

# ST-09-02: Promoting Awareness and Benefits of GEO in the Science and Technology Community

Hans-Peter Plag\*, Jean-Louis Fellous\$ & Nadine Gobron^

\*IEEE (University of Nevada, Reno, Nevada, USA), ^COSPAR

Full documentation of Task Activities and Outputs at  
<http://www.geo-tasks.org/st0902>

## ST-09-02: Promoting Awareness and Benefits of GEO in the Science and Technology Community

This Task is led by COSPAR and IEEE ([hpplag@unr.edu](mailto:hpplag@unr.edu))

**Promote** awareness and benefits of GEOSS in the scientific and technological communities **in order to engage the research community** in GEO and GEOSS with the **goal to achieve breakthroughs** in the understanding of the Earth's changing environment and global integrated Earth system. The **scientific community** should collaborate within GEO to **address interactions** between the components of the global integrated Earth system, and **connect natural and socioeconomic sciences**.

## **Approach:**

- Implement selected activities of the STC Roadmap
- Carry out additional activities as appropriate

## Five main Activities (each with several sub-activities):

Activity 1: Links with major scientific research enterprises

*(inventory; prioritization; integration)*

Activity 2: Encourage scientists and technical experts to contribute to GEOSS

*(Roadmap 2a: citation standard; Roadmap 2b: “GEO label”;  
Roadmap 2e: registration of scientific data sets)*

Activity 3: Outreach to diverse scientific and technological communities in  
order to make GEOSS more visible and attractive

*(promotion material; outreach of GEO principals; Roadmap 2d: Showing GEOSS  
at work - compelling examples)*

Activity 4: Specific efforts to contact universities and research laboratories with  
the goal to involve them in GEOSS activities.

*(major university cooperation programs and research network; collaboration  
with GEO tasks; transition from research to operational)*

Activity 5: Presence of GEO at major symposiums and other meetings on  
different levels.

*(presentations at major conferences; specific sessions on GEOSS; side events;  
series of GEO - SBA-specific - conferences)*

## Some Highlights:

Activity 2: Encourage scientists and technical experts to contribute to GEOSS

- (Roadmap 2a) citation standard: *draft data citation rules consistent with discussions outside of GEO (in particular, Federation of Earth Science Information Partners, ESIP)*.
- (Roadmap 2b) “GEO label”: *draft concept prepared by STC co-chairs*.

Activity 3: Outreach to diverse scientific and technological communities in order to make GEOSS more visible and attractive

- (Roadmap 2d) Showing GEOSS at work for S&T (compelling examples): *proposals under review; coordination with Ministerial Summit Showcases*.

Activity 4: Specific efforts to contact universities and research laboratories with the goal to involve them in GEOSS activities.

- Dedicated workshops to focus research networks on GEOSS issues.

Activity 5: Presence of GEO at major symposiums and other meetings on different levels.

- Presentations at major conferences: *several Task team members and others engaged*.
- specific sessions on GEOSS: *several GEOSS sessions at a wide range of conferences*.
- side events: *Townhall meetings, co-located workshops, exhibitions*.

# ST-09-02

Web Works Space for GEO Work Plan Tasks - SeaMonkey

File Edit View Go Bookmarks Tools Window Help

Back Forward Reload Stop http://www.geo-tasks.org/st0902/ Search Print

**GEO GROUP ON EARTH OBSERVATIONS**

Work Area for GEO Work Plan Tasks, CoPs, Committees, ... About these pages ...

Overview ST-09-01 ST-09-02 US-09-01b STC Showcases UIC Showcases ADC Showcases Slide Library Disaster SBA S&T Meetings

**GEO 2009-2011 Work Plan Site**

**GEO Task ST-09-02: Promoting Awareness and Benefits of GEO**

**Extended Task Sheet: Task Definition and Task Leads**

<b>Task Number:</b>	ST-09-02
<b>Task Title:</b>	Promoting Awareness and Benefits of GEO in the Science and Technology Community
<b>Area:</b>	Science and Technology
<b>Relevant Committee:</b>	STC
<b>Related Targets:</b>	Strategic Target 5.

**Task Definition:**

Promoting awareness and benefits of GEOSS in the scientific and technological communities in order to engage the research community in GEO and GEOSS with the goal to achieve breakthroughs in the understanding of the Earth's changing environment and global integrated Earth system. The scientific community should collaborate within GEO to address interactions between the components of the global integrated Earth system, and connect natural and socioeconomic sciences.

Activities will include: Forming links with major scientific research enterprises in each societal benefit area. Actively encourage relevant scientists and technical experts to contribute to GEOSS in a truly participatory way. Reach out to the world's diverse scientific and technological communities and make GEOSS more visible and attractive to them. Contact universities and laboratories to involve them in GEOSS activities. Organize a GEO presence at major symposia and other meetings, for example through plenary presentations or side events.

**Leads:**

Users (both ST-09-02 users and GEOSS users in general):

**Who:**

- basically all relevant S&T communities both as users of and contributors to GEOSS;
- all Task teams that have unresolved S&T issues and may benefit from additional S&T input;
- those Task teams and other components involved in GEO/GEOSS outreach activities;
- science-related Communities of Practice.

**Are they involved:** to a certain level, yes; through participation, direct contacts, outreach, linkage to GEO Tasks.

**How will they be involved in the next two years:** in addition, through novel outreach activities.

## Work Plan Symposium Objectives:

Coordination across activities: *is ensured through task team members*

Coordination across SBAs: *needs improvements; also more focus on connection between natural and socioeconomic sciences*

### Coordination with other Tasks:

- *needs improvement in general; e.g. through questionnaires/surveys, analysis of S&T Work Plan review (ST-09-01) and dedicated actions.*
- *several specific activities require coordination with individual tasks, for example:*
  - \* “GEO Label” and DA-09-01a (QA4EO) and AR-0901c (Best Practices Registry)
  - \* *data citation rules and DA-09-01b (Meta data)*

### Coordination with other activities:

- *needs improvement:*
  - \* “compelling examples” with Showcases (Task Force)
  - \* *side events at conferences with other outreach activities (e.g., Workshop series)*
  - \* *outreach to research networks through science-related Communities of Practice*

Recommendation for WP review:

Keep Task unchanged

Recommendation for WP 2012-2015:

Keep Task as a targeted outreach activity to promote GEOSS in a major user community and with the goal to ensure needed S&T contributions for GEOSS.

Increase focus on proactive support for GEO Tasks in terms of utilization of on-going research for the implementation of GEOSS.

Strengthen focus on connections between natural and socioeconomic sciences.