

Sub-task Number: CB-09-03c

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

Overarching Task: Building Institutional Capacity to Use Earth Observations

Area: CAPACITY BUILDING

Relevant Committee: CBC

Related Targets: (to be included in 2009)

Sub-task Definition (as given in the 2009-2011 Work Plan):

Maintain a GEOSS-focused web-based magazine for the general public and non-technical managers & decision-makers to complement existing capacity building efforts in GEO. Update the magazine(s) on a routine basis to inform and provide an understanding of the impacts of Earth observations on societal conditions and the benefits of global observation. Expand on existing GEOSS-focused web-pages to incorporate more material from developing countries. Enable access to the magazine(s) through the GEOPortal (AR-09-01a).

Leads (GEO Member or PO, Entity carrying out the work, Contact: e-mail):

IEEE, Point of Contact: Paul Racette, Earthzine Editor, peracette@mac.com

Motivation/Background

GEOSS is focused on providing actionable information to decision makers who address significant societal issues. These decision makers are not, in general, specialists in Earth observation, nor in the benefits that can be gained from Earth information. Likewise, providers and users of Earth information are usually focused on the technical aspects and applications of their relevant specialty. Cross-disciplinary and –regional exchange of information increases the societal benefits of GEOSS. The public has limited experience in understanding of the benefits of information derived from Earth observations and its impacts on their lives. Publishing a web-based magazine with a focus on these topics builds community among participants of GEOSS, expands the reach of GEO and enhances the societal benefits of Earth information.

Outputs (e.g. products and services which result from the activities of the Task/sub-task; outlined in the form of deliverables with timelines)

WWW.Earthzine.org was launched in November 2007. Earthzine focuses on publishing articles on the benefits of Earth observation with an emphasis on activities with GEOSS. During its first year, Earthzine published more than four dozen original articles about Earth observation, interviews with world leaders in Earth observation policy and news about GEOSS. Earthzine also syndicated (linked to other news and information sources) over 500 articles.

In its five year strategic plan (2007 – 2012) Earthzine identifies the following goals:

To publish articles covering each of the nine societal benefit areas;

To provide coverage of regional issues with increased focus on Africa, South America and Asia;

To increase readership through relationships with complementary organizations that allow information exchange across disciplines (for example, between providers of Earth data and potential users within the project management community); and

To continue to publish articles that highlight the societal benefits derived from Earth Observation.

Activities (operations or work processes through which resources are mobilized to produce specific outputs; outlined in the form of milestones including timelines)

Activities, in addition to publishing GEOSS relevant material, will upgrade Earthzine to improve our correspondence with our readers and subscribers, and to expand alignment with GEOSS. Upgrades include:

'email this article,' email notification of comment response, and author preview of posted content. We are modifying the site's header to include the nine societal benefit areas of GEOSS using the GEOSS icons. In 2009 we will start a newsletter to Earthzine subscribers which summarizes and highlights latest Earthzine content.

Planned:

Progress (current status): ...

We continue to focus on expanding our reach into developing regions of Africa, South America and Asia. We've recently identified a regional coordinator for Africa who will help identify authors and events of interest to the Earthzine readers. We are also launching a webpage on sustainability in alignment with IEEE President's Sustainability Initiative.

Resources (indication of resources – e.g. financial, human – contributed by GEO Members or Participating Organizations to produce outputs)

Earthzine is a volunteer run publication. The managing editor and content manager are part-time paid staff. Occasionally freelance writers provide paid-for articles. Other resources are allocated to recurring costs and site maintenance. *While IEEE sponsors and publishes Earthzine, are substantial contributions from members and participating organizations of GEO. In addition, the GEO Secretariat has been very supportive of this activity.*

Architecture and Data Component

1) Please briefly describe any task-related Earth observation resources (data set, system, website/portal) and any related Web Service interfaces that are contributed to GEOSS. State whether these items are or will be registered with the GEOSS Component and Service Registry for access via the GEO Web Portals, and whether any associated standards or other interoperability arrangements will be registered in the Standards and Interoperability Registry.

2) Please also describe what data and information your activity/system needs that you would request to be accessible through the GEOSS Common Infrastructure.

Capacity Building Component

(capacity building is defined to include the development of capacity related to: (i) Infrastructure and technology transfer (Hardware, Software and other technology required to develop, access and use EO); (ii) Individuals (education and training of individuals to be aware of, access, use and develop EO) and (iii) Institutions – building policies, programs & organizational structures to enhance the value of EO data and products).

1) In accordance with the above definition does this Task have a capacity-building component? If so, please provide a short description of this component including a description of end users.

This is a capacity building task and is focused on increased understanding of GEOSS at an individual and institutional level.

2) Have any additional CB needs for this Task been identified? Please provide a short description.

No. Although it would be helpful to receive articles covering the many CB activities.

User Engagement Component

(please briefly describe to what extent end users are engaged in this Task and influence the nature of the outputs produced)

Science and Technology (S&T) Component

1) Please briefly describe the elements of scientific research or technological development contained in this Task.

2) *In relation to the S&T component(s) of this task, please describe gaps, priorities, continuity needs, barriers, scientific expertise and additional resource needs (this information will be used for developing a gaps and needs assessment in Task ST-09-01)*

Members and POs' Contributions to Outputs and Activities above:

(Input is optional. This section gives the chance to Members and POs to provide more details (3-5 lines) on their individual activities, making a clear connection with the Outputs and Activities outlined above).

Uzbekistan

Uzhydromet: We could to assist in identifying authors and events of interest from Central Asia to be included in the Earthzine publications.

Participation (Table to be filled in 2009):

Type	Member or PO	Representing	Contact Name	EmailAddress
Lead(PoC)	IEEE	IEEE	Paul Racette	peracette@mac.com
Contributor	UNOOSA	UNOOSA	Tony Lyu	young.lyu@unoosa.org
Contributor	Uzbekistan	Uzhydromet	Natalya Shulgina	shulginata@yahoo.com