



# Netherlands Space Office

Geodata for Agriculture and Water – G4AW



# **Space for Food Security, connecting the global and local dimension – G4AW 2nd Call for Proposals**

## **Analysis of information chain and good practices**

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**Advances in Remote Sensing for Agriculture**

**G4AW week**

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## **Pinpointed and targeted customer value proposition with potential for expansion**

- **Tackle a well-defined and specific problem;**
- **Part of a portfolio of services** (opportunity to assess future potential), **but focus remains on core offer;**
- **Well-elaborated use of satellite information;**
- **Thorough analysis of alternative solutions, in case primary sources of (satellite) information cannot be used;**
- **Not developed from scratch: usually a reproduction of an already (elsewhere) tested service;**
- **Builds on already existing delivery mechanism(s);**
- **Embedded in local context.**





## Impact indicators

- **Fit-for-purpose:** demonstrated with a clear focus and tested elsewhere.
- **Comparative advantage:** clearly demonstrated.
- **Complexity to user / ease-of-use:** to be demonstrated, but evident from description.
- **Elegance:** to be demonstrated, but well-elaborated and appealingly described.
- **Cost-benefit:** most likely from calculations, but to be demonstrated during the project
- **Reliability / continuity of service:** different options are available, proposed solutions are tested elsewhere, ownership, tasks and responsibilities after the end of the project is arranged



## Impact indicators (continued)

- **Resilience:** a plan B is available in case a data source is (temporarily) unavailable.
- **Reproduction capacity / flexibility:** the proposed solution is tested elsewhere and can be adapted to new environments.
- **Acceptance:** to be demonstrated, but likely from proposal and existing contacts with the target group (building on existing platforms / networks).
- **Level of knowledge transfer required:** covered by the proposal, in alignment with reduction of complexity to the user / ease-of-use.
- **Ethics, transparency, public accountability, objectivity and impartiality:** will improve the lives of farmers on the basis of objective and transparent (satellite) information.



## **Bonus: World Bank RS for water impact case study (Water Partnership Program - WPP)**

**Remote sensing for water resources management is a promising technology with great potential.**

**Relevance for the decision-making process is not self-evident.**

**The remote sensing community should:**

- More clearly demonstrate that the applications are operational and fit-for-purpose,
- Reduce the complexity of use (by simplifying user operations and/or technology transfer),
- Pay more attention to resilience (always have a plan B available) and
- Ensure reproduction capacity (scalability) of applications.



*Thank you  
for your attention*

Contact

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Photo 'the Netherlands by night' taken by Dutch ESA astronaut André Kuipers from ISS with 'night-pod system' developed by cosine