

Group 1

# Next Steps

- **Develop strategy and objectives**
  - Determine what needs to be measured and approaches for how to measure it
  - Create sharable database of studies (metadata catalog with links to publications)
- **Engage end-users**
  - Share information (strategies for engaging end-users, survey questions)
  - Conduct surveys of end-users to facilitate both qualitative and quantitative studies
  - Characterize types of users and value for each (upstream vs. downstream users)
  - Industry surveys (identify companies that are beneficiaries of different services)
  - Design survey questionnaires tailored to each segment (consider response burden)
- **Capture Various uses of EO data (including unanticipated)**
  - Identify end-users and different uses (categories of users for uptake of EO)
- **Build a repository of usage stories**
  - Conduct case studies of end-users for both qualitative and quantitative studies
  - Many short stories and subset detailed stories, best practices, use cases
- **Exchange Communication Strategies**
  - Third-party validators (stories of individual beneficiaries)
  - Engage various disciplines (environmental scientists, economists)

Group 2

# Next steps

- Broader discussion of ideas presented on previous slides
- Increasing benefits from EO by reducing barriers to use (next workshop topic?)
- Develop a process to identify best practices
- Publish a peer-reviewed paper on Allocation of benefits from EO vs. entire system

Group 3

# Recommendations for Next Steps

- Community of Practice
  - Tend to this group! Broader participation
  - Assign roles, members must be invested
  - Frequent meetings with deliverables for those meetings
- Define what we mean by impact
- Baseline template for case studies – create a database
  - Develop and keep updated
  - Can query common fields – are there any consistent content that can be used
  - Fields of information must be defined and commonly agreed
    - Field that might be useful – what EO did you use to gather your data from?
  - Combine datasets across disciplines
- Present outcomes of this type of workshop to user forums
- Cape Town – Spring 2020



Group 4

# Recommendations

- **Repository is a high priority.**
- **There is need for a common language across disciplines.**
- **Identify a framework for GEOValue assessments.**
- **There needs to be a logical development of EO valuation practices, grounded in the current state.**
- **There needs to be a foundation to build ex ante studies.**
- **Motivate institutional support for:**
  - Follow-up studies after contracts end
  - Grants require upload of data to repository
  - Digital identifiers
- **Motivate and expand community of practice**