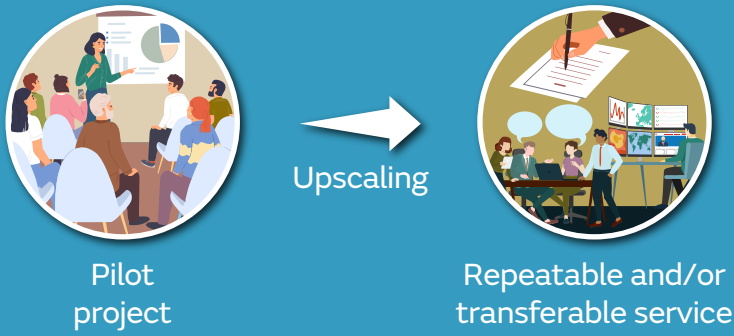


# How and why do we upscale climate services?

## What is upscaling?

Upscaling is the process of moving beyond pilots or prototypes to repeatable and/or transferable services that are useful and accessible to stakeholders and users. It also includes enhancing existing services to increase reach and impact. In the scaling literature the term 'innovation' is often used to refer to what is being scaled.



## The benefits of upscaling



Reaching more people and organisations.



Providing services of high credibility and quality, leading to long-lasting positive impacts.



Following a well-planned process, based on evidence of success and benefit.

## Types of climate service upscaling

Upscaling climate services is a task which needs special attention, requiring considerations beyond academic interest, and/or traditional marketing and business strategies.

### HORIZONTAL

Providing innovations for more users, sectors or geographical areas.



### VERTICAL

Enhancing uptake by creating institutional change and an external enabling environment.

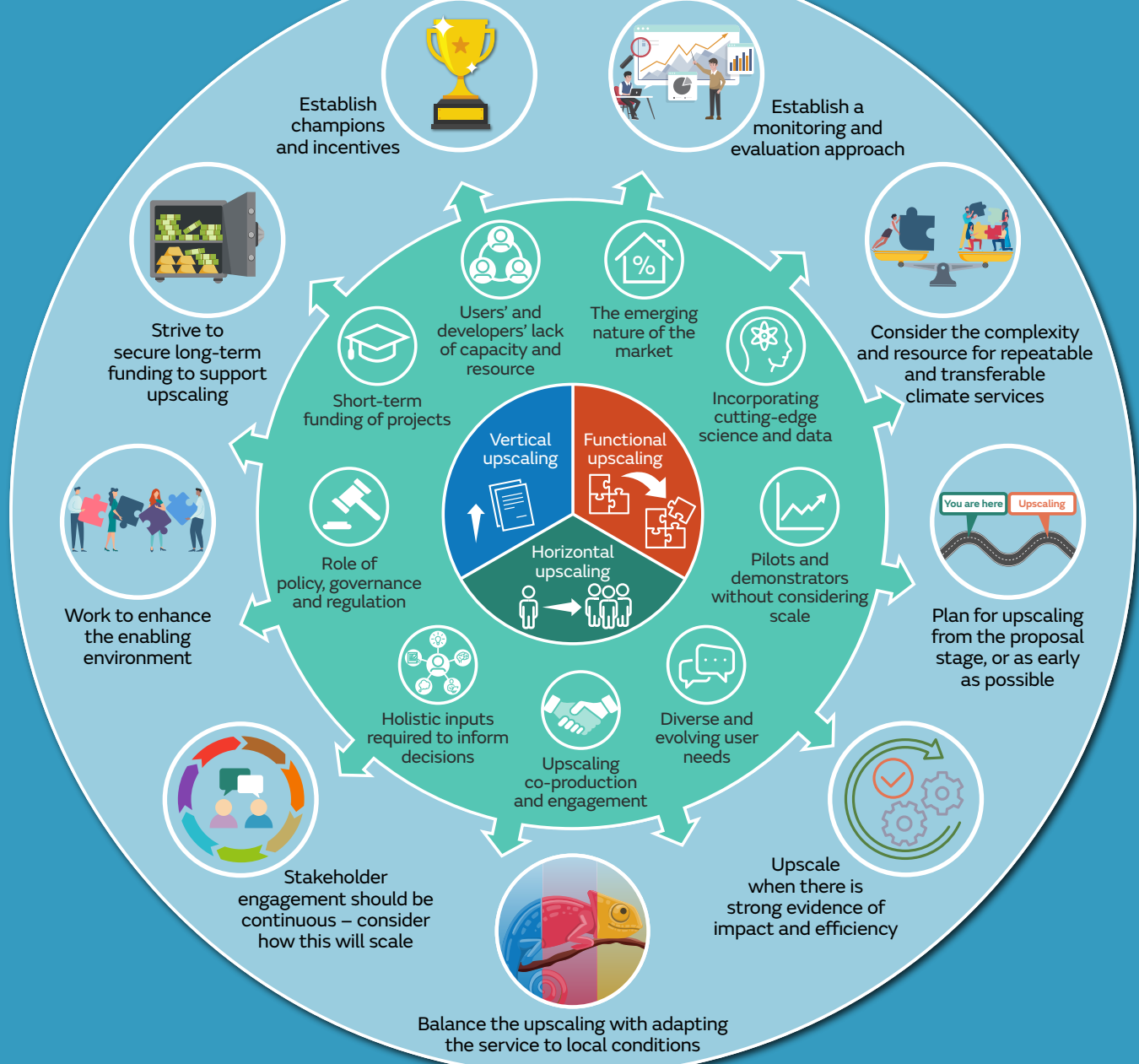


### FUNCTIONAL

Adding new functions/elements to the service to increase reach and impact.



## Challenges and emerging lessons for climate services to reach scale

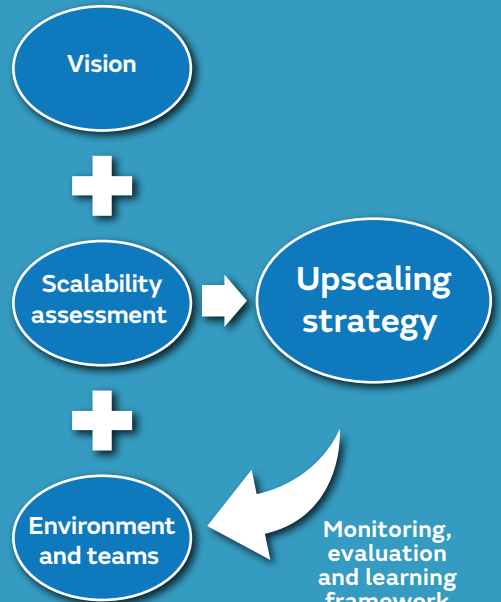


## How can the upscaling approach and toolkit help?

An upscaling approach has been co-developed for climate services, outlined on the right, and a toolkit produced based on it.

This was accomplished by adapting the most relevant concepts and tools from existing scaling resources and research.

This has been tested and updated in case studies, and the toolkit will help service providers follow the approach themselves.



## Further resources and references

Next, take a look at [the infographic outlining the upscaling approach](#). Consider how you might follow the approach when developing a climate service or project proposal. Further details can be found in accompanying case study examples, scientific papers and a detailed toolkit.

### References and Key Resources:

- Guentchev et al., 2023, 'Upscaling of climate services – what is it? A literature review'. *Climate Services*, 30, 100352.
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- World Health Organization, 2009. 'Practical guidance for scaling up health service innovations'.
- Linn et al., 2010. 'Scaling up the fight against rural poverty'. Working Paper 43. Brookings.