

# Road to a GEO post-2025

## 24th Programme Board Meeting



# Opening by Osamu Ochiai

*Member of the post-2025 Working Group*





# Agenda of the discussion

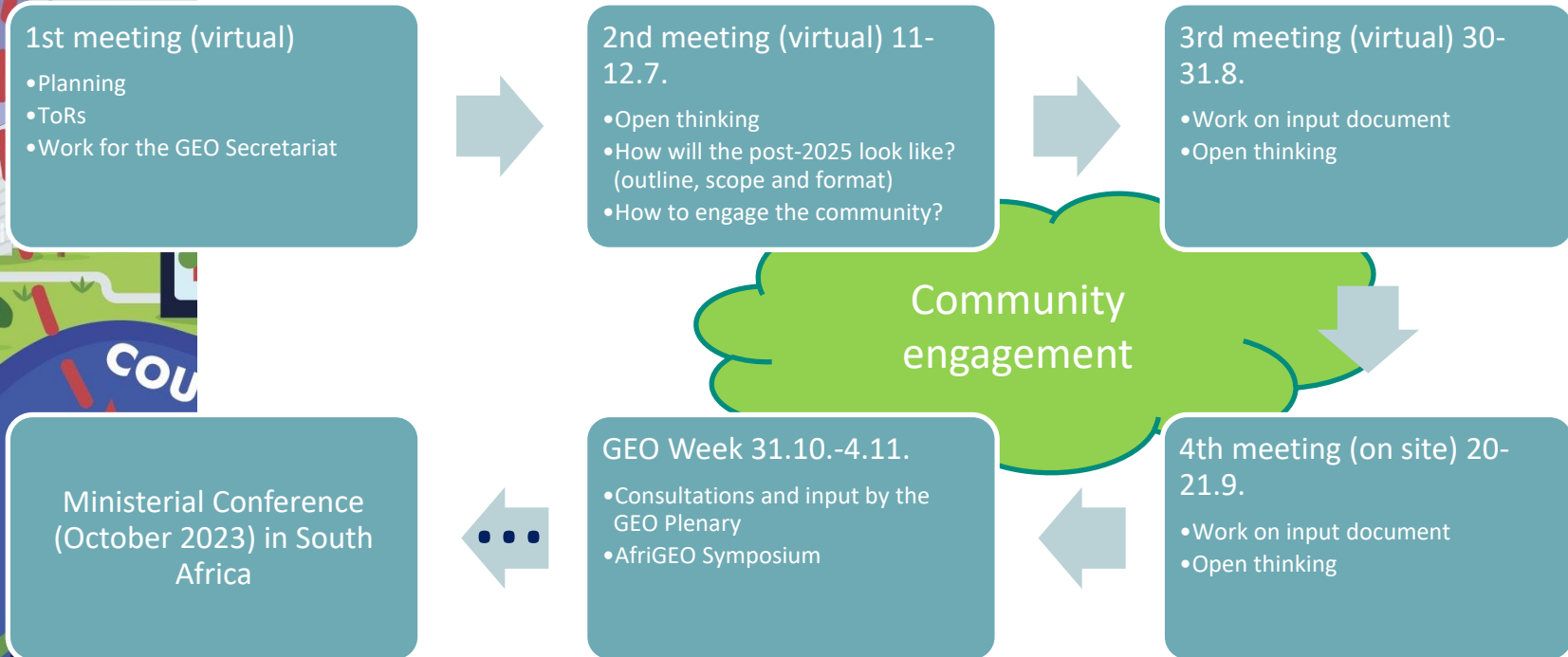
- Opening by **Osamu Ochiai, JAXA, Japan, member of the post-2025 working group**
- Work of the Working Group to date and the process of the Road to a post-2025 GEO by **Andreas Obrecht, post-2025 working group coordinator, GEO Secretariat**
- Interactive exchange on the GEO post-2025
- Conclusion and closing

# Road to a GEO post-2025 by Andreas Obrecht

*GEO Secretariat – Post-2025 Working Group  
Coordinator*



# Road to a GEO post-2025



# 2nd meeting 11-12 July 2022

- ✓ Strategic foresight
- ✓ Focus areas
- ✓ Situation analysis
- Strategic positioning
- ✓ Scope and format of the strategy, value proposition
- ✓ Community engagement



# Elements of the post-2025 strategy

Stakeholders / Users / Beneficiaries

- What we do
- What we want to achieve
- What we want to communicate
- How to do it

Mission

Strategic priorities

Vision / Ambition

Impact

Value Proposition

Guiding principles

Representation & Governance

Resourcing

Communication

Outcomes

Activities / Outputs / Results

*Work programme*

# 3rd meeting 30-31 August 2021

- What is our passion? What can we do best?
- **Accelerating for impact: uplifting consensus and injecting ambition:** PPP, diversifying support and identifying and addressing societal challenges
- Elements of the strategy: What do we want to achieve? What do we do and how?
- Representation & Governance, Resources / Fundraising, Measuring success and impact

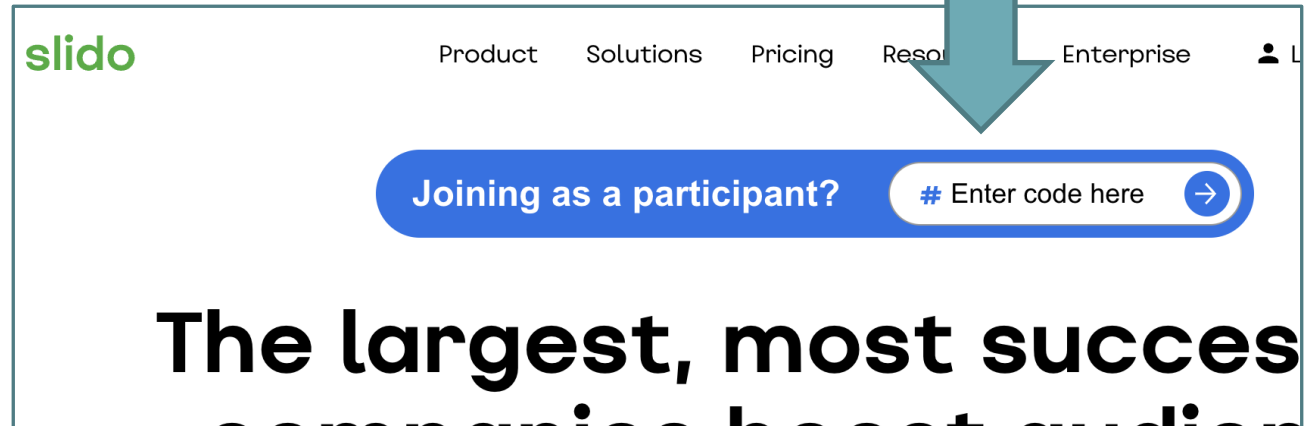
What should be the guiding principles of GEO?





# Interactive session

Go to [slido.com](https://slido.com) and "Join as a participant" with **#2597388**



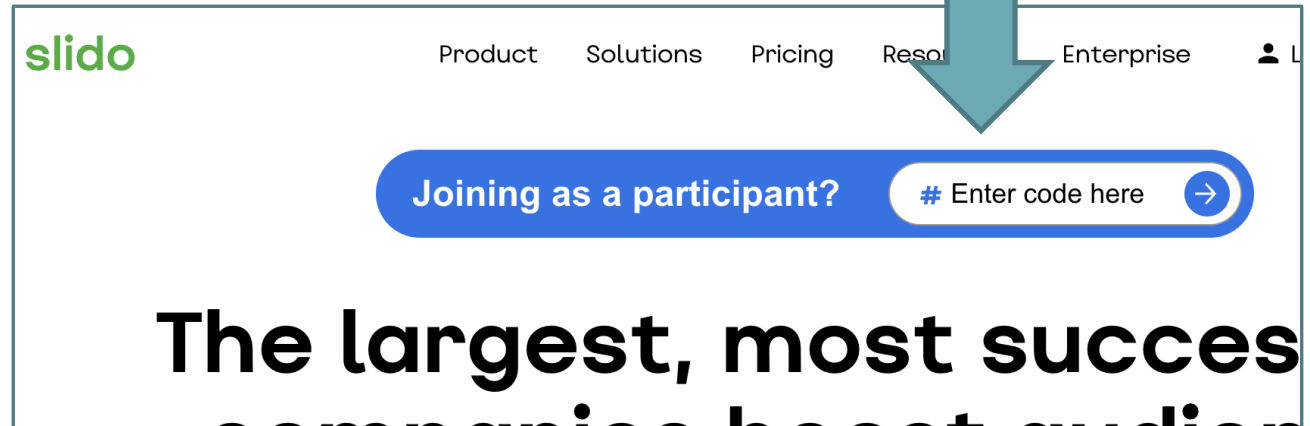
# Community engagement

- AmeriGEO Week 2022
- Upcoming outreach activities:
  - CEOS
  - GEO House Event 22 September
  - AO Symposium
  - AfriGEO Symposium
  - GEO Plenary
- ...



# Interactive session

Go to [slido.com](https://slido.com) and "Join as a participant" with **#2597388**





When you think about GEO, what do you feel most passionate about?

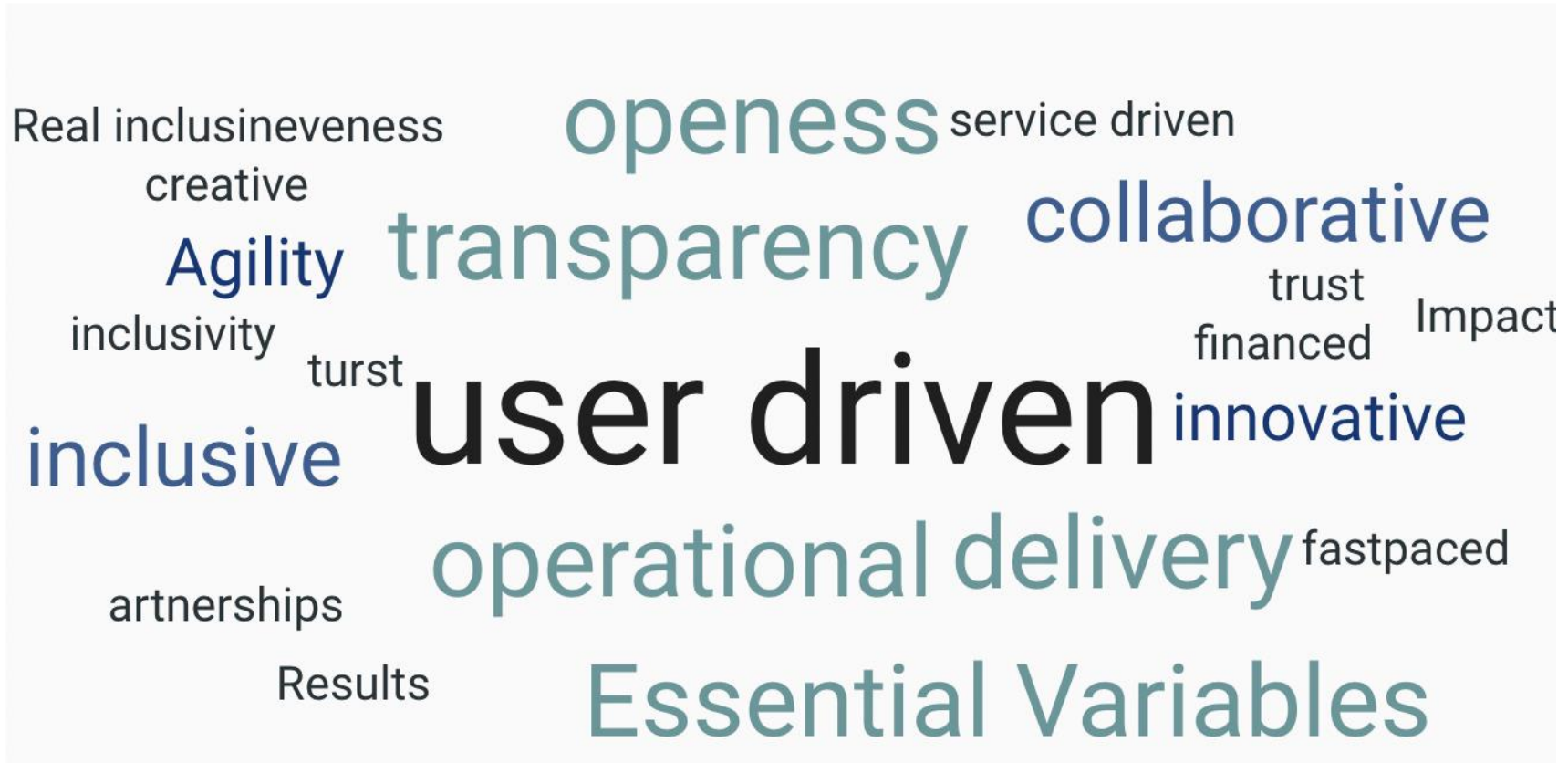
24





What should be the most important characteristics of a future GEO?

24





## What points should be considered in the post-2025 GEO in relation to the GEO work programme and what is necessary to be part of the post-2025 GEO for it to guide the future of the work programme?



Anonymous  
GEO as a curator of needs and requirements for EO data and services



Anonymous  
More regular changes of the governance to be more inclusive



Anonymous  
Recognised worldwide stakeholders should use GEO WP more to express their priorities in terms of needs



Anonymous  
How GEO can formalized Essential Variables in more international standard?



Anonymous  
reconsider role, visibility and leadership of foundational tasks



Anonymous  
supporting the capacity building of GEO members



Anonymous  
User requirements collection, track, reporting



Anonymous  
Stakeholders engagement is key



Anonymous  
Focus on real world challenges



Anonymous  
Identifying where we can have the greatest impact and being open to change from the current model



Anonymous  
Looking for support and sponsorship from NGO GEO Members.



Anonymous  
Sharing experience



Anonymous  
As we transition to more operational service delivery, the current pilot-initiative-flagship model may not be sufficient



Anonymous  
Cross initiative fertilization and collaboration










Anonymous  
WP should be User driven











Anonymous  
Adequate funding



Anonymous  
more integration between WP activities

-  Anonymous  
open to new ideas and taken into account the societal and technological evolutions
-  Anonymous  
Serving the engagement priorities
-  Anonymous  
Work Programme should be streamlined
-  Anonymous  
connecting current WP activities to novel funding sources as well as facilitating/inspiring novel applications, combinations and cross-cutting uses of data/information/resources produced within WP activities.
-  Anonymous  
delivery on the ground
-  Anonymous  
developed with and for the users
-  Anonymous  
Integration across the Work Programme along with targeted goals focused on societal impacts.

-  Anonymous  
communication
-  Anonymous  
Cross-cutting collaboration
-  Anonymous  
Measuring success and impact
-  Anonymous  
support to the users and to operationalization
-  Anonymous  
financing
-  Anonymous  
better identification of users and needs
-  Anonymous  
monitoring evaluation and learning
-  Anonymous  
Innovation

# Feedback survey

Go to [slido.com](https://slido.com) and "and Join as a participant" with **#2597388**





# Thank You

---

Communicate and Collaborate with GEO

