



GROUP ON
EARTH OBSERVATIONS

GEO-IV

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Mobilizing Resources for Implementing GEOSS
The Seville Roadmap

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INTRODUCTION: WHY DOES GEO NEED A RESOURCE MOBILIZATION ROADMAP?

The Group on Earth Observations (GEO) was established in 2005 with an ambitious mandate to create a Global Earth Observation System of Systems (GEOSS). GEOSS promises to strengthen the ability of decision makers to protect society against natural and human-induced disasters, manage energy resources, address the environmental causes of health hazards, respond to climate change and its impacts, safeguard freshwater resources, improve weather forecasts, manage ecosystems, promote sustainable agriculture, and conserve biodiversity.

The success of GEOSS will depend on 1) the ability of individuals and institutions in the Earth observation (EO) community to generate, integrate and analyze a wide range of observation data; 2) the desire and ability of the various user groups to exploit GEOSS for more effective decision making; and 3) the commitment of the global community to invest in the instruments and hardware and software systems that together constitute Earth observation infrastructure.

As part of its strategy to make GEOSS a success, GEO established a Capacity Building Committee (CBC) to promote capacity building programmes aimed at developing and implementing GEOSS. Adopted in 2006, the GEO Capacity Building Strategy points out that, by coordinating existing and planned capacity building efforts and collectively identifying priorities, the GEO community should be better positioned to attract resources to address gaps in Earth observation capacity. It also briefly describes a general approach to engaging donors more effectively.

The purpose of developing a resource mobilization roadmap is to support the GEO Capacity Building Strategy in identifying and channelling more financial and human resources into building capacity for Earth observations at the global, regional and national levels.

1 THE ROADMAP'S FINAL DESTINATION

This GEO resource-mobilization roadmap aims to position GEO as an efficient coordinator of resource mobilization activities and an honest broker serving users, producers and potential resource providers.

2 KEY OBJECTIVES FOR RESOURCE MOBILIZATION

GEO will mobilize resources for capacity building by pursuing the following objectives:

- Gain a comprehensive understanding of the needs and operations of donors, including their project cycles, methodologies, terms of reference, and priorities.
- Focus on understanding the full range of user communities and networks, including their needs and priorities.
- Strengthen links between the user and donor communities.
- Sensitize donors to the value of Earth observation and the benefits that building greater capacity for producing and using Earth observations can bring to a variety of users.
- Mobilize resources for building the capacity of the three key contributors to Earth observations: individuals, institutions and infrastructure.
- Identify likely donors for each social benefit area and geographic region.
- Coordinate resource mobilization in order to promote efficiencies and capacity.
- Market capacity building for Earth observation as a worthwhile investment and not merely as a cost.
- Engage and establish mutually beneficial relations with the private sector and establish private-public partnerships.

3 THE WAY FORWARD

The next practical step for advancing GEO's work in resource mobilization would be for the lead and participants in the Task on Engaging Donors (CB-07-01a) to finalize a work plan. This plan could be presented to the next meeting of the Capacity Building Committee (CBC-6) in early 2008, together with a report on any progress made on its implementation. Possible elements to be included in the work plan are:

- Clarifying the respective roles of the GEO members, the Capacity-Building Committee and other Committees, and the Secretariat in implementing the work plan.
- Developing marketing and communications kits with which to approach donors. Proposed prototypes or drafts of these kits could be presented to CBC-6 for discussion and subsequent finalization.
- Identifying individuals to serve as "Champions" for resource mobilization, in accordance with the priorities and mandates of potential donors.
- Identifying conferences, workshops and other opportunities for making presentations on GEO to groups of donors.
- Producing an inventory of donors relevant to GEOSS, their goals and interests and a detailed description of their procedural requirements.
- Producing an inventory of the resource-mobilization capacities and contacts of GEO members.
- Identifying training opportunities for GEO Members and Participating Organizations interested in improving their skills in completing and submitting funding proposals.

- Clarifying leads and a process for better integrating resource mobilization and capacity building concerns into the work of all GEO Committees and Task teams.
- Identifying ways and means for integrating GEOSS into regional and national planning processes for sustainable development, thus raising its profile as a candidate for support.
- Incorporating GEO capacity-building and funding priorities into existing advocacy programmes (such as GISday, Year of the Planet, etc.).
- Developing performance indicators for GEO's resource mobilization activities in the context of the Capacity Building Performance Indicators Task (CB-07-01c).