

3.1 Update on the development of the Post- 2025 Strategy for GEO

PB-26: 15-16 June 2023
Geneva, Switzerland

Post-2025 Working Group
Osamu Ochiai

- **Developing GEO Post-2025**



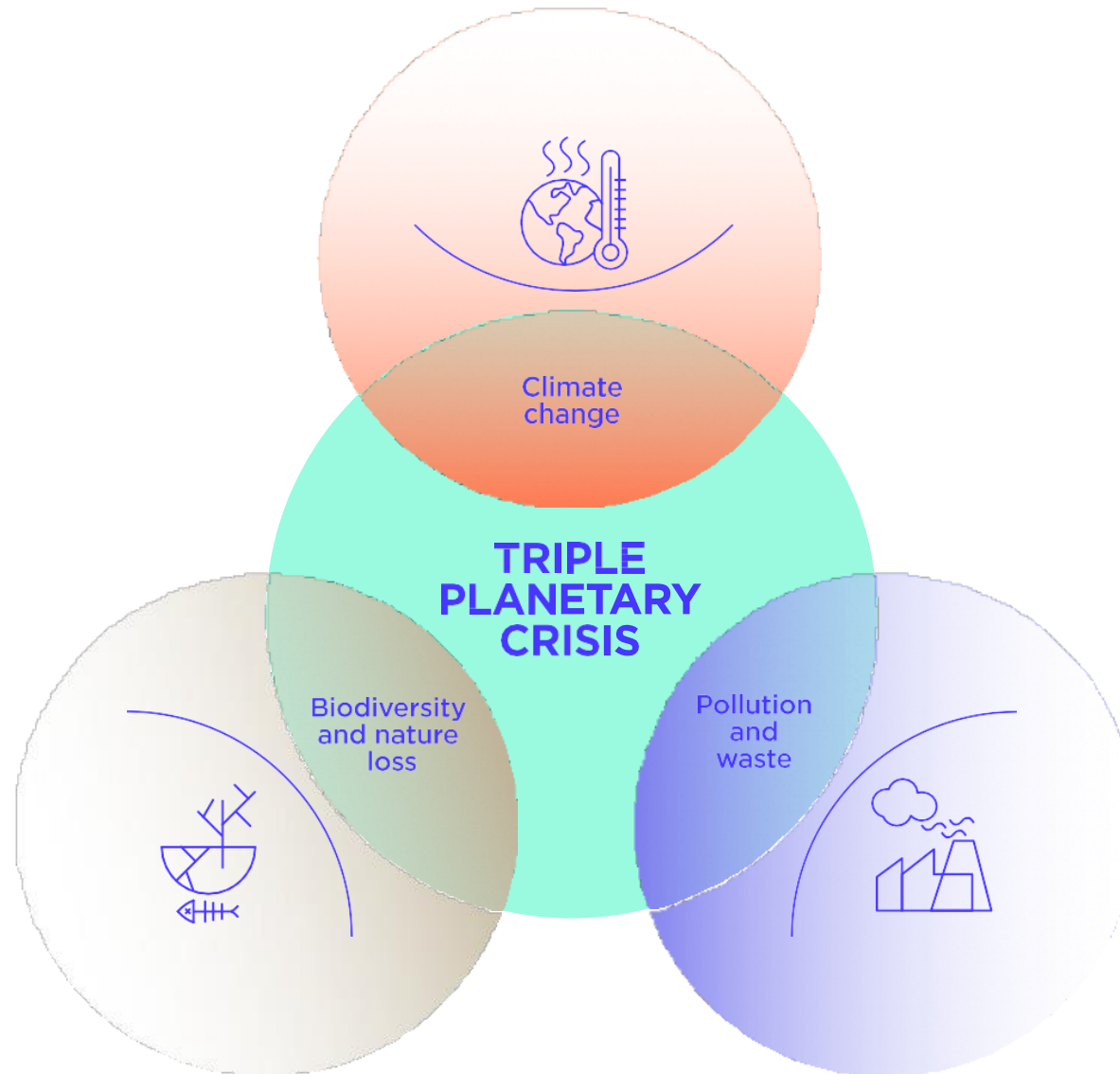
June 2023: Consultation with GEO Member States, Participating Organizations and Associates

• The draft GEO Post-2025 Strategy

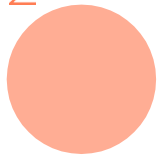
- 1 INTRODUCTION
- 2 CONTEXT: INTEGRATED CHALLENGES, BUT A FRAGMENTED RESPONSE
- 3 WHY GEO: OUR STRENGTHS
- 4 A NEW DIRECTION FROM 2025: EARTH INTELLIGENCE FOR ALL
- 5 GEO'S VISION AND MISSION
- 6 GOALS FOR ACTION POST 2025
- 7 A NEW OPERATING MODEL: WHAT WE NEED TO SUCCEED
- 8 HOW WE RECOGNIZE THAT WE ARE SUCCEEDING?



• Context

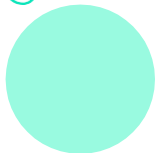
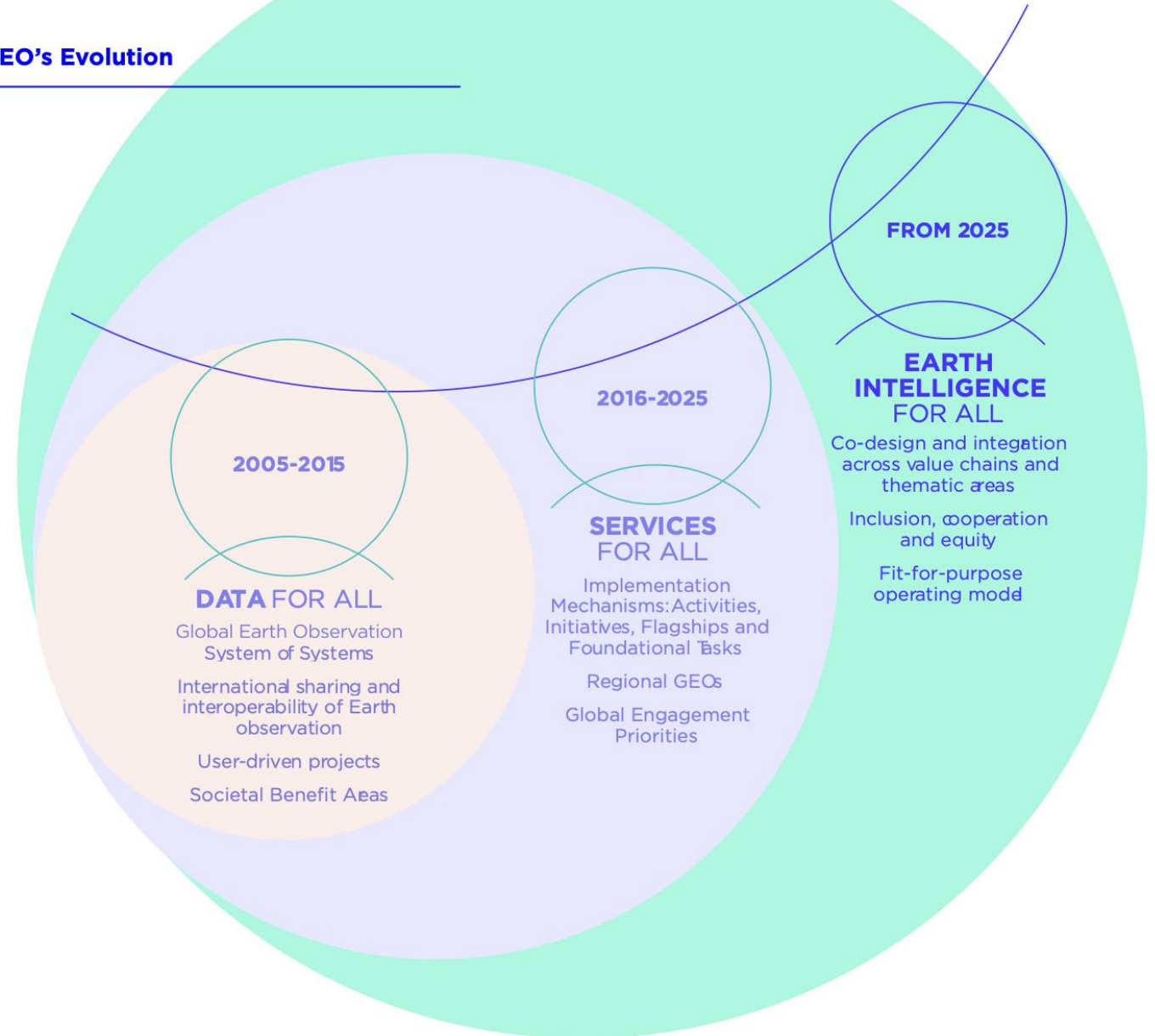


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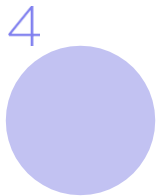


• Why GEO: Our strenghts

GEO's Evolution



- **Earth intelligence: Developing insights for decisions**
- Earth intelligence
 - ✓ Integrates Earth observation data, socio-economic data, citizen observations, indigenous knowledge and other sources of information
 - ✓ combines this with modelling, predictions and scenario analysis
 - ✓ Fosters a closer integration between Earth sciences and social sciences
 -
- GEO will leverage Earth intelligence to:
 - derive new knowledge and provide insights
 - inform strategic decisions
 - empower society to address environmental, societal and economic challenges



• GEO's vision and mission

VISION

A world where trusted Earth intelligence is universally accessible and empowers society to achieve a sustainable future.

MISSION

GEO leverages its unique position as an established intergovernmental body to co-produce user-driven Earth intelligence solutions that inform decisions and accelerate action on global societal and environmental challenges.

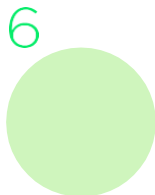
OUR OFFER

At the universal level, GEO empowers anyone to use, and contribute to Earth intelligence to make better decisions for people, planet and nature.



• Goals for Action Post-2025

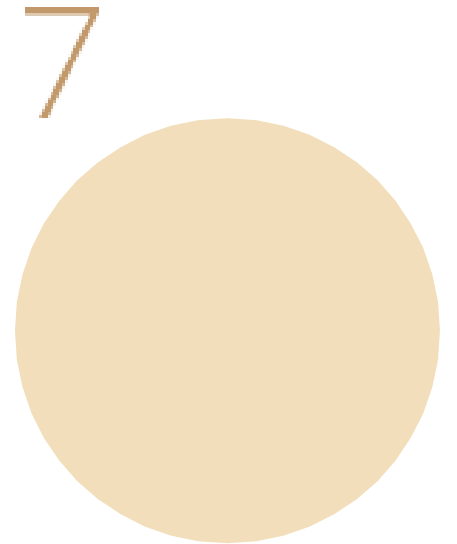
1. **Co-produce transformative programmes that provide trusted Earth intelligence:** Portfolio of programmes that unlock transformational change with **inputs from multiple disciplines**.
2. **Increase global equity through accessible Earth intelligence:** Enhancing equitable, open access to data and knowledge and open science for Earth observation. Includes **affordability of Earth observation data and knowledge** (e.g. by negotiating multi-user licenses) and **Earth observation literacy**.
3. **Integrate new technologies and innovations into Earth intelligence services**
4. **Increase the participation of young people** (e.g. emerging young entrepreneurs and early career scientists) in the development of Earth intelligence.
5. **Invest in integrated activities to raise awareness and resources for Earth intelligence** (e.g. catalytic and innovative finance to scale up GEO initiatives).



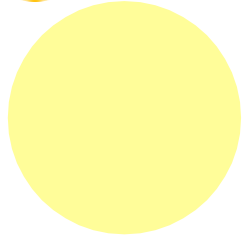
• **A new operating model: what we need to succeed**

This new operating model should be characterized by:

- Accountability and result-orientation
- Representation and voice
- Financial sustainability
- Inclusivity, transparency and participation
- Regional Growth



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An operating model that is efficient, effective and fit-for-purpose

A transformed and well-resourced GEO Work Programme

How we recognize that we are succeeding

Strengthened participation

An increase in the engagement of members in GEO governance and activities

Successful engagement of industries along the Earth observation value chain

An enhanced recognition and trust in GEO

• Post-2025 process leading to the Ministerial Summit



GEO Member States, Participating Organizations and Associates invited to provide comments by 26 June