



The GEONetCab approach to Capacity Building

GEO European Projects' Workshop

CNR

Rome, 7 & 8 May, 2012

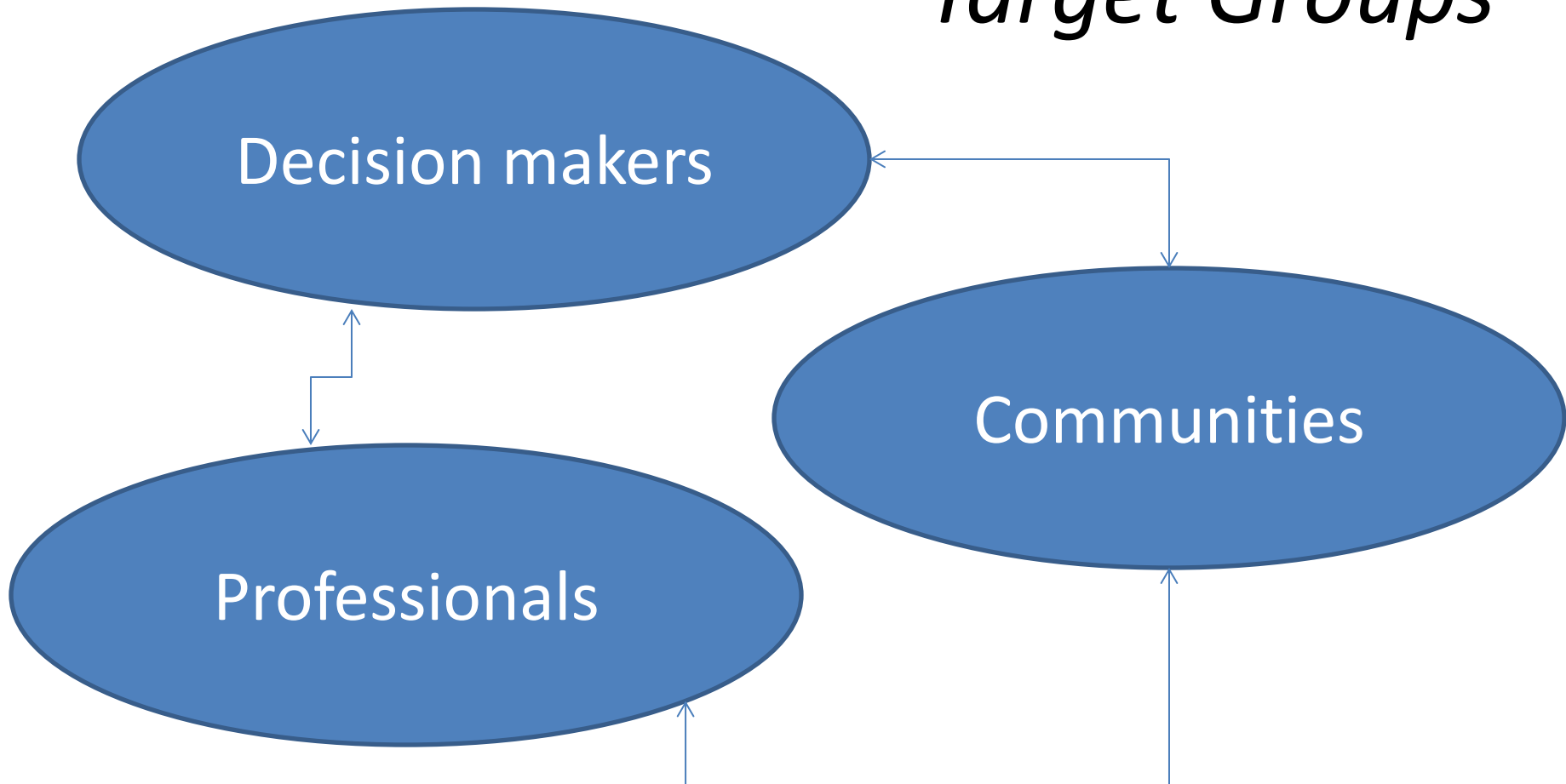


EARTH OBSERVATION

- Available to new groups of end-users
- Potential to involve (and empower) these users in Societal Benefit Areas
- To achieve this: address weakest links in the chain from provider to user
- GEOSS: (technical) platform for all users
- GEONetCab: facilitate capacity building & brokerage



Target Groups





Marketing as Brokerage & Capacity Building

Capacity Building:

Learning and being capable of adding something new and relevant to a previously defined purpose

Brokerage:

Linking providers and (potential) users of a product or service

CAPACITY DEVELOPMENT

- Evolves to broader, all-encompassing concepts
- Definitions: individuals, organizations, general environment, including broader political and societal context (sectors, countries, regions)
- Other important aspects, such as: local ownership, empowerment, making implicit knowledge explicit, varying competence and knowledge levels, value chains for network



GROUP ON
EARTH OBSERVATIONS

Considerations Capacity Development

- **“Relative immaturity of addressable markets to the earth observation solution”** (Keith, Euroconsult)
- **Marketing of GEO through marketing of EO**
- **“GEO envisions a future where earth observation capacity building efforts are coordinated, and the access to and availability of capacity building programmes to users in all of GEO’s societal benefit areas are enhanced. This coordination should increase access to earth observation data and products and seeks to encourage decision makers worldwide to use these tools to guide their decisions in sustainable development planning and policymaking”** (GEO)
- **Economic and societal benefit !!!** (GEONetCab)



Overview

Marketing of Earth Observation Products & Services (framework study)	Regional Studies (Poland, Czech Republic, French-speaking Africa, Southern Africa) + Synthesis
Capacity Building Strategy	Success Stories, Toolkits, Roadshow, Quick Win Projects, Workshops, Capacity Building Web



Marketing studies

Assessment of market potential for earth observation products and services



MARKETING EARTH OBSERVATION
PRODUCTS AND SERVICES

PART # 1





Regional studies + Synthesis

Regional studies carried out in French-speaking Africa, Southern Africa, Poland, Czech Republic

Synthesis document available: summary with comparison & lessons learned



Capacity Building Strategy

Analysis of capacity development in general and outline of strategy and tactics that work for capacity building in earth observation



CAPACITY BUILDING STRATEGY



More detailed information @

www.itc.nl/library/papers_2012/general/noort_capacity.pdf

Success stories

Description of successful applications of earth observation in a language that potential clients understand

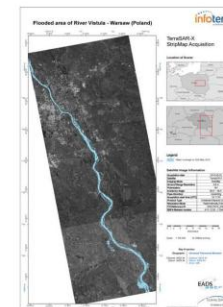
FLOODS IN POLAND MAY-JUNE 2010

SUCCESSFUL IMPLEMENTATION OF EARTH OBSERVATION-BASED SUPPORT

In May and June 2010 heavy rains caused serious flooding, affecting the people and infrastructure in many cities and villages of (mainly) southern Poland. It was one of the biggest floods in Polish history and caused 25 fatalities and losses of PLN 12 billion. On 19th May and 7th June the National Headquarters of the State Fire Service activated the project SAFER, which implements and validates pre-operational versions of the GEMS Emergency Response Service.

Thanks to processing of satellite images the flood crisis could be predicted in the form of ready-to-use products, including topographic reference, risk, rescue and other thematic maps.

At least 22 Polish institutions (mostly public) used the satellite maps and additional products, such as national, regional and local crisis management centers, the fire service and the army, but also insurance companies and scientific units. The maps were also used by the biggest Polish media (television and web portals) to create public awareness about the scale of the problem.



KEYS TO SUCCESS

ADDED VALUE OF THE SATELLITE-BASED MAPS:

- ◆ Satellite-based maps give the most up-to-date geographical information of the region.
- ◆ During the floods the maps provided full visualization of the crisis situation, as complement to in-situ methods.
- ◆ The products are not dependent on the weather, as during floods rainy and cloudy conditions usually prevail.
- ◆ The maps were easy to integrate with other systems that support decision makers and crisis management (including Google Earth software).



Marketing Toolkits

- International trends and developments in a GEO societal benefit area
- Promotion of earth observation applications
- How to get funding?
- Capacity building



Earth Observation for Disaster Management Toolkit

International trends & developments
How to promote earth observation applications?
How to get funding?
Capacity building?



Capacity building web

Guide to free and low-cost software

Tutorials and references to training courses

General information and references to
earth observation applications and
marketing toolkits



Thank you

<http://www.geonetcab.eu>

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