



# Private Sector Engagement Subgroup

Programme Board Meeting

September 2020

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# Agenda

1. Framework for engagement
2. Background to subgroup
3. Participation
4. Meetings
5. Work plan – emerging themes
6. Future meeting cadence and structure
7. Focus activity: Industry Track at GEO Week 2020

# Framework for engagement

- Terms of collaboration between the commercial sector and GEO are set out in Annex C, Rules of Engagement with the Commercial Sector in the GEO Rules of Procedure
  - Considerable ‘history’
  - The relationship has evolved and deepened over time
- GEO Associates: “Enables commercial and non-governmental, not-for-profit and civil society organizations to join governments and international organizations as official GEO collaborators.”
  - We now have 15 Associates
  - 10 of them could be classified as “private sector”
  - Still learning how best to engage them

# Background to subgroup

- The group's 'mandate' comes from both:
  - Programme Board
  - ExCom
- Initial focus on commercial sector and SMMEs
  - Member government investment in GEO more likely if GEO is benefitting businesses
  - GEO needs private sector to deliver services at national level: solutions must be tailored to meet local needs, and supported
  - Bidirectional value for GEO and private sector needs to be understood  
*SMME engagement critical to all*
- Canberra Declaration:
  - How do we ensure GEO creates 'wins'

# Participation

- **Open to:** “GEO Members, Participating Organizations and Associates.”
- **Who has participated so far?**
  - Members: Australia, South Africa, USA, EC, Canada, France, Norway
  - POs: International Association of Geodesy,
  - Other: Invited guests from ZA Space, EIS Africa
- **Participation at recent sessions impacted by:**
  - Northern hemisphere ‘holiday season’
  - Trialling of alternative timezones
- **Associates:** Plan to reach out via Regional GEOs
- **Industry Associations:** Engaging those who are already POs

# Meetings

- The group has met **4 times**
  - Call 5 is scheduled for the week following PB
- The group has decided to **directly engage** the private sector:
  - As direct participants
  - As invited guest speakers
- This approach ensures:
  - A ‘reality check’ to ideas
  - A channel for them to tell GEO what would help
  - Pathway for local and regional perspectives

# Workplan – emerging themes

- Supporting the organisers of the 2020 Virtual Industry Track
- Other opportunities under discussion include:
  - **Mentoring and support service** for Work Programme activity leads
    - Best practice guidance regarding engagement of private sector
    - Focus on the issues specific to SMME engagement
  - **Brokering services** to connect SMMEs and Work Programme activity leads
    - Providing an initial ‘touch point’ for SMMEs
  - **Checklist** on “how well your activity supports the private sector”
    - Helping position activities for ‘resource mobilization’ discussions
    - Self-assessment supported by subgroup members
  - **Bidirectional prospectus of opportunities** for SMMEs -Work Programme engagement
  - **User-driven sector-focussed approaches** (not trying to tackle everything)

# Future meeting cadence and structure

- Meeting approximately **once per month**
- **Current focus on:**
  - Delivering the Industry Track for GEO Week 2020
  - Ensuring we listen to industry voices
  - Consolidating the subgroup work plan
- **Regional GEOs & Industry Associations** have a key role in the group's work:
  - Bridging the gap from a 'global' subgroup to regional and local
  - Regional GEOs better connected to SMMEs and relevant opportunities
  - Industry Associations (incl. those who are POs) also a key channel



# Industry Track at GEO Week 2020

- In November 2019 at the GEO Week in Canberra, Australia there was an Industry Track which took place at the same time as the GEO Plenary. This involved several days of activities, including hands-on exercises and talks, all relating to Earth observations and the broader theme of working in the digital economy. The goal is to continue this Industry Track again in a virtual format at GEO Week 2020.
- Led by SANSA and ZA Space and supported by South Africa's DSI
- This event will include: Online Exhibition, Keynote sessions, panel discussions, innovation challenge, B2B and B2G Networking and more...

# ENABLING ACCESS

*markets-partners-resources-insights*  
**GEO WEEK 2020 INDUSTRY TRACK**  
**3-4 November 2020**



★  
DAY'S  
KEYNOTE

• 40 min

Delegates split into 3 parallel streams

🎓 STREAM 1:  
SME LED  
WORKSHOPS

- 2 topics per day
- 45min sessions
- 10min intermission
- SME Content
- Online workshop
- Private and Public sectors, leads of GEO WP

👥 STREAM 2:  
PANEL  
DISCUSSIONS

- 2 topics per day
- 45min sessions
- 10min intermission
- Facilitated Panel
- Online interaction
- Private and Public sectors, leads of GEO WP

💡 STREAM 3:  
IDEATION  
SESSIONS

- 1 topic per day
- EO for Good
- 60min sessions
- Online interaction
- Consider prizes

NETWORKING

EXHIBITIONS

Delegates reconvene for close

🏠 DAY'S  
CLOSE

- 30 min
- Report back

Time	Topic	Presenter	Action	WP links
09:00-09:10 (10min)	Opening and Welcome			
09:10 – 09:20 (10min)	GEO	<b>Gilberto Camara</b> – GEO Secretariat Director		
09:20 – 09:30 (10min)	SANSA CEO	<b>Valanathan Munsamiv</b> -		
09:30-10:10 (40min)	Day 1 Keynote (Topic from Speaker)	<b>Mmboneni Muothe</b> – Deputy Director General : Technology Innovation (Department of Science and Technology)	Formal invite to be sent	
<b>Stream Change Over (5 mins)</b>				
<b>SME Stream with Attendee Participation 2 Sessions</b>				
10:15-11:00 (45min)	<u>Topic 1</u> : The Critical Role of EO in <b>Agriculture</b> – opportunities restrictions and priorities	Non-SA African Speaker	Identify Speaker	GEO GLAM
<b>Stream Change Overs (10min)</b>				
11:10-11:55 (45min)	<u>Topic 2</u> : Increasing youth <b>skills, capabilities</b> and gender diversity in uses of earth observations and geospatial	SA Speaker (SANSA Chair)	Formal invite to be sent	Capacity Development WG
<b>Panel Discussion Stream 2 Sessions</b>				
10:15-11:00 (45min)	<u>Panel 1</u> : Driving greater business value from Earth Observation through machine intelligence, AI and IoT			
<b>Stream Change Overs (10min)</b>				
11:10-11:55 (45min)	<u>Panel 2</u> : Re-imagining Smart Cities by leveraging Earth Observation into the future of work, retail and other sectors			?



Time	Topic	Presenter	Action	GEO WP links
09:00-09:10 (10min)	Opening and Welcome	<b>Kamal Ramsingh</b> - ZASPACE	Studio / Location	
09:10-09:20	SANSA	<b>Andiswa Mlisa</b> – MD: Earth Observation		
09:20-10:00 (40min)	Day 2 Keynote :	<b>Rebecca Moore</b> – Manager, Google Earth Outreach (Google)	Formal invite to be sent	
<b>Stream Change Over (5 mins)</b>				
<b>SME Stream with Attendee Participation 2 Sessions</b>				
10:05-10:50 (45min)	<u>Topic 1</u> : <b>Water</b> – tracing, monitoring and sustaining	SA Speaker	Invite to be sent	GEO Blue Planet, AquaWatch
<b>Stream Change Over (10min)</b>				
11:00-11:45 (45min)	<u>Topic 2</u> : <b>Deforestation</b> - implications and actions	International Speaker		GEO-LDN, GEO BON, GFOI,
<b>Panel Discussion Stream 2 Sessions</b>				
10:05-10:50 (45min)	<u>Panel 1</u> : Increasing collaboration and synergies between Public and Private sectors for better products and services in Earth Observation			
<b>Stream Change Over (10min)</b>				
11:00-11:45 (45min)	<u>Panel 2</u> :			



# Thank You

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Communicate and Collaborate with GEO:

