

GEO Outreach Plan 2007 to 2009

Outreach is essential to many aspects of GEO activities. The outreach objective is to promote and increase the general awareness of the benefits of Earth observation, especially among present and future users, beneficiaries and sponsors of relevant systems. Within 2 years, GEO will produce and begin to implement an outreach plan directed towards key target audiences, including decision makers and policy makers; the general public; industry and service communities; scientific and technical communities; education entities; non-governmental organizations; public-interest advocacy groups; and international financial institutions and official development assistance agencies.

GEOSS 10-Year Implementation Plan, Section 5.7

1 Overview

The outreach activities of GEO will be engaged by all GEO Members and Participating Organizations, to promote GEO through a variety of national and regional fora, materials, and events. To ensure unity and coherence in the outreach plan, which is of primary importance for building the international profile of GEO, these activities will be coordinated by the Secretariat. Moreover, the substance, message, key supporting material, and tactics of this outreach campaign need to be accepted by GEO Members and Participating Organizations. This is the purpose of this document.

The proposed strategy and organization of the outreach campaign has been derived from the outreach objective articulated in the GEOSS-10-Year Implementation Plan. Its purpose is to deepen the engagement with GEO in three stages:

- Raise awareness and general understanding of Earth observations, the purpose of GEO, and the nature and value of GEOSS;
- Increase knowledge and appreciation of the value of coordinated Earth observations within and across specific societal benefit areas;
- Generate support for the implementation of GEOSS and to GEO projects.

Of necessity, a global approach and a regional approach are proposed, and strategies for both are outlined below:

1.1 Global Approach

- Target Audiences - Decision makers and policy makers; the general public; media; industry and service communities; scientific and technical communities; user communities; education entities; non-governmental organizations; public-interest advocacy groups; and international financial institutions and official development assistance agencies.
- Substance and Message - Promotion of general GEOSS concept and three to four high-profile, global GEO projects or initiatives. General slogans and messages will be developed for this purpose.
- Materials – General message and concept materials for global use: brochure, video, public service announcement, exhibition booth panels, etc.
- Tactics – scientific and technical presentations; side events; print and broadcast placement in the international media and major regional media outlets; briefings to global decision-makers; briefings to regional assemblies and major national parliamentary committees.

1.2 Regional Approach

- Target Audiences - Scientists, technical experts, user communities; local industry; general public, regional and local media, and science educators.
- Substance and Message – Focus on GEO benefits to the region, promoting relevant regional initiatives contributing to GEOSS. This will involve the development of a specific message adapted for the region and coupled with the global message.
- Materials - Translation of global materials into regional languages, development of SBA specific materials; development of educational materials.
- Tactics - regional events for science and technical audiences, regional industry exhibitions of relevant technologies and applications, including fora for the general public, the media, and science educators; Capacity building demonstration project or event within the region; Placements in regional broadcast and print media outlets.

2 Message

The story of the GEOSS vision and a general message and slogan will be developed based on the themes of the GEOSS 10-Year Implementation Plan. Message components will be designed to raise awareness, create a sense of pride and enthusiasm around engagement with GEO, and advocate for specific priorities. The substance of the message will include the following:

2.1 General Value of Earth Observation and GEOSS (sample messages)

- Earth observation is delivering tangible benefits to society that can be perceived by each citizen, including reducing disaster loss, improving public health, improving accuracy of weather forecasting, and improving management of water, agriculture, fisheries, and energy resources.
- GEOSS is needed for the advancement of science and technology.

- GEOSS supports environmental management locally (e.g. urban development, disaster prevention) regionally (e.g. water resource management, biodiversity changes) and globally (e.g. sea-level change and climate change.)

2.2 Value of GEO and GEOSS for Decision Makers (sample messages)

- GEO provides a lightweight international mechanism for rapid coordination of national and regional Earth observation planning, delivering early, concrete results.
- GEOSS will leverage value of existing investments and provide more value for money because of its cross-disciplinary approach
- GEO provides an opportunity and rallying point for improving coordination and delivery of national services and demonstrate successful programs.
- GEOSS supports evidenced-based decision-making and the implementation of international environmental treaty obligations.
- Earth observation investment and capacity building in the developing world will contribute significantly to the Millennium Development goals.

2.3 Slogans

The following list of draft slogans is preliminary. It will be further developed in the early phase of plan implementation through consultations with public affairs and media experts drawn from GEO Members and Participating Organizations and will be tested through small, informal focus groups. No more than two should be selected for the global approach.

- Taking the Pulse of the Planet
- Connecting Systems for Society
- Observing Our Planet, Protecting Our People
- Observing Our Planet, Serving the World
- Observing the Globe for Global Benefit
- Observing Our Planet, Informing Policy Decisions
- Observing the Earth, Informing the World
- Observing the Earth, Managing the Planet

3 Global Approach

3.1 Target Audiences

Decision makers and policy makers; the general public; media; industry and service communities; scientific and technical communities; user communities; education entities; non-governmental organizations; public-interest advocacy groups; and international financial institutions and official development assistance agencies.

3.2 Substance

Advocacy for Key Initiatives

Specific advocacy with decision makers will be developed around (1) articulating the needs of the Earth observation users, as well as the science and technology community, and providing strategic solutions for addressing those needs (2) Promoting specific capacity building initiatives (3) promoting community of practice successes and other specific user engagement initiatives.

Cost-Benefits of Earth Observation

To strengthen the GEO message for government, industry, and donors, the Secretariat will develop a socio-economic analysis of the value of Earth observations, building on existing efforts conducted by the United States, the European Commission, the European Space Agency, and others. This analysis will be used as to supply statistics and persuasive argument in the outreach materials.

Feature GEO Initiatives

Each year, the GEO community will identify three to six GEO projects or initiatives to feature in the outreach plan, to support its general promotion of the value of GEO and GEOSS. These projects, which must be technically feasible and agreed GEO priorities (drawn from the “near-term successes” discussion), which must resonate as highly valuable in the minds of the public, the media, and of senior decision makers. They should be prepared for global announcement either together or in sequence, depending on the scale of the project and the state of implementation. In 2007, the following initiatives will be highlighted:

- Global Wildfire Warning System (Task DI-06-13)
- Air Quality Forecast for Public Health (Task HE-07-03)
- Drought Prediction and Management System (Task WA-06-02)
- Global Invasive Species Monitoring System (Task BI-07-02)
- Beijing Olympics High-Precision Forecasting (Task WE-07-02)
- GEONETCast (Task CB-06-04)

3.3 Materials

Based on the above substance and message, the following materials will be developed in print and web format for use in implementing the global strategy:

Print and Web-Based Materials

- A two- to four-page full-color brochure outlining the basic concepts of GEOSS, building on the logo, color scheme, and visual identity of the GEO website;
- Information kits on each societal benefit area, the value of Earth observation in each, and the work of GEO in each;
- Special information pieces prepared for print and the web on (1) GEO organization, relationship to existing structures, how to join, and tips on how to organize a national GEO effort; (2) GEOSS technical architecture, “What is GEOSS, technically speaking?” (3) Each

feature initiative, as needed; (4) the value of Earth observation for sustainable development, poverty reduction, and environmental management; (5) other topics as needed;

- Draft feature articles on relationship of Earth observation to important issues of the day (climate change, natural disasters, etc.)
- A set of three GEO exhibition panels.
- Cartoon book for use by educators for young readers.

Broadcast and Web-Based Materials

- An international public service announcement (PSA), consisting of a thirty-second video spot and radio equivalent, that can be easily translated;
- A promotional general video (2 to 3 minutes), appropriate for general use and for educators.

GEO Website Development and Online Strategy

As part of the outreach material development, the GEO website will be further developed to incorporate the above materials in appropriate online formats, to improve the utility of the site for GEO community users, and to allow for interactive areas for the press and for users. A specific online campaign strategy will be articulated for this purpose.

3.4 Tactics

Specific tactics will be carried out for each of the target audiences to continue the ongoing efforts to educate, inform, and facilitate engagement in GEO. For each tactic, an output has been specified.

Science and Technical Audiences

- **Presentations, Conferences, and Side Events** - the Secretariat will maintain a calendar of major scientific workshops, conferences, and symposia and will continue its ongoing participation in these fora. The staff of the Secretariat will make briefing materials available on the GEO website. GEO Principals, Alternates and other representatives of GEO Members and Participating Organizations will also be encouraged to make such presentations, and will invited to share their presentations with the GEO community through the GEO website. Special side events will be organized in conjunction with key annual international conferences.

Tactical Output: Invited GEO presentations in six or more conferences annually, two GEO-related side events annually, presentations and reports posted to the GEO website.

- **Coordination with Existing Relevant Outreach Campaigns and Initiatives** - the Secretariat will coordinate directly with the outreach campaigns and strategies of existing organizations and initiatives, in particular those organized for the 2007 to 2009 timeframe. Specific initiatives targeted for coordination include:

- The international science years initiated for 2007 to 2009—International Polar Year, International Year of Planet Earth, and the International Polar Year, the Electronic Geophysical Year, and the International Heliophysical Year—taking advantage of the 50th anniversary of the 1957 International Geophysical Year and the launch of Sputnik.
- UNEP partnership with Google Earth to highlight environmental hotspots.
- The WMO's 2008 World Met Day, which will focus on Earth observation
- The 2010 World Expo in Shanghai: Better Cities, Better Life.

Output: One event coordinated with each science year, incorporation of GEO into the programs of other identified initiatives.

- **Publications in Scientific, Technical and Trade Journals** – Throughout the implementation of the outreach plan, the Secretariat will continue to develop general and SBA-specific articles for publication in technical journals, trade publications, newsletters, and SBA-specific journals. In addition, the Secretariat scientific team will work with scientific journals to run special issues focusing on the application of Earth observation to specific disciplines.

Output: Two to three technical placements annually, one to two “special issues” on GEO and Earth observation applications.

Public Audiences

- **GEO Press Network** - For reaching wide international audiences, the GEO Secretariat will work with the public affairs and press officers of GEO Members and Participating Organizations to develop a cadre of press officers, the GEO Press Network, which will facilitate placement of feature articles and stories in a number of key media outlets.

Output: Eight to ten public affairs agents identified for the GEO Press Network in 2007.

- **Press Events** - Press briefings, and when possible press conferences, will be held at key GEO meetings and regional events when GEO has fresh news to announce, for which local reporters from the Associated Press, Reuters, and regional media outlets will be targeted. These events will include press roundtables with GEO Principals in media markets where GEOSS has not been widely publicized.

Output: Two to three press events annually, resulting in one or two placements.

- **General Media Placements and References** - The Secretariat will work with the GEO Press Network to develop story ideas for the press based on the global message and the high-profile initiatives, and then pitch story ideas to appropriate media outlets. For this effort, as an example, the following initial outlets will be targeted for placement:

Wire Services

Associated Press

Reuters

Others

The Financial Times

The Times of London

Le Monde / Le Figaro

La Tribune de Genève / Le Temps

Suddeutsche / Frankfurter Allgemeine Zeitung

Print Media

Science

Nature

New Scientist

National Geographic

The International Herald Tribune

The Economist

The Wall Street Journal

The New York Times

Broadcast Media

Discovery Channel

BBC World

Euronews

CNN

Planete

US National Public Radio

Output: Two to three general placements annually, including at least one in broadcast media, six to eight references to GEO and GEOSS in general articles on current events.

- **Citizen User/Citizen Observer Program** – Building on existing programs, such as the education programs of the Census of Marine Life, the United States’ GLOBE Program, and the International Astronautical Federation’s “Bringing Space Closer to People,” establish a citizen-observer/citizen-user initiative for GEO.

Output: Citizen program in place by November 2007.

- **Opinion Leader Recruitment** - GEO will identify high-profile individuals, such as astronauts, celebrities, and other opinion leaders, to support GEO publicly. The Secretariat, with the support of the GEO Co-Chairs, will seek to engage these opinion leaders to provide public endorsement in the form of speaking events, written statements, and recorded statements suitable for broadcast media.

Output: High-profile spokesperson identified by November 2007

Decision-Maker Audiences

- **Mobilization of Industry** – The outreach to industry will be conducted on a case-by-case basis, will be organized around the development of sensor, applications, models, and decision-support tools necessary to realize the “low-hanging fruits” and key capacity building activities. This activity will be coordinated with industry exhibitions at the regional level and with national and regional industry groups.

Output: Successful engagement of industry in feature GEO initiatives.

- **Mobilization of Donors** – Working with GEO Members and Participating Organizations, the Secretariat will explore engagement with major foundations and grant-making organizations, and international financial institutions to identify funding sources for supporting GEOSS development. This activity will be closely coordinated with the approach to donors for capacity building. Initial target institutions will include:

Development Banks

World Bank Group (IBRD and IDA)

African Development Bank

Asian Development Bank

European Bank for Reconstruction &
Development

Inter-American Development Bank Group

Private Foundations

Sloan Foundation

Bill and Melinda Gates Foundation

Others (TBD)

Output: Funding for two GEO initiatives secured in 2007

- **Governmental, Intergovernmental, and NGO Briefings** - To raise awareness and support among senior policy makers worldwide, the Secretariat Director will work with GEO Principals to brief senior decision makers on GEO and GEOSS. Senior decision makers will include both the leadership of major regional and international organizations and NGOs (to raise awareness and to explore possible opportunities for engagement with GEO), as well as key international and regional, and national assemblies, principally to raise awareness of the value of Earth observations. The following are examples of organizations and bodies that could be targeted for high-level briefings.

Development and Humanitarian NGOs

The International Federation of the Red Cross and Red Crescent

The World Economic Forum

CARE

World Vision

Environmental NGOs

Conservation International

International Conservation Union

International Institute for Environment and Development

Nature Conservancy

World Resources Council

World Wildlife Fund

University Bodies

Earth Institute at Columbia University

Others (TBD)

International Organizations

Organisation for Economic Co-operation and Development

International Organization for Migration

UN Development Programme

UN Economic Commission for Africa

UN - Habitats

UN High Commissioner for Refugees

World Food Programme

World Health Organization

World Trade Organization

International Assemblies

African Union

Asia-Pacific Economic Cooperation

Association of South East Asian Nations

Organization of American States

*Major Parliaments and Legislative Bodies
(Briefings to Relevant Committees led by
GEO Principals)*

Output: Four to six significant briefings annually, gaining new commitments and engagement from at least four organizations or governments.

4 Regional Approach

4.1 Target Audiences

Educators; the scientific and technical community; industry; operational regional users such as environmental agencies; civil defense agencies; agriculture implementing agencies; public health agencies; fisheries managers; land managers; forestry managers; water authorities; fire managers; transport and energy managers; urban planning and city managers, city planners; and public utilities and grid managers.

4.2 Substance and Materials

The GEO outreach program at the regional level will provide the best opportunity to engage directly with target audiences in a given region. The Secretariat will work with regional GEO Principals to adapt the messages and develop appropriate region-specific approaches, in coordination with the GEO User Interface Committee, Capacity Building Committee, and the recognized GEO communities of practice. These will include:

- Demonstrating the specific value of a coordinated, cross-disciplinary approach to Earth observations in a given region, demonstrate linkages among the nine societal benefits;
- Leveraging existing resources and strengthening regional networks through pooling of regional infrastructure;
- Promoting relevant regional initiatives contributing to GEOSS;
- Articulating best practices for national and regional organization in the context of GEO.

To convey these messages, global materials will be translated into regional languages, and SBA-specific materials (such as fact-sheets, videos, exhibition panels, and educational tools) will be developed as appropriate.

4.3 Tactics

The regional strategy will be accomplished principally through the following tactics:

- GEO Regional Symposia – Working with a sponsor GEO Member or Participating Organization, the Secretariat will support and facilitate regional scientific and technical symposia on GEO and GEOSS, organized around a specific theme or themes. These events will be accompanied by industry exhibitions of relevant technologies and applications. (The first of these will be held in Tokyo, Japan in January 2007)

Output: Two symposia held annually in two different regions.

- GEO Regional Expo – To engage the general public, the media, and science educators at the regional level, GEO will organize an annual GEO Exposition in coordination with a sponsor GEO Member or Participating Organization. The exposition will be organized around a theme, national holiday, celebrity, or other feature event to attract the public.

Output: One expo held annually.

- Regional Promotion – The GEO Press Network for the GEO Members in the region will be called upon to promote feature stories in regional broadcast and print media outlets.

Output: One or more placements in regional media.

- Capacity Building Demonstrations – In conjunction with, or in addition to, the regional symposium a project or event will be designed to expand regional capacity through technical assistance, training, or best practice innovation. This will be accompanied by targeted outreach to potential recipients of capacity building in region, tied with decision maker advocacy in among GEO members for funding and participation in specific capacity building projects. This activity will be closely coordinated with the GEO Capacity Building Strategy.

Output: Two capacity building demonstrations by November 2007

5 GEO Member and Participating Organization Initiatives

In addition to the foregoing outreach activities, GEO Members and Participating Organizations have begun to plan outreach initiatives. These will contribute significantly to awareness and understanding of GEO and need to be coordinated in the context of the present plan. This list reflects the current knowledge the Secretariat has of such activities, and is not exhaustive. Additional events and initiatives may be undertaken throughout plan implementation.

5.1 Japan – GEO Asia-Pacific Symposium

Japan, with support and coordination from the GEO Secretariat, will sponsor and organize the first regional GEO symposium, entitled the “GEO Symposium on Integrated Observation for Sustainable Development in the Asia-Pacific Region,” which will take place in Tokyo on 11-12 January 2007. The symposium will focus on three themes (1) monitoring ecosystems and biodiversity; (2) understanding climate change and the water-cycle; and (3) disaster monitoring from space and in situ observations. The event will consist primarily for scientific and technical experts as well as end users, and will also include some events designed for the public.

5.2 Brazil - Best Practices in Earth Observation for Public Health - Book

Brazil has undertaken to write and publish a book for launch in late 2007-early 2008 entitled *Best Practices in Earth Observation for Public Health: Revealing GEOSS needs from worldwide experiences*. The effort will be a collaboration of Brazil’s National Institute of Space Research and National Institute for Health, and contributions from all GEO Members will be invited to ensure global coverage.

5.3 IEEE-OGC-ISPRS Workshops

The Institute of Electrical and Electronics Engineers (IEEE), the International Society for Photogrammetry and Remote Sensing (ISPRS) and the Open Geospatial Consortium (OGC) will conduct a series of regional workshops designed to educate user communities about GEOSS. These workshops will be organized with the cooperation and support of the GEO Secretariat. In 2007, the focus will be on specific implications for industry.

5.4 UNEP – National Environmental Data and Atlas of Africa

The UN Environmental Programme will be engaged in two initiatives in 2007 to 2008 that will be closely coordinated with the GEO outreach plan. The first is a series of workshops designed to improve access to national environmental data by building capacity for coordination among remote sensing agencies, environment, forest, wildlife, and water-related ministries. In addition, UNEP will also be publishing a report titled “Africa: Atlas of our changing environment,” to be released to the June 2008 meeting of the African Ministerial Conference on the Environment (AMCEN). This report will be coordinated with GEO.

6 Evaluation

Periodic evaluation of these efforts will be conducted to measure the progress and impact of the outreach campaign. Standard tools, including the surveys, will be used to determine levels of awareness and understanding of Earth observation and of GEO and GEOSS.

7 Timeline and Costs

The foregoing GEO Outreach Plan is intended to provide multi-year guidance for GEO outreach activities. A number of specific tactical objectives must be achieved in 2007. The 2007 cost estimate reflects expected resource requirements for achieving the 2007 objectives, and assumes that a significant fraction (about 75 percent) will be contributed in-kind by GEO Members and Participating Organizations. Costs for 2008 and 2009 are estimates based on the periodic outputs described above.



GEO Outreach Plan Implementation – Projected Costs (figures in CHF)			2007				2008	2009
Outreach Plan Element	Responsible	Deliverable(s)	Deadline/ Timeframe	Total Time/ Material Costs	Direct/In-Kind	Budget Request	Budget Estimate	Budget Estimate
Professional Slogan Dev and Testing	Secretariat	General slogan	Jan-07	15,000	Direct	15,000	0	0
Brochure design	Secretariat	Brochure text and layout	Jan-07	25,000	Direct	25,000	0	25,000
Brochure printing	Secretariat	Brochure print runs	Jan-07	25,000	In-kind			
Exhibition materials design	Secretariat	Panel/material design	Feb-07	10,000	Direct	10,000	0	0
Exhibition materials production	Secretariat	Panel/material produced	Feb-07	20,000	In-kind	0	0	0
Public service announcement	Secretariat	PSA produced	Mar-07	20,000	Direct	20,000	0	20,000
General GEO video	Secretariat	Storyboard and management	Feb-07	20,000	Direct	20,000	0	0
General GEO video production	Secretariat	Video produced	Mar-07	60,000	In-kind	0	0	0
SBA kits/persuasion pieces (research, design, layout)	Secretariat	15-20 Fact sheets	2 per month	25,000	Direct	25,000	25,000	25,000
Feature articles	Secretariat	2 articles	Jul-07	15,000	Direct	15,000	15,000	15,000
Cartoon book	Secretariat	Cartoon book	Oct-07	15,000	Direct	15,000	0	0
Additional printing	Secretariat	Banners, flyers, etc	ongoing	25,000	Direct	25,000	25,000	25,000
MATERIALS SUBTOTAL				275,000		170,000	65,000	110,000
WEB DEVELOPMENT AND STRATEGY	Secretariat	Enhanced web features	Oct-07	50,000	Direct	50,000	50,000	50,000
Regional Symposium 1	Japan (2007)	Event	Jan-07	300,000	In-kind and direct	200,000	0	0
Regional Symposium 2	TBD	Event	Sep-07	200,000	In-kind	0	0	0
Regional Expo 1	TBD	Event	May-07	250,000	In-kind	0	0	0
Side Event 1	TBD	Event	Jun-07	5,000	Direct	5,000	5,000	5,000
Side Event 2	TBD	Event	Nov-07	5,000	Direct	5,000	5,000	5,000
Staff and Contractor Travel	Secretariat	N/A	N/A	40,000	Direct	40,000	40,000	60,000
Decision-Maker Briefs	Secretariat/M&O	Six briefings	Nov-07	N/A	N/A	0	0	0
Media Placements	Secretariat	2 placements	Nov-07	30,000	In-kind	0	0	0
Press Network	Secretariat/M&O	Press Network	Feb-07	N/A	N/A	0	0	0
EVENTS SUBTOTAL				830,000		250,000	50,000	50,000
SUPPORT CONTRACTOR (11 months)	Secretariat			110,000		110,000	110,000	110,000
TOTALS				1,155,000		580,000	275,000	320,000