

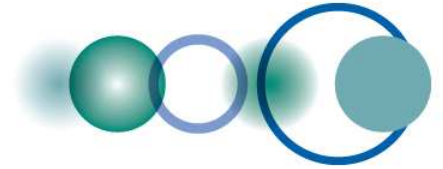
GEO CB 09-01 RESOURCE MOBILIZATION OVERVIEW, PROGRESS & DISCUSSION

GEO CBC

21 – 22 January, 2010

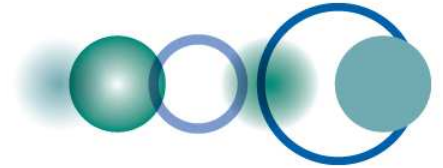
Enschede, the Netherlands





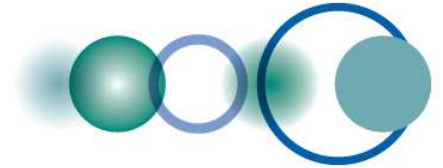
Objectives Seville Roadmap

- 1) Gain a comprehensive understanding of the needs & operations of donors.**
- 2) Focus on understanding the full range of user communities & networks.**
- 3) Strengthen links between the user & donor communities.**
- 4) Sensitize donors to the value of Earth observations and benefits.**
- 5) Mobilize resources for building the capacity of the three key contributors to Earth observations: individuals, institutions & infrastructure.**
- 6) Identify likely donors for each social benefit area and geographic region.**
- 7) Coordinate resource mobilization in order to promote efficiencies & capacity.**
- 8) Market capacity building for Earth observations as a worthwhile investment.**
- 9) Engage & establish mutually beneficial relations with the private sector & establish private-public partnerships.**



Elements of the Work Plan

- 1) Clarify roles of GEO members, committee members, etc.
- 2) Develop marketing & communication kits to approach donors.
- 3) Identify individuals as ‘champions’ for resource mobilization.
- 4) Identify conferences, workshops &c for promotional presentations.
- 5) Produce inventory of donors relevant to GEOSS.
- 6) Produce inventory of resource mobilization capacity of GEO members.
- 7) Identify training opportunities to improve proposal writing skills.
- 8) Improve coordination within GEO for resource mobilization & CB.
- 9) Identify ways and means for integrating GEOSS in regional & national planning processes.
10. Incorporate GEO CB & funding priorities into existing programs.
11. Develop performance indicators for resource mobilization activities.



Activities

- 1) Call for proposals (Goal 2) -> continuation as planned
- 2) GEOCards (G1? G6) -> replace by CB announcement & GEO Facebook?
- 3) General brokerage (G1, G3, G4, G5, G6, G8, G9) – ITC, GEONetCab, others
- 4) Production of a toolkit (G4, G5, G8, G9) – GEONetCab Q3
- 5) Analysis existing capacity, existing & potential markets, opportunities & bottlenecks (G1, G2, G6) – GEONetCab Q3
- 6) Synthesis report summarizing findings of interactions with (potential) clients & outline for a marketing strategy (G1, G2, G3, G6, G8) – GEONetCab Q4