



Prepared by NOAA
Agenda Item: I
Discussed in Working
Group III and Plenary

CGMS Socio-economic Benefits Tiger Team

In response to CGMS action/recommendation [Action Plenary IV.2, 40.04]

Executive summary:

CGMS 40 agreed that WGIII would establish a CGMS tiger team on assessing the impact and socio-economic benefits of satellite missions who would collaborate with e.g. the WMO CBS and other partners and would report at CGMS-41. This paper provides a proposed Terms of Reference for the tiger team.

Action/Recommendation proposed:

Approve the proposed Terms of Reference

CGMS Socio-economic Benefits Tiger Team

BACKGROUND

1. ACTION: Plen IV.2, 40.04 WGIII to establish a CGMS tiger team on assessing the impact and socio-economic benefits of satellite missions who would collaborate with e.g. the WMO CBS and other partners and would report at CGMS-41. STATUS: Charles Wooldridge, NOAA, leads the action, aiming to leverage related activities of WMO and member agencies. Target membership, draft TOR and initial action plan will be proposed at CGMS-41.
2. CGMS HIGH LEVEL PRIORITY PLAN (HLPP) 2013 – 2017 Section 4.1 Impact and benefit of EO satellite missions: Develop a credible methodology for assessing the socio-economic benefit of investment in EO satellite missions; engage in communication and outreach activities to promote EO benefits
3. CGMS 40 Forefathers Roundtable Key theme was need to better articulate impacts and value to users

Terms of Reference

Purpose:

1. To develop a credible methodology and common terminology for articulating the socio-economic benefit of satellite observing systems.
2. Explore most effective ways to communicate this information to desired stakeholders (communicate the right way to the right people)

Tiger Team Membership:

1. WMO (Space Program and CBS)
2. EUMETSAT
3. NOAA
4. ?
5. ?
6. ?

Activities for 2013-15:

1. Compile and review relevant socio-economic benefit and return on investment studies as well as ongoing projects/activities by CGMS members and within the WMO system
2. Identify relevant socio-economic expertise in CGMS members, the WMO, and in related institutions



3. Identify key application areas and gather examples, case studies in such areas that can illustrate the benefit, for communications purposes.
4. Evaluate approaches and methodologies used to: understand the value of satellite observing systems among all observing systems and; understand the role of satellite observing systems in the entire value chain.
5. Review terminology for accuracy, consistency, and accessibility to non-technical audiences
6. Link outcome of these efforts to CGMS Outreach/communication priorities