

Our Ref: 2007279/GEO/TudorRose

Geneva, 12 June 2007

Dear Colleagues,

The GEO Secretariat is producing a landmark GEO copyright publication about the role that Earth Observations play in our lives, how important this is in the future development of sustainable societies, and how the establishment of a Global Earth Observation System of Systems (GEOSS) will dramatically improve society in the future.

*The Full Picture* is a fully illustrated publication with a broad range of authors relating their work in Earth observation, sustainable development, and how understanding the Earth system is crucial to enhancing human health, safety and welfare, alleviating human suffering including poverty, protecting the global environment, reducing disaster losses, and achieving sustainable development. The book will promote better awareness of Earth observations systems on continents, in oceans and in space and appreciation of the social and economic benefits resulting from the establishment of GEOSS, with particular reference to the 9 SBAs:

- disaster reduction,
- human health improvement,
- energy resource management,
- water resource management,
- understanding and adapting to climate variability and change,
- improved weather forecasting,
- management and protection of ecosystems,
- sustainable agriculture,
- understanding and conserving biodiversity.

The book will be published in a public-private partnership with Tudor Rose, a commercial publisher and information provider with considerable experience in UN publishing since 1999. GEO will have total control of all matters relating to the book and Tudor Rose will carry out all publishing duties. On publication, the book will become the wholly owned property of GEO and carry GEO copyright. Complimentary copies of *The Full Picture* will be distributed to delegations at the GEO Ministerial Summit - Cape Town, November 30th, 2007 and in it will be available for sale from December 2007 (recommended retail price US\$125-00 per copy) in a vinyl cover.



Taking into account your continuing commitment to GEOSS, we are pleased to invite you to supply an original paper for publication in *The Full Picture*, a first draft of which will be required by September 2007. The exact themes and breadth of your own contribution to the book will need considerable thought, and will be elaborated in coordination with the scientific and technical Experts of the Secretariat. It may address your current involvement in the implementation of GEOSS or your interest in benefiting from the availability of such a system of systems. Over the course of the next few weeks, Tudor Rose editors will be in contact with you personally to discuss a suitable subject and establish your editorial support needs. Should you wish to make early contact with them, please direct all your correspondence to:

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Yours sincerely,

A handwritten signature in blue ink, reading 'José Achache'. The signature is fluid and cursive, with a prominent initial 'J'.

José Achache  
Secretariat Director