

Objectives

The workshop seeks to build upon the results of work within the GEO Value Community and especially workshops held in Washington (2017), Kyoto (2018) and in Frascati (2019) to broaden the GEO Value Community and develop short- and medium-term action plans.

Expected Outcomes

The workshop should help to:

- Expand the GEO Value Community
- Push the boundaries of value measurements
- Extend engagement with the GEO Community
- Increase alignment with the GEO goals.

Background

The GEOValue Community has been meeting since 2012 to explore and develop the discipline to measure value creation through the use of Earth Observations (EO).

As this becomes a recognised community under the GEO umbrella and forms a component of the work-programme, so the GEO plenary meeting becomes an opportunity to consolidate thinking amongst experts from around the world and to challenge them to push the boundaries of the analyses.

In Canberra, a two-part, side event is being organised.



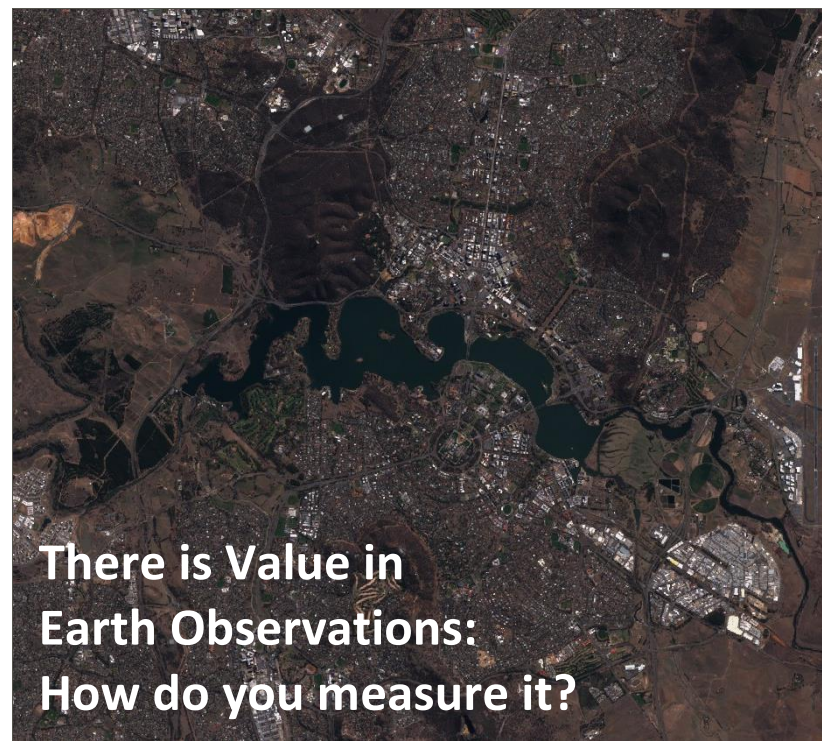
Organizers:

The workshop is organised by; the European Space Agency (ESA), the US Geological Survey (USGS), the U.S. National Oceanic and Atmospheric Administration (NOAA), FourBridges and the European Association of Remote Sensing Companies (EARSC) representing the GEOValue community.

Registration: https://www.earthobservations.org/geoweek19.php?t=side_events

Logistics: <https://www.nccc.com.au/getting-to-nccc>

Other useful links: www.geovalue.org www.earsc.org/sebs www.copernicus.eu



**There is Value in
Earth Observations:
How do you measure it?**

**GEO Plenary Side-Events
Advancing the Understanding of the
Value of Earth Observations**

November 4, 2019: Side Event 13:30 – 14:30

November 5, 2019: Targeted Side Event 8:30 – 10:00

GEO Week 2019 / Ministerial Summit

PROGRAMME

GEOValue Side-Event: Monday 4th November, 13h30 – 14h30

Room: Bradman

Objective:

This session will look at progress being made to address the value of geospatial information in the context of GEO's missions. The outcomes from a major workshop organized by the GEO Value community and hosted by ESA in July 2019 will be reviewed. The goal of this session will be to provide a foundation and a vision for GEO to expand the capabilities for quantifying the value of information.

13h30	Welcome and Introduction, Goals and Objectives	Ivan Petiteville, ESA
13h35	USGS Perspective	Tim Stryker, USGS
13h40	Background status of GEOValue activity	Jay Pearlman, FourBridges
13h50	Summary of Frascati Workshop	Geoff Sawyer, EARSC
14h00	Moving Forward – GEO and National Directions	Max Craglia, EC-JRC
14h10	Panel Discussion with Audience	
	Moderator	Ivan Petiteville
	Panel:	Max Craglia Jay Pearlman Geoff Sawyer Tim Stryker
14h25	Conclusions	Alan Smart, CSIRO

Targeted Side-Event: Tuesday 5th November, 08h30 – 10h00

Room: Fitzroy

Objective:

Building upon Monday's GEOValue side event, this session will draw upon a number of case-studies to explore the boundaries of how Earth Observation creates value through societal and economic impacts. Invited speakers will present cases which illustrate these boundaries and help develop a guide toward future activities.

08h30	Welcome, Introduction, Goals & Objectives	Geoff Sawyer, EARSC
08h40	Examples showing Value Measurements	
	Moderator	Kamil Kiljanski, European Commission
	Arctic Observations Ocean & Marine Development Business Agriculture	Mikko Strahlendorff, FMI Brendan Brooke, Geoscience Aus. Andiswa Mlisa, South Africa NSA Alan Smart, ACIL Lef Mamais, Evenflow
09h40	Round Table Discussion	Pushing the Boundaries
09h55	Wrap-Up	Jay Pearlman, Fourbridges