

# How to measure change?

The only kind of certainty in the world these days is uncertainty. Things change – often for the best. But there are also changes that have far-reaching negative effects on us all. Like climate change, which I consider the most important challenge of our time.

Climate change is threatening to devastate our planet, and it cannot be stopped without unprecedented cooperation between the world's leading nations. As I write this, the UN Climate Change Conference in Copenhagen is just beginning. If the two-week talks resulted in international commitment to a new climate accord, it would be one of the greatest achievements in international politics in the history of humankind.

In the corporate world we use the term “burning platform” to describe an issue that finally makes everyone understand that change is needed. To me, climate change is the mother

of all burning platforms. Still, I find it hard to believe that the Copenhagen negotiations could end in true consensus. I'm afraid that an extensive natural catastrophe – the worst case scenario – is going to happen before the world agrees that fundamental changes are needed.

Estimates on how fast climate change will progress are based on modeling. The problem with the models is that we do not know for certain how all the variables in play interact and influence one another. Extremely accurate, precise and representative information about all atmospheric changes is needed to enhance this understanding.

If you turn the page, you'll find an article describing how Vaisala contributes to the battle against climate change. Clearly, our most important effort is the development of the reference radiosonde, a measurement device specifically developed to help



the international science community measure and understand the dynamics of climate change.

We do not expect commercial gain from the reference radiosonde, but regard the project as a corporate responsibility contribution. As the leader in environmental measurement, Vaisala is in the best position to provide the kind of demanding measurement solutions climate change research needs, and we are proud to see our competence put to exceptionally good use.

The 19<sup>th</sup> century American essayist Charles Dudley Warner once said: “Everyone talks about the weather, but no one does anything about it.” Let's all do something now, before it's too late.

A handwritten signature in blue ink that reads "Kjell Forsén". The signature is written in a cursive, slightly slanted style.

Kjell Forsén