GEO WEEK & MINISTERIAL SUMMIT 2023

Showcase Session

#TheEarthTalks
GEOValue: Assessing the Societal Impacts and Use of Earth Observation Data

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Introduction to GEOValue

Crista Straub and Shanna McClain
WHAT IS GEOVALUE?

**Who**
GEOValue is a multi-disciplinary international community pursuing evidence-based methodologies to assess the use and value of Earth Observations (EO).

**Why**
EO contributes to the evidence-base for decisions by various sectors. Expanding our understanding of the socio-economic benefits of EO will lead to more effective use and promotion of this information.

**How**
GEOValue furthers the use of socio-economic evidence through working groups, case studies, sharing best practices in methodology, peer-reviewed publications and a structured repository to guide practitioners in the assessment of Earth Observation impacts.
WHAT WE DO

• Focus on the value and socioeconomic impacts of Earth science information for societal benefit

• Opportunities for collaboration and publication
  • Studies conducted by GEOValue members
  • Shared approaches and opportunities for learning assessments across GEO projects and thematic area

• Transitioning to foundational task of GEO to benefit the broader GEO and CEOS communities
Value of Landsat Assessment
The VALUABLES Consortium

A cooperative agreement between RFF and NASA to measure and communicate how satellite information benefits people and the environment when we use it to make decisions.
Collaborative Network for Valuing Earth Information

- A network dedicated to understanding how the use of Earth observations can help protect our planet and promote social justice.

- This five-year consortium will:
  - Create diverse teams to advance the methods for valuing the benefit of Earth science information to society;
  - Build a community of practice for the exchange of ideas and approaches toward shared learning; and
  - Enable technical and capacity exchanges across Earth science, social science, and practitioner communities to create the future generations of transdisciplinary approaches to valuing Earth science information.

Join the Network!

*or reach out to shanna.n.mcclain@nasa.gov for more information
GEOValue / USGEO Societal Benefits Repository
Examples from Digital Earth Africa

Fairah Naidoo
Digital Earth Africa (DE Africa) is the only Earth observation platform offering free, open-source data and products for the entire African continent and is now the world’s largest Open Data Cube implementation.

We continue to demonstrate the impact and benefits of Earth observation data for Africa with exceptional examples from the user community showcasing data-driven decision making and changes.
We have a range of collaborative projects focused on food security and landcover mapping. Our partners included the UN Food and Agricultural Organisation, the Australian Centre for International Agricultural Research. We have strong continued collaboration with many partners, including the UN Economic Commission for Africa and the GEO

**Impact stories from our user community**

- EO for Coastline Erosion Monitoring in Saly-Portudal/Senegal
- Identifying and analysing irrigated agriculture in Mozambique
Impact stories from our user community

• Digital Earth Africa helps to remotely assess the productivity of mango farms in Ghana
• Creating an open-source framework for crop-type mapping in Zambia
• Planned grazing management in Northern Kenya
• DE Africa won the GEO Week 2022 Sustainable Development Goal Award for Climate Action for the project “How data and community can save Zanzibar’s Mangroves"
#TheEarthTalks
Opportunities for GEOValue in the GEO Community

Marié Smith
Red Tide Devastates South African Abalone Farms

Dr. Anna Menton, BVSc, MS

South African abalone farms suffered devastating losses due to a harmful algal bloom earlier this year. Three farms situated in Hermanus, on the South coast, lost up to 50 percent of their stock. These farms held an estimated 24 million abalone, or a third of the total South African farmed abalone population.