



Capacity Building Sub-task CB-09-03c

Building Capacity for Non-technical Decision-makers in the Use and Impact of Earth Observation

- Task Description
 - Build GEO community through GEOSS-focused web-based magazine for the general public and non-technical managers & decision-makers.
- Goals, Outcomes and Outputs
 - www.Earthzine.org
 - Publishes articles on social benefits of Earth observation
 - Structured to align with nine SBAs
 - Quarterly themes cover SBAs and special topics relevant around the world
 - Growing editorial staff and writers
 - Reaches ~3000 readers/month in >100 countries.





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- Gaps, Challenges and Risks
 - Coordination with and across GEO for timely and accurate reporting of the great work being done
 - Expand readership and contribution base to be an effective voice for GEO community and to reach a sustainable level of contributions and sponsorship
 - Requires base funding for maintenance and operation
- Current Activities
 - Current theme: GEOSS and the New Millennium Development Goals
 - Student Essay Contest: Sustainability Through Earth Observation and Engineering
 - Expanding reach into developing regions of Africa, South America, and Asia with emphasis on greater coverage of GEO activities
 - Improving infrastructure/usability/accessibility of website
 - Autumn 2009 Theme: Agriculture and Food Availability

