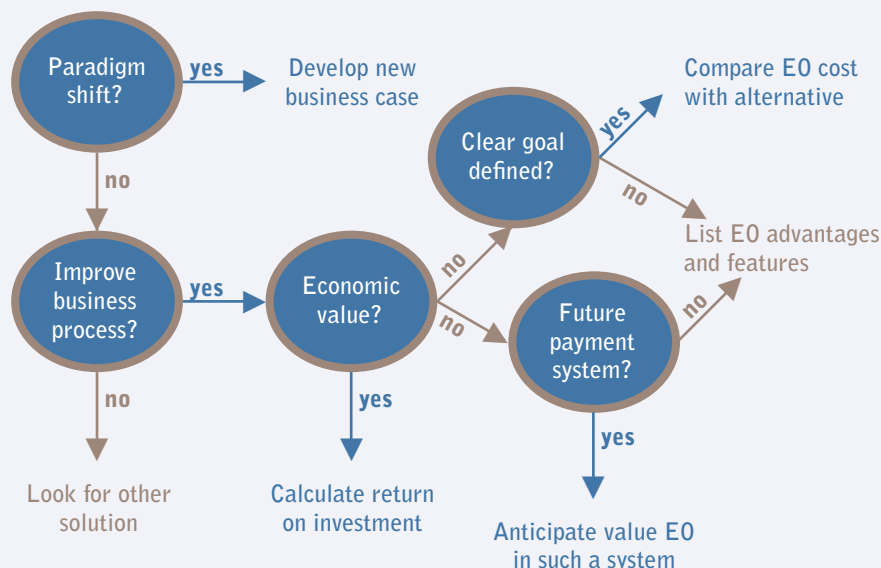


Capitalising on the Power of Earth Observation for Economic Development

EOPOWER Impact Assessment Framework



Step-by-step benefit Earth Observation



Impact assessment indicators

| no. | indicator | quantitative assessment | qualitative assessment on a scale of 1 (=poor) to 5 (=excellent) |
|-----|---|--|---|
| 1 | fit-for-purpose | not applicable | based on description of what the EO application actually does |
| 2 | comparative advantage | calculation of degree in which the EO application is better than alternatives | based on listing of comparative advantages |
| 3 | complexity (to user) / ease of use | not applicable | based on user testimonials and user surveys |
| 4 | elegance | none, or it should be the size of the user community | based on user testimonials and user surveys |
| 5 | cost-benefit | cost-benefit calculation | based on quantitative assessment |
| 6 | sustainability | not applicable | based on sensitivity analysis of the EO application |
| 7 | resilience | cost-benefit calculation of plan B | based on risk analysis of the EO application |
| 8 | reproduction capacity / flexibility | calculation of reproduction costs for application in other regions or situations; measurement of spreading of actual use | based on quantitative assessment and description of the EO application |
| 9 | acceptance | none, or survey results about acceptance; after introduction of the solution: number of clients and/or users | based on user testimonials and user surveys |
| 10 | level of knowledge transfer required | cost and time required to get the users at the desired knowledge and skill level | based on knowledge transfer plans and evaluation of training activities |
| 11 | ethics, transparency, public accountability, objectivity and impartiality | not applicable | based on user testimonials and user surveys |

Rating the business environment

- Willingness to pay (by clients)
- Embedding (in organisational processes)
- Openness (transparency and ease of doing business, access to markets)
- Institutions (is the institutional environment conducive to doing business, acceptance of new solutions)

Results impact assessment

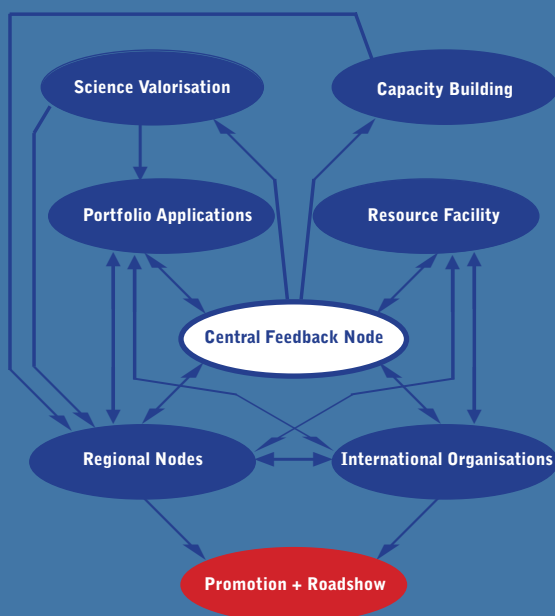
- **Dissemination and capacity building increase exposure**
- **Exposure creates opportunities**
- **Opportunities need a tailor-made approach: building relationships**
- ➔ **Lessons for successful dissemination and capacity building**
- Dissemination and capacity building activities should be (also) directed at target groups outside the regular EO community
- It is good practice to organise events with a part for decision-makers and a part for professional target groups
- Webinars are very successful, especially when face-to-face meeting with the target group is difficult
- Web portals (in the local language) are a must, success depends on active promotion
- Web portals are preferably linked with a capacity building resources facilities network
- Marketing toolkits and supporting materials facilitate easy access to information on EO and (business) environmental factors
- Tried and tested courses on EO applications and GEO/GEOSS are very successful, either delivered face-to-face or online
- ➔ **Examples of created opportunities**
- Additional (co-)funding of capacity building
- New forms of cooperation
- (Financial) support for testing and implementation of EO applications
- Multiplier effect through increased activity of newly created committed communities
- Increased involvement in the GEO process, including accession of new members
- ➔ **Examples of successful tailor-made approach and building of relationships**
- Provision of support specifically targeted at the end-user, such as processing of images and flexible capacity building adapted to end-user needs
- Specific efforts to remove bottlenecks in developing countries, notably Africa, in the area of web infrastructure and access to, and availability of, data
- Success stories, where the link with decision-makers has been made explicit, with special emphasis on the following: operational and fit-for-purpose aspects, reduction of the complexity of use (by simplifying user operations and/or technology transfer), increase of resilience (by always having a plan B available) and demonstrating reproduction capacity (scalability) of applications

Capitalising on the Power of Earth Observation for Economic Development



Purpose

To create conditions for sustainable economic development through the increased use of earth observation products and services for environmental applications. This purpose serves the higher goal of effective use of earth observation for decision-making and management of economic and sustainable development processes.



OPPORTUNITIES CREATED
DEVELOPMENT PROCESSES IDENTIFIED
LOCAL COMMUNITIES AND AUTHORITIES REACHED
MARKETING MECHANISM ESTABLISHED

13 Partners

- Université de Genève (UNIGE, Switzerland)
- HCP International (Netherlands)
- Institut de Recherche pour le Développement (IRD, France)
- Centrum Badan Kosmicznych Polskiej Akademii Nauk (SRC, Poland)
- Univerzita Karlova V Praze (CUNI, Czech Republic)
- South Africa National Space Agency (SANSA, South Africa)
- Centre Régional Africain des Sciences et Technologies de l'Espace (CRASTE-LF, Morocco)
- Aristotelio Panepistimio Thessalonikis (AUTH, Greece)
- Consiglio Nazionale delle Ricerche (CNR, Italy)
- Univerzitet U Novom Sadu (UNS, Serbia), with Sveučilište u Splitu
- Universiteit Twente (ITC, Netherlands)
- Instituto Nacional de Astrofísica, Óptica y Electrónica (INAOE, Mexico)
- Türkiye Bilimsel ve Teknolojik Arastirma Kurumu (TUBITAK, Turkey)

The regions

- Southern Africa
- French-speaking Africa
- Czech Republic and Slovakia
- Poland and Ukraine
- Balkan region
- Black Sea region
- Turkey and Turkish-speaking countries
- Latin America & Caribbean

Info

| | | |
|-----------------------------|--------------------------------|------------------------------|
| Project Coordination | Dr. Nicolas Ray | nicolas.ray@unige.ch |
| Project Direction | Mr. Mark Noort | m.noort@hcpinternational.com |
| Project Management | Dr. Gregory Giuliani | gregory.giuliani@unige.ch |
| Project Duration | June 2013 - May 2015 (2 years) | |
| Project Funding | European Commission FP7 | |



WWW.EOPOWER.EU