

Evaluation of the KlimAdapt project

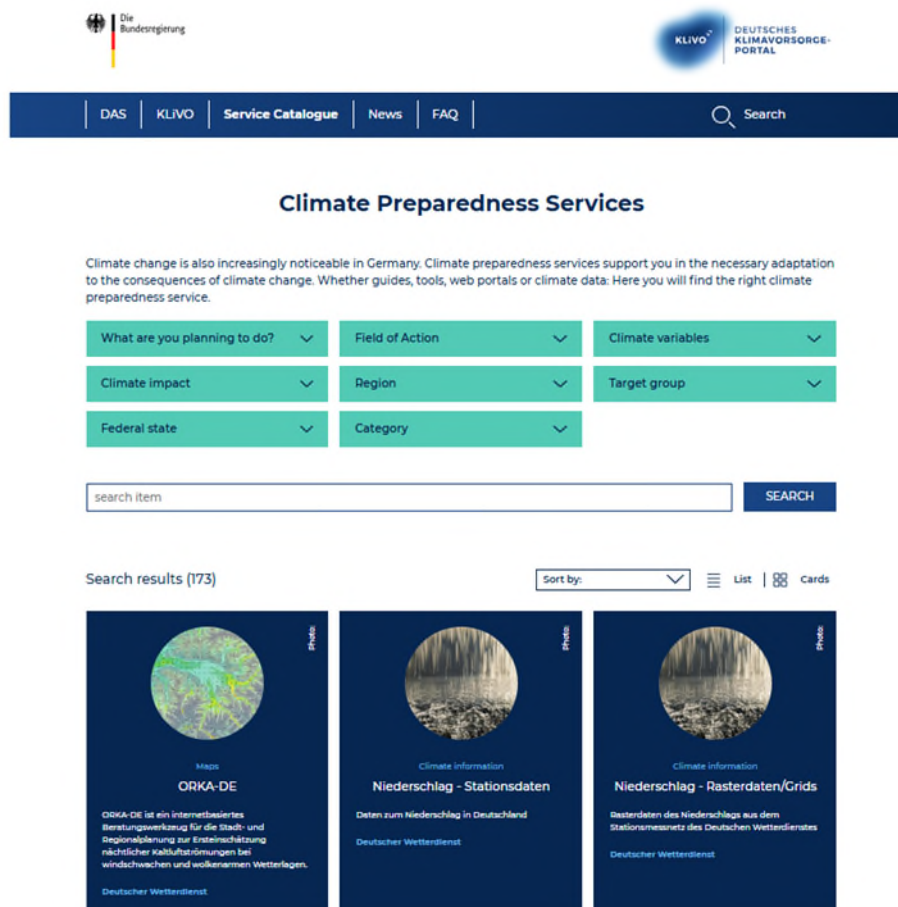
With a focus on the German Climate Preparedness Portal

The German Climate Preparedness Portal (KLiVO-Portal) is a central information platform of the Federal Government to support climate change adaptation. It was developed on the basis of the first progress report on the German Adaptation Strategy (DAS) from 2015 and has been operated by the German Meteorological Service (DWD) and the German Environment Agency (UBA) since 2018. The platform provides quality-assured data, information, products and tools and is supported by the KlimAdapt network, which promotes the exchange between providers and users and supports the further development of the portal. The portal is aimed at people who are concerned with the consequences of climate change at federal, state or municipal level and would like to take appropriate measures. Many services are also suitable for civil society, commercial enterprises and citizens.



Jahre
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1974–2024

Figure 1: The German Climate Preparedness Portal (KLiVO-Portal)



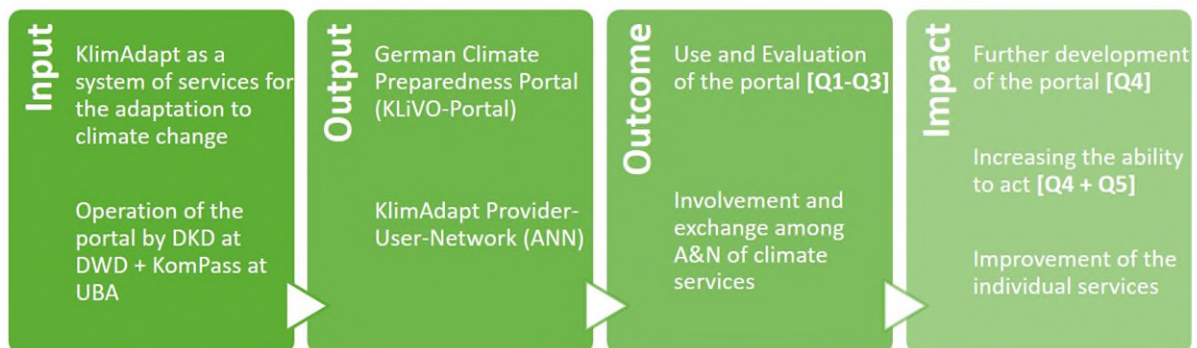
Source: Die Bundesregierung 2025, <https://tinyurl.com/27e385ad>.

1.1 Aim and methods of the evaluation

After five years of existence of the KLiVO-Portal and its support network, it was decided in 2023 to evaluate the offer beyond the existing semi-annual web analytics and event evaluations within the network. The KlimAdapt project, consisting of the portal and its support network, was defined as the object of the evaluation. The aim of the evaluation is to examine the achievement of the intended effects of the project, with a focus on the KLiVO-Portal and findings on its use and impact, particularly from a user perspective. The evaluation results are to be used to derive recommendations for the further development of the portal.

In order to carry out the evaluation, an impact model (s. Fig. 2) was developed, which shows the short, medium and long-term intended effects of the evaluation object. Based on this, evaluation questions were formulated and the data sources, data collection and evaluation methods required to answer them were determined using an analysis grid. Five main questions, each with two to three sub-questions, were defined for the evaluation. The questions are listed in the presentation of the key findings and are marked with "Q1" etc. below. For some of the evaluation questions, it was possible to draw on existing data and evaluate this using secondary analysis. This included the portal's web analytics (internal), the results of the needs analysis surveys conducted during the development of the portal in 2016 and 2018, data and protocols from past network events 2018-2021 (internal) and the results of the 2023 municipal survey (UBA 2024). In addition, new data was collected and analyzed in 2024 by means of an online survey (n=254), a series of interviews (n=17) and a market analysis to answer the evaluation questions.

Figure 2: Impact model KlimAdapt – simplified



Source: UBA 2025.

1.2 Key findings

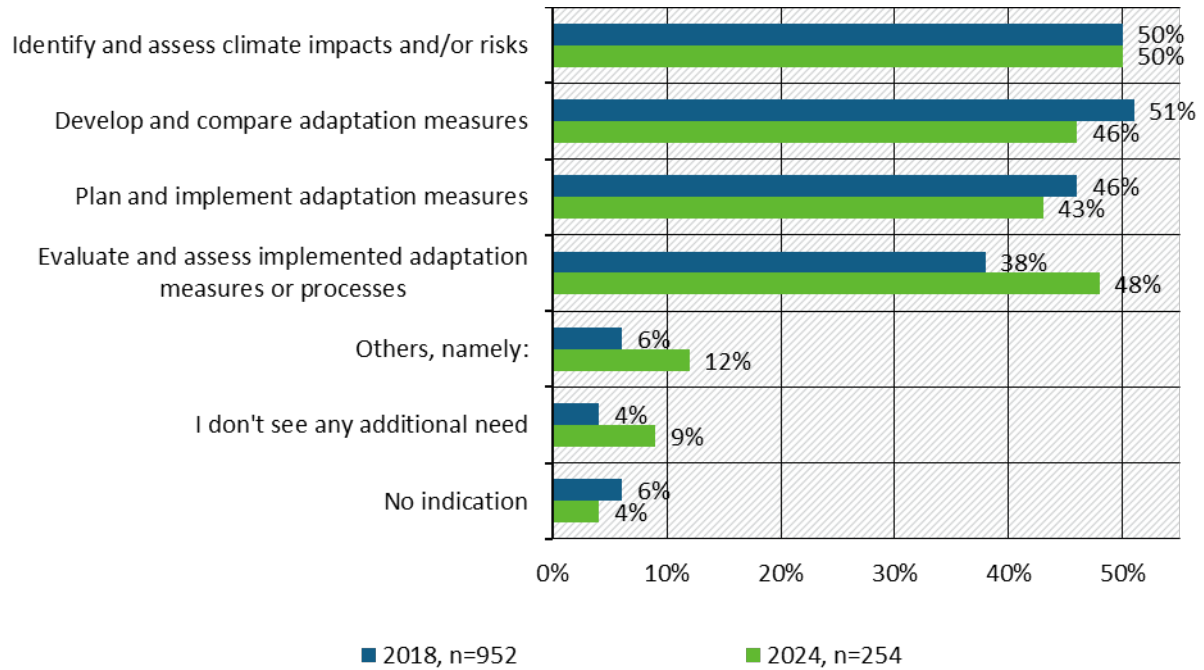
The five main evaluation questions, including their sub-questions, address both the short and medium-term effects (output) of the portal (Q1-3) as well as the long-term effects (impact, Q4+5). The first evaluation question (Q1) examines the qualitative perception and adequacy of the portal. To this end, the current demand for climate services was considered, also in relation to the results of the 2018 needs analysis, and compared with the existing range of services on the portal (Q 1.1). Furthermore, the evaluation of the KLiVO-Portal (Q 1.2) by users and barriers to use were analyzed (Q 1.3).

Q1 To what extent are users' needs for a climate care portal being met?

- ▶ The demand for services is still high and almost consistent with the results of the 2018 needs analysis.
- ▶ It remains unclear whether the persistently high demand is due to the low level of awareness of the service or its inadequate focus. It is assumed that the low level of awareness of the portal contributes to the fact that the existing demand for climate services is not fully covered. This is supported by the fact that the distribution of services in the KLiVO-Portal generally and largely corresponds to the needs surveyed, which suggests that these are (or can be) generally covered.
- ▶ Demand is particularly high for services relating to the climate impacts of “heat waves/drought” and “heavy rainfall/floods”. These are also most strongly represented in the portal's offering. Their regular maintenance, updating or, if necessary, new research therefore appears to be of central importance.
- ▶ In the following areas, the range of services is slightly behind the needs identified: “Evaluate and assess implemented adaptation measures or processes” and in the service category “Qualification and advice”.
- ▶ The only gap in the portal's offering is in the forms of presentation: There is a great need for practical examples and experience reports on services and implemented measures. This has not yet been directly provided by the portal itself; only the UBA/Competence center for climate impacts and adaptation (KomPass) tool “Tatenbank”, which collects practical examples of implemented measures, is listed as a service.
- ▶ The quality of the portal is predominantly rated positively, in particular the user-friendly presentation, the high quality of the content and the absence of distracting elements. The portal's coverage of individual needs is rated somewhat more critically (particularly by public administration, especially local government).
- ▶ The greatest barriers to use are lack of time/personal capacity, lack of awareness and use of the portal in the field of work and the use of other sources of information. The 2023 municipal survey on climate change adaptation confirms a high level of unfamiliarity and low usage of the portal.

Figure 3: Service requirements by phase in the adaptation policy cycle

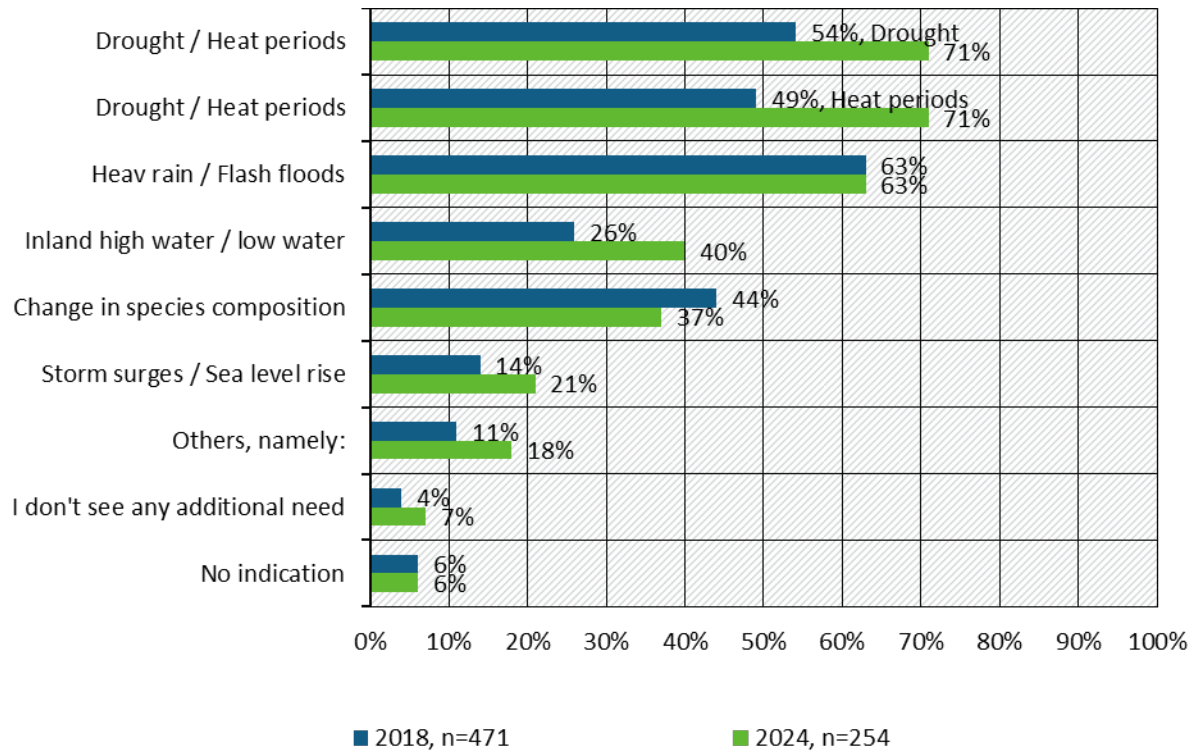
Question: "For which tasks do you need additional data, information, consulting services and tools?" (multiple selection)



Source: UBA 2024.

Figure 4: Service requirements by climate impacts

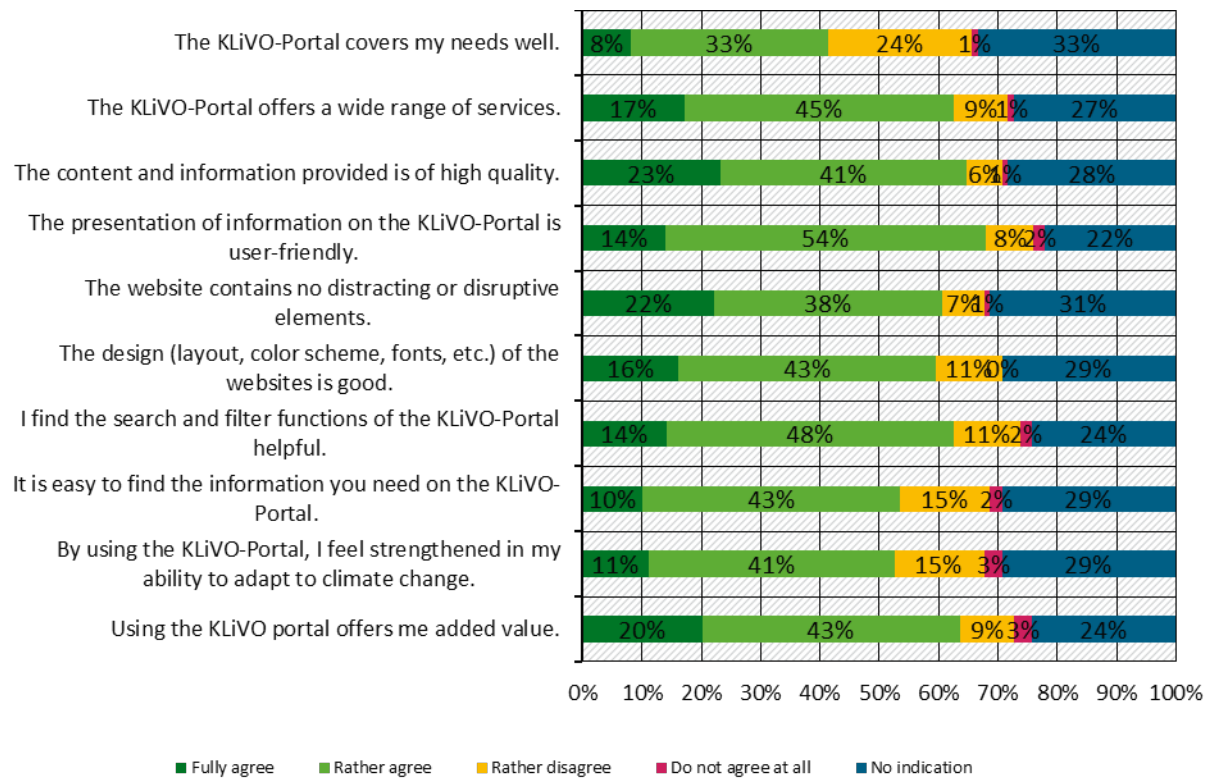
Question: "For which climate impacts do you require additional regularly updated data, information, advisory services and tools?" (multiple selection)



Quelle: Eigene Darstellung, UBA 2024.

Figure 5: Quality of KLiVO-Portal

Question: "Please indicate to what extent you agree with the following statements."



Source: UBA 2024.

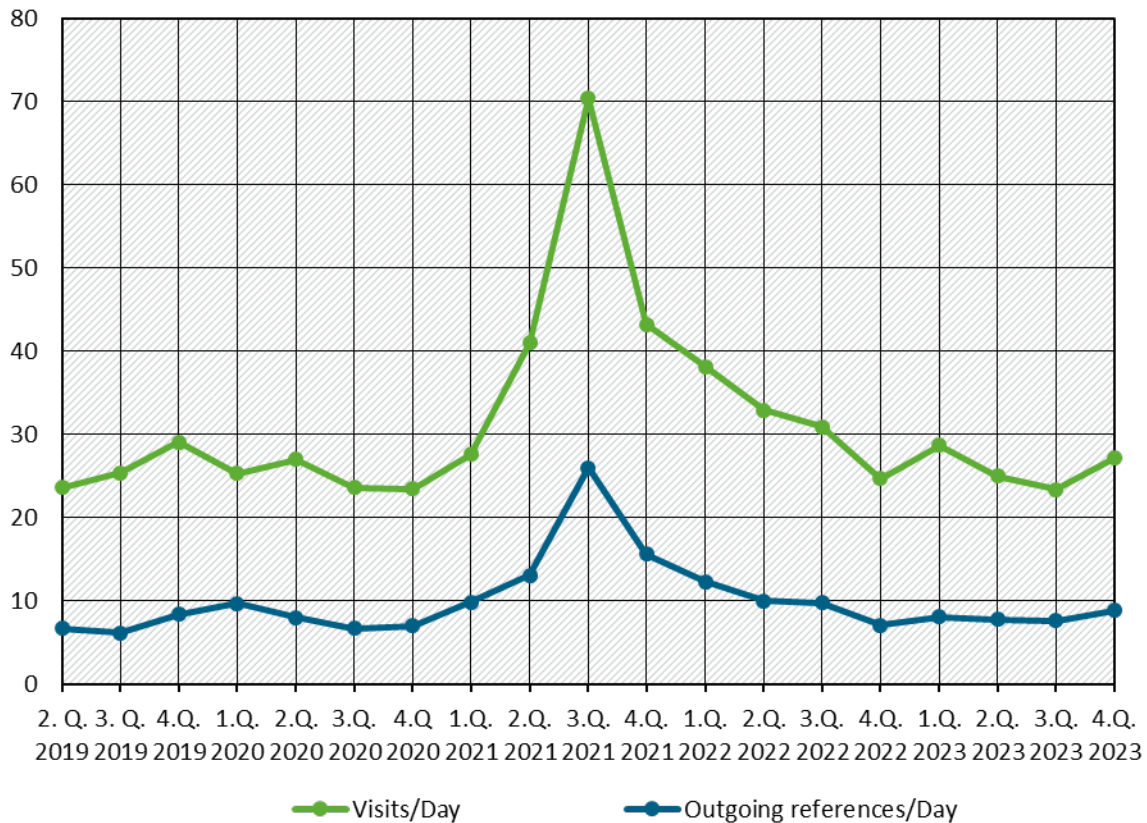
The second evaluation question (Q2) examines the quantitative use of the portal. Three key performance indicators (KPIs) were developed for the KLiVO-Portal, consisting of two primary objectives - increasing the use of the website and referrals to the services - and a secondary objective - increasing the number of direct entries from other websites - whose developments were used to evaluate the achievement of objectives (Q 2.1). Furthermore, the achievement of the portal's target groups was evaluated (Q 2.2).

Q2 How has the use of the website developed and why?

- ▶ According to semi-annual web analytics, the portal's KPI were largely met. In the overall picture (2019-2023), however, visits and outgoing referrals (desirable, as this indicates service access) did not increase significantly.
- ▶ A steady base of visits and outgoing referrals is in place and can be maintained. However, apart from increased use of the portal following the extreme weather event of the flood disaster in the Ahr valley in July 2021, there was no significant increase in the use of the website.
- ▶ The peak in the portal's usage figures following the flood disaster indicates good event-oriented use. The portal is found during extreme weather events (increase in visits) and also used (increase in referrals to services).

- ▶ In terms of service usage, it is noticeable that data-providing services in particular are increasingly in demand, as are services relating to the climate impacts of flooding/heavy rainfall.
- ▶ Overall the portal's target groups were reached, which provides a good basis for further developments. However, the survey results show that there is still potential to increase awareness and use of the portal in all groups. More specific statements cannot be made due to the uneven and low distribution of the target groups in the survey.

Figure 6: Development of selected KPIs



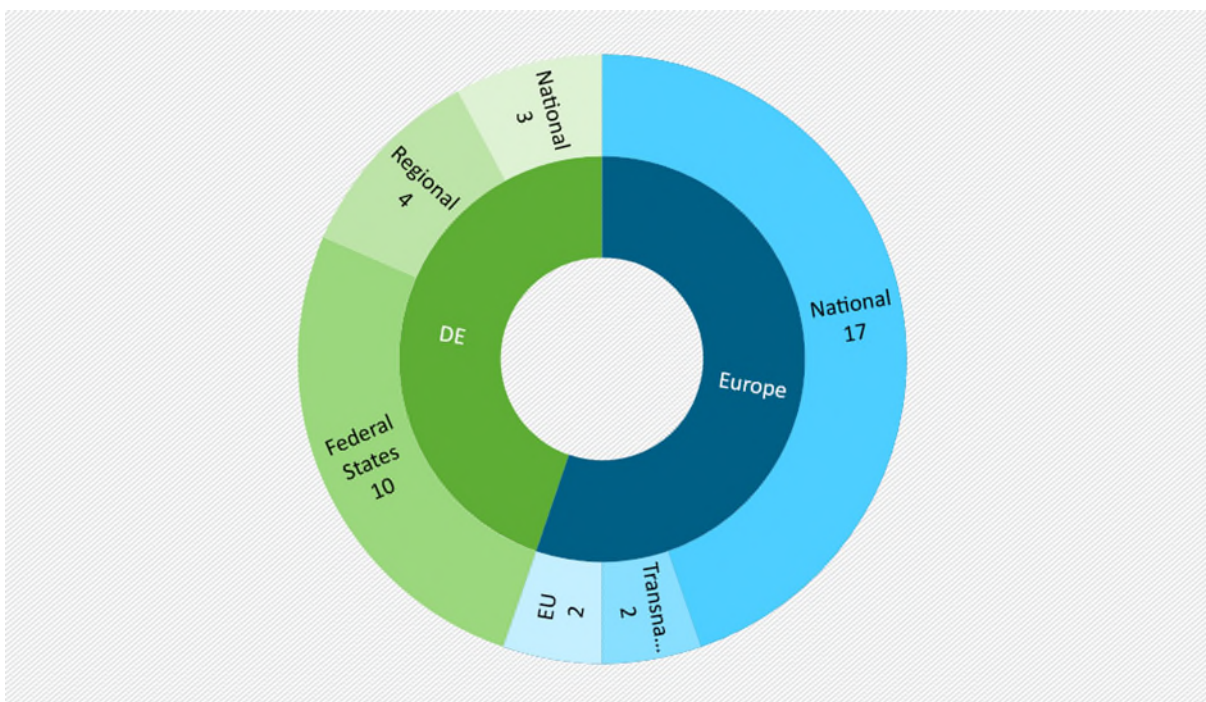
Source: UBA 2024.

The third evaluation question (Q3) examines the positioning of the portal. To this end, the extent to which the portal has established itself within the landscape of climate action portals in Germany, but also in comparison to other portals in Europe, was assessed (Q 3.1) and the extent to which the portal is perceived as a central point of contact was analyzed (Q 3.2).

Q3 Has the KLiVO portal established itself as the Federal governments central, high-profile overall offering for climate preparedness services?

- ▶ In the survey conducted for the evaluation, 37 % confirmed that they were aware of the KLiVO-Portal. Among the municipalities in the 2023 municipal survey, only 11 % confirmed this. The high level of unfamiliarity with the portal speaks against its establishment as a central and effective public service.
- ▶ Even among those who are aware of the portal, only 53 % (KLiVO survey) and 36 % (municipal survey) confirm that they use it. Furthermore, only 21 % confirm the KLiVO-Portal as their first point of contact.
- ▶ Data-providing portals or specific services and regional/country-specific portals are frequently cited as other sources of information. This is in line with the results of the market analysis, which shows an increase in regional and federal state-specific offerings in Germany.
- ▶ Within Germany, the DWD's German Climate Portal is almost identical to the German Climate Preparedness Portal in terms of its aim and type.
- ▶ Compared to other national adaptation portals in Europe, the KLiVO-Portal certainly has similarities, but remains the only portal with a pure focus on climate services. Comparative portals deal with the topic of adaptation to the consequences of climate change as a whole and bundle content (such as political and legal framework, basic information on climate change impacts and adaptation, tools, funding, practical examples), which in Germany tends to be split or duplicated among various national actors, such as the Federal Ministry for the Environment (BMUV), Zentrum KlimaAnpassung (ZKA), KLiVO and KomPass.

Figure 7: Distribution of comparable climate adaptation portals on different levels (n=38)



Source: UBA 2024.

The last two evaluation questions are aimed at the long-term impact of the KlimAdapt project. The fourth evaluation question (Q4) looks at the impact of the links and interrelationships between the KlimAdapt provider-user network as an accompanying instrument of the portal.

Q4 To what extent has the support provided by the KlimAdapt network contributed to the further development of the portal and strengthened the network members' ability to act?

- ▶ The network work has strengthened the understanding of the use of climate services, the corresponding user needs and the willingness to involve users in service development (co-creation).
- ▶ The exchange within the network contributed to the further development of the KLiVO-Portal to a limited extent.
- ▶ Networking has contributed to the continued use of the KLiVO-Portal by members, but has only partially increased its use.

The final fifth evaluation question (Q5) addressed the overall impact of increasing the capacity of climate change adaptation actors to act, which was answered on the basis of the selection and use of services via the portal (Q 5.1) and on the basis of assessments of the benefits and added value of the portal by users (Q 5.2).

Q5 To what extent does the use of the KLiVO-Portal strengthen the ability of climate change adaptation actors to act?

- ▶ A third of respondents who are familiar with the KLiVO-Portal confirm that they have selected a service via the portal. Of these, 53 % confirmed successful use of the selected service.
- ▶ 52 % of respondents somewhat or completely agree that the ability to act has been strengthened. 63 % of respondents somewhat or completely agree that using the portal adds value.
- ▶ The interviewees see the benefits and added value of the portal in particular in the overview, bundling and guidance that the portal provides as well as its function as a search engine. In addition, the portal strengthens actors through inspiration, networking and the opportunity to learn from others.

1.3 Key recommendations

The evaluation clearly shows that the need for information, knowledge and services among climate change adaptation actors remains consistently high. As the range of information and services is already quite extensive, it can be assumed that it is not yet sufficiently well known among the relevant target groups. For the subject of the evaluation, the KLiVO-Portal, this means that there is still a need for and consequently also a legitimization of a central platform that makes the range of services better known and makes them available in a bundled and quality-proofed manner. Overall, the aim and effectiveness of the portal appear to have been achieved to a limited extent to date, which is why the following recommendations for further development are derived from the evaluation results. All results and recommendations were also discussed with the members of the KlimAdapt provider-user network and conclusions from the network discussion were included in the final formulation of the recommendations for further development.

- ▶ **Awareness of the portal must be improved.** To this end, more should be invested in public relations work through mailings, a stronger anchoring among multipliers (e.g. ZKA, ZUG and federal state portals for local government), a strengthening of the use of the KLiVO-Portal seal by service providers, more presence at specialist events, use of event formats by multipliers and, if necessary, own event offers.
- ▶ **The positioning of the portal must be adapted and strengthened.** The duplication with the DWD's German Climate Portal should be gradually dissolved and its services integrated into the KLiVO-Portal. Public relations work on the KLiVO-Portal and other federal offers on climate change adaptation, such as ZKA and KomPass, should be more closely coordinated. The use and promotion of the portal by federal actors working on the topic of climate change adaptation should be strengthened to ensure central positioning and findability.
- ▶ **The "DAS" menu item on the portal should be revised and expanded.** Basic information on climate change and adaptation to the consequences of climate change should be added in order to describe the thematic framework around the portal in more detail. The content on the German Adaptation Strategy should be updated and expanded with information on the legal framework, particularly at federal level (Federal Climate Adaptation Law (KAnG) + possibly also at state level). The expansion of the thematic framework can also support the positioning as an overarching federal offer for climate (preparedness) services.
- ▶ **The start page of the portal should be revised to focus more on the benefits and unique selling point of KLiVO and to simplify guidance for users.** The existing call-to-action and the quality criteria as a strong unique selling point of KLiVO should be placed more prominently on the homepage. At the same time, the image gallery header should be adapted accordingly and the added value of the portal should be presented more clearly.
- ▶ **The portal's offerings must be kept up-to-date and needs-oriented.** The growing range of regional and state-specific services and portals should also be reflected in the KLiVO-Portal. At the same time, there should be a particular focus on the needs of federal states without competence centers and on small and medium-sized cities, which usually have more limited capacities. The inclusion of more regional and local services could be combined with a label on the transferability of services to other regions. Regular proactive searches for (new) services should be carried out among existing providers and beyond. Clearly structured, regular operating procedures are essential to ensure that the portal's content is up to date. However, a more detailed review of these was not part of this evaluation.
- ▶ **The filter functions and keywording of the portal should be improved.** The assignment of filters to services should be limited in order to guarantee more precise filter results. The filter concept could be revised to be even more user-friendly, especially in its terminology and logic, which has so far been very close to politics, but this would involve a great deal of effort. The keywording within the portal as well as outside the portal within search engines to find the offer must be improved.
- ▶ **Examples of practice/application and experience reports should be integrated into the portal** in order to meet current user needs. Collecting experience reports on services could be linked to the service intake process by trying to obtain relevant experience or contacts via providers. This would involve a great deal of effort and at the same time have an unclear impact, as the evaluation has shown that more text does not contribute to the usability of the portal. Two possibly less costly alternatives could be the optimization of the integration of the KomPass Tatenbank entries, which is already being implemented, and the introduction of a star rating system for the individual services. The technical feasibility of the latter has yet to be verified.

- **The portal's target groups should be specified and prioritized if necessary.** A large number of target groups can result in not being able to do sufficient justice to the individual target groups. It is therefore advisable to at least prioritize clearly within the target groups. For example, the public administration and public bodies as central implementation actors of the KAnG could be defined as the main target group. The target groups of the KLiVO-Portal should be thought of synergistically or, if necessary, differentiated from other federal portals and actors. Various entry pages could be used to prepare the website for specific target groups according to their level of knowledge or role as an actor, but their implementation would involve a great deal of effort.

This evaluation is the first comprehensive evaluation of the KLiVO-Portal. The results indicate that adjustments should be made in the further development of the portal. Clear starting points have been identified to this end. A regular, comprehensive evaluation of the service should be sought in order to consistently ensure the achievement of objectives and to make further adjustments if necessary. As a federal service and therefore also a key tool for supporting the implementation of the Climate Adaptation Act, which came into force on July 1, 2024, it is recommended that the portal and its evaluation should be anchored in the context of the further development of the German adaptation strategy.

This fact sheet is based on the unpublished detailed interim report "Evaluation of the KlimAdapt project" of the research project "Adaptation Literacy" (FKZ 3723481040).

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