

User session

Meliadis Ioannis

NAGREF-FRI (Greek National Agricultural Research Foundation – Forest Research Institute)

- Soil part of soil and water observatory

Francis Trocherie

IFEN (France)

- Water part of soil and water observatory
- Presented by Philippe Duthil, EADS-Astrium

Herbert Haubold

Austrian Environment Agency

- Nature Protection, Spatial Planning observatories and Core Service Land

Main Sources

- User Session Thursday (Stefan Kleeschulte)
- recent user review ONP (edited by Herbert Haubold)
- UBA-A as user, own experiences

Products

- User desires and specifications taken very serious**
- Product development truly aims at meeting user-defined quality standards**
 - To the degree technically feasible, depending on data costs
 - First review cycle – in the process of product development
- User reviews are, again, taken very seriously**
- Most users rate the products positively**
- provide constructive, specific recommendations for improvements**
 - Resolution, frequency, nomenclature, and the like
- Constructive criticism is indicator for overall positive attitude**
 - Shows desire to adapt it to daily work situation and to use it
- Individual indicator products already incorporated in national reporting**
 - Best means to demonstrate their usefulness

Communication

- ❑ **Observation: those users most comfortable who have collaborated with suppliers already before GeoLand started and then jointly entered**
 - **Research Marketing teaches: Scientific services, more than other services, require trust**
- ❑ **Building trust requires time**
- ❑ **Many users feel that the project moves too fast**
 - **Risk: some users cannot keep up, and we lose them altogether**
- ❑ **Solution: personal meetings with suppliers most effective to solve problems and close gaps in mutual understanding**
- ❑ **Ongoing targetted communication creates motivation of key personnel at user organisations**

Expectations

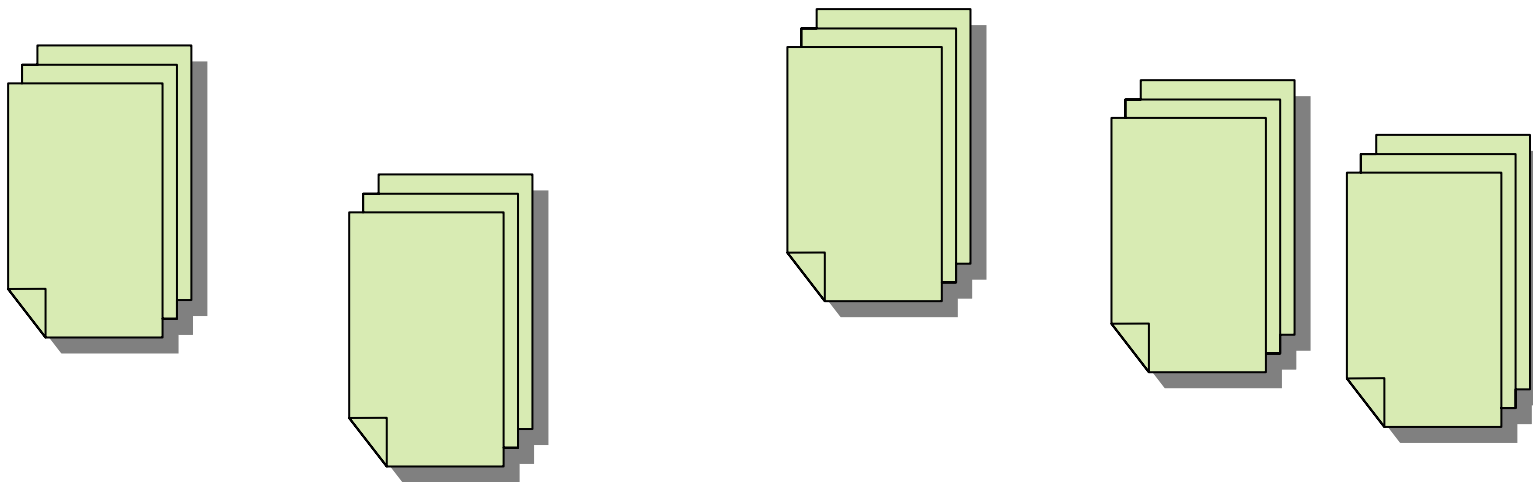
- ❑ **Personal motivation of individuals is prerequisite for subsequent institutional involvement**
 - needs time to develop, users must devote personnel resources for GeoLand
- ❑ **Observation: continuous informal cooperation on a day-to-day basis achieves mutual understanding**
 - Finally come up with Joint Visions
- ❑ **On the other hand, some users show unreasonable expectations**
 - Creates disappointment
- ❑ **Solution again related to communication: time frame must be clear**
 - One year into the project – first review cycle
 - already impressive results, ready-to-use products impossible

Working together

- ❑ **Aim: product development *with* users, not *for* them**
- ❑ **User integration is more than formal involvement**
- ❑ **Formal iterative scheme is project enabler**
 - **User requirements**
 - **Product development**
 - **User review**
 - **Product improvement**
- ❑ **Observation: Effective reviewing requires familiarity before formal process**
 - **Products**
 - **Processes and systems (including GMES)**
 - **Opportunities and limitations**
- ❑ **On top of formal scheme, ongoing informal collaboration is essential**

Complexity

- ❑ High amount of large documents
- ❑ Consolidated documentation helps
 - 2 page product sheets welcomed by users
 - Newsletter targetted at users
 - More overviews desirable – tabular summaries or cross-referencing of e.g., indicator and typology products



Links

- Internal and external links desirable**
- Improved collaboration between observatories needed**
- Solution: task managers already coordinate exchange**
 - users participate in several observatories at the same time
- Links to other data sources that users currently use**
 - CORINE LC – improvement welcomed by users
 - Local data networks should not be undermined
- EO-Data products should be complementary to other data sources**
 - Not reasonable to aim at providing a replacement
 - However, valuable new information
- Environmental Policy leadership needed (EEA?)**

Funding

- ❑ **Land surface issues regional character**
- ❑ **Scattered users**
 - European, transnational, national, regional, local
- ❑ **Other EO topics – atmosphere or coasts – a priori multinational**
 - thus community is already clearly structured
- ❑ **Large organisations better means to define funding mechanisms**
- ❑ **Land surface monitoring in different situation**
 - co-ordination needed (EEA?)

In Conclusion...

- ❑ **... User feedback to GeoLand is overall positive**
 - And it shows a broad range
- ❑ **Constructive criticism by users is more than welcome**
 - And it is taken very serious by providers
- ❑ **Major issues:**
 - Generally positive product development
 - Better user integration
 - Improved communication
 - Reasonable expectations
 - Reduction of complexity
 - Coordination of funding