



Coordinating and integrating state-of-the-art
Earth Observation Activities in the regions of
North Africa, Middle East and Balkans
and Developing Links with GEO related initiatives
toward GEOSS

WP 240

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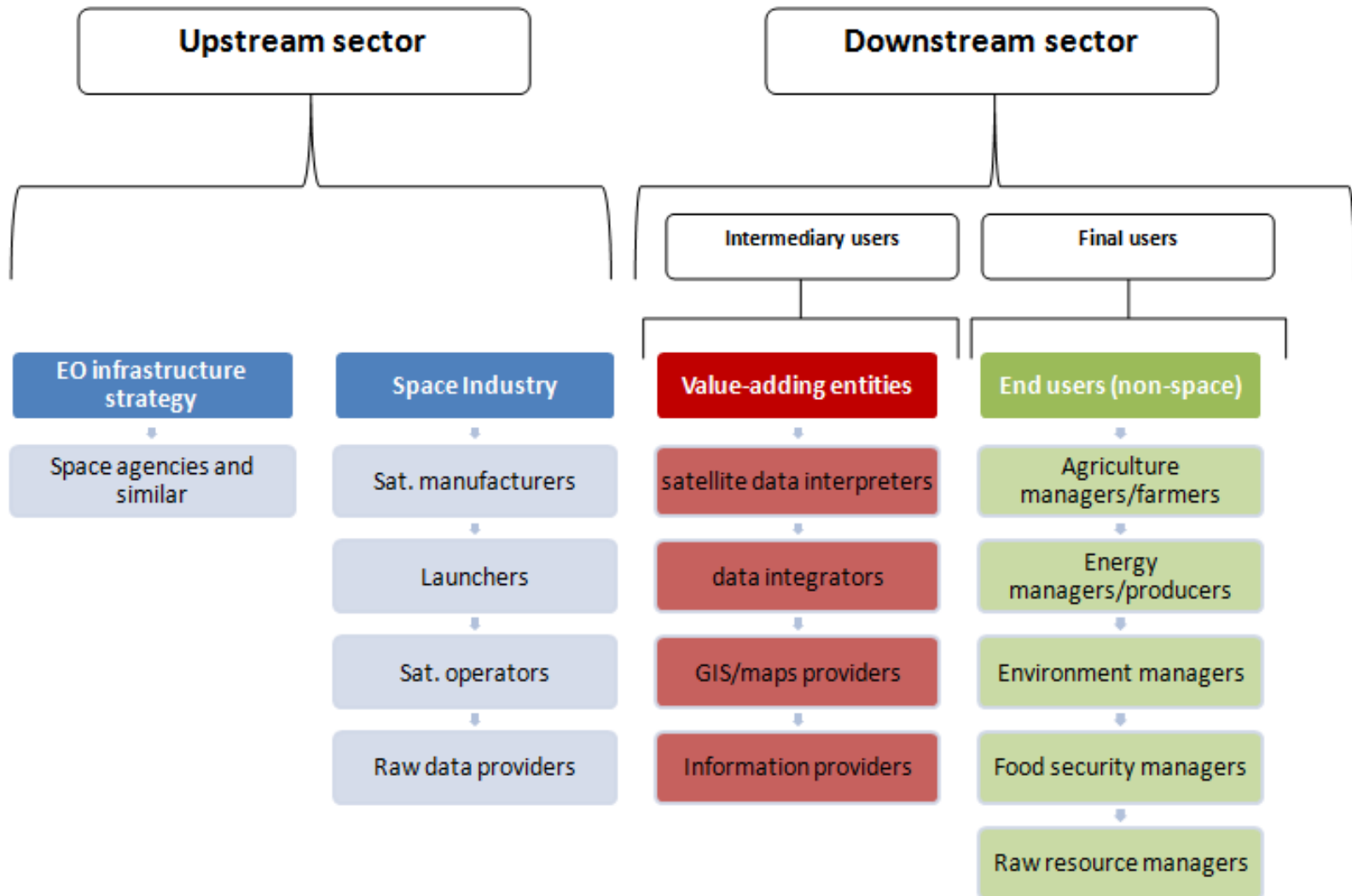
WP2.4 Objectives

To implement Copernicus and GEO in the region by meeting end-user needs.

**Inventory intermediary
and end-user needs.**



Methodology: Definitions (reference framework)





WP240 deliverables

1. **Definitions:** who are the stakeholders whose needs we analyse?
2. **Stakeholder mapping:** who are the relevant actors in the value-added chain?
3. **User needs survey:**
 - **Intermediate users:** what data do they need to produce services
 - **Final users:** what objectives do they have? (where satellite data could help)



What Eurisy needs in order to deliver

1. Definitions:

- agreement on how we define and qualify our target 'users' (intermediate and final) relative to the value-added chain

2. Stakeholder mapping:

- Agreement on scope and methodology (see next slides)

3. User needs survey:

- agreement on 'needs': final and intermediary (potential) users don't need the same thing in the same form
- agreement on profile of the users investigated (public/private, large/intermediate/small, sector of activity, etc.) and methodology

+ agreement on timeline and deadlines



Methodology: Definitions

• Eurisy

- Eurisy proposes scheme of value-added chain at kick-off meeting
- Eurisy proposes draft definitions (1 page) by email

• Partners

- Validate/comment/correct during meeting and by email
- Comment/correct if necessary

Methodology: definitions of target for needs survey (1 page)

- Data providers
 - They operate the satellite infrastructure and make available raw data
 - They operate the in-situ infrastructure and make available data
 - Core business: they provide raw (satellite) data
- Data interpreters
 - They access raw data
 - They process raw data
 - Core business: they provide processed satellite data
- **Intermediate users** (satellite data integrators, GIS providers with or without RS experience):
 - They use processed satellite data
 - They combine it with other sources
 - Core business: they produce geo-information services (maps)
- **Final users (they use maps)**
 - They use maps (or geographic information presented in any other way) to make a difference in their field of responsibilities. Their objectives can include: effectiveness of public policies, improved quality of life, reduction of risks, improved environment
 - Core business: they improve outcomes and take decisions in the applications sectors (energy, raw resources, climate change, agriculture), unrelated to geo-information production.



Definitions - intermediary

An intermediate user is a value-adding entity that creates maps.

It builds on raw or processed data, to deliver value-added products/services to another intermediate user or an end-users.

- They (can) use processed satellite data
- They combine it with other data sources

Their core business: they produce geo-information services (maps)

NB. Not all GIS companies use satellite-derived data.



Definitions - end-user

An end user does not participate in the production of the map.

They use *maps* (or geographic information presented in any other way)
to take decisions or take actions in their sector .

Their core business: they improve policy and outcomes in energy, raw materials, climate change, agriculture, food security.



Users – from this morning's presentations

- Private GEO companies
- National groundwater monitoring network
- Mining/quarrying companies
- Quarrying companies
- Environmental agencies
- Regional authorities
- Sylos owners
- Chemical companies
- Decorative stones and building stones > building companies
- Various committees: sustainable devpt of mineral resources
- Forestry companies
- Ministry of eco > granting concessions
- Legal entities
- Investors
- Regional governments/Regions (CORINNE)
- Air traffic services administration – geo-magnetic data user



Users

Regulatory framework (top-down driven demand)

- Mountain law
- Water law
- Mining law



Methodology: stakeholder map

• Eurisy

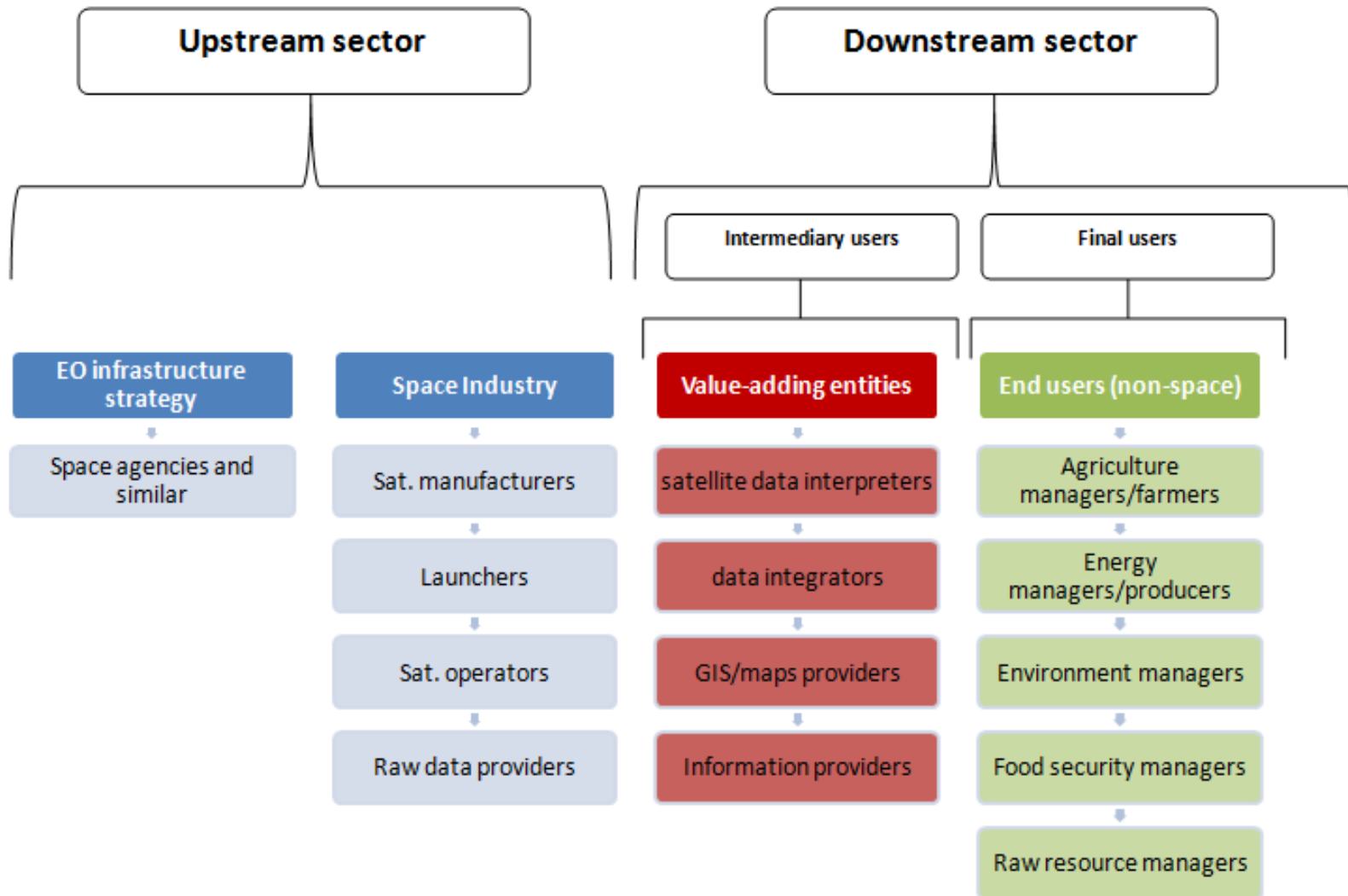
- Eurisy proposes scheme of value-added chain at kick-off meeting
- Eurisy proposes common Excel doc to collect unified responses on stakeholder organisations
- Eurisy builds on this basis a map per country. The common Excel guarantees data is comparable among countries with different governance

• Partners

- Validate/comment/correct during meeting and by email
- Partners fill in Excel with data on stakeholders
- Partners validate/correct as needed



Methodology: stakeholder map (categories)





Methodology: user needs survey

General remarks:

- the sample per country (min. 5 organisations acc. to KPIs) is too small for a quantitative survey. We therefore recommend a qualitative one, carried out through interviews.
- final users in particular do not identify themselves as “final users of satellite data”. : all the more important that qualitative interviews should be carried out with them to scope the latent demand (rather than unaccompanied questionnaires sent ‘en masse’).
- some countries do not have confirmed users (or they have very few). Thus the survey should be extended to the potential users – which is the very interest of the needs survey (potential market demand)
- academia and research organisations should be excluded from the survey: they are not users in a « market » sense (Cf. our previous discussions).



Methodology: user needs survey

• Eurisy

- Acc. to the user definitions, Eurisy proposes a questionnaire as a guideline for the interviewer
- Eurisy sends the validated questionnaire to all partners
- Eurisy collects the reports, analyses the data in the context of the value-added chain across countries, and provides overall report

• Partners

- Validate/comment/correct questionnaire
- Partners interview min. 5 max. 10 users and provide Eurisy with a report of the interview
- Partners validate/correct as needed



Timeline and deadlines

2016

Partners

26/02
user def.
questionnaire
stakeholder map
template
validation

30/03
4 user interviews
+
stakeholder map

3/06
4 user
interviews

Feb

March

April

May

June

July

Eurisy

18/02
user def. &
questionnaire
stakeholder
map
presented

02/03
user def. &
questionnaire
stakeholder
template
sent to
partners

15/04 user needs
intermediary
report

3/06
delivery:
- stakeholder
map
- user needs
report
- definitions