

GEO Side Event Workshop Draft Agenda

Demonstrating the Value of Earth Observations: Methods, Practical Applications and Solutions



October 23-24, 2017
Reagan International Center, Hemisphere B
Washington, D.C.

Objective

The use of Earth Observations (EOs) in decision making results in economic impacts to society that are difficult to quantify. The goal of this workshop is to identify methods and solutions needed to develop robust and reliable estimates of the value of EOs in decision making to assess and prioritize investments in EO research, development, and operations.

A variety of current methods and approaches for assessing the value of EOs will be considered including broad benefits assessments conducted by surveys, case studies for specific applications, as well as studies that address cost-saving or innovation applications. A set of five example applications will be examined through derivation of value-chains, focusing on a broad range of risk mitigation issues. Workshop participants will address the effectiveness of value chains in understanding the benefits of EOs in decision making and will identify the types of information for representative applications needed to assess the economic impacts of EOs in decision making.

Workshop results will be documented in a summary strategic document describing the methods and use of value chains to quantify the societal benefits of EOs and to identify types of information that can be routinely collected to support enhanced and recurrent impact assessments.

WORKSHOP SCHEDULE

Day 1- Monday, October 23

- 9:00 AM Welcome address
Introduction and goals (EARSC, NOAA and USGS)
- 9:20 AM Round table participant introductions
Participants provide 15 second self-introductions
- 9:30 AM **Methodologies: Session 1**
Presentations and discussions on different methodologies to demonstrate the value in EO data and products. Speakers can address either top-down approaches which are large scale dealing with policy-led socio-economic and cost-benefit analyses, or bottom-up which are small scale approaches dealing with a single application and/or restricted geographic scale or limited in time.

Moderator: TBD

Topics for discussion:
- How each approach can measure value.
 - The data which are needed and availability issues.
 - How this approach can be used to foster decision making and policy
 - Examples on how the work was used by their organizations
 - Lessons learned: major challenges and improvements needed (collecting data/information and communicating results) and how to overcome them
- 11:00 AM Coffee break
- 11:15 AM **Methodologies: Session 2**
Continuation of the presentations and discussions on different methodologies to demonstrate the value in EO data and products.
- 12:45 PM Lunch

1:45 PM Keynote Speaker

2:15 PM **Value Chains and Processes Panel**

- Introduction to Value Chain Approach, Opportunities, and Challenges
- 3 or 4 speakers talking about use cases with value chains

3:15 PM Break

3:30 PM Open Discussion on Value Chains, Data/Information Requirements, and Instructions for Developing Value Chains and Identifying Data Requirements in Topic Areas

4:15 PM Wrap up of Day One and Plan for Day Two

4:30 PM Adjourn

Day 2- Tuesday, October 24

- 9:00 AM Welcome Address, Recap of Day One, Plan for Day Two
- 9:30 AM Keynote
- 10:00 AM **Value Chain Development Session** (group members predetermined during Day 1) for Monitoring and Forecasting:
- Group 1: Effect of Increasing Temperatures on Human Health
- Group 2: Flood Events; Mitigating, Managing, and Avoiding Impacts to Safety and Property Damage
- Group 3: Harmful Algal Blooms; Effects on Human Health, Recreation, and Tourism
- Group 4: Energy and Mineral Supply; Mitigating, Managing, and Avoiding Impacts of Shortfalls on Economy
- Group 5: Effects of Natural Hazards on Transportation Systems; Effects on Mobility, Safety, and Economy
- 11:00 AM Break
- 11:15 AM Identifying Data Requirements for the Developed Value Chains (same groups)
- 12:15 PM Lunch
- 1:15 PM Group Sharing (describe results of working session)
- 2:15 PM Break
- 2:30 PM Guidance Document Scoping
- Participants will be engaged in discussion of a Guidance Document that uses the Methodologies, Value Chains and Information Needs determined during the workshop to provide recommendations for ongoing socio-economic data monitoring and next steps
- 3:30 PM Wrap up, Next Steps and Commitments
- 4:00 PM Adjourn