

Value Chains – a forum

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GEO Side event

October 23 2017

VC Development WG

- Group 1 - Effect of Increasing Temperatures on Human Health
- Group 2 – Flood Events
- Group 3 – Harmful Algal Blooms: effects on Human Health, Recreation and Tourism
- Group 4 – Energy and Mineral Supply
- Group 5 – Effects of Natural Hazards on Transportation Systems

Breakout Report

- What is the basic structure of the value chain?
- What are the challenges with the value chain?
- What are the data requirements for the value chain?
- What are the unanswered questions or issues with the value chain?

- Andreas Veispak - Movement to open data
- Robust case studies but tend to be specific and the expansion of these are hard to address.
- **Alan - The need for counterfactual is important. What happens if we did not have earth observation information**
- **Stephane – the issue is that predictions (for flood) brings different and unexpected responses from people. Moving the piano and the vacuum cleaner. Interaction with users needs to be a priority for co-design**
- **It may be easier to get a minimum impact which shows sufficient return. Marginal cost is only relevant if you are competitive and thus is not necessarily going to have a big impact.**
- **Andy - Is GDP the right measure. Butan measures happiness. Lack of agreement on how to measure value of information. Use Google example where most of the balance sheet is information.**

- **Andy – we need communication experts like we had at OECD**
- **Stefane – talk about people, not disasters. Kids remaining out of school after a hurricane in Nicaragua.**
- **Stephane Hallegatte – the issue is that predictions (for flood) brings different and unexpected responses from people. Moving the piano and the vacuum cleaner. Interaction with users needs to be a priority for co-design**

- **Andreas –Picture vs words. Does it work better?**
- **Gerald – connect to users and ensure ability to share.**
- **Rudy - Science communication!!! Narratives of efficacy – they needs to be framed**

A Value Chain(s)

Data

Information

Application

Impact

Value

- What is a value chain
- What data requirements – what is the critical information that has significant leverage
- Story telling
- Forms of communication – in this twitter age we have done damage to the elevator speeches
 - What single image represents communication of your recommendations to the end users

- What do we mean by valuation?
- How is value generated?
- Who is the user at the end of the value chain?
- What skills are necessary to develop and implement a value chain?
- What are the metrics for a value chain
- Are there examples that could be cited
- What are the key factors in the value chain that enable sustainability