reducing his environmental impact and improving yield forecasting accuracy
- Triggered by extreme weather events causing crop losses and requiring rapid farm decisions

Pain Points & Constraints

- Hyperlocal weather forecasts often too coarse for field-level irrigation and harvest decisions
- Difficulty accessing long-term seasonal outlooks adapted to local crop and soil conditions
- Limited time and budget for advanced data analysis alongside intensive daily farm operations

Value Expectations from DestinE

- Hyper-local seasonal weather forecasts and drought indices for irrigation and harvest planning
- Crop stress detection and yield forecasting tools integrating satellite and soil sensor data
- Long-term climate projections to guide crop variety selection and farm adaptation strategies

Sector	Geographic scope	Data dependency	Data usage
Agri & food / Biodiversity / Water Mgmt	Regional / Local	Predictive	Forecasting / Impact Assessment

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DECISION MAKERS

GENERIC PERSONA
Asset manager



PERSONA
Energy Network Manager

NAME : Lars

AGE : 47

PROFESSION : Head of Network Operations and Renewable Integration

ORGANIZATION: Regional Electricity Transmission Operator

Persona quote :
"When a storm hits or a heatwave peaks, the grid has no margin for error – every forecast we get wrong costs millions and impacts public health."

Short Bio

- Grid operations director, 15+ years in electricity transmission and renewable energy integration
- Master's in Electrical Engineering; manages 24/7 operations for regional transmission network
- Oversees grid balancing, renewable integration, and maintenance across high-voltage network

Personality & Working Style

- Highly analytical, risk-aware decision-maker managing real-time high-stakes grid operations
- Systematic planner balancing short-term operational demands with long-term resilience strategy
- Collaborative coordinator managing cross-functional engineering, IT, and operations teams

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Low
- **Software Development Experience:** Medium
- **Familiarity with Space Data / Earth Observation**: Low

Mission & Objectives

- Oversee 24/7 grid operations, balance supply/demand, and integrate variable wind and solar energy sources
- Forecast renewable generation 1-7 days ahead using satellite solar irradiance and wind data
- Plan predictive maintenance and ensure grid resilience against extreme weather

Influence & Decision Power

- Directs all grid operations decisions affecting electricity supply for millions of end users
- Advises executive leadership on grid infrastructure investment and resilience priorities
- Coordinates with national Transmission System Operator (TSO), neighboring operators, and renewable producers on grid balance

Ecosystem Interaction

- Collaborates with wind and solar producers on generation forecasting and grid connection planning
- Shares operational data with national TSO, regulators, and energy market operators
- Participates in European grid coordination bodies on resilience standards

Motivation & triggers

- Driven by growing share of intermittent renewables requiring precise weather-based grid forecasting
- Motivated by satellite climate data improving generation forecasts and maintenance planning
- Triggered by extreme weather events threatening grid stability and electricity supply continuity

Pain Points & Constraints

- Weather forecasts too coarse for precise solar and wind generation forecasting at grid scale
- Difficulty anticipating compound climate risks (heatwaves, drought) affecting grid demand
- Long investment cycles require reliable 20+ year climate projections for infrastructure planning

Value Expectations from DestinE

- High-resolution 7-14 days solar irradiance and wind forecast to optimize renewable energy integration
- Seasonal climate outlooks supporting maintenance scheduling and long-term resilience planning
- Extreme weather early warnings for proactive grid protection and demand surge anticipation

Sector	Geographic scope	Data dependency	Data usage
Energy	Global / National	Historical / Predictive / Socio-eco	Crisis Mgmt / Monitoring / Impact / Plan. /Compliance

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DECISION MAKERS

GENERIC PERSONA
Asset manager



PERSONA
Infrastructure Manager

NAME : Victor

AGE : 49

PROFESSION : Head of Infrastructure Maintenance

ORGANIZATION: National Railway Company

Persona quote :

"A bridge or a tunnel has a 100-year lifespan – every maintenance decision I make today must account for the climate of 2070."

Short Bio

- Infrastructure maintenance director, 18+ years in civil engineering and asset management
- Master's in Civil Engineering; oversees rail tracks, bridges, tunnels, and signaling systems
- Manages infrastructure resilience and maintenance planning across a national transport network

Personality & Working Style

- Risk-averse systematic planner prioritizing infrastructure safety, reliability, and resilience
- Data-driven decision-maker using predictive maintenance tools to optimize intervention schedules
- Collaborative coordinator managing engineering teams, contractors, and regulatory bodies

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Low

Mission & Objectives

- Ensure safety and reliability of national transport infrastructure assets at all times
- Plan predictive maintenance minimizing service disruptions and extending critical asset lifespan
- Integrate climate risk data into long-term infrastructure investment and resilience planning

Influence & Decision Power

- Directs all maintenance operations and capital investment decisions for national network assets
- Advises executive leadership on infrastructure resilience priorities and investment needs
- Shapes national maintenance standards and climate adaptation guidelines for infrastructure

Ecosystem Interaction

- Coordinates with engineering contractors and technology providers on maintenance operations
- Shares infrastructure condition assessments with regulators, insurers, and government bodies
- Participates in national infrastructure resilience networks and EU engineering standards bodies

Motivation & triggers

- Driven by rising climate events (floods, heat, storms, landslides) accelerating infrastructure deterioration
- Motivated by predictive climate data enabling proactive maintenance and failure prevention
- Triggered by major infrastructure failures exposing gaps in climate resilience and investment

Pain Points & Constraints

- Lacks localized climate projections at asset scale for infrastructure vulnerability assessment
- Difficulty integrating climate risk data into legacy infrastructure management systems
- Balancing immediate maintenance backlog with long-term climate-proofing investment requirements

Value Expectations from DestinE

- Localized climate hazard data (floods, heat stress, freeze-thaw cycles) at infrastructure scale
- Predictive failure risk models integrating climate events and infrastructure condition data
- Long-term climate projections supporting infrastructure investment and resilience planning

Sector	Geographic scope	Data dependency	Data usage
Infra, Energy, Land-use, Transport, Tourism	Global / National	Historical / Predictive / Socio-eco	Crisis Mgmt / Monitoring / Impact / Planning / Compliance

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DECISION MAKERS

GENERIC PERSONA
Asset Manager



PERSONA
Climate Risk Manager

NAME : Marcus

AGE : 38

PROFESSION : Senior Climate Risk Analyst, Natural Catastrophe Risk Division

ORGANIZATION: Multinational Insurance Corporation

Persona quote :

"Every degree of warming reprices our entire portfolio – we need to model tomorrow's climate with today's data"

Short Bio

- Quantitative risk analyst, 10+ years in catastrophe modeling and climate risk assessment
- MSc in Actuarial Science + climate risk certifications; based in London, Zurich, or Munich
- Works in Nat Cat division managing global portfolio exposure across P&C insurance lines

Personality & Working Style

- Highly analytical and detail-oriented, comfortable with complex probabilistic models
- Methodical researcher translating climate science into financial risk metrics
- Effective communicator bridging technical modeling and executive-level risk reporting

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: High
- **Software Development Experience:** High
- **Familiarity with Space Data / Earth Observation**: Medium

Mission & Objectives

- Quantify financial exposure to climate catastrophes across global portfolios
- Develop probabilistic risk models integrating historical and future climate data for pricing and reserves
- Support underwriting teams with climate-adjusted premiums pricing and present quarterly risk assessments to CRO (Chief Risk Officer)

Influence & Decision Power

- Presents quarterly risk assessments to CRO and executive committee, influencing reserve allocation
- Shapes premium pricing and underwriting guidelines across global property and casualty insurance lines
- Drives company-wide climate risk strategy and regulatory stress-testing scenarios

Ecosystem Interaction

- Collaborates with catastrophe modeling firms and climate research institutes
- Contributes to industry working groups on climate risk disclosure
- Shares risk insights with reinsurers, brokers, and regulatory bodies

Motivation & triggers

- Driven by increasing frequency and severity of Nat Cat events eroding portfolio profitability
- Motivated by regulatory mandates requiring climate risk quantification
- Triggered by major catastrophe events demanding rapid portfolio exposure reassessment and growing risk of clay shrinkage and swelling

Pain Points & Constraints

- Gap between coarse climate model resolution and asset-level exposure data needed for pricing
- Difficulty integrating near-real-time satellite data into legacy risk modeling systems
- Limited standardization across climate data providers complicating model validation

Value Expectations from DestinE

- High-resolution historical and projected climate hazard data (wind, flood, wildfire, drought)
- Near-real-time event monitoring for rapid post-event loss estimation and claims anticipation
- Validated climate scenarios aligned with Intergovernmental Panel on Climate Change pathways for regulatory stress-testing

Sector	Geographic scope	Data dependency	Data usage
Insurance and finance	Global / National	Historical /Predictive /Socio-eco /Private	Forecasting / Impact Assess. / Compliance & Reporting

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DECISION MAKERS

GENERIC PERSONA
Asset manager



PERSONA
Water Resource Manager

NAME : Elena

AGE : 43

PROFESSION : Director of Water Resources Planning and Drought Management

ORGANIZATION: River Basin Water Agency

Persona quote :

"Water doesn't follow administrative borders – managing a river basin means coordinating everyone upstream and downstream."

Short Bio

- Water resource director, 15+ years in integrated water management and drought planning
- Master's in Hydrology or Environmental Engineering; manages river basin serving 2-5M inhabitants
- Balances municipal, agricultural, industrial, and environmental water demands across basin

Personality & Working Style

- Systemic thinking, managing interdependencies between water supply, demand, and ecosystems
- Long-term planner combining hydrological modelling and satellite data for basin-wide decisions
- Collaborative mediator balancing competing agricultural, urban, and industrial water demands

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Medium
- **Familiarity with Space Data / Earth Observation**: Medium

Mission & Objectives

- Develop integrated water resource strategies
- Coordinate drought response plans, manage reservoir operations, and lead stakeholder consultations
- Monitor snowpack, evapotranspiration, and groundwater depletion for long-term basin planning

Influence & Decision Power

- Advises regional government and water utilities on drought restrictions and allocation priorities
- Coordinates transboundary river basin management with neighboring regions and countries
- Shapes national water policy through participation in river basin management committees

Ecosystem Interaction

- Collaborates with meteorological services and satellite agencies on hydrological data monitoring
- Coordinates with agricultural unions, water utilities, and NGOs on water allocation plans
- Participates in EU Water Framework groups and transboundary basin management commissions

Motivation & triggers

- Driven by increasing drought frequency and severity threatening regional water security
- Motivated by satellite tools enabling early detection of drought, snowpack loss, and depletion
- Triggered by reservoir depletion and groundwater decline requiring emergency allocation decisions

Pain Points & Constraints

- Need live and precise water quantity and quality information, evapotranspiration and groundwater monitoring in remote areas
- Difficulty integrating satellite, sensor, and field survey data into coherent basin models
- Political pressure from agricultural users resisting drought restrictions and allocation cuts

Value Expectations from DestinE

- High-resolution satellite monitoring of reservoir levels, snowpack, and evapotranspiration
- Seasonal drought forecasts and groundwater depletion indicators for proactive basin management
- Long-term climate projections to anticipate water stress and plan infrastructure investments

Sector	Geographic scope	Data dependency	Data usage
Water Mgmt /Agri. food/ Biodiv. / Health	Regional / Local	Historical / Predictive / Socio-eco	Crisis Mgmt / Monitoring / Impact / Plan. /Compliance

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Template page 1 to define persona and highlight its expectations from DestinE

DECISION MAKERS

GENERIC PERSONA

Asset manager



PERSONA

Protected Natural Area Manager

NAME : Ingrid

AGE : 44

PROFESSION : Head of Conservation and Scientific Monitoring

ORGANIZATION: National Park

Persona quote :

"We are the long-term guardians of ecosystems that took thousands of years to form – and climate change is reshaping them in decades."

Short Bio

- Head of Conservation and Scientific Monitoring, 15+ years in biodiversity conservation and protected natural area management
- Master's in Ecology or Environmental Science; manages national park or large nature reserve
- Oversees visitor management, conservation programs, and long-term biodiversity monitoring

Personality & Working Style

- Science-driven conservationist balancing biodiversity protection with sustainable visitor access
- Collaborative manager coordinating rangers, scientists, local communities, and agencies
- Long-term steward monitoring ecosystem health and adapting strategies to climate change

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Medium

Mission & Objectives

- Manage conservation programs protecting biodiversity, habitats, and key ecological corridors
- Oversee visitor management ensuring sustainable tourism compatible with conservation goals
- Coordinate long-term scientific monitoring using field surveys and satellite remote sensing

Influence & Decision Power

- Advises government on conservation policy, park expansion, and protected area zoning decisions
- Influences land-use decisions around park boundaries with regional and national authorities
- Shapes conservation science agenda through research institute and university partnerships

Ecosystem Interaction

- Collaborates with research institutes on long-term biodiversity and ecosystem health monitoring
- Coordinates with local communities, tourism operators, and regional agencies on park management
- Participates in national and EU protected area networks and conservation policy forums

Motivation & triggers

- Driven by climate change accelerating threats to biodiversity, habitats, and ecosystem stability
- Motivated by satellite tools enabling landscape-scale habitat and vegetation monitoring
- Triggered by invasive species spread, habitat loss, and growing visitor pressure on ecosystems

Pain Points & Constraints

- Limited budget and staff for continuous monitoring across large, remote protected areas
- Insufficient satellite data resolution and frequency for detailed habitat and species monitoring
- Balancing conservation objectives with tourism pressure and local community expectations

Value Expectations from DestinE

- High-resolution land cover and vegetation maps updated regularly for habitat change detection
- Climate projections at ecosystem scale to anticipate biodiversity shifts and adapt management
- Wildfire risk, flood extent, and drought indicators for conservation area risk assessment

Sector	Geographic scope	Data dependency	Data usage
Forestry/Biodiv/Mountain/Coastal/Tourism	Regional / Local	Historical / Predictive / Socio-eco	Crisis Mgmt / Monitoring / Impact Assess / Compliance

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TECHNOLOGY ENGINEER

GENERIC PERSONA

Lead Engineer



PERSONA

Data Architect & AI solution Engineer

NAME : Kia

AGE : 38

PROFESSION : Lead Data Architect & AI Solutions Engineer

ORGANIZATION: Digital Innovation Lab

Persona quote :

"The right data architecture and AI pipeline can turn any good service idea into a genuinely powerful and scalable product"

Short Bio

- Lead data architect and AI engineer, 12+ years in data pipelines, machine learning, and analytics
- Master's in Computer Science or Data Engineering; works in a generalist AI and data solutions firm
- Designs technical solutions for diverse clients including digital service providers using Earth Observation (EO) data

Personality & Working Style

- Technically rigorous, hands-on problem-solver comfortable across data engineering and AI domains
- Pragmatic translator turning complex data and AI capabilities into concrete deployable solutions
- Collaborative integrator adapting technical architecture to each client's specific constraints

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Low
- **Software Development Experience:** High
- **Familiarity with Space Data / Earth Observation**: High

Mission & Objectives

- Design and deploy AI and data architectures enabling clients to build or improve their services
- Develop reusable technical components accelerating development and reducing delivery time
- Implement advanced analytics, modelling, and visualization solutions across diverse client projects

Influence & Decision Power

- Drives key technical architecture choices directly shaping client service quality and performance
- Enables clients to unlock data and AI capabilities they couldn't access or build independently
- Influences technical standards across client ecosystems through hands-on engineering contributions

Ecosystem Interaction

- Partners with clients as embedded technical expert or co-developer on targeted project scopes
- Shares reusable components, tools, and technical documentation across client and developer networks
- Engages with data providers, cloud platforms, and API ecosystems to source technical capabilities

Motivation & triggers

- Driven by growing cross-sector demand for hands-on AI and data architecture expertise
- Motivated by access to rich, well-documented datasets and APIs enabling high-value implementations
- Triggered by clients' technical gaps requiring expert engineering support to deliver their vision

Pain Points & Constraints

- Poorly documented APIs and inconsistent data formats significantly slowing engineering delivery
- Difficulty scaling reusable technical components across diverse client environments and stacks
- Balancing depth of technical solutions with clients' time, budget, and internal skill constraints

Value Expectations from DestinE

- Well-documented stable APIs and SDKs enabling fast and reliable integration into client solutions
- Analysis-ready datasets reducing data preparation time and accelerating client project delivery
- Sandbox and testing environment enabling rapid prototyping before production deployment

Sector	Geographic scope	Data dependency	Data usage
Cross-Sectorial	All	Historical /Predictive /Socio-eco /Private	Crisis Mgmt /Monitoring /Forecasting /Impact /Planning /Compliance

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Template page 1 to define persona and highlight its expectations from DestinE

TECHNOLOGY ENGINEER

GENERIC PERSONA

Service Provider Operational Manager



PERSONA

Business Intelligence SME Director

NAME : Alex

AGE : 36

PROFESSION : Founder and Chief Executive Officer

ORGANIZATION: Geospatial Analytics Startup/SME

Persona quote :

"Earth observation data is the next frontier for business intelligence – we turn satellite signals into decision-ready insights for our clients"

Short Bio

- Serial tech entrepreneur, 10+ years in geospatial data analytics and software development
- Master's in Computer Science or Data Engineering; based in major European tech hub
- Founded SME (15-50 employees) building custom Earth Observation (EO) powered applications across multiple sectors

Personality & Working Style

- Entrepreneurial and opportunity-driven, constantly scanning for new data products and market needs
- Hands-on leader balancing technical oversight with business development and client management
- Agile decision-maker comfortable with uncertainty, iterating fast based on client feedback

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** High
- **Familiarity with Space Data / Earth Observation**: High

Mission & Objectives

- Build and deploy custom EO-powered applications (supply chain monitoring, yield forecasting, environmental dashboards) for clients
- Leverage platform data pipelines and APIs to accelerate product development and reduce infrastructure costs
- Scale business by expanding service portfolio and securing multi-sector client contracts

Influence & Decision Power

- Makes all strategic, technical, and commercial decisions for the SME
- Influences clients' adoption of geospatial analytics and EO-based decision tools across sectors
- Shapes platform usage patterns by onboarding and training client organizations on EO applications

Ecosystem Interaction

- Partners with data providers, cloud platforms, and API ecosystems to build integrated solutions
- Presents at industry events and tech conferences, positioning SME as EO innovation leader
- Collaborates with research institutions and larger system integrators on pilot projects and tenders

Motivation & triggers

- Motivated by growing demand for EO-powered business intelligence across agriculture, logistics, and environment
- Driven by platform APIs enabling faster prototyping and reduced data acquisition costs
- Triggered by new client RFPs requiring scalable geospatial analytics and climate risk integration

Pain Points & Constraints

- Complex and inconsistent API documentation slowing integration of platform datasets into products
- Limited budget for large-scale data processing infrastructure without cloud cost optimization tools
- Difficulty finding skilled developers combining EO expertise with software engineering capabilities

Value Expectations from DestinE

- Well-documented APIs and Software Development Kits (SDK) enabling fast integration of EO data into custom applications
- Scalable data processing services reducing infrastructure costs for SME-level operations
- Access to diverse, analysis-ready datasets (climate, land use, ocean) to expand service portfolio

Sector	Geographic scope	Data dependency	Data usage
Cross-Sectorial	All	Historical /Predictive /Socio-eco /Private	All

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Template page 1 to define persona and highlight its expectations from DestinE

MEDIA & CIVIL SOCIETY

GENERIC PERSONA
Journalist



PERSONA
Environmental Journalist

NAME : Emma

AGE : 36

PROFESSION : Senior Environmental and Climate Investigative Journalist

ORGANIZATION: Major National News Media Outlet

Persona quote :

"Satellite data has become my most powerful source – it doesn't lie, it doesn't have a Public Relations team, and it can't be silenced."

Short Bio

- Senior environmental journalist, 10+ years investigating climate change and environmental policy
- Master in Journalism; works for major national or international news media outlet
- Conducts multi-year investigative reports on climate impacts, pollution, and environmental crimes

Personality & Working Style

- Rigorously fact-driven investigator using scientific data to underpin environmental reporting
- Curious researcher navigating satellite imagery, scientific datasets, and expert sources
- Compelling communicator making complex climate science accessible and impactful for audiences

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Medium

Mission & Objectives

- Investigate and report on climate change impacts, environmental crimes, and policy failures
- Lead multi-year investigations combining satellite data, documents, and expert interviews
- Produce evidence-based narratives driving public awareness and accountability on climate issues

Influence & Decision Power

- Shapes public opinion on climate and environmental issues through investigative journalism
- Influences policy makers and corporations through media exposure of environmental failures
- Drives editorial agenda at major media outlet, defining which environmental stories get covered

Ecosystem Interaction

- Collaborates with scientists, NGOs, and data analysts to verify and contextualize findings
- Publishes through major media platforms, documentaries, and international news networks
- Engages with whistleblowers, regulatory agencies, and corporate sources for investigative leads

Motivation & triggers

- Driven by public demand for transparent, evidence-based climate and environmental reporting
- Motivated by satellite imagery enabling independent verification of environmental damage
- Triggered by major climate events (wildfires, floods, oil spills) demanding rapid investigation

Pain Points & Constraints

- Difficulty accessing and interpreting advanced satellite data without specialized technical support
- Tight editorial deadlines conflicting with time required for rigorous multi-year investigations
- Risk of oversimplifying complex climate science to meet audience accessibility requirements

Value Expectations from DestinE

- Pre-processed satellite data and visualizations accessible without deep technical expertise
- Historical climate datasets enabling long-term trend analysis and evidence-based fact-checking
- Downloadable maps and visualizations directly usable in articles, reports, and multimedia

Sector	Geographic scope	Data dependency	Data usage
All	All	Historical / Predictive / Socio-eco	Monitoring / Forecasting / Impact Assess. / Compliance / Research

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MEDIA & CIVIL SOCIETY

GENERIC PERSONA

Citizen



PERSONA

Citizen intending to buy a home

NAME : Thomas

AGE : 29

PROFESSION : Marketing Manager

ORGANIZATION: Private company

Persona quote :

"'I'm about to make the biggest financial decision of my life – I need to know if this neighborhood will still be liveable in 30 years."

Short Bio

- Marketing manager, planning to buy a family home in a mid-sized European city
- No scientific background; relies on mainstream apps and consumer tools for daily information
- Concerned about long-term climate risks after reading about floods and heatwaves in the news

Personality & Working Style

- Pragmatic decision-maker seeking clear, simple data to make confident long-term property choices
- Cautious and risk-aware, worried about climate impacts on long-term property value and safety
- Non-technical user preferring visual maps and simplified risk scores over raw datasets

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Med
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Low

Mission & Objectives

- Assess flood, wildfire, heatwave, and sea-level rise risks before committing to a home location
- Compare climate risk profiles of different neighborhoods and regions to shortlist properties
- Ensure long-term property value and family safety against future climate change scenarios

Influence & Decision Power

- Makes final household decision on property purchase with major long-term financial impact
- Influences family and peer network through shared climate risk research and property choices
- As early adopter, shapes consumer demand for accessible and user-friendly climate risk tools

Ecosystem Interaction

- Consults real estate agents, property platforms, and insurance providers on local climate risks
- Reads environmental news and follows social media on climate change and housing impacts
- Engages with community groups and online forums on neighborhood flood and climate resilience

Motivation & triggers

- Driven by fear of buying in a future flood zone or area increasingly exposed to extreme heat or fires
- Motivated by news coverage of climate disasters destroying property values in affected areas
- Triggered by insurers and mortgage providers increasingly requiring climate risk assessments

Pain Points & Constraints

- Overwhelming volume of complex technical climate data with no accessible simplified risk summary
- Lack of location-specific, property-scale climate risk tools adapted for non-expert users
- Difficulty comparing climate risks across different neighborhoods and regions before deciding

Value Expectations from DestinE

- Simple, visual climate risk scores by location covering flood, heat, fire, and coastal risks
- Comparison tools enabling side-by-side assessment of climate risk between neighborhoods
- Plain-language climate outlooks showing how location risks evolve over a 20-30 year horizon

Sector	Geographic scope	Data dependency	Data usage
Construction and real estate	Regional / Local	Historical /Predictive	Forecasting / Impact Assessment

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MEDIA & CIVIL SOCIETY

GENERIC PERSONA
Student



PERSONA
Land-use planning student

NAME : Lucas

AGE : 24

PROFESSION : Master's Student in Urban Planning and Spatial Analysis

ORGANIZATION: Public University, Department of Urban Planning

Persona quote :

"I have one year to write a thesis that matters – I just need the right data to turn my research question into real findings.."

Short Bio

- Master student in urban planning and spatial analysis, completing a research thesis
- Bachelor in Geography or Urban Studies; enrolled at a public university in major European city
- Studies urban expansion, transport infrastructure, and housing policy using spatial and Earth Observation (EO) data

Personality & Working Style

- Intellectually curious learner eager to apply geospatial tools to real-world urban challenges
- Resourceful self-starter navigating academic literature, open datasets, and online tutorials
- Digitally native, comfortable with Geographic Information System (GIS) software but limited in advanced EO data processing

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Med
- **Software Development Experience:** Medium
- **Familiarity with Space Data / Earth Observation**: Med

Mission & Objectives

- Complete Master's thesis on urban expansion, transport infrastructure, or housing policy
- Access and analyze spatial and climate datasets to map land-use patterns and urban growth trends
- Develop Geographic Information System (GIS) and EO data skills to strengthen academic credentials and future employability

Influence & Decision Power

- Limited decision power today but represents the next generation of spatial and EO data users
- Influences peers through shared data tools, tutorials, and collaborative university projects
- Shapes platform adoption by introducing EO tools into student networks and academic circles

Ecosystem Interaction

- Collaborates with thesis supervisor and university peers on spatial analysis and data methods
- Accesses open data platforms, academic databases, and free GIS tools for thesis research
- Engages with student associations and online communities on urban planning and EO learning

Motivation & triggers

- Driven by need for free, accessible, and well-documented datasets for thesis research
- Motivated by platforms offering real-world climate and spatial data enriching academic projects
- Triggered by supervisor recommendations or peer sharing of useful EO data tools and platforms

Pain Points & Constraints

- Limited computing resources and budget restricting access to advanced EO data processing tools
- Steep learning curve for EO platforms without structured tutorials or educational guidance
- Difficulty finding high-resolution datasets freely available for academic non-commercial use

Value Expectations from DestinE

- Free or subsidized access to analysis-ready EO and spatial datasets for academic thesis use
- Structured tutorials and documentation enabling self-learning for non-expert student users
- User-friendly interface requiring no advanced coding skills for data visualization and analysis

Sector	Geographic scope	Data dependency	Data usage
Education / Land-use Planning	Regional / Local	Historical /Predictive /Socio-eco /Private	Impact Assess. / Planning / Compliance / Research

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Template page 1 to define persona and highlight its expectations from DestinE

RESEARCH & ACADEMIA

GENERIC PERSONA
Researcher



PERSONA
Climate Impact Researcher

NAME : Sophie

AGE : 41

PROFESSION : Senior Research Scientist – Climate Change Impacts and Adaptation

ORGANIZATION: National Climate Research Institute

Persona quote :

"We have the models, we have the data – the challenge is making climate science fast enough to keep up with the climate itself."

Short Bio

- Senior climate researcher, 12+ years in climate impact modelling and adaptation science
- PhD in Climate Science; leads 5-8 PhD students and postdocs at national climate research institute
- Contributes as Intergovernmental Panel on Climate Change (IPCC) lead author and advises national governments on adaptation policies

Personality & Working Style

- Rigorous scientist prioritizing data quality, model validation, and research reproducibility
- Collaborative networker building international research partnerships and co-authored publications
- Effective communicator bridging complex climate science and actionable policy insights

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: High
- **Software Development Experience:** Medium
- **Familiarity with Space Data / Earth Observation**: High

Mission & Objectives

- Lead research on climate impacts on ecosystems, agriculture, and urban systems using Earth Observation (EO) data
- Publish 10 peer-reviewed papers per year and manage EU Horizon grants (€2-5M over 5y)
- Develop climate impact models integrating Earth observation with socio-economic scenarios

Influence & Decision Power

- Advises national government and EU bodies on climate adaptation policy and research priorities
- Shapes scientific agenda through IPCC contributions and international research network leadership
- Influences next-generation researchers through PhD supervision and academic mentorship

Ecosystem Interaction

- Collaborates with international research networks, data providers, and climate modeling centers
- Shares findings through peer-reviewed publications, IPCC reports, and policy briefs
- Engages with EU funding agencies, government bodies, and environmental NGOs on research programs

Motivation & triggers

- Driven by need for analysis-ready EO datasets to improve climate impact model accuracy
- Motivated by platform access to long time-series climate data reducing research preparation
- Triggered by observed climate impacts (extreme events, biodiversity loss) demanding urgent science

Pain Points & Constraints

- Data access complexity and inconsistent formats across EO providers slow research workflows
- Limited computing resources for processing large satellite datasets and running climate models
- Pressure to publish frequently competing with time for rigorous long-term model development

Value Expectations from DestinE

- Analysis-ready EO datasets with long historical time series for model calibration and validation
- High-performance computing access for running large-scale climate impact simulations
- Climate scenario outputs integrated with EO data for multi-sector impact studies

Sector	Geographic scope	Data dependency	Data usage
Health	All	Historical /Predictive /Socio-eco /Private	All

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RESEARCH & ACADEMIA

GENERIC PERSONA
Teacher



PERSONA
University lecturer

NAME : Martin

AGE : 54

PROFESSION : Associate Professor in Remote Sensing and Environmental Monitoring

ORGANIZATION: Public University, Department of Geography and Environmental Science

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Persona quote :

"The best way to train the next generation of climate scientists is to give them real data and let them get their hands dirty."

Short Bio

- Associate professor in remote sensing and environmental monitoring, 15+ years in academia
- PhD in Geography; teaches GIS, climate science, and satellite data analysis at public university
- Supervises 10-15 student projects per year and coordinates field trips for applied learning

Personality & Working Style

- Passionate educator making complex remote sensing concepts accessible to diverse students
- Methodical curriculum designer balancing theoretical foundations with practical lab exercises
- Collaborative mentor guiding students through research projects and geospatial skill building

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: High
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: High

Mission & Objectives

- Teach graduate courses on Geographical Information Systems (GIS), remote sensing, environmental monitoring, and climate science
- Develop course curricula, practical exercises, tutorials, and accessible Earth Observation (EO) documentation
- Supervise 10-15 student projects per year and coordinate field trips for applied learning

Influence & Decision Power

- Shapes next-generation climate scientists through curriculum design and student mentorship
- Influences which EO platforms and datasets become standard in university training programs
- Advises department on research infrastructure, data access, and academic partnership priorities

Ecosystem Interaction

- Collaborates with research institutes and EO agencies to access datasets for teaching
- Shares tutorials, course materials, and documentation with academic community and online platforms
- Participates in university consortia and EU education networks on EO training standards

Motivation & triggers

- Driven by need for accessible EO datasets enabling hands-on practical learning for students
- Motivated by real-world climate data platforms enriching course exercises and student projects
- Triggered by growing employer demand for practical EO and climate data skills in graduates

Pain Points & Constraints

- Complex EO platform interfaces and documentation creating barriers for non-specialist students
- Limited institutional licenses and computing resources for satellite data processing
- Time-consuming to adapt raw EO data into accessible teaching materials for diverse student levels

Value Expectations from DestinE

- User-friendly EO data portal with clear documentation enabling autonomous student use
- Pre-processed climate datasets and visualization tools directly usable in course exercises
- Educational access licenses and low-barrier computing environment supporting university teaching

Sector	Geographic scope	Data dependency	Data usage
Education	All	Historical / Predictive / Socio-eco	Forecasting / Impact Assess. / Research

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DECISION MAKERS

GENERIC PERSONA
Policy maker



PERSONA
Head of Unit at EC

NAME : PIERRE

AGE : 45

PROFESSION : Head of Unit

ORGANIZATION: DG Connect, European Commission

Persona quote :

"Europe has the data, the models, and the computing power. My job is to make sure the right policies put it in the right hands."

Short Bio

- Head of Unit at DG CONNECT, 15 years shaping European digital and data space policy
- TU München engineer; joined the Commission after five years in the telecom sector
- Leads a twenty-person Brussels team drafting regulation on cloud, digital twins, and data governance

Personality & Working Style

- Strategic thinker translating complex technical realities into actionable European regulatory frameworks
- Evidence-driven: grounds every directive in hard, independently sourced data
- Politically savvy negotiator aligning institutional stakeholders around common digital standards

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Low

Mission & Objectives

- Shapes European directives translating political priorities into concrete regulatory frameworks
- Sponsors European programmes and sits on advisory boards to steer strategic orientations
- Pilots teams leveraging climate data to evaluate current trends and adaptation policy effects

Influence & Decision Power

- His directives set digital rules for all member states — direct, binding legislative influence
- As programme sponsor, steers strategy and validates key decisions at advisory board level
- Teams' climate insights feed directly into political briefings and legislative processes

Ecosystem Interaction

- Sits on programme advisory boards alongside the climate directorate and ECMWF
- Manages teams analysing climate data to produce assessments and policy scenario analyses
- Represents the Commission in international digital infrastructure and standardisation forums

Motivation & triggers

- Convinced European regulation must rest on independent, factual climate evidence
- Motivated by tools helping his teams form their own view, free from stakeholder framing
- Triggered by gaps between political climate ambitions and the hard data available to regulators

Pain Points & Constraints

- Difficulty translating technical infrastructure investments into clear political impact
- Constant tension between open data principles and national data sovereignty interests
- Limited climate science expertise; relies on his teams and the climate directorate for depth

Value Expectations from DestinE

- A reliable source to get informed on climate and form an independent, evidence-based opinion
- Clear scenario view: current situation, inaction trajectory, and adaptation policy effects
- Factual grounding enabling teams to assess climate trends and justify regulatory decisions

Sector	Geographic scope	Data dependency	Data usage
Multiple	Global / National	Hist./Pred./Socio-eco	All

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Template page 1 to define persona and highlight its expectations from DestinE

DECISION MAKERS

GENERIC PERSONA
Policy maker



PERSONA
National Policy Maker

NAME : PIERRE

AGE : 45

PROFESSION : Director of National Climate Adaptation Policy

ORGANIZATION: Ministry of Environment and Climate Transition

Persona quote :

"We need trusted climate intelligence to guide national strategies, fund adaptation, and protect citizens and critical assets."

Short Bio

- National climate policy director, 20+ years in public administration
- Based in a European capital, managing national adaptation priorities
- Coordinates ministries, agencies, regions, and infrastructure sectors

Personality & Working Style

- Strategic thinker balancing science, politics, and budget constraints
- Collaborative leader across ministries, agencies, and EU networks
- Values clear dashboards, robust evidence, and executive summaries

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Low

Mission & Objectives

- Design and implement the national climate adaptation strategy
- Turn climate risks into policies, regulations, and investment priorities
- Monitor adaptation KPIs across regions, sectors, and public programs

Influence & Decision Power

- Advises ministers and senior officials on climate adaptation priorities
- Influences national laws, funding programs, and sectoral regulations
- Coordinates with regions, agencies, EU bodies, and research institutions

Ecosystem Interaction

- Commissions climate risk studies and national scenario analyses
- Works with ministries, agencies, regions, cities, and infrastructure operators
- Shares guidance and indicators through national and European networks

Motivation & triggers

- Needs reliable projections to justify national adaptation investments
- Seeks comparable indicators to prioritize funding across regions
- Must respond fast to extreme events, media pressure, and political requests

Pain Points & Constraints

- Limited internal capacity to process satellite data or climate models
- Policy deadlines and budget cycles conflict with scientific timelines
- Fragmented data sources make national monitoring and reporting difficult

Value Expectations from DestinE

- Policy-ready indicators for heat, floods, droughts, coasts, and ecosystems
- Dashboards showing trends, projections, regional gaps, and sector risks
- Downloadable maps and reports for briefings, funding, and consultations

Sector	Geographic scope	Data dependency	Data usage
Multiple	Global / National	Hist./Pred./Socio-eco	All

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Template page 1 to define persona and highlight its expectations from DestinE

DECISION MAKERS

GENERIC PERSONA
Policy maker



PERSONA
Mayor

NAME : Francesca

AGE : 52

PROFESSION : Mayor of Frascati

ORGANIZATION: Municipality of Frascati

Persona quote :

"We need clear climate intelligence to protect citizens, guide local planning, and make Frascati more resilient."

Short Bio

- Mayor of Frascati, a historic municipality in the Metropolitan City of Rome
- Background in public administration and urban policy, with studies in law or political science
- Based in Frascati, Lazio, managing local resilience, planning, and citizen services

Personality & Working Style

- Pragmatic leader balancing citizens' needs, budgets, and political priorities
- Collaborative with municipal teams, regional authorities, and local actors
- Needs concise evidence, visual maps, and clear options for decision-making

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Low

Mission & Objectives

- Protect citizens, public services, cultural assets, and local infrastructure
- Integrate climate risks into urban planning, emergency response, and budgets
- Secure regional, national, and EU funding for local resilience projects

Influence & Decision Power

- Leads municipal priorities, local investment decisions, and public messaging
- Influences urban planning, civil protection, mobility, and green policies
- Coordinates with the Lazio Region, national bodies, utilities, and EU programs

Ecosystem Interaction

- Works with municipal departments, civil protection, schools, and utilities
- Engages citizens, businesses, universities, vineyards, and tourism actors
- Collaborates with regional agencies, neighbouring towns, and EU networks

Motivation & triggers

- Needs actionable evidence to justify investments in local adaptation projects
- Seeks simple indicators to explain risks to citizens and city councillors
- Triggered by heatwaves, drought, heavy rain, wildfire alerts, and funding calls

Pain Points & Constraints

- Limited technical staff and budget to analyse complex climate datasets
- Must translate uncertainty into simple messages and concrete local actions
- Competes with urgent daily issues, political pressure, and heritage constraints

Value Expectations from DestinE

- City-scale climate indicators for heat, floods, drought, wildfire, and air quality
- Clear maps and dashboards to support planning, emergency response, and funding
- Policy-ready briefs to communicate impacts, options, and trade-offs to citizens

Sector	Geographic scope	Data dependency	Data usage
Multiple	Regional / Local	Hist./Pred./Socio-eco	Forecasting, Impact Ass. , Compliance / reporting

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Template page 1 to define persona and highlight its expectations from DestinE

DECISION MAKERS

GENERIC PERSONA
Policy maker



PERSONA
Destination Development Manager

NAME : Claire

AGE : 40

PROFESSION : Sustainable Tourism Officer

ORGANIZATION: Tourist Office of a major coastal city

Persona quote :

"Our beaches are our greatest asset – but climate change is reshaping when, how, and for how long visitors can enjoy them"

Short Bio

- Coastal destination manager, 12+ years in sustainable tourism organisation
- Master's in Tourism Management; based in major European coastal city facing climate risks
- Oversees tourism strategy attracting domestic and international visitors year-round

Personality & Working Style

- Strategic planner balancing tourism growth with long-term coastal ecosystem preservation
- Very creative to imagine new tourism solutions
- Likes relationship with local tourism actors
- Pragmatic decision-maker adapting offerings to shifting climate and visitor expectations

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Medium

Mission & Objectives

- Design climate-resilient tourism strategies ensuring long-term coastal destination viability
- Coordinate adaptation with stakeholders on key assets: beaches, coastal paths, marinas
- Advise on new tourism products and offer adapted to climate change, seasonal diversification, and crisis preparedness

Influence & Decision Power

- Advises local government on climate adaptation investments and tourism product diversification
- Influences seasonal programming, infrastructure priorities, and destination marketing strategies
- Shapes regional tourism policy through national and EU coastal networks

Ecosystem Interaction

- Coordinates with beach municipalities, marine operators, and hospitality businesses on adaptation
- Shares seasonal climate risk assessments and forecasts with local tourism stakeholders
- Engages with national agencies and EU coastal management programs on best practices

Motivation & triggers

- Driven by climate risks (erosion, heat, flooding) threatening coastal destination attractiveness
- Motivated by eco-conscious traveler demand for climate-resilient coastal destinations
- Triggered by extreme weather events disrupting tourism seasons and damaging infrastructure

Pain Points & Constraints

- Lacks location-specific long-term climate projections at destination scale for planning
- Hard to convince local businesses to invest in adaptation without quantified ROI evidence
- Limited technical capacity to process satellite and climate model outputs independently

Value Expectations from DestinE

- Beach erosion monitoring and coastal infrastructure data for destination risk assessment
- Sea surface temperature and water quality to optimize seasonal programming and beach safety
- Localized climate projections supporting tourism investment and marketing decision

Sector	Geographic scope	Data dependency	Data usage
Tourism	Regional / Local	Predictive	Forecasting

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DECISION MAKERS

GENERIC PERSONA

Executive officer



PERSONA

Policy officer at EC

NAME : Chiara

AGE : 40

PROFESSION : Policy Officer – Smart and Resilient Urban Development

ORGANIZATION: DG Connect, European Commission

Persona quote :

"We spend years designing policies. I want to know if they actually moved the needle on climate."

Short Bio

- Policy officer at DG CONNECT implementing a European urban and digital connectivity programme
- Master's in public policy (Sciences Po); joined the Commission via EPSO competition five years ago
- Based in Brussels; works with cities across Europe on implementation monitoring and climate outcomes

Personality & Working Style

- Data-minded implementer tracking climate indicators to assess the real-world effects of policy measures
- Methodical and detail-oriented, comfortable with monitoring frameworks and indicator dashboards
- Collaborative facilitator bridging Brussels policy requirements and on-the-ground city realities

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Low

Mission & Objectives

- Implements a European public policy for smart, resilient urban development across member states
- Monitors climate indicators to evaluate a posteriori the effects of programme measures and actions
- Reports on outcomes to assess policy effectiveness and guide future strategic orientations

Influence & Decision Power

- Shapes indicator frameworks, directly influencing how policy success is defined and measured
- Monitoring reports feed into programme reviews, funding decisions, and policy adjustments
- Connects Brussels policy teams with city practitioners as a key knowledge relay in the ecosystem

Ecosystem Interaction

- Coordinates with cities and regional agencies on programme implementation and data collection
- Works with evaluation bodies to align climate monitoring frameworks across European programmes
- Accesses Copernicus data services to contextualise and benchmark city-level monitoring results

Motivation & triggers

- Convinced that policies must be evaluated on observable climate outcomes, not just stated intentions
- Motivated by accessible dashboards bridging Brussels policy design and field reality
- Triggered by missing or inconsistent climate data preventing reliable a posteriori evaluation

Pain Points & Constraints

- Climate data often fragmented at city level, hampering reliable a posteriori policy evaluation
- Difficulty attributing observed climate outcomes to specific measures rather than external factors
- Time-consuming data collection from cities and regions slows monitoring and reporting cycles

Value Expectations from DestinE

- Pre-processed city-level indicators enabling reliable, comparable a posteriori policy evaluation
- Tools to isolate policy effects from background climate trends and confounding factors
- Standardised European baselines supporting consistent monitoring across all programme territories

Sector	Geographic scope	Data dependency	Data usage
Land use planning	Global / National	Hist./Pred./Socio-eco	All

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DECISION MAKERS

GENERIC PERSONA
Executive officer



PERSONA
Public Health Agency Director

NAME : Anne

AGE : 48

PROFESSION : Director of Environmental Health and Climate Change Department

ORGANIZATION: National Public Health Institute

Persona quote :

"Every heatwave, every pollution peak is a preventable health crisis – we need climate data to act before the ambulances do."

Short Bio

- Public health director, 15+ years in environmental health and epidemiology
- PhD in Epidemiology; based in national capital, advises Ministry of Health
- Oversees national surveillance for air quality, heat-related mortality, and vector-borne diseases

Personality & Working Style

- Evidence-based decision-maker translating epidemiological data into actionable public health alerts
- Collaborative leader coordinating across environment, health, and emergency agencies
- Cautious communicator managing scientific uncertainty in high-stakes public messaging

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Low
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Low

Mission & Objectives

- Oversee national surveillance for air quality, heat mortality, and waterborne illness
- Coordinate health alerts during heatwaves and pollution episodes to protect vulnerable populations
- Advise Ministry of Health on climate-health policy and vulnerability assessments

Influence & Decision Power

- Reports to GeneralDirector of health agency and directly advises Ministry of Health on climate related health threats
- Triggers national health alerts influencing hospital preparedness, emergency services, and media
- Shapes national environmental health standards and climate adaptation policies

Ecosystem Interaction

- Collaborates with meteorological services and environmental regulators on climate-health data
- Shares vulnerability maps and health alerts with hospitals, municipalities, civil protection
- Contributes to WHO and EU working groups on climate and environmental health standards

Motivation & triggers

- Driven by increasing heatwaves, pollution peaks, and climate-related disease outbreaks
- Motivated by real-time satellite data enabling proactive climate health emergency management
- Triggered by extreme weather events causing preventable mortality and overwhelming health systems

Pain Points & Constraints

- Lacks real-time access to a wide coverage of location-specific air quality and heat data at neighborhood scale
- Complex data integration across meteorological and health systems slows alert response
- Pressure to communicate climate health risks clearly to non-technical politicians and media

Value Expectations from DestinE

- Real-time air quality (PM2.5, NO2) and urban heat island maps at neighborhood scale
- Climate-health vulnerability assessments identifying at-risk populations for interventions
- Early warning tools for heatwaves and pollution peaks enabling proactive health alert coordination

Sector	Geographic scope	Data dependency	Data usage
Health / Agriculture & food	Global / National	Historical / Predictive / Socio-eco	Crisis Mgmt / Monitoring / Impact Ass. / Planning

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DECISION MAKERS

GENERIC PERSONA

Executive officer



PERSONA

Corporate Sustainability Director

NAME : Sofia

AGE : 42

PROFESSION : Director of Sustainability and Responsible Fishing Practices

ORGANIZATION: Global Seafood Company or Fisheries Conglomerate

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Persona quote :

"Sustainable fishing is a must, it's the only way to secure our supply chain and sea food resources for the next generation"

Short Bio

- Corporate sustainability leader, 12+ years in environmental management and marine sector
- MBA + Master's in Marine Biology; based in major European coastal city (Oslo, Rotterdam, Brest)
- Manages global ESG strategy across fishing fleets operating in Atlantic, Pacific, and Indian Oceans

Personality & Working Style

- Strategic and results-oriented, balances environmental integrity with business performance
- Collaborative diplomat managing tensions between sustainability goals and commercial pressures
- Data-driven communicator translating ocean science into boardroom-ready ESG reporting

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Medium

Mission & Objectives

- Lead global sustainability strategy across fishing operations and supply chain
- Ensure Marine Stewardship Council (MSC) certification compliance and meet ESG reporting requirements
- Reduce environmental footprint: sustainable species quotas, bycatch reduction, ecosystem protection

Influence & Decision Power

- Advises C-suite and board on ESG strategy, sustainability investments, and regulatory risks
- Influences procurement, fleet operations, and supplier selection across global supply chain
- Represents company in NGO dialogues, industry coalitions, and international regulatory consultations

Ecosystem Interaction

- Collaborates with NGOs (WWF, Oceana), certification bodies (MSC) and scientific institutions
- Reports to ESG rating agencies and institutional investors on ocean impact and sustainability targets
- Engages with regulatory bodies (EU, Food and Agriculture Organization) and participates in international fisheries governance forums

Motivation & triggers

- Driven by growing regulatory pressure (EU Green Deal) and investor ESG scrutiny
- Motivated by brand reputation and access to premium sustainable seafood markets
- Triggered by media coverage of illegal fishing and climate impacts threatening fish stock viability

Pain Points & Constraints

- Difficulty accessing real-time vessel tracking and fishing activity data at global scale for international competition
- Complex multi-jurisdictional regulatory environment across different ocean regions
- Pressure to balance short-term commercial targets with long-term sustainability commitments

Value Expectations from DestinE

- Real-time vessel monitoring and illegal fishing detection for supply chain due diligence
- Ocean productivity and sea surface temperature data to anticipate climate impacts on fish stocks
- ESG-ready reporting tools with downloadable evidence for certification and investor reporting

Sector	Geographic scope	Data dependency	Data usage
Marine & fishery / Biodiversity	Global / National	Predictive / Socio-eco / Private data	Monitoring / Impact Ass. / Planning / Compliance

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DECISION MAKERS

GENERIC PERSONA

Executive officer



PERSONA

Head of Urban Planning Department

NAME : Laura

AGE : 42

PROFESSION : Head of Urban Planning Department

ORGANIZATION: Municipal Urban Planning Department

Persona quote :

"Our role is to steer urban development so the city grows while becoming more resilient to climate risks."

Short Bio

- Head of Urban Planning Department in a mid-sized Southern European city
- Background in urban planning, public administration, and land-use policy
- Oversees the city's land-use master plan and climate resilience integration

Personality & Working Style

- Strategic manager balancing urban growth, resilience, and political priorities
- Coordinates planners, climate officers, GIS experts, engineers, and elected officials
- Relies on concise evidence, expert inputs, and clear options for arbitration

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Low
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Medium

Mission & Objectives

- Steer the land-use master plan and ensure climate resilience is embedded
- Align planning priorities across housing, mobility, infrastructure, and green space
- Translate technical analyses into planning decisions and executive guidance

Influence & Decision Power

- Advises elected officials on zoning, permits, and urban development priorities
- Arbitrates planning trade-offs between density, heritage, growth, and resilience
- Mandates teams to assess climate risks and integrate findings into planning rules

Ecosystem Interaction

- Coordinates municipal departments, climate adaptation officers, and technical teams
- Engages developers, utilities, regional agencies, citizens, and local businesses
- Shares planning orientations and resilience priorities with city leadership

Motivation & triggers

- Needs reliable evidence to steer the master plan and justify planning choices
- Seeks clear recommendations from technical teams to support executive decisions
- Triggered by new urban projects, climate events, political deadlines, and funding calls

Pain Points & Constraints

- Limited time to interpret detailed climate or geospatial analyses directly
- Must reconcile political expectations, technical constraints, and public concerns
- Depends on teams to consolidate fragmented climate, land-use, and infrastructure data

Value Expectations from DestinE

- Executive-ready indicators summarizing climate risks for land-use decisions
- Scenario comparisons showing impacts of planning options in simple terms
- Maps and briefs usable in council meetings, arbitration, and master plan updates

Sector	Geographic scope	Data dependency	Data usage
Land use planning	Regional / Local	Predictive	Forecasting, Impact, compliance and reporting

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DECISION MAKERS

GENERIC PERSONA
Operational Practitioner



PERSONA
Construction R&D Director

NAME : Henrik

AGE : 44

PROFESSION : Director of Innovation and Sustainable Construction Research

ORGANIZATION: Large Construction and Civil Engineering Group

Persona quote :

"The building we design today must still stand – and perform – in 2070. Climate data is now part of every blueprint"

Short Bio

- Construction R&D director, 15+ years in sustainable building innovation and civil engineering
- PhD in Materials Science or Civil Engineering; based in major European industrial hub
- Leads 20-person R&D team developing low-carbon materials and climate-resilient building designs

Personality & Working Style

- Innovation-driven researcher balancing long-term R&D vision with short-term commercial delivery
- Collaborative network builder managing university partnerships and cross-sector pilot projects
- Data-driven evaluator testing building performance against future climate scenarios

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Medium
- **Familiarity with Space Data / Earth Observation**: Medium

Mission & Objectives

- Lead R&D on low-carbon materials and climate-resilient building designs for 2050 climate scenarios
- Evaluate building performance under future climate conditions (extreme heat, flooding)
- Coordinate university partnerships and pilot projects to validate construction innovations

Influence & Decision Power

- Advises executive committee on R&D investment priorities and sustainable construction roadmap
- Influences product portfolio and standards across the group's global construction pipeline
- Shapes industry norms through EU construction regulation and standards working groups

Ecosystem Interaction

- Partners with universities and research institutes on low-carbon material and design innovation
- Collaborates with architects, engineers, and contractors on pilot project implementation
- Contributes to EU Green Deal construction groups and industry sustainability coalitions

Motivation & triggers

- Driven by tightening EU regulations (EU Taxonomy) requiring climate-proof construction
- Motivated by competitive advantage of certified low-carbon and climate-resilient solutions
- Triggered by extreme climate events damaging buildings and exposing design vulnerability

Pain Points & Constraints

- Lacks high-resolution climate projections at building and construction site scale
- Difficulty translating long-term climate scenarios into practical material and design specifications
- Managing R&D timelines against fast-evolving regulatory requirements and delivery pressure

Value Expectations from DestinE

- Localized climate projections (temperature, flooding, heat) at building and site scale
- Scenario tools testing building performance under 2050+ extreme heat and flood conditions
- Environmental impact data supporting site selection and regulatory compliance for large projects

Sector	Geographic scope	Data dependency	Data usage
Construction and real estate	Global / National	Predictive / Socio-eco / Private data	Forecasting / Impact Assess. / Planning / Compliance

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DECISION MAKERS

GENERIC PERSONA
Operational Practitioner



PERSONA
Climate Adaptation Officer

NAME : Isabelle

AGE : 38

PROFESSION : Climate Adaptation and Environmental Risk Officer

ORGANIZATION: Small Municipal Authority (Peripheral / Less-Resourced EU Region)

Persona quote :

"We know climate risks are increasing, but we don't have the people, the tools, or the time to turn raw data into concrete local action.

Short Bio

- Environmental scientist or geographer by training
- 10–12 years of experience in local administration
- Covers multiple roles simultaneously (environment, climate, emergency planning, EU reporting)
- Often the only climate-related technical profile in the municipality

Personality & Working Style

- Pragmatic, problem-oriented, and resource-constrained
- Strong local knowledge but limited time for technical exploration
- Values reliability and clarity over innovation for innovation's sake
- Risk-aware, cautious about adopting tools that require high technical skills or long onboarding

Skills & Knowledge Levels

- **Weather & Climate Science Expertise** : Applied (Local impacts, indicators)
- **Software Development Experience** : Low
- **Familiarity with Space Data / Earth Observation :** Low

Mission & Objectives

- Support local climate adaptation planning (flood, heat, drought, wildfire)
- Prepare mandatory reports for national authorities and EU programmes
- Coordinate basic risk assessments for land-use planning and civil protection
- Communicate climate risks to elected officials and citizens in understandable terms

Influence & Decision Power

- Advises mayor and municipal council on climate adaptation priorities
- Prepares technical justification for funding requests (national / EU)
- Shapes local planning decisions indirectly through evidence provided
- Limited political power but high technical credibility at local level

Ecosystem Interaction

- Interfaces with:
  - Regional environmental agencies
  - National civil protection
  - External consultants (when budget allows)
- Exchanges practices with peers from other small municipalities
- Acts as key translator between EU/national frameworks and local reality

Motivation & triggers

- Driven by visible, recurring climate impacts on the territory (flooded streets, water shortages, heat stress affecting elderly populations)
- Triggered by national or EU reporting obligations without matching local resources
- Motivated by tools that reduce dependence on external consultants
- Strong sense of responsibility toward local community resilience

Pain Points & Constraints

- No in-house capacity to process satellite or climate model data
- Limited budget to commission repeated external studies
- Fragmented data sources across national portals, consultants, and reports
- Difficulty translating regional or national climate data to local, decision-ready insights
- Time pressure and administrative overload

Value Expectations from DestinE

- Pre-processed, local-scale climate indicators (heat days, flood-prone areas, drought indices)
- Simple dashboards usable without advanced EO or modelling skills
- Downloadable maps and figures ready for: Council briefings, Funding applications and Public communication
- Trustworthy EU reference data to justify decisions toward mayors and councils
- Reduced reliance on costly consultants

Sector	Geographic scope	Data dependency	Data usage
Transverse	Regional / Local	Historical / Predictive / Socio-eco	Monitoring / Impact Assessment / Compliance

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DECISION MAKERS

GENERIC PERSONA

Operational Practitioner



PERSONA

Civil protection officer

NAME : Jean

AGE : 48

PROFESSION : Chief of Emergency Operations and Risk Assessment

ORGANIZATION: National Civil Protection and Emergency Management Agency

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Persona quote :

"Anyone can write a report on climate adaptation – my job is to make sure someone actually proves it worked."

Short Bio

- Civil protection chief, 18+ years in emergency management and disaster risk reduction
- Master's in Crisis Management; based in national capital, coordinates multi-hazard prevention
- Leads national risk assessment and preparedness planning for floods, wildfires, and storms

Personality & Working Style

- Operational decision-maker comfortable in high-pressure, time-critical crisis situations
- Systematic risk assessor combining historical data, scenario modeling, and field expertise
- Cross-functional coordinator bridging technical experts, officials, and emergency teams

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Medium

Mission & Objectives

- Develop multi-hazard risk assessments and prevention strategies for floods, wildfires, storms
- Conduct vulnerability assessments and scenario planning to anticipate future disaster impacts
- Integrate climate projections into emergency preparedness and multi-hazard risk maps

Influence & Decision Power

- Coordinates national emergency response involving military, police, health, and transport
- Advises government on disaster risk investments and shapes national emergency legislation
- Activates national alert systems and deploys emergency resources across multiple agencies

Ecosystem Interaction

- Collaborates with national meteorological services and satellite agencies on real-time hazard monitoring
- Shares multi-hazard risk maps with regional authorities and infrastructure operators
- Participates in EU civil protection networks and international disaster risk reduction forums

Motivation & triggers

- Driven by rising frequency of climate disasters threatening populations and infrastructure
- Motivated by satellite and remote sensing capabilities enabling earlier hazard detection and accurate risk mapping
- Triggered by major disaster events exposing gaps in national prevention and response capacity

Pain Points & Constraints

- Needs near-real-time data on drought, vegetation stress, and subsidence for warnings on wide areas
- Difficulty integrating heterogeneous data into unified multi-hazard operational dashboards
- Limited capacity to process complex climate projections during active emergency response

Value Expectations from DestinE

- Real-time risk indicators (drought, vegetation stress, land subsidence) for hazard alerts
- Multi-hazard maps integrating climate projections for preparedness and scenario planning
- Satellite event monitoring enabling rapid damage assessment and emergency resource deployment

Sector	Geographic scope	Data dependency	Data usage
Multiple	Global / National	Historical / Predictive / Socio-eco	Crisis Mgmt / Monitoring / Forecasting / Impact Assess.

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DECISION MAKERS

GENERIC PERSONA
Operational Practitioner



PERSONA
Renovation professional

NAME : Marco

AGE : 42

PROFESSION : Owner and Managing Director

ORGANIZATION: Small Construction Company Specializing in Energy-Efficient Renovations

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Persona quote :

"My clients don't want to renovate twice – I need to get the insulation and HVAC right for the climate of 2050, not 1990"

Short Bio

- Renovation business owner, 15+ years in energy-efficient construction and building retrofit
- Vocational training in construction; runs local SME (5-15 employees) in mid-size European city

Personality & Working Style

- Hands-on pragmatist focused on delivering quality renovations within budget and schedule
- Relationship-driven professional building trust with homeowners through clear communication
- Practical problem-solver using simplified tools to meet energy standards efficiently

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Low
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Low

Mission & Objectives

- Manage 10-20 active renovation projects for residential and commercial building owners
- Ensure full building code and energy standards compliance
- Use climate data tools for insulation sizing, heating / ventilation / air-conditioning dimensioning, and solar panel placement

Influence & Decision Power

- Makes all commercial, technical, and operational decisions for his renovation business
- Directly advises homeowners on energy renovation risks and related solutions, subsidy eligibility, and ROI
- Influences local subcontractor networks and material supplier choices through purchasing decisions

Ecosystem Interaction

- Works with subcontractors, architects, and energy auditors to coordinate renovation projects
- Advises homeowners on government renovation subsidies and certification scheme compliance
- Connects with local energy agencies and building certification bodies for project validation

Motivation & triggers

- Driven by growing homeowner demand for energy renovation and government subsidy programs
- Motivated by simplified climate tools reducing design errors and improving project quality
- Triggered by tightening energy performance regulations requiring certified renovation solutions

Pain Points & Constraints

- Limited time to access and interpret climate and energy data during active project management
- Complex energy certification requirements and subsidy paperwork slow down project delivery
- Difficulty sizing air-conditioning and insulation accurately without localized future climate projections

Value Expectations from DestinE

- Simplified local climate data (temperature extremes, rainfall, wind, solar exposure) for insulation and air-conditioning sizing
- Future climate projections at city scale to future-proof renovation recommendations
- Easy-to-use tools requiring no technical expertise, directly integrated into project planning

Sector	Geographic scope	Data dependency	Data usage
Construction and real estate	Regional / Local	Predictive / Private data	Forecasting / Impact Assessment / Reporting

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DECISION MAKERS

GENERIC PERSONA
Operational Practitioner



PERSONA
Agriculture Professional

NAME : Hans

AGE : 46

PROFESSION : Farm Owner-Operator

ORGANIZATION: Medium-sized Commercial Farm

Persona quote :

"One bad drought can wipe out an entire season – I need to know what's coming weeks ahead, not days"

Short Bio

- Farm owner & operator, 20+ years in commercial agriculture on cereal and oilseed crops
- Agricultural degree; manages 150-300 ha farm with 3-5 workers in major European farming region
- Early adopter of precision agriculture: Global Navigation Satellite System (GNSS) tractors, soil sensors, satellite crop monitoring

Personality & Working Style

- Pragmatic and independent decision-maker managing all aspects of farm operations solo
- Data-driven adopter of precision agriculture tools to maximize yields and reduce input costs
- Risk-conscious planner monitoring weather and market conditions to time planting and harvest

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Low
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Low

Mission & Objectives

- Plan and optimize crop cycles (planting, irrigation, fertilization, harvest) across 150-300 ha
- Monitor crop health and detect hydric stress early using satellite imagery and soil sensor data
- Forecast yields, negotiate supply contracts, including phytosanitary products and fertilizers, and maximize farm profitability and resilience

Influence & Decision Power

- Sole decision-maker for all strategic, agronomic, financial, and commercial farm operations
- Negotiates supply contracts with food processors, cooperatives, farming equipment providers and commodity traders
- Shapes local farming practices through cooperative membership and peer knowledge networks

Ecosystem Interaction

- Uses farm management software integrating weather forecasts and satellite crop monitoring data
- Exchanges knowledge with neighboring farmers, cooperatives, and agricultural advisors
- Engages with public agricultural agencies for subsidy compliance and agri-environment schemes

Motivation & triggers

- Driven by increasing climate volatility (droughts, late frosts, floods) threatening yields
- Motivated by precision tools optimizing input costs, reducing his environmental impact and improving yield forecasting accuracy
- Triggered by extreme weather events causing crop losses and requiring rapid farm decisions

Pain Points & Constraints

- Hyperlocal weather forecasts often too coarse for field-level irrigation and harvest decisions
- Difficulty accessing long-term seasonal outlooks adapted to local crop and soil conditions
- Limited time and budget for advanced data analysis alongside intensive daily farm operations

Value Expectations from DestinE

- Hyper-local seasonal weather forecasts and drought indices for irrigation and harvest planning
- Crop stress detection and yield forecasting tools integrating satellite and soil sensor data
- Long-term climate projections to guide crop variety selection and farm adaptation strategies

Sector	Geographic scope	Data dependency	Data usage
Agri & food / Biodiversity / Water Mgmt	Regional / Local	Predictive	Forecasting / Impact Assessment

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DECISION MAKERS

GENERIC PERSONA
Asset manager



PERSONA
Energy Network Manager

NAME : Lars

AGE : 47

PROFESSION : Head of Network Operations and Renewable Integration

ORGANIZATION: Regional Electricity Transmission Operator

Persona quote :
"When a storm hits or a heatwave peaks, the grid has no margin for error – every forecast we get wrong costs millions and impacts public health."

Short Bio

- Grid operations director, 15+ years in electricity transmission and renewable energy integration
- Master's in Electrical Engineering; manages 24/7 operations for regional transmission network
- Oversees grid balancing, renewable integration, and maintenance across high-voltage network

Personality & Working Style

- Highly analytical, risk-aware decision-maker managing real-time high-stakes grid operations
- Systematic planner balancing short-term operational demands with long-term resilience strategy
- Collaborative coordinator managing cross-functional engineering, IT, and operations teams

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Low
- **Software Development Experience:** Medium
- **Familiarity with Space Data / Earth Observation**: Low

Mission & Objectives

- Oversee 24/7 grid operations, balance supply/demand, and integrate variable wind and solar energy sources
- Forecast renewable generation 1-7 days ahead using satellite solar irradiance and wind data
- Plan predictive maintenance and ensure grid resilience against extreme weather

Influence & Decision Power

- Directs all grid operations decisions affecting electricity supply for millions of end users
- Advises executive leadership on grid infrastructure investment and resilience priorities
- Coordinates with national Transmission System Operator (TSO), neighboring operators, and renewable producers on grid balance

Ecosystem Interaction

- Collaborates with wind and solar producers on generation forecasting and grid connection planning
- Shares operational data with national TSO, regulators, and energy market operators
- Participates in European grid coordination bodies on resilience standards

Motivation & triggers

- Driven by growing share of intermittent renewables requiring precise weather-based grid forecasting
- Motivated by satellite climate data improving generation forecasts and maintenance planning
- Triggered by extreme weather events threatening grid stability and electricity supply continuity

Pain Points & Constraints

- Weather forecasts too coarse for precise solar and wind generation forecasting at grid scale
- Difficulty anticipating compound climate risks (heatwaves, drought) affecting grid demand
- Long investment cycles require reliable 20+ year climate projections for infrastructure planning

Value Expectations from DestinE

- High-resolution 7-14 days solar irradiance and wind forecast to optimize renewable energy integration
- Seasonal climate outlooks supporting maintenance scheduling and long-term resilience planning
- Extreme weather early warnings for proactive grid protection and demand surge anticipation

Sector	Geographic scope	Data dependency	Data usage
Energy	Global / National	Historical / Predictive / Socio-eco	Crisis Mgmt / Monitoring / Impact / Plan. /Compliance

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DECISION MAKERS

GENERIC PERSONA

Asset manager



PERSONA

Infrastructure Manager

NAME : Victor

AGE : 49

PROFESSION : Head of Infrastructure Maintenance

ORGANIZATION: National Railway Company

Persona quote :

"A bridge or a tunnel has a 100-year lifespan – every maintenance decision I make today must account for the climate of 2070."

Short Bio

- Infrastructure maintenance director, 18+ years in civil engineering and asset management
- Master's in Civil Engineering; oversees rail tracks, bridges, tunnels, and signaling systems
- Manages infrastructure resilience and maintenance planning across a national transport network

Personality & Working Style

- Risk-averse systematic planner prioritizing infrastructure safety, reliability, and resilience
- Data-driven decision-maker using predictive maintenance tools to optimize intervention schedules
- Collaborative coordinator managing engineering teams, contractors, and regulatory bodies

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Low

Mission & Objectives

- Ensure safety and reliability of national transport infrastructure assets at all times
- Plan predictive maintenance minimizing service disruptions and extending critical asset lifespan
- Integrate climate risk data into long-term infrastructure investment and resilience planning

Influence & Decision Power

- Directs all maintenance operations and capital investment decisions for national network assets
- Advises executive leadership on infrastructure resilience priorities and investment needs
- Shapes national maintenance standards and climate adaptation guidelines for infrastructure

Ecosystem Interaction

- Coordinates with engineering contractors and technology providers on maintenance operations
- Shares infrastructure condition assessments with regulators, insurers, and government bodies
- Participates in national infrastructure resilience networks and EU engineering standards bodies

Motivation & triggers

- Driven by rising climate events (floods, heat, storms, landslides) accelerating infrastructure deterioration
- Motivated by predictive climate data enabling proactive maintenance and failure prevention
- Triggered by major infrastructure failures exposing gaps in climate resilience and investment

Pain Points & Constraints

- Lacks localized climate projections at asset scale for infrastructure vulnerability assessment
- Difficulty integrating climate risk data into legacy infrastructure management systems
- Balancing immediate maintenance backlog with long-term climate-proofing investment requirements

Value Expectations from DestinE

- Localized climate hazard data (floods, heat stress, freeze-thaw cycles) at infrastructure scale
- Predictive failure risk models integrating climate events and infrastructure condition data
- Long-term climate projections supporting infrastructure investment and resilience planning

Sector	Geographic scope	Data dependency	Data usage
Infra, Energy, Land-use, Transport, Tourism	Global / National	Historical / Predictive / Socio-eco	Crisis Mgmt / Monitoring / Impact / Planning / Compliance

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Template page 1 to define persona and highlight its expectations from DestinE

DECISION MAKERS

GENERIC PERSONA
Asset Manager



PERSONA
Climate Risk Manager

NAME : Marcus

AGE : 38

PROFESSION : Senior Climate Risk Analyst, Natural Catastrophe Risk Division

ORGANIZATION: Multinational Insurance Corporation

Persona quote :

"Every degree of warming reprices our entire portfolio – we need to model tomorrow's climate with today's data"

Short Bio

- Quantitative risk analyst, 10+ years in catastrophe modeling and climate risk assessment
- MSc in Actuarial Science + climate risk certifications; based in London, Zurich, or Munich
- Works in Nat Cat division managing global portfolio exposure across P&C insurance lines

Personality & Working Style

- Highly analytical and detail-oriented, comfortable with complex probabilistic models
- Methodical researcher translating climate science into financial risk metrics
- Effective communicator bridging technical modeling and executive-level risk reporting

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: High
- **Software Development Experience:** High
- **Familiarity with Space Data / Earth Observation**: Medium

Mission & Objectives

- Quantify financial exposure to climate catastrophes across global portfolios
- Develop probabilistic risk models integrating historical and future climate data for pricing and reserves
- Support underwriting teams with climate-adjusted premiums pricing and present quarterly risk assessments to CRO (Chief Risk Officer)

Influence & Decision Power

- Presents quarterly risk assessments to CRO and executive committee, influencing reserve allocation
- Shapes premium pricing and underwriting guidelines across global property and casualty insurance lines
- Drives company-wide climate risk strategy and regulatory stress-testing scenarios

Ecosystem Interaction

- Collaborates with catastrophe modeling firms and climate research institutes
- Contributes to industry working groups on climate risk disclosure
- Shares risk insights with reinsurers, brokers, and regulatory bodies

Motivation & triggers

- Driven by increasing frequency and severity of Nat Cat events eroding portfolio profitability
- Motivated by regulatory mandates requiring climate risk quantification
- Triggered by major catastrophe events demanding rapid portfolio exposure reassessment and growing risk of clay shrinkage and swelling

Pain Points & Constraints

- Gap between coarse climate model resolution and asset-level exposure data needed for pricing
- Difficulty integrating near-real-time satellite data into legacy risk modeling systems
- Limited standardization across climate data providers complicating model validation

Value Expectations from DestinE

- High-resolution historical and projected climate hazard data (wind, flood, wildfire, drought)
- Near-real-time event monitoring for rapid post-event loss estimation and claims anticipation
- Validated climate scenarios aligned with Intergovernmental Panel on Climate Change pathways for regulatory stress-testing

Sector	Geographic scope	Data dependency	Data usage
Insurance and finance	Global / National	Historical /Predictive /Socio-eco /Private	Forecasting / Impact Assess. / Compliance & Reporting

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DECISION MAKERS

GENERIC PERSONA
Asset manager



PERSONA
Water Resource Manager

NAME : Elena

AGE : 43

PROFESSION : Director of Water Resources Planning and Drought Management

ORGANIZATION: River Basin Water Agency

Persona quote :

"Water doesn't follow administrative borders – managing a river basin means coordinating everyone upstream and downstream."

Short Bio

- Water resource director, 15+ years in integrated water management and drought planning
- Master's in Hydrology or Environmental Engineering; manages river basin serving 2-5M inhabitants
- Balances municipal, agricultural, industrial, and environmental water demands across basin

Personality & Working Style

- Systemic thinking, managing interdependencies between water supply, demand, and ecosystems
- Long-term planner combining hydrological modelling and satellite data for basin-wide decisions
- Collaborative mediator balancing competing agricultural, urban, and industrial water demands

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Medium
- **Familiarity with Space Data / Earth Observation**: Medium

Mission & Objectives

- Develop integrated water resource strategies
- Coordinate drought response plans, manage reservoir operations, and lead stakeholder consultations
- Monitor snowpack, evapotranspiration, and groundwater depletion for long-term basin planning

Influence & Decision Power

- Advises regional government and water utilities on drought restrictions and allocation priorities
- Coordinates transboundary river basin management with neighboring regions and countries
- Shapes national water policy through participation in river basin management committees

Ecosystem Interaction

- Collaborates with meteorological services and satellite agencies on hydrological data monitoring
- Coordinates with agricultural unions, water utilities, and NGOs on water allocation plans
- Participates in EU Water Framework groups and transboundary basin management commissions

Motivation & triggers

- Driven by increasing drought frequency and severity threatening regional water security
- Motivated by satellite tools enabling early detection of drought, snowpack loss, and depletion
- Triggered by reservoir depletion and groundwater decline requiring emergency allocation decisions

Pain Points & Constraints

- Need live and precise water quantity and quality information, evapotranspiration and groundwater monitoring in remote areas
- Difficulty integrating satellite, sensor, and field survey data into coherent basin models
- Political pressure from agricultural users resisting drought restrictions and allocation cuts

Value Expectations from DestinE

- High-resolution satellite monitoring of reservoir levels, snowpack, and evapotranspiration
- Seasonal drought forecasts and groundwater depletion indicators for proactive basin management
- Long-term climate projections to anticipate water stress and plan infrastructure investments

Sector	Geographic scope	Data dependency	Data usage
Water Mgmt /Agri. food/ Biodiv. / Health	Regional / Local	Historical / Predictive / Socio-eco	Crisis Mgmt / Monitoring / Impact / Plan. /Compliance

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DECISION MAKERS

GENERIC PERSONA

Asset manager



PERSONA

Protected Natural Area Manager

NAME : Ingrid

AGE : 44

PROFESSION : Head of Conservation and Scientific Monitoring

ORGANIZATION: National Park

Persona quote :

"We are the long-term guardians of ecosystems that took thousands of years to form – and climate change is reshaping them in decades."

Short Bio

- Head of Conservation and Scientific Monitoring, 15+ years in biodiversity conservation and protected natural area management
- Master's in Ecology or Environmental Science; manages national park or large nature reserve
- Oversees visitor management, conservation programs, and long-term biodiversity monitoring

Personality & Working Style

- Science-driven conservationist balancing biodiversity protection with sustainable visitor access
- Collaborative manager coordinating rangers, scientists, local communities, and agencies
- Long-term steward monitoring ecosystem health and adapting strategies to climate change

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Medium

Mission & Objectives

- Manage conservation programs protecting biodiversity, habitats, and key ecological corridors
- Oversee visitor management ensuring sustainable tourism compatible with conservation goals
- Coordinate long-term scientific monitoring using field surveys and satellite remote sensing

Influence & Decision Power

- Advises government on conservation policy, park expansion, and protected area zoning decisions
- Influences land-use decisions around park boundaries with regional and national authorities
- Shapes conservation science agenda through research institute and university partnerships

Ecosystem Interaction

- Collaborates with research institutes on long-term biodiversity and ecosystem health monitoring
- Coordinates with local communities, tourism operators, and regional agencies on park management
- Participates in national and EU protected area networks and conservation policy forums

Motivation & triggers

- Driven by climate change accelerating threats to biodiversity, habitats, and ecosystem stability
- Motivated by satellite tools enabling landscape-scale habitat and vegetation monitoring
- Triggered by invasive species spread, habitat loss, and growing visitor pressure on ecosystems

Pain Points & Constraints

- Limited budget and staff for continuous monitoring across large, remote protected areas
- Insufficient satellite data resolution and frequency for detailed habitat and species monitoring
- Balancing conservation objectives with tourism pressure and local community expectations

Value Expectations from DestinE

- High-resolution land cover and vegetation maps updated regularly for habitat change detection
- Climate projections at ecosystem scale to anticipate biodiversity shifts and adapt management
- Wildfire risk, flood extent, and drought indicators for conservation area risk assessment

Sector	Geographic scope	Data dependency	Data usage
Forestry/Biodiv/Mountain/Coastal/Tourism	Regional / Local	Historical / Predictive / Socio-eco	Crisis Mgmt / Monitoring / Impact Assess / Compliance

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TECHNOLOGY ENGINEER

GENERIC PERSONA

Lead Engineer



PERSONA

Data Architect & AI solution Engineer

NAME : Kia

AGE : 38

PROFESSION : Lead Data Architect & AI Solutions Engineer

ORGANIZATION: Digital Innovation Lab

Persona quote :

"The right data architecture and AI pipeline can turn any good service idea into a genuinely powerful and scalable product"

Short Bio

- Lead data architect and AI engineer, 12+ years in data pipelines, machine learning, and analytics
- Master's in Computer Science or Data Engineering; works in a generalist AI and data solutions firm
- Designs technical solutions for diverse clients including digital service providers using Earth Observation (EO) data

Personality & Working Style

- Technically rigorous, hands-on problem-solver comfortable across data engineering and AI domains
- Pragmatic translator turning complex data and AI capabilities into concrete deployable solutions
- Collaborative integrator adapting technical architecture to each client's specific constraints

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Low
- **Software Development Experience:** High
- **Familiarity with Space Data / Earth Observation**: High

Mission & Objectives

- Design and deploy AI and data architectures enabling clients to build or improve their services
- Develop reusable technical components accelerating development and reducing delivery time
- Implement advanced analytics, modelling, and visualization solutions across diverse client projects

Influence & Decision Power

- Drives key technical architecture choices directly shaping client service quality and performance
- Enables clients to unlock data and AI capabilities they couldn't access or build independently
- Influences technical standards across client ecosystems through hands-on engineering contributions

Ecosystem Interaction

- Partners with clients as embedded technical expert or co-developer on targeted project scopes
- Shares reusable components, tools, and technical documentation across client and developer networks
- Engages with data providers, cloud platforms, and API ecosystems to source technical capabilities

Motivation & triggers

- Driven by growing cross-sector demand for hands-on AI and data architecture expertise
- Motivated by access to rich, well-documented datasets and APIs enabling high-value implementations
- Triggered by clients' technical gaps requiring expert engineering support to deliver their vision

Pain Points & Constraints

- Poorly documented APIs and inconsistent data formats significantly slowing engineering delivery
- Difficulty scaling reusable technical components across diverse client environments and stacks
- Balancing depth of technical solutions with clients' time, budget, and internal skill constraints

Value Expectations from DestinE

- Well-documented stable APIs and SDKs enabling fast and reliable integration into client solutions
- Analysis-ready datasets reducing data preparation time and accelerating client project delivery
- Sandbox and testing environment enabling rapid prototyping before production deployment

Sector	Geographic scope	Data dependency	Data usage
Cross-Sectorial	All	Historical /Predictive /Socio-eco /Private	Crisis Mgmt /Monitoring /Forecasting /Impact /Planning /Compliance

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TECHNOLOGY ENGINEER

GENERIC PERSONA

Service Provider Operational Manager



PERSONA

Business Intelligence SME Director

NAME : Alex

AGE : 36

PROFESSION : Founder and Chief Executive Officer

ORGANIZATION: Geospatial Analytics Startup/SME

Persona quote :

"Earth observation data is the next frontier for business intelligence – we turn satellite signals into decision-ready insights for our clients"

Short Bio

- Serial tech entrepreneur, 10+ years in geospatial data analytics and software development
- Master's in Computer Science or Data Engineering; based in major European tech hub
- Founded SME (15-50 employees) building custom Earth Observation (EO) powered applications across multiple sectors

Personality & Working Style

- Entrepreneurial and opportunity-driven, constantly scanning for new data products and market needs
- Hands-on leader balancing technical oversight with business development and client management
- Agile decision-maker comfortable with uncertainty, iterating fast based on client feedback

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** High
- **Familiarity with Space Data / Earth Observation**: High

Mission & Objectives

- Build and deploy custom EO-powered applications (supply chain monitoring, yield forecasting, environmental dashboards) for clients
- Leverage platform data pipelines and APIs to accelerate product development and reduce infrastructure costs
- Scale business by expanding service portfolio and securing multi-sector client contracts

Influence & Decision Power

- Makes all strategic, technical, and commercial decisions for the SME
- Influences clients' adoption of geospatial analytics and EO-based decision tools across sectors
- Shapes platform usage patterns by onboarding and training client organizations on EO applications

Ecosystem Interaction

- Partners with data providers, cloud platforms, and API ecosystems to build integrated solutions
- Presents at industry events and tech conferences, positioning SME as EO innovation leader
- Collaborates with research institutions and larger system integrators on pilot projects and tenders

Motivation & triggers

- Motivated by growing demand for EO-powered business intelligence across agriculture, logistics, and environment
- Driven by platform APIs enabling faster prototyping and reduced data acquisition costs
- Triggered by new client RFPs requiring scalable geospatial analytics and climate risk integration

Pain Points & Constraints

- Complex and inconsistent API documentation slowing integration of platform datasets into products
- Limited budget for large-scale data processing infrastructure without cloud cost optimization tools
- Difficulty finding skilled developers combining EO expertise with software engineering capabilities

Value Expectations from DestinE

- Well-documented APIs and Software Development Kits (SDK) enabling fast integration of EO data into custom applications
- Scalable data processing services reducing infrastructure costs for SME-level operations
- Access to diverse, analysis-ready datasets (climate, land use, ocean) to expand service portfolio

Sector	Geographic scope	Data dependency	Data usage
Cross-Sectorial	All	Historical /Predictive /Socio-eco /Private	All

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MEDIA & CIVIL SOCIETY

GENERIC PERSONA
Journalist



PERSONA
Environmental Journalist

NAME : Emma

AGE : 36

PROFESSION : Senior Environmental and Climate Investigative Journalist

ORGANIZATION: Major National News Media Outlet

Persona quote :

"Satellite data has become my most powerful source – it doesn't lie, it doesn't have a Public Relations team, and it can't be silenced."

Short Bio

- Senior environmental journalist, 10+ years investigating climate change and environmental policy
- Master in Journalism; works for major national or international news media outlet
- Conducts multi-year investigative reports on climate impacts, pollution, and environmental crimes

Personality & Working Style

- Rigorously fact-driven investigator using scientific data to underpin environmental reporting
- Curious researcher navigating satellite imagery, scientific datasets, and expert sources
- Compelling communicator making complex climate science accessible and impactful for audiences

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Medium
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Medium

Mission & Objectives

- Investigate and report on climate change impacts, environmental crimes, and policy failures
- Lead multi-year investigations combining satellite data, documents, and expert interviews
- Produce evidence-based narratives driving public awareness and accountability on climate issues

Influence & Decision Power

- Shapes public opinion on climate and environmental issues through investigative journalism
- Influences policy makers and corporations through media exposure of environmental failures
- Drives editorial agenda at major media outlet, defining which environmental stories get covered

Ecosystem Interaction

- Collaborates with scientists, NGOs, and data analysts to verify and contextualize findings
- Publishes through major media platforms, documentaries, and international news networks
- Engages with whistleblowers, regulatory agencies, and corporate sources for investigative leads

Motivation & triggers

- Driven by public demand for transparent, evidence-based climate and environmental reporting
- Motivated by satellite imagery enabling independent verification of environmental damage
- Triggered by major climate events (wildfires, floods, oil spills) demanding rapid investigation

Pain Points & Constraints

- Difficulty accessing and interpreting advanced satellite data without specialized technical support
- Tight editorial deadlines conflicting with time required for rigorous multi-year investigations
- Risk of oversimplifying complex climate science to meet audience accessibility requirements

Value Expectations from DestinE

- Pre-processed satellite data and visualizations accessible without deep technical expertise
- Historical climate datasets enabling long-term trend analysis and evidence-based fact-checking
- Downloadable maps and visualizations directly usable in articles, reports, and multimedia

Sector	Geographic scope	Data dependency	Data usage
All	All	Historical / Predictive / Socio-eco	Monitoring / Forecasting / Impact Assess. / Compliance / Research

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MEDIA & CIVIL SOCIETY

GENERIC PERSONA

Citizen



PERSONA

Citizen intending to buy a home

NAME : Thomas

AGE : 29

PROFESSION : Marketing Manager

ORGANIZATION: Private company

Persona quote :

"'I'm about to make the biggest financial decision of my life – I need to know if this neighborhood will still be liveable in 30 years."

Short Bio

- Marketing manager, planning to buy a family home in a mid-sized European city
- No scientific background; relies on mainstream apps and consumer tools for daily information
- Concerned about long-term climate risks after reading about floods and heatwaves in the news

Personality & Working Style

- Pragmatic decision-maker seeking clear, simple data to make confident long-term property choices
- Cautious and risk-aware, worried about climate impacts on long-term property value and safety
- Non-technical user preferring visual maps and simplified risk scores over raw datasets

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Med
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: Low

Mission & Objectives

- Assess flood, wildfire, heatwave, and sea-level rise risks before committing to a home location
- Compare climate risk profiles of different neighborhoods and regions to shortlist properties
- Ensure long-term property value and family safety against future climate change scenarios

Influence & Decision Power

- Makes final household decision on property purchase with major long-term financial impact
- Influences family and peer network through shared climate risk research and property choices
- As early adopter, shapes consumer demand for accessible and user-friendly climate risk tools

Ecosystem Interaction

- Consults real estate agents, property platforms, and insurance providers on local climate risks
- Reads environmental news and follows social media on climate change and housing impacts
- Engages with community groups and online forums on neighborhood flood and climate resilience

Motivation & triggers

- Driven by fear of buying in a future flood zone or area increasingly exposed to extreme heat or fires
- Motivated by news coverage of climate disasters destroying property values in affected areas
- Triggered by insurers and mortgage providers increasingly requiring climate risk assessments

Pain Points & Constraints

- Overwhelming volume of complex technical climate data with no accessible simplified risk summary
- Lack of location-specific, property-scale climate risk tools adapted for non-expert users
- Difficulty comparing climate risks across different neighborhoods and regions before deciding

Value Expectations from DestinE

- Simple, visual climate risk scores by location covering flood, heat, fire, and coastal risks
- Comparison tools enabling side-by-side assessment of climate risk between neighborhoods
- Plain-language climate outlooks showing how location risks evolve over a 20-30 year horizon

Sector	Geographic scope	Data dependency	Data usage
Construction and real estate	Regional / Local	Historical /Predictive	Forecasting / Impact Assessment

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MEDIA & CIVIL SOCIETY

GENERIC PERSONA
Student



PERSONA
Land-use planning student

NAME : Lucas

AGE : 24

PROFESSION : Master's Student in Urban Planning and Spatial Analysis

ORGANIZATION: Public University, Department of Urban Planning

Persona quote :

"I have one year to write a thesis that matters – I just need the right data to turn my research question into real findings.."

Short Bio

- Master student in urban planning and spatial analysis, completing a research thesis
- Bachelor in Geography or Urban Studies; enrolled at a public university in major European city
- Studies urban expansion, transport infrastructure, and housing policy using spatial and Earth Observation (EO) data

Personality & Working Style

- Intellectually curious learner eager to apply geospatial tools to real-world urban challenges
- Resourceful self-starter navigating academic literature, open datasets, and online tutorials
- Digitally native, comfortable with Geographic Information System (GIS) software but limited in advanced EO data processing

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: Med
- **Software Development Experience:** Medium
- **Familiarity with Space Data / Earth Observation**: Med

Mission & Objectives

- Complete Master's thesis on urban expansion, transport infrastructure, or housing policy
- Access and analyze spatial and climate datasets to map land-use patterns and urban growth trends
- Develop Geographic Information System (GIS) and EO data skills to strengthen academic credentials and future employability

Influence & Decision Power

- Limited decision power today but represents the next generation of spatial and EO data users
- Influences peers through shared data tools, tutorials, and collaborative university projects
- Shapes platform adoption by introducing EO tools into student networks and academic circles

Ecosystem Interaction

- Collaborates with thesis supervisor and university peers on spatial analysis and data methods
- Accesses open data platforms, academic databases, and free GIS tools for thesis research
- Engages with student associations and online communities on urban planning and EO learning

Motivation & triggers

- Driven by need for free, accessible, and well-documented datasets for thesis research
- Motivated by platforms offering real-world climate and spatial data enriching academic projects
- Triggered by supervisor recommendations or peer sharing of useful EO data tools and platforms

Pain Points & Constraints

- Limited computing resources and budget restricting access to advanced EO data processing tools
- Steep learning curve for EO platforms without structured tutorials or educational guidance
- Difficulty finding high-resolution datasets freely available for academic non-commercial use

Value Expectations from DestinE

- Free or subsidized access to analysis-ready EO and spatial datasets for academic thesis use
- Structured tutorials and documentation enabling self-learning for non-expert student users
- User-friendly interface requiring no advanced coding skills for data visualization and analysis

Sector	Geographic scope	Data dependency	Data usage
Education / Land-use Planning	Regional / Local	Historical /Predictive /Socio-eco /Private	Impact Assess. / Planning / Compliance / Research

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RESEARCH & ACADEMIA

GENERIC PERSONA
Researcher



PERSONA
Climate Impact Researcher

NAME : Sophie

AGE : 41

PROFESSION : Senior Research Scientist – Climate Change Impacts and Adaptation

ORGANIZATION: National Climate Research Institute

Persona quote :

"We have the models, we have the data – the challenge is making climate science fast enough to keep up with the climate itself."

Short Bio

- Senior climate researcher, 12+ years in climate impact modelling and adaptation science
- PhD in Climate Science; leads 5-8 PhD students and postdocs at national climate research institute
- Contributes as Intergovernmental Panel on Climate Change (IPCC) lead author and advises national governments on adaptation policies

Personality & Working Style

- Rigorous scientist prioritizing data quality, model validation, and research reproducibility
- Collaborative networker building international research partnerships and co-authored publications
- Effective communicator bridging complex climate science and actionable policy insights

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: High
- **Software Development Experience:** Medium
- **Familiarity with Space Data / Earth Observation**: High

Mission & Objectives

- Lead research on climate impacts on ecosystems, agriculture, and urban systems using Earth Observation (EO) data
- Publish 10 peer-reviewed papers per year and manage EU Horizon grants (€2-5M over 5y)
- Develop climate impact models integrating Earth observation with socio-economic scenarios

Influence & Decision Power

- Advises national government and EU bodies on climate adaptation policy and research priorities
- Shapes scientific agenda through IPCC contributions and international research network leadership
- Influences next-generation researchers through PhD supervision and academic mentorship

Ecosystem Interaction

- Collaborates with international research networks, data providers, and climate modeling centers
- Shares findings through peer-reviewed publications, IPCC reports, and policy briefs
- Engages with EU funding agencies, government bodies, and environmental NGOs on research programs

Motivation & triggers

- Driven by need for analysis-ready EO datasets to improve climate impact model accuracy
- Motivated by platform access to long time-series climate data reducing research preparation
- Triggered by observed climate impacts (extreme events, biodiversity loss) demanding urgent science

Pain Points & Constraints

- Data access complexity and inconsistent formats across EO providers slow research workflows
- Limited computing resources for processing large satellite datasets and running climate models
- Pressure to publish frequently competing with time for rigorous long-term model development

Value Expectations from DestinE

- Analysis-ready EO datasets with long historical time series for model calibration and validation
- High-performance computing access for running large-scale climate impact simulations
- Climate scenario outputs integrated with EO data for multi-sector impact studies

Sector	Geographic scope	Data dependency	Data usage
Health	All	Historical /Predictive /Socio-eco /Private	All

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RESEARCH & ACADEMIA

GENERIC PERSONA
Teacher



PERSONA
University lecturer

NAME : Martin

AGE : 54

PROFESSION : Associate Professor in Remote Sensing and Environmental Monitoring

ORGANIZATION: Public University, Department of Geography and Environmental Science

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Persona quote :

"The best way to train the next generation of climate scientists is to give them real data and let them get their hands dirty."

Short Bio

- Associate professor in remote sensing and environmental monitoring, 15+ years in academia
- PhD in Geography; teaches GIS, climate science, and satellite data analysis at public university
- Supervises 10-15 student projects per year and coordinates field trips for applied learning

Personality & Working Style

- Passionate educator making complex remote sensing concepts accessible to diverse students
- Methodical curriculum designer balancing theoretical foundations with practical lab exercises
- Collaborative mentor guiding students through research projects and geospatial skill building

Skills & Knowledge Levels

- **Weather & Climate Science Expertise**: High
- **Software Development Experience:** Low
- **Familiarity with Space Data / Earth Observation**: High

Mission & Objectives

- Teach graduate courses on Geographical Information Systems (GIS), remote sensing, environmental monitoring, and climate science
- Develop course curricula, practical exercises, tutorials, and accessible Earth Observation (EO) documentation
- Supervise 10-15 student projects per year and coordinate field trips for applied learning

Influence & Decision Power

- Shapes next-generation climate scientists through curriculum design and student mentorship
- Influences which EO platforms and datasets become standard in university training programs
- Advises department on research infrastructure, data access, and academic partnership priorities

Ecosystem Interaction

- Collaborates with research institutes and EO agencies to access datasets for teaching
- Shares tutorials, course materials, and documentation with academic community and online platforms
- Participates in university consortia and EU education networks on EO training standards

Motivation & triggers

- Driven by need for accessible EO datasets enabling hands-on practical learning for students
- Motivated by real-world climate data platforms enriching course exercises and student projects
- Triggered by growing employer demand for practical EO and climate data skills in graduates

Pain Points & Constraints

- Complex EO platform interfaces and documentation creating barriers for non-specialist students
- Limited institutional licenses and computing resources for satellite data processing
- Time-consuming to adapt raw EO data into accessible teaching materials for diverse student levels

Value Expectations from DestinE

- User-friendly EO data portal with clear documentation enabling autonomous student use
- Pre-processed climate datasets and visualization tools directly usable in course exercises
- Educational access licenses and low-barrier computing environment supporting university teaching

Sector	Geographic scope	Data dependency	Data usage
Education	All	Historical / Predictive / Socio-eco	Forecasting / Impact Assess. / Research

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