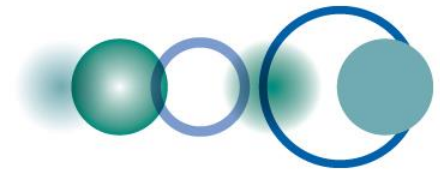




Plenary Discussion of Framework for Engagement

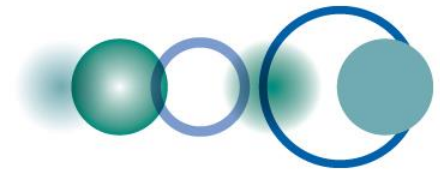
GEO XI Plenary
Geneva, 13-14 November, 2014





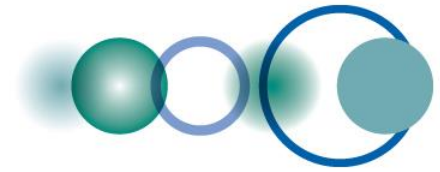
Background

- GEO-X Decisions and Summit Guidance:
 - Carry on core tasks (improve EO, increase their availability, including by promoting free data sharing)
 - Insure that data is used more comprehensively to deliver practical outcomes
 - Build tools for identified users, engaging as necessary with the international organizations and private sector
- To realize this vision a strategy to engage relevant stakeholder communities is needed
- ExCom is developing a stakeholder engagement strategy which will articulate objectives, methodologies and milestones



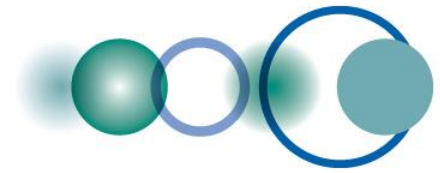
Why Engagement is Important

- Stakeholders engaging with GEO could help to:
 - influence decision makers about the importance of EO/GEO
 - demonstrate the value/impact of EO/GEO
 - attract resources to EO systems and GEO
 - educate communities about the value of EO/GEO
 - build GEO's credibility and visibility



Prioritizing Engagement

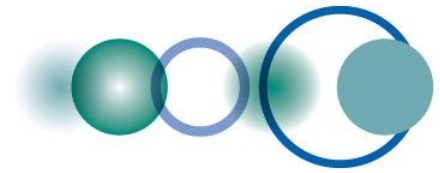
- There are many different types of stakeholders. The value GEO finds in them and they find in GEO will be different across different communities and different organizations.
- Successful engagements rest on both parties finding value in the relationship.
- The level of effort and commitment GEO invests in an engagement should be prioritized, first, according to the expected contribution or benefit to GEO's mission that the partner will bring.



UN Agencies/Treaties and Conventions



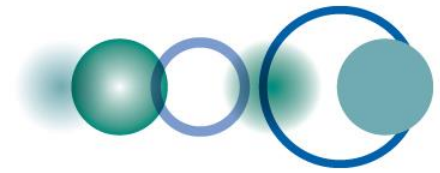
- **Value to GEO:** Utilize EO to achieve environmental mandates; increase political support for EO/GEO
- **Value to UN organizations:** Improve efficiency and effectiveness of measurement, monitoring and evaluation for international treaties and conventions



International Scientific Organizations



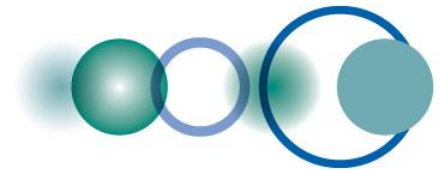
- **Value to GEO:** Leverage expertise and capacity to deliver on GEO's mission
- **Value to Organizations:** enable political support and continuity of observing systems to support scientific research and advancement; incorporate richer data assets to more effectively achieve organization objectives



Intergovernmental Organizations



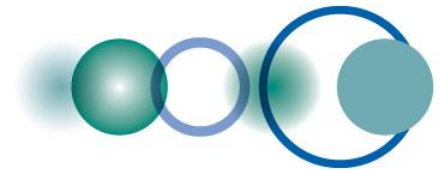
- **Value to GEO:** Leverage expertise and capacity to deliver on GEO's mission
- **Value to Organizations:** Provide cross—sectoral observing system coordination; Incorporate richer data assets to more effectively achieve organization objectives



International Development Banks



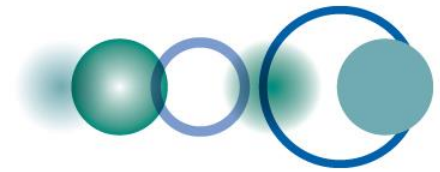
- **Value to GEO:** Leverage expertise and capacity to deliver on GEO's mission; potential funding for GEO projects
- **Value to IDBs:** Utilize EO to select, monitor and evaluate in-country loan projects



Foundations



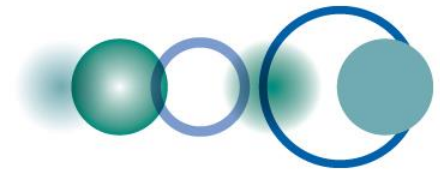
- **Value to GEO:** Potential funding to support GEO in-country projects; raise GEO profile
- **Value to Foundations:** Utilize EO to select, monitor and evaluate in-country grants



Commercial Sector



- **Value to GEO:** Access to data sources, products, tools, services and test beds; visibility for existing assets and products; expertise to further develop GEOSS; potential funding for GCI, Tasks/projects
- **Value to Commercial Sector:** access to richer data sets for product/service development and decision- making



Questions for Plenary:

- The Executive Committee seeks the following input from Plenary:
 1. How should GEO prioritize its engagement efforts across the various stakeholder communities?

Potential priority areas:

 - Engage with Small and Medium-sized Enterprises on a regional and/or national level
 - Engage with UN organizations and processes as conventions and treaties are developed or revised
 - Engage with regional International Development Banks to identify in-country projects that could benefit from EO/GEO participation
 2. What are the different ways that GEO should engage with each of these diverse communities?