

# Geoff's Blog

Welcome to Geoff's Blog. Geoff Sawyer is Expert Advisor to the EARS Board of Directors and former Secretary General of EARS and this is where to find out more about his views - which are expressed on a personal basis. For those logged in, please feel free to leave comments at the bottom of the blog. I shall be happy to exchange on views and reactions would be very welcome!!



## Ecosystem Accounting: a step further to achieve the Green Deal objectives

Delphine Miramont posted on Dec 17, 2021

The System of Environmental Economic Accounting (SEEA <https://seea.un.org/content/frequently-asked-questions#What%20is%20ecosystem%20accounting?>) [1] #\_ftn1 is the accepted international standard for environmental-economic accounting, providing a framework for statistics on the environment and its relationship with the economy. In March 2021 the United Nations Statistical Commission adopted the SEEA Ecosystem Accounting (SEEA EA <https://seea.un....>)



## GEO and the private sector

Delphine Miramont posted on Oct 19, 2021

GEO (the Group on Earth Observations [https://earthobservations.org/geo\\_community.php](https://earthobservations.org/geo_community.php)) is a partnership of governments and organisations envisioning a future whereby decisions for humankind will be informed by timely, reliable, openly shared science-based environmental information underpinned by systematic Earth observations. As an informal public, international body, GEO seeks to help its members (113 national governments) to understand how EO products and services can help them in their work....



## Horizon Europe – Opportunities for the EO downstream services sector

Delphine Miramont posted on Oct 04, 2021

The Earth Observation Downstream services industry is a cutting-edge and fast moving sector for which innovation is key to provide new products and services. As a result, research is very important for the development of the business and its competitiveness. Horizon Europe [https://ec.europa.eu/info/research-and-innovation/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe\\_en](https://ec.europa.eu/info/research-and-innovation/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe_en) is the European Union research and innovation framework programme with a value of €95,...



## Index Insurance – A new Business Opportunity?

Geoff Sawyer posted on Jun 07, 2021

The digital economy is not only shaking up many sectors but fundamentally changing them! The result is the emergence of new innovative business models and opportunities for those who are able to embrace the change. The insurance sector is no different and a new approach is being developed by Skyline Partners. Index insurance changes the way in which the risk is managed. Traditional insurance works through loss adjusters who are visiting the site of the damage after the event,...



## The Green Deal Explained

Geoff Sawyer posted on May 06, 2021

The EU Green Deal sets out a highly ambitious plan to preserve our planet and to promote Europe as the first climate neutral continent by 2050. It includes objectives to decarbonise the EU economy, revolutionise the EU's energy system, profoundly change the economy and inspire efforts to combat climate change. It foresees a sustainable economy in this timeframe with a number of intermediate targets being set for 2030....



## AI and EO revisited

Geoff Sawyer posted on Apr 21, 2021

Celebrating our first anniversary we returned to the evidently popular subject of the use of AI technology for Earth Observations. In a previous EOcafe on the 4th February <https://ears.org/2021/01/21/eocafe-esas-ai4eo-bridging-the-gap-between-the-ai-earth-observation-communities/>, we heard from the AI4EO <https://ai4eo.eu> project which is one of many springing up with different sponsors at European and national levels to promote this synergy between technologies....



## EO in the News or a (satellite) image is worth a thousand words

Geoff Sawyer posted on Apr 09, 2021

How can we help the media get better use of EO in its progressive use? This was the main question raised by Geoff while opening this EO Cafe. Since the launch of Landsat (1972) followed by SPOT (1986), EO has been used as a tool by journalists to show the readers of the days' newspapers i.e. the mainstream media (MSM), images of the Earth to illustrate their stories. Never seen before,...



## The Reality of EO in the gaming world?

Geoff Sawyer posted on Mar 26, 2021

Playing games is an extremely old pastime but digital gaming – which is what is generally understood by the term – is new. Whilst gaming is big business, the imaginary world of games may not seem the obvious place to take real images of the Earth. But for a few companies it is and there is some very interesting business going on to bring these two worlds together. One way, the most obvious (perhaps) is to use EO images as a backdrop for the game....



### [EO realizing the ambitions of the European Green Deal](#)

[Geoff Sawyer](#) posted on Mar 12, 2021

The European Commission has set out an ambitious goal with its 6 priorities in its own 5-year plan (2019 – 2024). The Green Deal has the objective that Europe becomes the first climate-neutral continent by 2050 by making its economy sustainable. How can the EO industry play a role in this transition and where will the opportunities emerge? This is the overarching question this EO Café addressed which was discussed by me and our two guests Ricardo CONDE,...



### [The EO and raw materials sectors: Is this partnership blooming?](#)

[Geoff Sawyer](#) posted on Feb 26, 2021

In the EOcafé, “where the EO Community meet”, our subject for discussion had a more applications driven focus. This time it was dedicated to the use of EO information for the raw materials sector. “Raw materials” includes mining but also other means of extraction and even recycling as a means for production. Although, for the EO community, it could be obvious that EO data/information is useful for mining companies in several of its stages of operations, (from the exploration phase,...



### [Challenges and possibilities on bringing EO and AI together](#)

[Geoff Sawyer](#) posted on Feb 10, 2021

Approximately 180 attendees gathered on the EARSC second EOcafé of 2021 to learn more on how Artificial Intelligence (AI) can help improve and interact with Earth Observation (EO) services. Both of our invited guests represent the community of AI developers and the community of EO service companies to give a wider perspective on the topic....



### [New year, new EUSPA- bespoke synergies with multiple \(space\) users](#)

[Geoff Sawyer](#) posted on Jan 20, 2021

The first eocafe of the year 2021 provoked a great deal of interest with over 200 joining us in the virtual cafe to hear about the new European Union Agency for the Space Programme (EUSPA). It is fair to affirm that the (European) space community is eagerly awaiting the entrance of this new player and its influence in the future of the EU space programme activities, especially for Copernicus. Once the new European Space Legislation is adopted,...

[1 Comment](#)



### [The EO Services Industry in 2020](#)

[Geoff Sawyer](#) posted on Jan 06, 2021

I think we are all breathing a sigh of relief that the difficult year 2020 is over and look forward to a better 2021. As the Covid pandemic broke last March, many companies found themselves faced with stringent lockdown measures and the need to rapidly reorganise their production as staff were forced to work from home. At EARSC, we believe that we adapted quite well despite early fears and were fortunate to have a number of long term contracts from ESA and the EC which gave us stability....



### [EO and SDG's: A forced marriage?](#)

[Geoff Sawyer](#) posted on Dec 09, 2020

We started eocafe shortly after the Covid19 pandemic arrived as a way for our community to meet each other virtually. It is fair to say that now there are many opportunities to join a virtual meeting, seminar or workshop every week and sometimes it is hard to choose which one to join. Despite this, we continue with eocafe but now with a different goal, to bring subjects of interest to the community whilst leaving room for some informal networking in the margins of the meeting....



### [Brexit, Copernicus and Galileo](#)

[Geoff Sawyer](#) posted on Oct 05, 2020

In the latest twists in the Brexit saga, it was reported last week that the CAMS and C3S contracts <https://www.theguardian.com/politics/2020/sep/26/uk-risks-losing-contract-for-new-climate-weather-research-centre-due-to-brexit-ecmwf-reading> with the European Centre for Medium Range Weather Forecasting (ECMWF) may be moved outside of the UK as a result of Brexit. As this long saga moves towards the next key milestone on 31st December, ...

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