



Committee on Earth Observation Satellites

CEOS ARD Strategy: Working with the private sector

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SIT co-Chair

CEOS SIT-35

Session 3 and Agenda Item 3.1

Virtual Meeting

25 – 26 March 2020



- Discussion Paper circulated for comment from CEOS
- The paper was been prepared in response to Task 2.4 of the CEOS Analysis Ready Data Strategy - *Interplay of Industry and CEOS ARD.*
- The paper presents an initial evaluation of the views from the private sector on how the CEOS community needs to engage in order to successfully take the CARD initiative to the next level.
- The paper also provides an over-arching rationale, and offers an overview of the next steps on how CEOS should consider to continue to engage with three key stakeholder groups: data providers, data hosts and data users in the private sector.

- Publishing materials on ceos.org/ard;
- Running sessions and presenting at multiple conferences (for example, Pecora 18, IGARSS, Big Data from Space conference), and publishing in conference proceedings;
- Participating in industry-led conferences including ARD18 and ARD19;
- Inviting industry participation in workshops and panels.

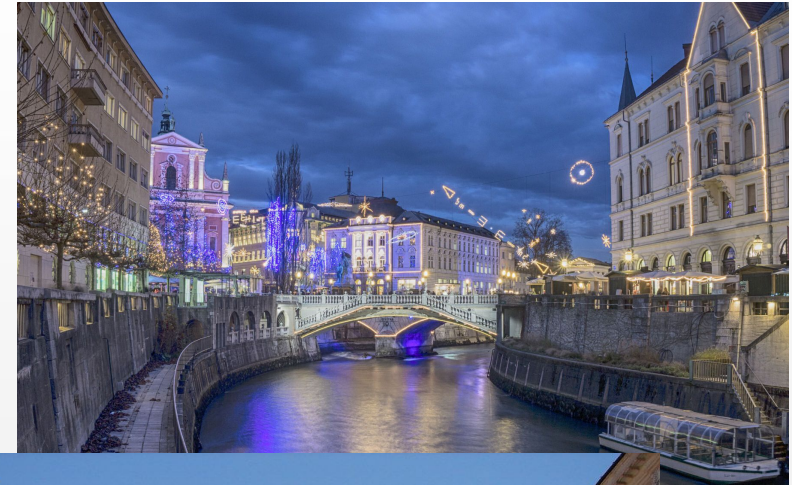
These efforts have been successful, however there is more to do.

- **Industry and CEOS efforts on Analysis Ready Data are coordinated;**
- **Private sector companies produce products according to CEOS Analysis Ready Data Specifications;**
- **Specifications are improved through the involvement of industry expertise and viewpoints;**
- **Industry involvement increases the evidence base for the value of CEOS Analysis Ready Data.**

- **Establishing mechanisms for constructive and appropriate engagement with the private sector;**
- **Avoid unnecessary barriers to participation (from industry) in the CARD discussion and processes;**
- **Provide appropriate documentation on the various aspects of the CARD initiative;**
- **Identify a CEOS ARD framework process for assessing private data products for compliance with Specifications;**
- **Move CEOS concepts into the broader standards realm to include the private sector.**

- **Continue to share Information on CEOS Analysis Ready Data to build support**
 - Add supplementary materials such as videos, papers, presentations and the latest updates
- **Understand the Industry Perspective;**
 - Continue ‘light touch’ teleconferences and emails
 - Reach out to industry leaders for tactical advice and ideas including on how to run a workshop for industry
 - Convene a workshop with industry in Europe in September 2020, publicised through the EARSC
- **Engage Industry in Specifications;**
 - Engage industry specialists in specifications working groups
 - Move CEOS specifications into the broader community

Industry Workshop
16 September 2020
Ljubljana, Slovenia



Organised by:



- The 2020 Industry Workshop is being organised by CEOS as a means to **strengthen the dialogue between CEOS and the commercial sector** on the topic of **ARD**, and to explore what interfaces and cooperative activities between government and commercial providers are needed to increase data use, choice and flexibility for users.

2020 Industry Workshop Proposed Topics

- **Roadmap for CEOS Agency ARD development including strategies and work with the commercial sector;**
- **Suitability of the CEOS ARD Specifications and Framework to commercial sector data providers;**
- **Validation of commercial ARD products, e.g., validation samples and protocols, reference datasets, sample methods and workflows, etc.**
- **Long term view for CARD products related to cloud hosting/processing, online analysis platforms, COG, STAC, machine learning, etc;**
- **Harnessing ARD flows from both CEOS Agencies and commercial operators – strategies for global data flows;**
- **Avoiding duplication of effort in this space; awareness of similar efforts and necessary coordination; existing channels or coordination efforts or groups that could be a host to discussions around ARD; and formal standardisation of CEOS ARD – benefits, demand, approaches.**
- **Future directions for CEOS ARD, e.g., other useful specifications; expansion to other domains such as water, atmosphere; etc.**