

GEO WEEK 2018

KYOTO, JAPAN

Monday 29 October, 08.30-12.30

Identifying, communicating and delivering
the value of Earth Observations.
A regional approach.

Session 3 Measuring the Value of EO

Side event Organised by GEO-CRADLE Project & EARSC



Scope of this panel discussion

- Discussion on the importance of understanding the impact of EO on Society through measuring and communicating its value.
- Build upon the work of the workshop held in Washington on Value chain analyses
- Examine several case histories where the value has been perceived and communicated
- Examine the importance of communication as a tool to inform stakeholders on EO value.

Session Outline

- ❑ Chairman/moderator to set the scene
- ❑ Geoff to provide conclusions from last years workshop (not sure if to do this here or maybe as part of the opening welcome, in which case we can skip an introductory presentation and go straight to the panellists.
- ❑ Each panelist to open with a 3 minute short introduction on their specific experiences in relation to value of EO
- ❑ Open discussion on the cases, similarities and lessons learned (some questions to help the flow on next slide)

Questions to panellists

- What is their experience of using a value-chain approach to measure the value of EO? Do you have other methods to recommend?
- What is more important for you, the economic assessment or the story?
- Are there specific domains where you would see a priority to work?
- What communication tools are appropriate and how to use these to gain maximum traction?
- Do you have any specific recommendations regarding future analysis on the value of EO?

Open floor Q&A and Wrap-up by moderator [15 mins in total]

Thank you!

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