

# **Measuring Outcomes of GEO and GEOSS**

## **Proposed Framework for Performance Measurement and Evaluation**

### **Illustrative Examples for Discussion**

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As agreed at our recent telephone meeting, Craig Larlee and I have developed two illustrative examples of the application of the proposed framework. One deals with a “small” project being initiated in Canada while the second applies the framework to the whole of GEO/GEOSS. These two examples show that the framework is sound and could be of significant benefit if used in a coherent manner by GEO Secretariat, Members and Participating Organizations.

Please note these are illustrative examples only. Much work remains to be done on specific items to be included and the language to be used.

#### **Example 1 - Top-Level GEO Outcome Framework**

Our objective here was to develop a single, relatively simple, high-level document depicting what GEO is all about. This document could then be used to promote GEO in many forum, including Ministers. The table is illustrative only. A focussed effort by knowledgeable (program evaluation and program content) individuals would be required to produce the first draft GEO Outcome Structure. I believe this is realizable prior to this November’s Ministerial.

Level 1 Outcomes. These are the concrete outcomes of the application of GEO principles. They are the closest to the GEO tasks, activities and outputs. These items are presently coherent with the content of the GEO Progress Report in preparation for November’s Ministerial.

Level 2 Outcomes. These items are meant to describe the new EO information that would be available (i.e. comprehensive data sets, improved understanding of processes).

Level 3 Outcomes. These outcomes are at the highest level still under some sense of control by GEO. They are also meant to represent the type of integrated information required to support decision-making.

Level 4 Outcomes. These items, extracted from the text of GEO’s Reference Document, are meant to describe the changes in behaviour made possible by the new decision support information (level 3 outcomes). Increased focus on prevention, integrated water management and more focuses policy interventions are some examples.

Level 5 Outcomes. The ultimate outcomes or the impact of the whole program. Presently, I simply copied the statements of the 9 societal benefit areas because of their high visibility within GEO. However, these are not outcome statements, and in some cases may not even be identified as level 5 outcomes (e.g. weather). At a minimum, they should be rephrased as outcome statements. An alternative could be to leave only a subset of the SBAs in this column while ensuring that we properly describe the full impact of GEO/GEOSS. In that case, we should highlight clearly where in the table the displaced SBAs would be located (ex: weather in column 3).

## **Example 2 – Soil Moisture Initiative in Canada**

This example concerns a project on soil moisture being initiated in Canada [*Soil Moisture Monitoring, Analysis and Prediction in Agricultural Landscapes*]. This is very much a work in progress but it shows that the approach we have collectively developed can be used for smaller projects.