



Including the citizens' perspective

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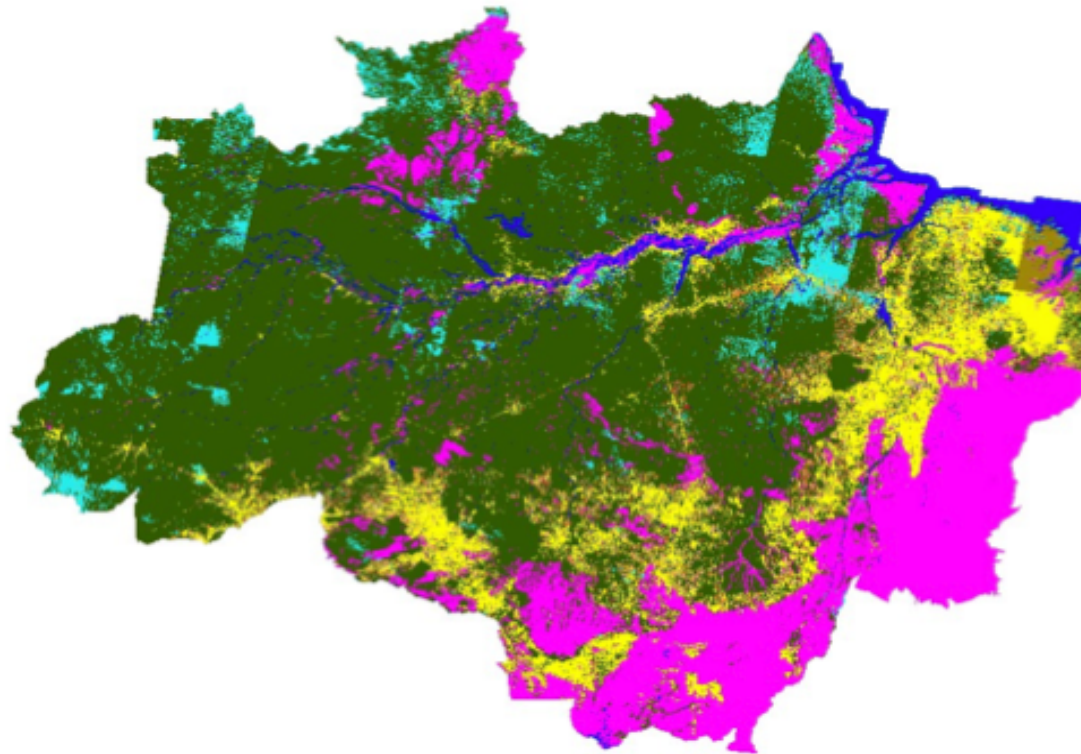
**Side event on Citizen GEOSS
GEO-XII and 2015 Ministerial Summit**

Introduction

- Background: marketing of earth observation, “technology advocate” and “customer advocate”, several FP7 projects
- Role in GEO: co-chair Institutions and Development Implementation Board, involved in resource mobilization and capacity building tasks + socio-economic benefit.
- Citizens’ perspective with personal bias.
- Looking for:
Win-win situations (reflexive customer value proposition),
Community participation,
Key success factors.
- Complementary to other presentations of the day, avoid repetition.



Public participation in monitoring of deforestation in Brazil



“We wanted to give everyone the means to check the map, to check its accuracy.”

Cerberus game: typhoon Haiyan, refugees in Iraq, REDD+



“Immediately after Typhoon Haiyan hit the island of Bantayan, in the Philippines, the company launched a serious game platform on Facebook. The game went viral and 1,200 players produced operational maps of the island in a record time.”

Rain for Africa: interactive weather system for farmers in South Africa



“Compose the best available historical, actual and forecasted weather data and make it easily accessible via applications for each food producer, weather services, added value provider and other potential clients in South Africa, at an affordable price.”



mAgri / mFarmer evaluation of weather service information



- Airtel Kilimo (Kenya): 68% of users join to learn new agricultural practices. Just 2% say they joined for the weather forecast service.
- mKisan (India): Of the 33% of users who reported making changes to their agricultural practices due to mKisan advice, 33% reported seeing a better yield, 2% felt they could better predict the weather.
- Tigo Kilimo (Tanzania): 32% of repeat users reported using weather forecasts to change their farming practices in the previous 12 months. Weather is the most dynamic content on the service, changing almost every day.

Flood early warning: City of Nice



Land cover mapping: involve citizens in collecting ground data



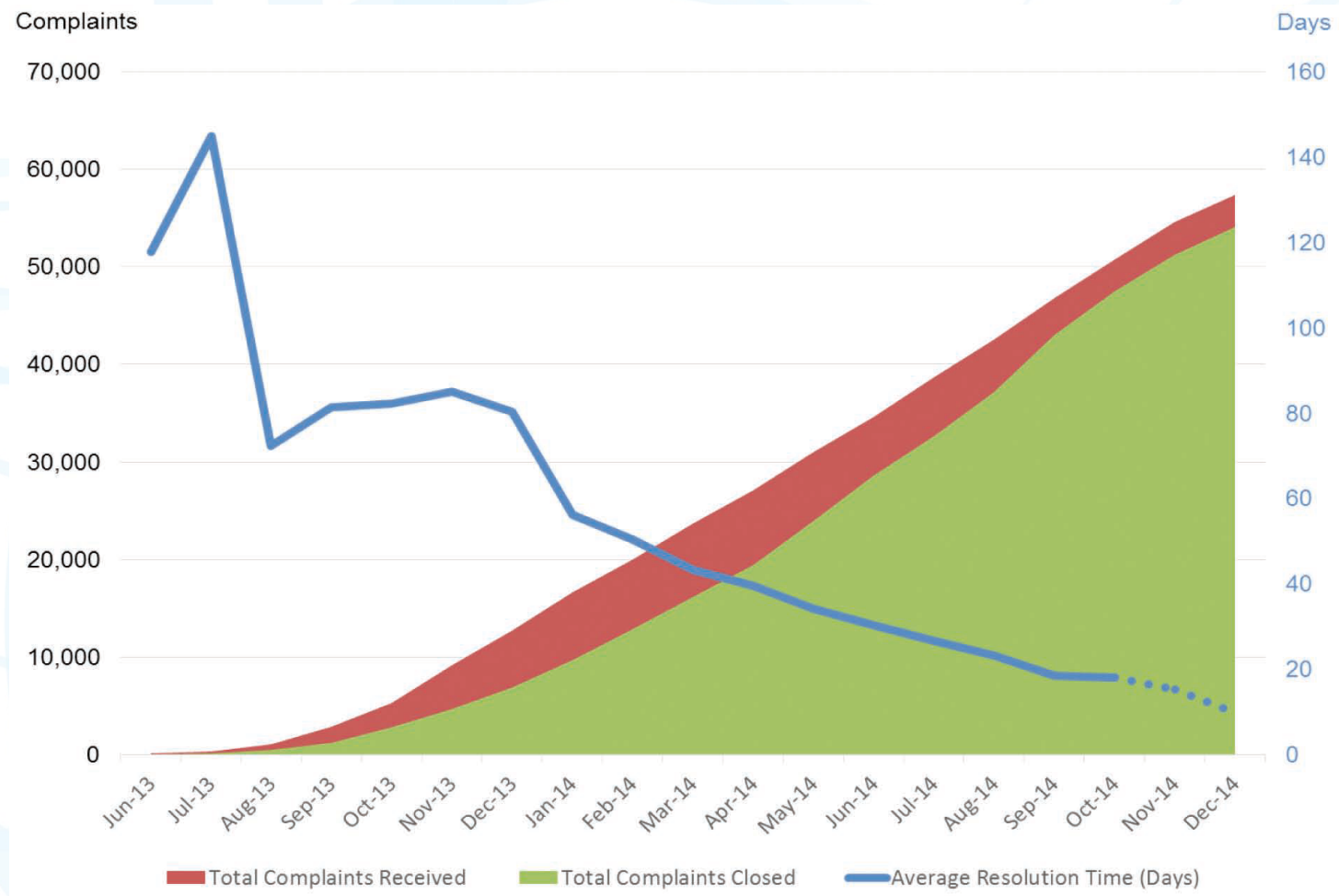
 **TU Delft**



akvo.org
See it happen

“We had our first experiment with 30 non-experts collecting land cover data! In five groups they went to different areas in Hanoi, making pictures of the location and classifying the land cover using the AKVO smartphone application.”

MajiVoice: interactive system for public water utilities in Kenya



“Made it easier to deal with and follow up on specific complaints”

Conclusions:

General

- Knowledge valorisation for citizens works.
- Easy access & easy to operate is important.
- Clear value is a necessary condition: new benefit or “feel good” factor or increase knowledge / understanding or “make a difference”.
- Things should not be too complicated (jargon!) & linked to interests (but not to profession).
- Main criteria: elegance, cost-benefit, complexity-to-user, acceptance.

For GEO/GEOSS

- Interesting new options for in-situ observations and data sharing

Further information and references:

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Thank you