



# The Road to Post 2025: Strategy Implementation Plan

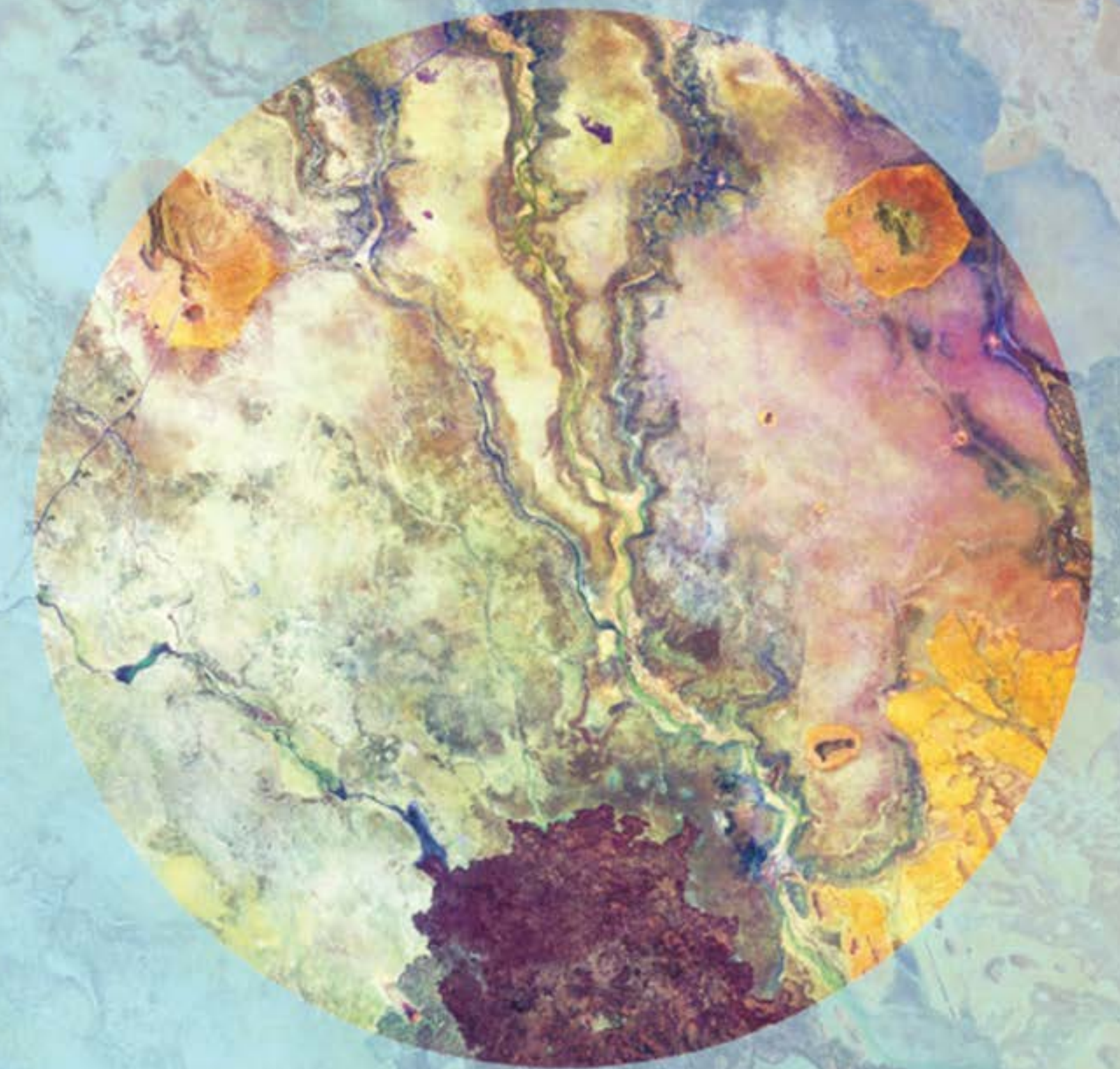
Andy Murdock  
GEO Secretariat

# Driver for change

## GEO Post 2025 Strategy Goals

- Co-produce transformative programmes to deliver trusted Earth Intelligence.
- Increase global equity through accessible Earth Intelligence.
- Integrate new technologies and innovation into Earth Intelligence services.
- Increase participation of young people in the development of Earth Intelligence.
- Invest in integrated communication and advocacy activities to raise awareness and resources for Earth Intelligence.

**Strategy Implementation Plan – aims to set out how we will deliver Earth Intelligence for All**



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## Earth Intelligence For All

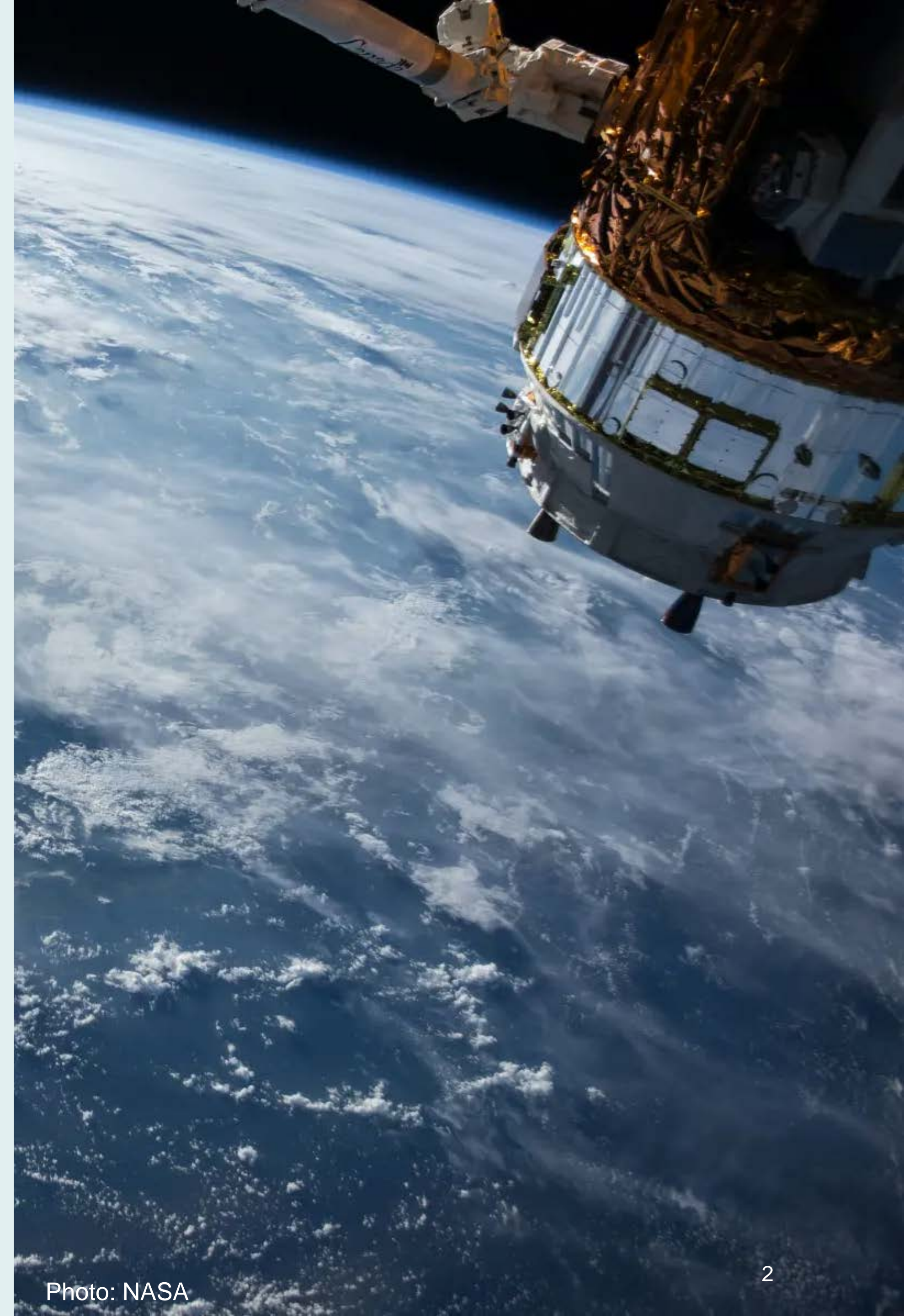
**GEO** POST 2025 STRATEGY

# What do we mean by Earth Intelligence for All?

**Earth Intelligence** comprises integrated Earth and social science derived knowledge and insights that inform strategic decisions, build capacities and empower society to address environmental, societal and economic challenges.

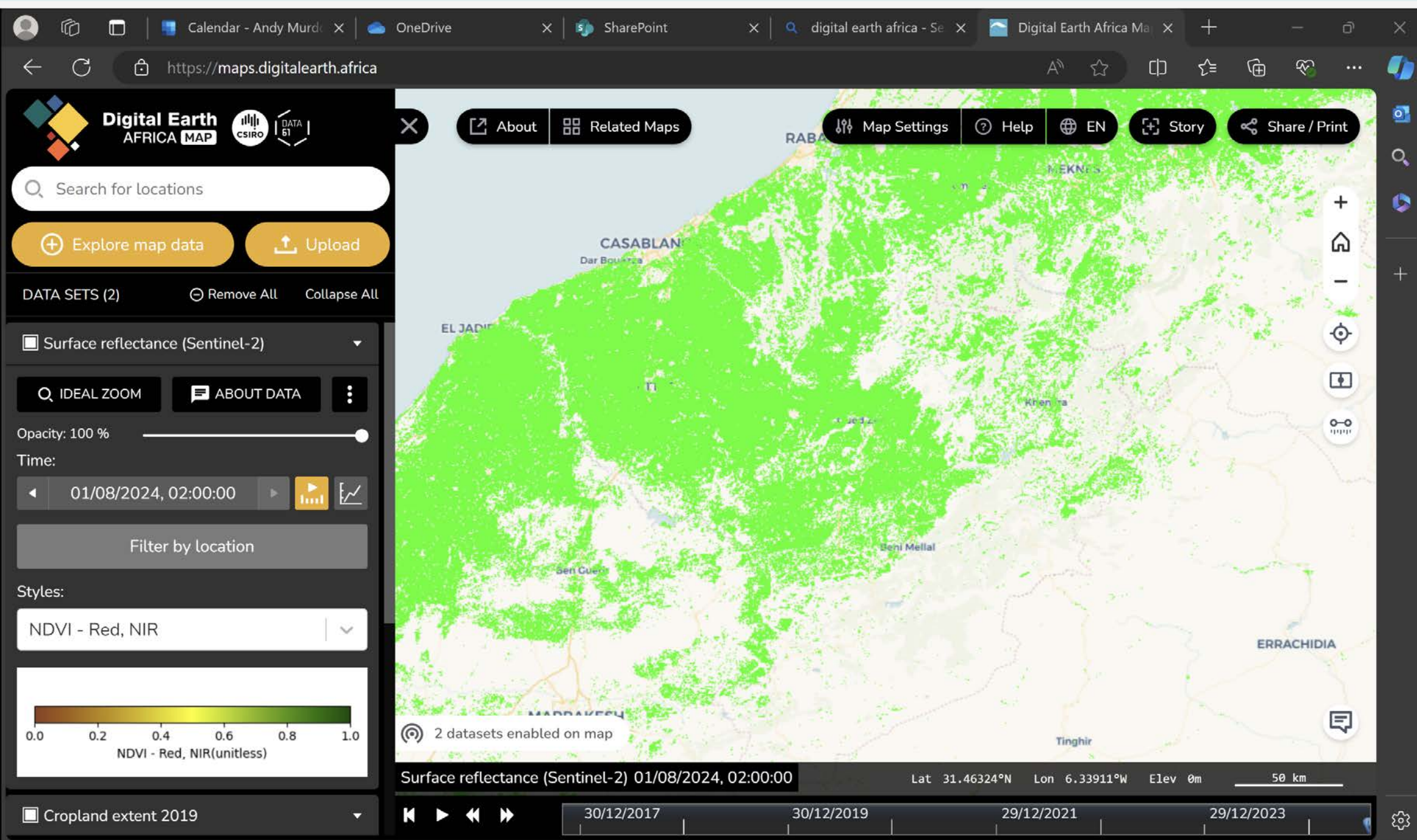
## **..for All:**

- in terms of global equity
- having access to these key datasets, tools and insights regardless of technical ability
- driven by user needs across all scales and sectors



# Going beyond the imagery

## Digital Earth Africa

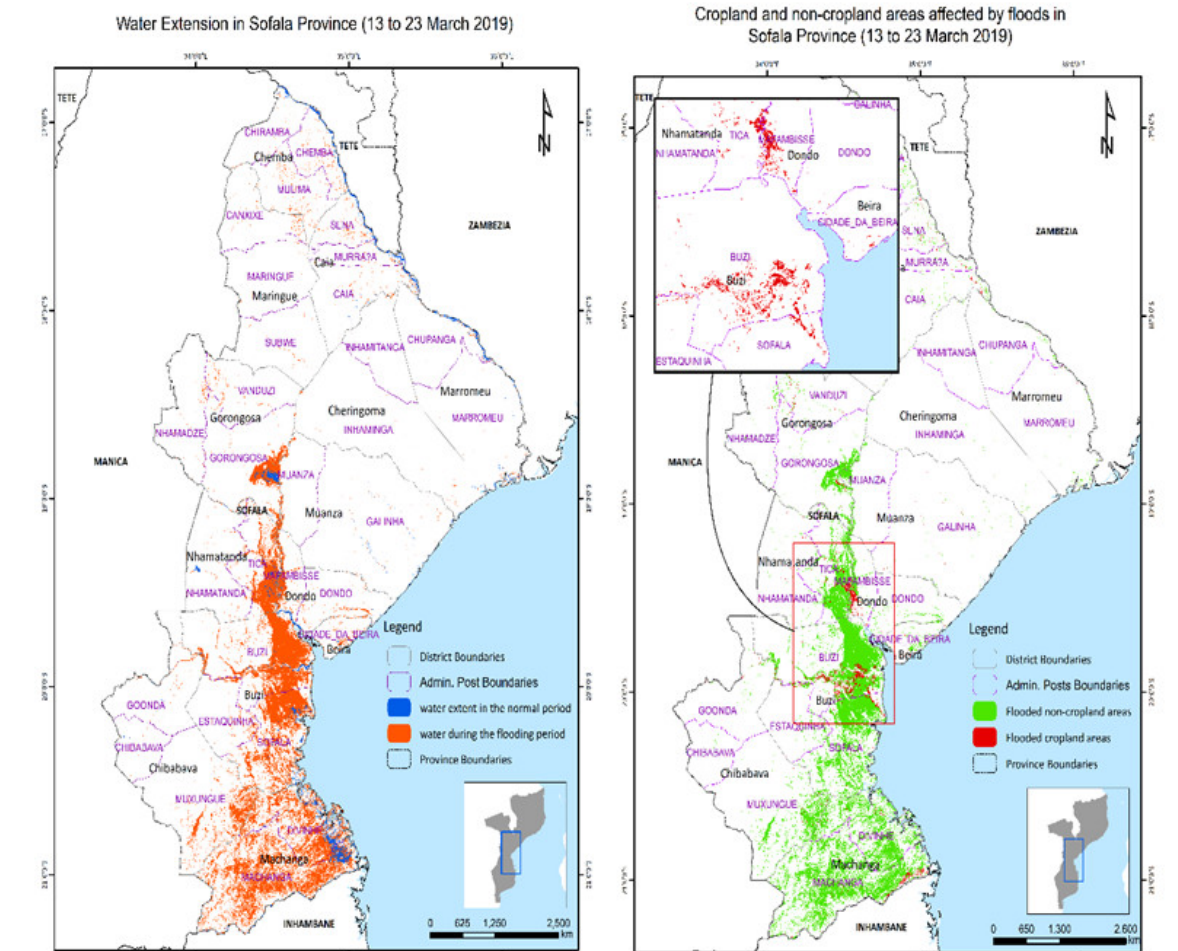
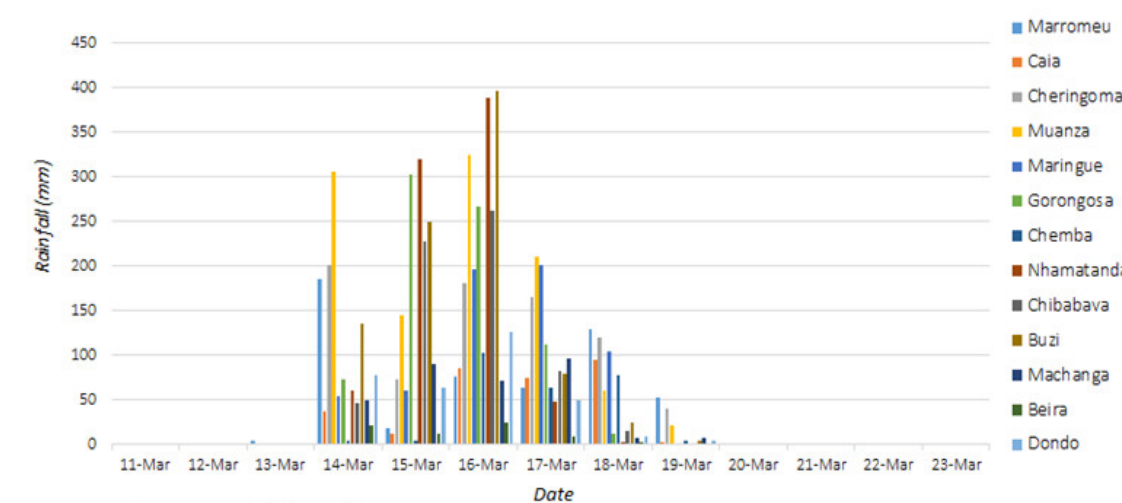


## GEOGLAM

### CropWatch Supports Response After Cyclone IDAI

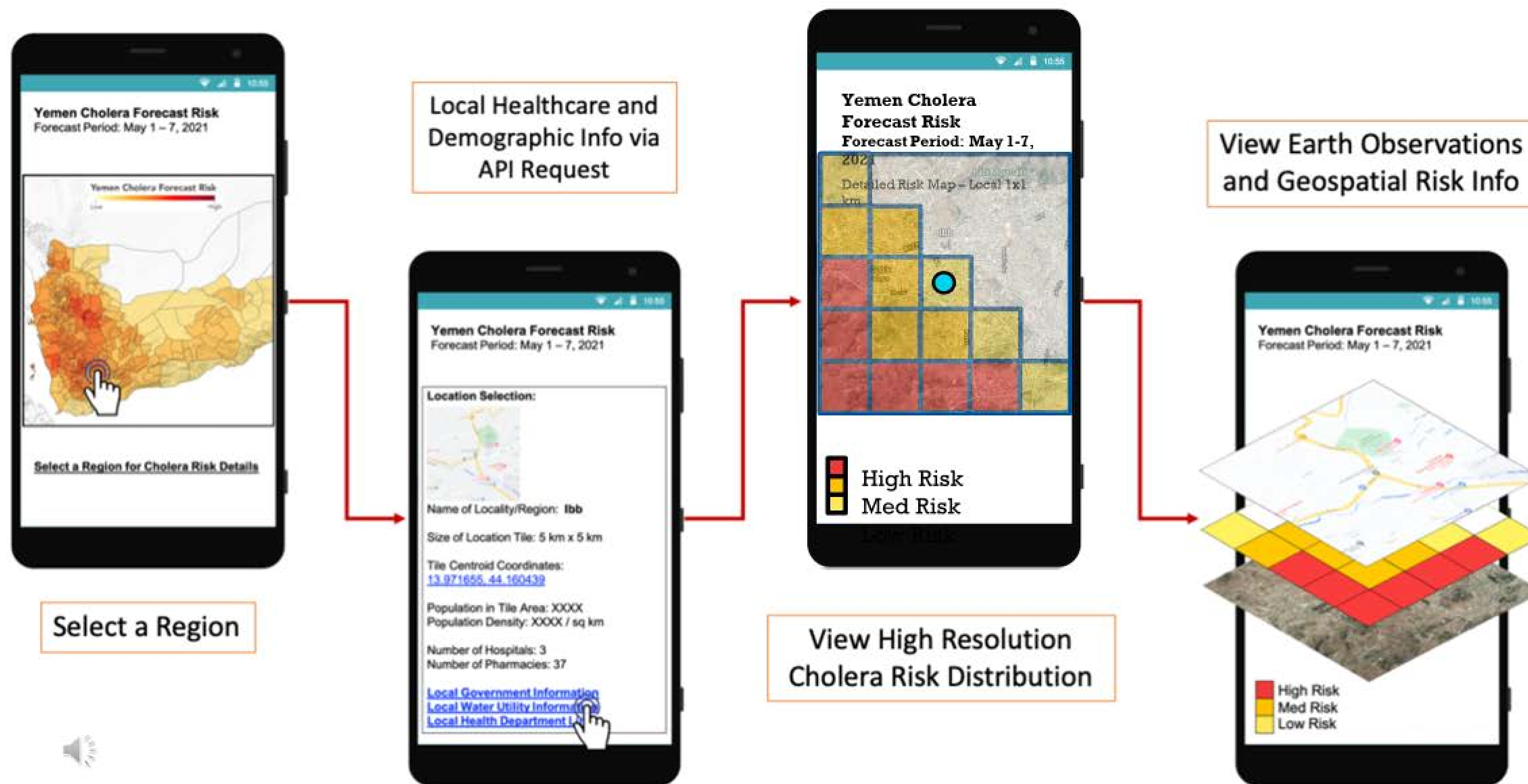
#### Monitoring Flooded Cropland

- Daily rainfall for each district was calculated and flooded areas were mapped using Sentinel 1 radar data
- The information was used to identify flooded cropland post Idai, from early March to April
- Analysis generated statistical data to support food security response to the flooding



# Going beyond the imagery

## Mobile app for water-bourne disease risk

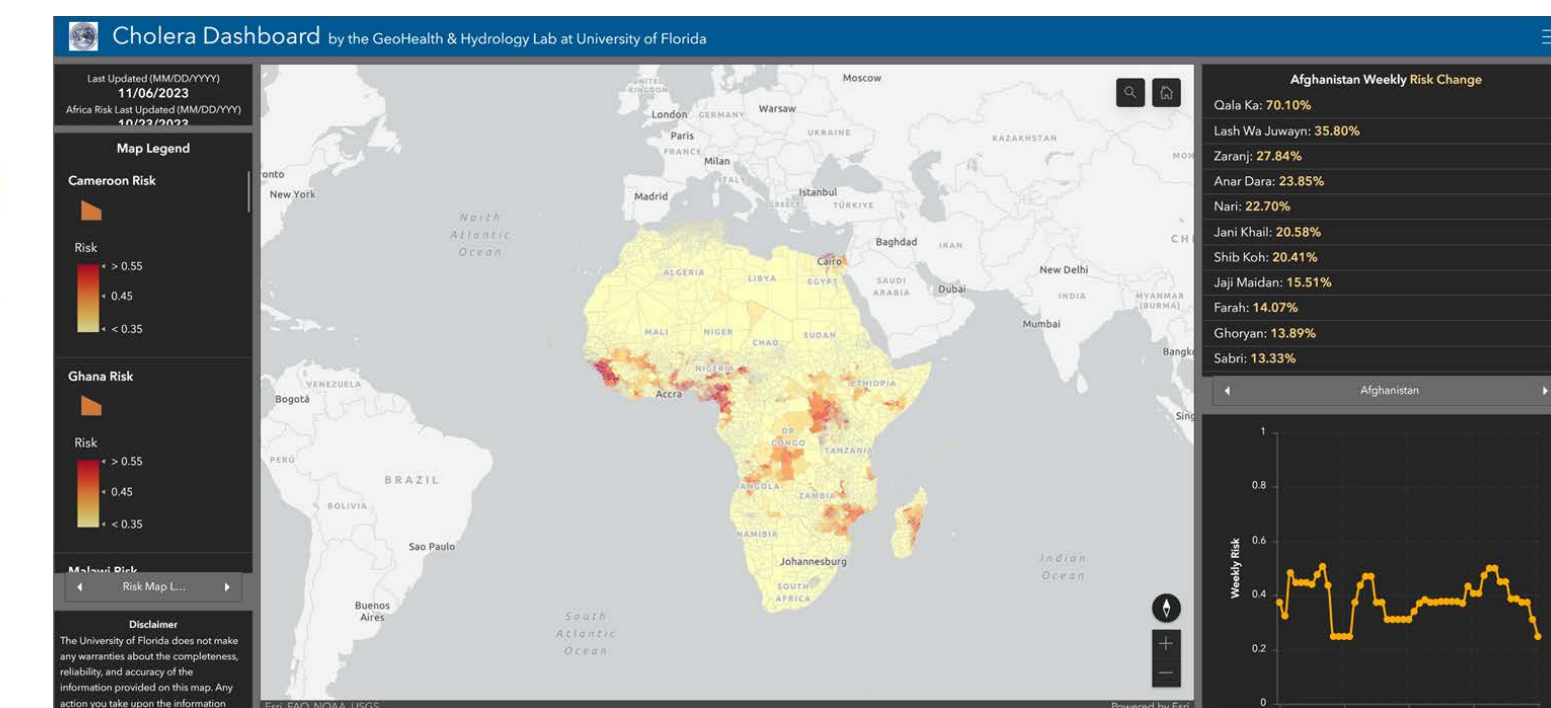


**Antar Jutla**  
University of Florida

**Linnet Kwamboka**  
Global Partnership for Sustainable  
Development Data

**Ali Akanda**  
University of Rhode Island

**Rita Colwell**  
University of Maryland



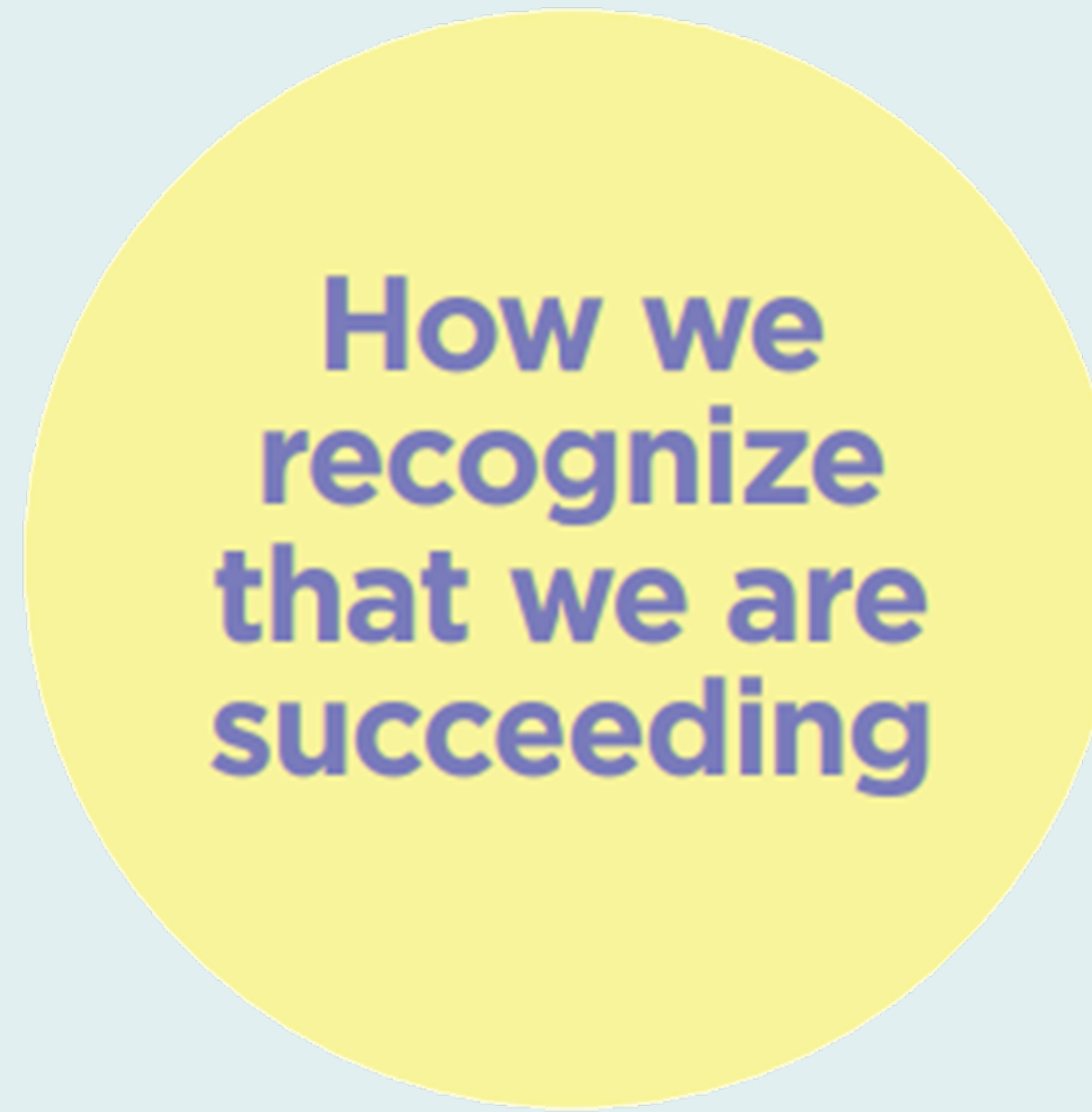
<https://vibrio-prediction-ufl.hub.arcgis.com/>

**Information Flow Chain for Global Cholera Risk Communication to Decision-Makers and NGOs**

**An operating model that is efficient, effective and fit-for-purpose** to deliver, with the GEO Secretariat, the GEO Work Programme and operational products and services benefiting the world.

**Strengthened participation** of indigenous peoples and local communities, playing an active role in the governance of GEO as well as contributing to and benefitting from its work.

**Successful engagement of industries along the Earth observation value chain**, including small-and medium-sized enterprises and downstream industries such as finance and insurance, as well as other current or potential end users.



**A transformed, and well-resourced GEO Work Programme** that responds to the goals identified in this strategy with activities that demonstrate integration across thematic areas and along the Earth observations value chain, with an unrelenting focus on users.

**An increase in the engagement of members in GEO governance and activities**, including by providing financial contributions and in-kind support to the GEO Trust Fund and the GEO Work Programme.

**An enhanced recognition and trust in GEO** by international organizations and multilateral environmental agreements.

# Call to action!

The GEO Post 2025 Strategy has introduced the **need for a series of reforms** to take place and **GEO Members are best placed to advise** on how to implement these reforms in their Region.

We need to involve you in how this happens, to ensure that the planned activities are sustainable, accountable and user-driven.

We also need to set out how we measure success.

# How will we develop the Post 2025 Strategy Implementation Plan?

## 4 SIP Pillars

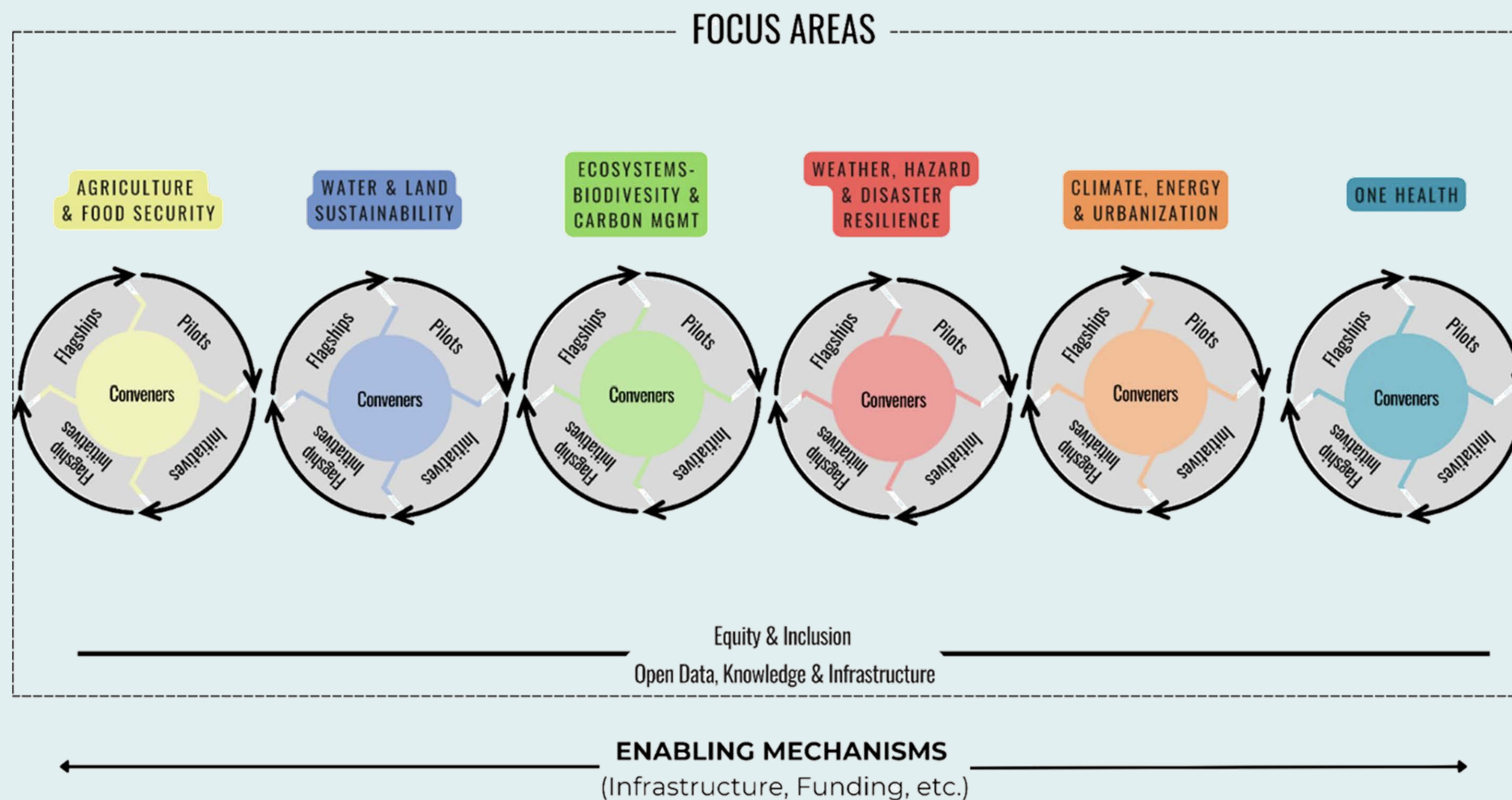
1. GEO Work Programme
  2. Communication and Resource Mobilization
  3. Community and Governance
  4. Administration and Operations
- Identify dependencies and integrate plans
  - Consult with the GEO community and beyond
  - Define roles and responsibilities, targeted actions and costs





# 1) GEO Work Programme

**Current Activities:** A set of initial focus areas has been proposed



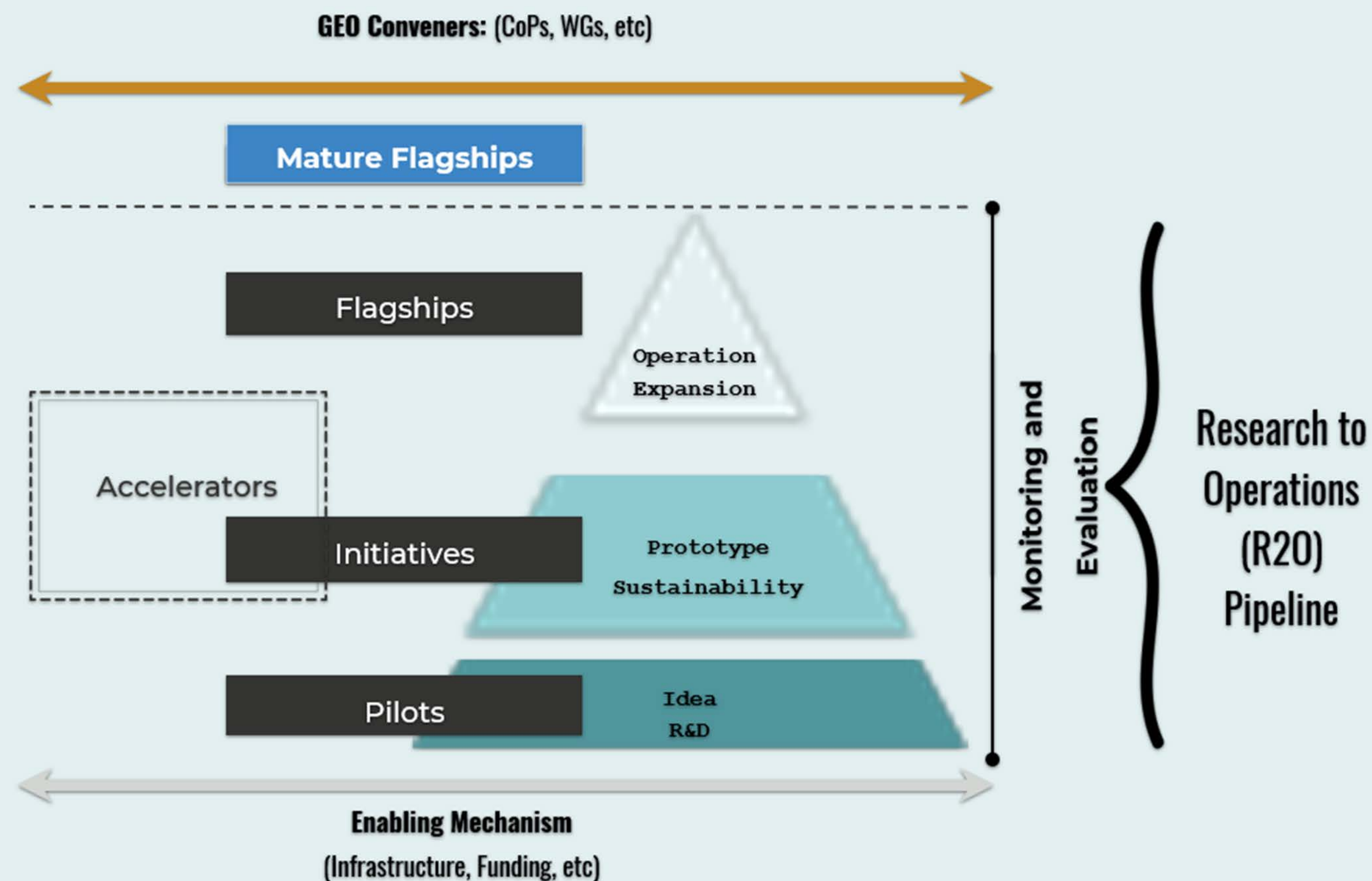
# 1) GEO Work Programme

## Current Activities

A new GEO Work Programme Structure has been created and approved by the Programme Board

New EI readiness index

**Get involved:** sharing your feedback on proposed changes, submitting proposals. How do we enable these transformations?



# 2) Communications and Resource Mobilization

## Current Activities

- ToR for a Communication Support Task Group (CSTG) with members identified through a mapping exercise of potential communication focal points.
- Roadmap to develop Communication, Advocacy and Resource Mobilisation plan by the end of this year.
- Sets out **what** we wish to change, **why** and **who** can help (Stage 1)
- The plan will focus on identifying goals, objectives and audiences, as well as key activities and required resources. (Stage 2). It will also put in place monitoring and evaluation (Stage3).
- **Get Involved** by giving guidance and feedback throughout the plan's formulation and execution phases.



# 3) Community and Governance

**Current Activities:** Member Engagement strategy/plan development



**Get Involved:** Share your thoughts on enhancing Members’ and Regional GEOs’ representation in GEO governance, advocacy in international fora, and plans for engagement with youth and indigenous people, capacity development requirements...

# 4) Secretariat Operations and Administration

## Current Activities

- Exploring non-governmental funding mechanisms to support GEO initiatives
- Supporting the Post-2025 SIP engagement and development process

## What do we need?

- **Input** and conclusions from the other three pillars, to ensure that GEO's Operating Model is "fit-for-purpose"
- **Insights** from other organizations on approaches and models that GEO can potentially incorporate or learn from

## Get Involved:

- **Engage** meaningfully on the other three pillars so that we can adapt our processes and procedures, be a trusted and effective partner, and enjoy the benefits of representation and inclusion. **Make your voice heard!**

# Fill out the Online Survey!

The survey will run until  
**31st October 2024**

We'd love to hear your views  
which will be incorporated into  
the draft Strategy  
Implementation Plan due  
November 2024.

