

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

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Full documentation of Task Activities and Outputs at
<http://www.geo-tasks.org/st0902> (*needs some updates*)

ST-09-02: Task Definition

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)

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**.

ST-09-02: Overview

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)*

ST-09-02: Web Page

Aggregated report: GEO Work Plan Web Site, updated ~three times a year

The screenshot shows a web browser window titled "Web Works Space for GEO Work Plan Tasks - SeaMonkey". The address bar displays "http://www.geo-tasks.org/st0902/". The page header includes the GEO logo and the text "GROUP ON EARTH OBSERVATIONS". A navigation menu contains links for "Overview", "ST-09-01", "ST-09-02", "US-09-01b", "STC Showcases", "UIC Showcases", "ADC Showcases", "Slide Library", "Disaster SBA", and "S&T Meetings". The main content area is titled "GEO Task ST-09-02: Promoting Awareness and Benefits of GEO" and includes an "Extended Task Sheet: Task Definition and Task Leads". A sidebar on the left lists various sections under "Extended Task Sheet:", including "Task definition", "Motivation", "Status Output", "Status Activities", "Status Resources", "Planned Outputs", "Planned Activities", "Planned Resources", "Architecture", "User Engagement", "Science and Technology needs", "Capacity Building", and "Participation". The "Task Definition:" section contains a paragraph about promoting awareness and benefits of GEOSS, and a paragraph about activities including forming links with research enterprises and encouraging scientists to contribute to GEOSS.

GEO 2009-2011 Work Plan Site

Work Area for GEO Work Plan Tasks, CoPs, Committees, ...

Extended Task Sheet: Task Definition and Task Leads

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

Task Number:	ST-09-02
Task Title:	Promoting Awareness and Benefits of GEO in the Science and Technology Community
Area:	Science and Technology
Relevant Committee:	STC
Related Targets:	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:

ST-09-02: Some Highlights

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: Progress Since STC-13

Activity 1: Links with major scientific research enterprises

- 1.1 High-level list of major scientific research enterprises necessary for GEOSS: *List of major research organizations started*

ST-09-02: Progress Since STC-13

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

2.1 Roadmap Activity 2a; a GEOSS citation standard: *Draft data citation*

rules compiled based on ESIP data citation rules; ready for distribution

to Task team for comments.

- *Considers also the question of peer-review process of data sets (STC-13 Action item)*

2.2 Roadmap Activity 2b; establishing a “GEO label”: *Draft concept developed by Stuart Minchin et al.:*

- *refers to the STC Roadmap*

- *breaks label into two categories:*

- 1) *Objective labelling (quality, reliability), and*

- 2) *Subjective labelling (relevance, usability)*

- *proposes a set of criteria for both categories*

- *recommends:*

ST-09-02: Progress Since STC-13

2.2 Roadmap Activity 2b; establishing a “GEO label”: *Draft concept developed by Stuart Minchin et al.:*

- ...

- *recommends:*

* *That STC through ST-09-02 develop the Objective Label*

concept

further to arrive at a quality related label for GEOSS

components,

datasets and tools. A robust proposal should be completed by Q2/2011.

* *That UIC consider planning for the development of Subjective labelling (GEO Community label), which may be*

implemented as

part of future upgrades to the GCI. The conceptual

development for

the subjective labelling should be completed by Q2/2011.

Comment from ST-09-02 (PoC): ST-09-02 should be involved in

Subjective labelling; have responsibility for the overall GEO

label

ST-09-02: Progress Since STC-13

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

3.3 Roadmap Activity 2d; showing GEOSS at work: compelling examples:
Ministerial Showcase proposals not selected are not used further for

Summits => available to be considered for “compelling examples”;
Review of proposals by Task team slightly delayed;
Most likely: funding available for Activity 3.1 (SCG); Work scheduled for June-November 2010.
Proposed work:

ST-09-02: Progress Since STC-13

3.3 Roadmap Activity 2a, showing GEOSS at work. Compelling

examples:

Proposed work (June - November 2010):

T1: Soliciting additional STC proposals for compelling examples of how GEOSS data related session, GEO Work members. compelling (central

and services are benefiting the scientific community, including proposals to some of the presentations given at the 2009 Fall AGU GEOSS Union to be given at the ISPRS VIII GEOSS symposium, and a review of the Plan.

T2: Organization of a review of the proposals by ST-09-02 Task team

T3: Development of a concept for publication and communication of examples, including printed media (book, one-page stories), web pages portal plus distributed pages), etc. : SCG with Plag

T4: Solicitation of a limited number of one-page stories for selected examples, preferably with one story per SBA;

T5: Implementation of a basic web-based publication template;

T6: Develop a time schedule for the finalization and publication of the

compelling

ST-09-02: Progress Since STC-13

Activity 4: Contact universities and research laboratories

4.1 Disseminate information about GEOSS

Pending: a high-level presentation at the annual conference of the International Association of Universities (IAU)

ST-09-02: Progress Since STC-13

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

5.1 Identify major scientific conference and facilitate plenary presentations on GEO and GEOSS

List of scientific conferences has been started at geo-tasks.org; Call for submission of conferences has been issued (Russell

Lefevre) to STC

5.2 Session on GEOSS-related topics at major scientific meetings
ISPRS VIII Symposium, August 9-12, Kyoto
AGU Fall 2010: Deadline May 25, 2010, no proposal yet
IUGG 2011, 27 June-08 July 2010, Melbourne

5.3 Organize/promote side events at major scientific meetings
Difficult to keep overview, GEO Secretariat should inform ST-09-

02

5.4 High-level prospectus for a series of SBA-specific major conferences

Needs coordination with the respective CB Task (CB-10-01c)

ST-09-02: New Activities

Activities emerging from Work Plan Symposium:

- Extend documentation of what has been done and outputs that have been achieved
- Initiate coordination with UIC, US-09-01b (CoPs)
- Initiate coordination with CBC, CB-09-02a (Cross-Border education), CB-10-01c (workshops)

ST-09-02: Participation and Resources

Contributors:

- Unchanged
- Activity biased towards North-Atlantic (Europe, North America)
- Needs to be broadened (South Africa, Asia, Australia, South America)

Leads:

- IEEE, COSPAR;
- H.-P. Plag PoC (for IEEE)

Resources:

- Dedicated resources are coming in slowly: Activity 3.3, EGIDA
- More active participants needed to take lead in sub-activities
- Better coverage across SBAs needed

Additional Activities:

- Initiate coordination with UIC, US-09-01b (CoPs)
- Initiate coordination with CBC, CB-09-02a (Cross-Border education), CB-10-01c (workshops)

ST-09-02: STC Issues

Issues to be addressed by the STC:

- No new issues emerged