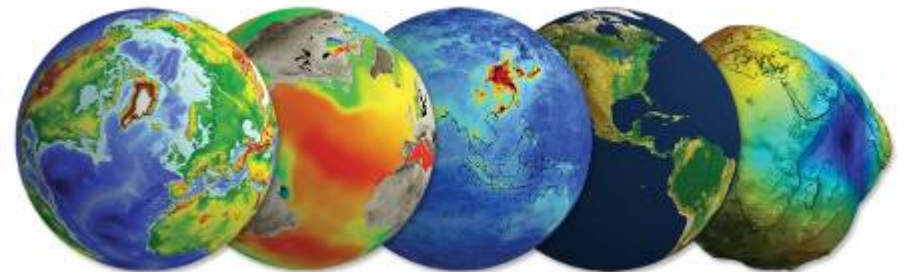


EOEP REVIEW SEMINAR

EOEP Communication Highlights

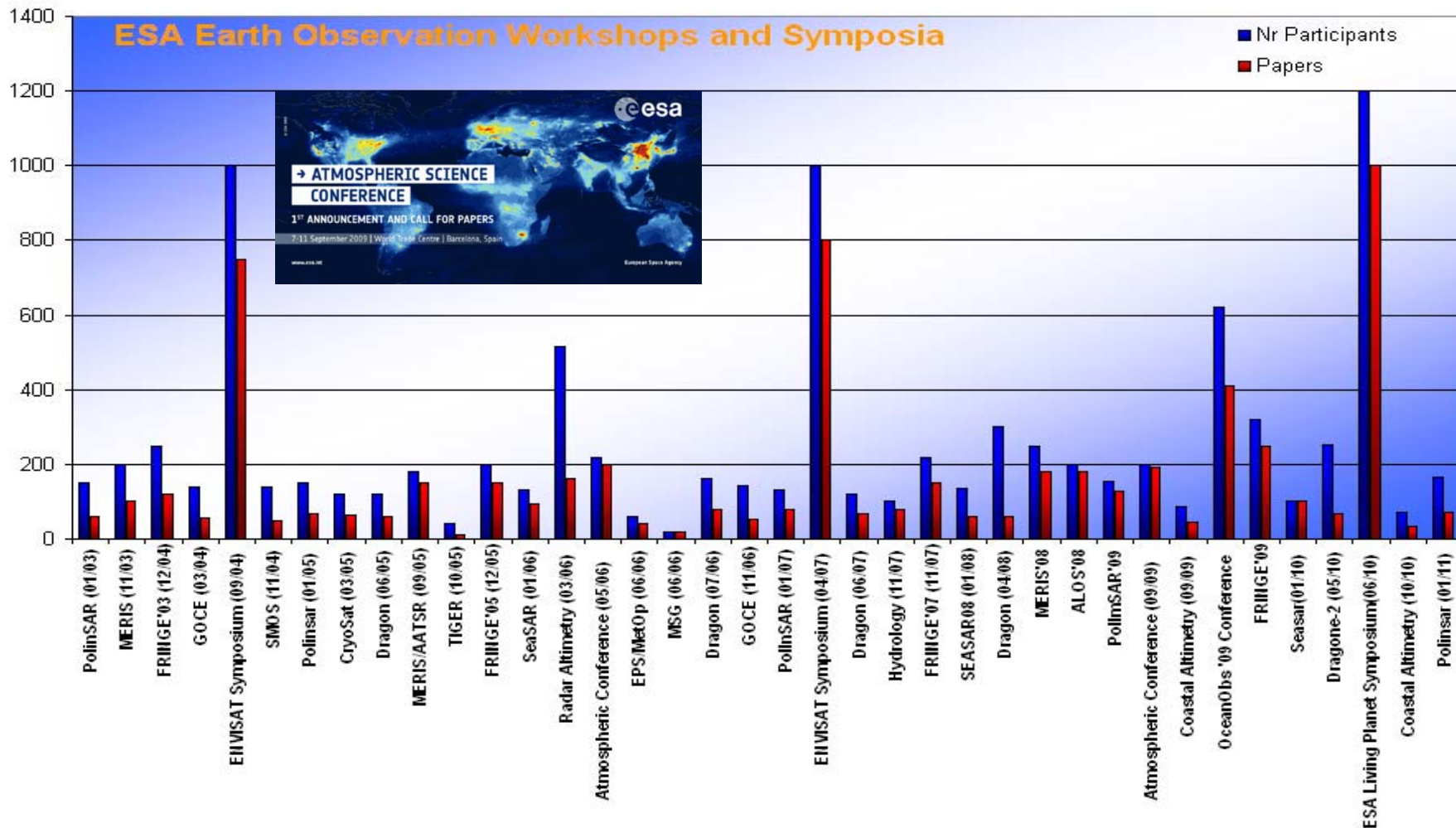
15-16 June 2011



- **Thematic Scientific Workshops**
- **Dedicated Launch communication campaigns (GOCE, SMOS, CRYOSAT)**
- **Web activities**
- **Exhibitions**
- **VIP events**
- **Participation to international summits**
- **Production of PR tools**



Thematic scientific workshops and Symposia



Three launch-events within 18 months



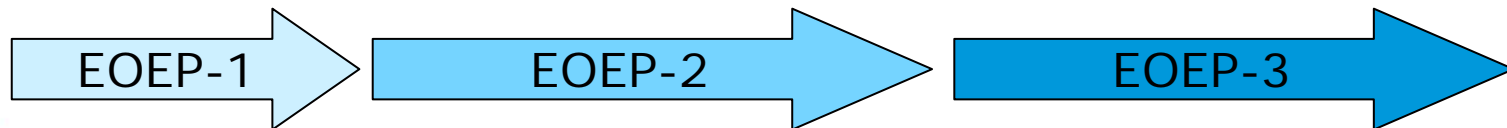
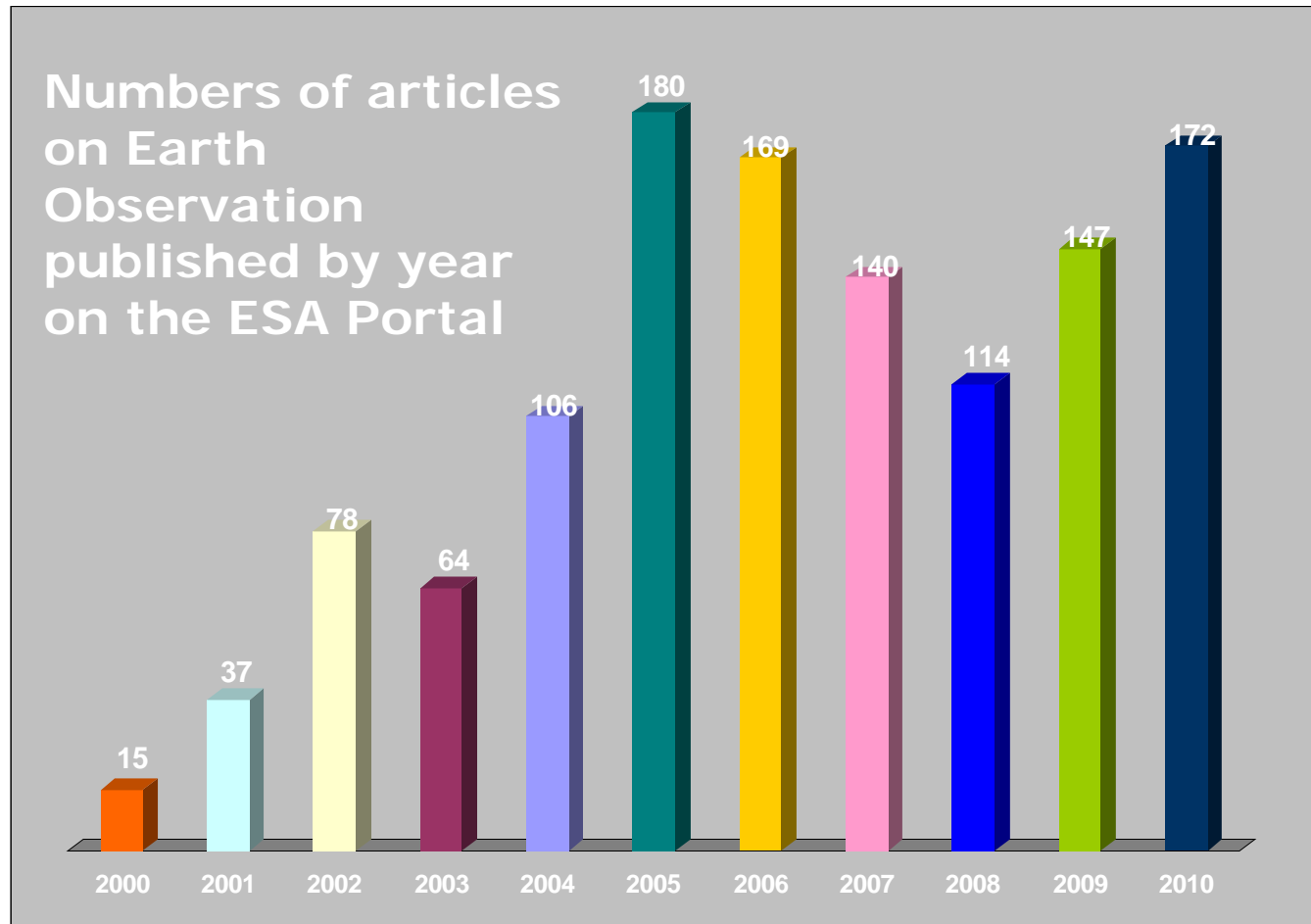
- **GOCE launch event in March 2009**
- **First data presentation in April 2011**
(resulting in huge media echo)

- **SMOS pre-launch media event, Cannes, April 2009**
- **SMOS launch event, November 2009**
(with 200 participants at 4:00 am)
- **SMOS Euronews broadcast in 142 countries**

- **CRYOSAT launch event in April 2010**
(over 200 participants and 30 international journalists)
- **First results presentation at LeBourget Airshow**
(Paris, June 2011)

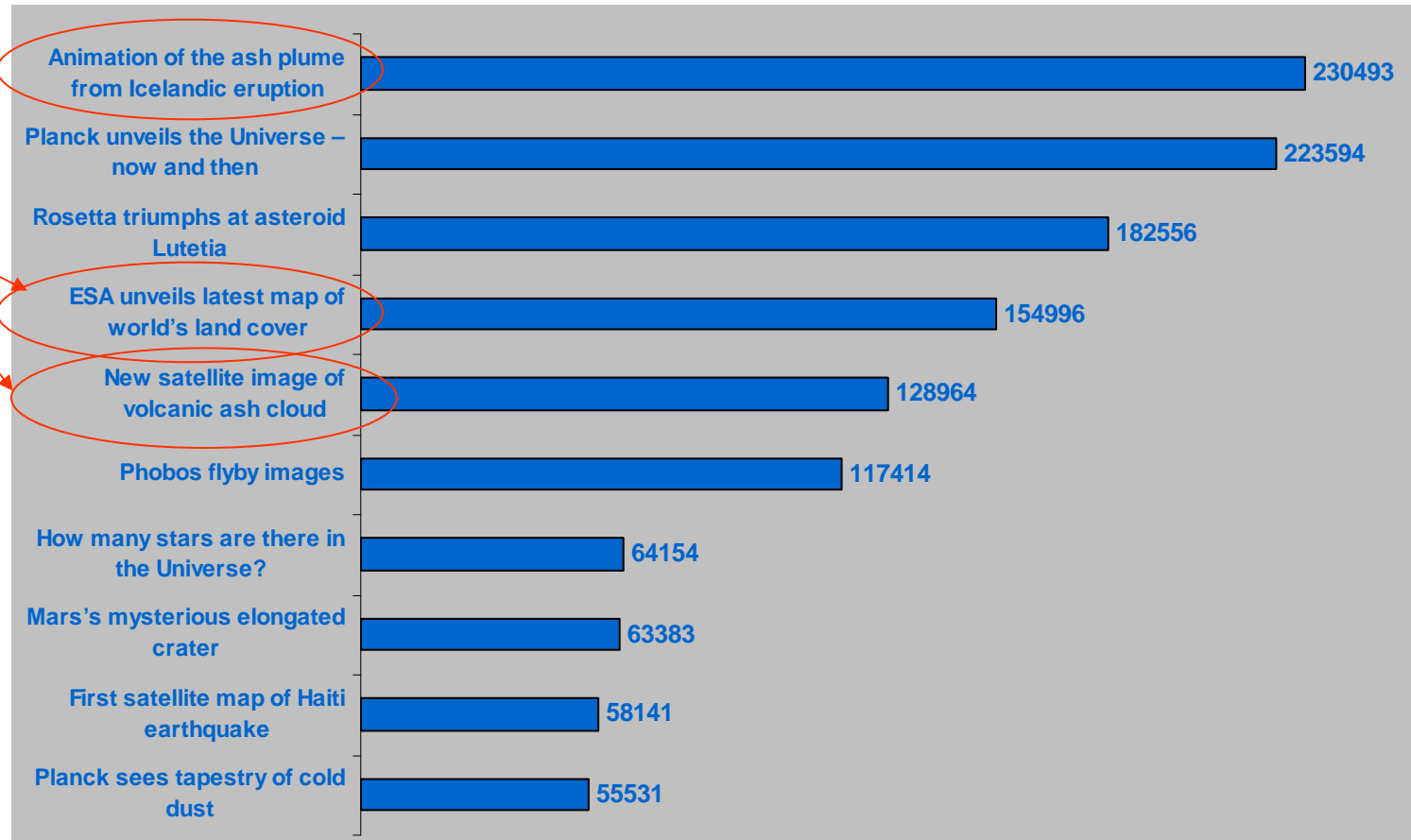


A constant effort on communicating the results



The big picture and the big numbers

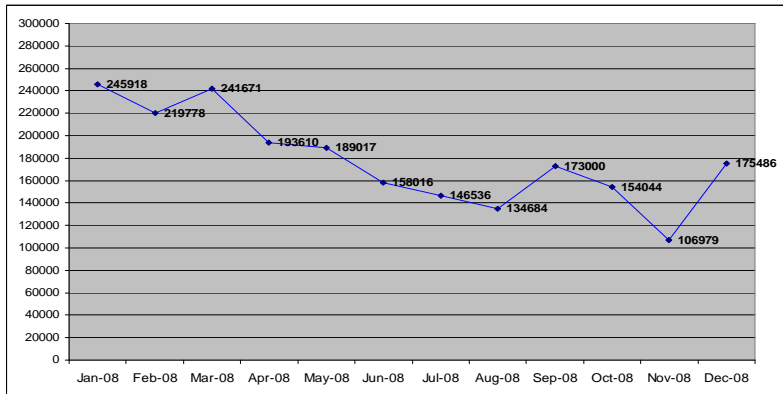
Communicating EO
Science to Public
Mass through ESA
Channels



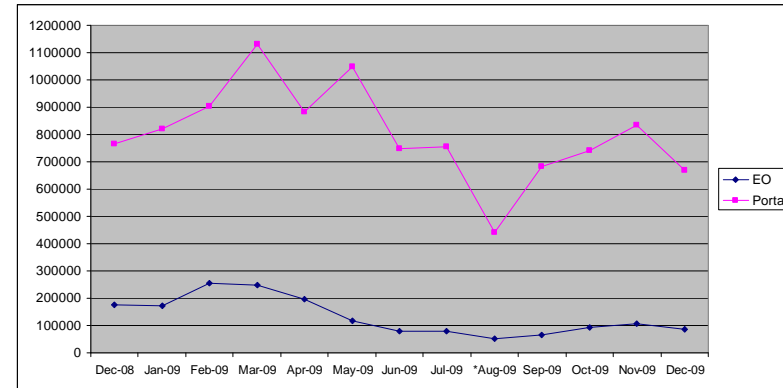
Top 10 articles among a total of 672 articles published on ESA Portal in 2010: 3 of them are about Scientific Results from EO from space



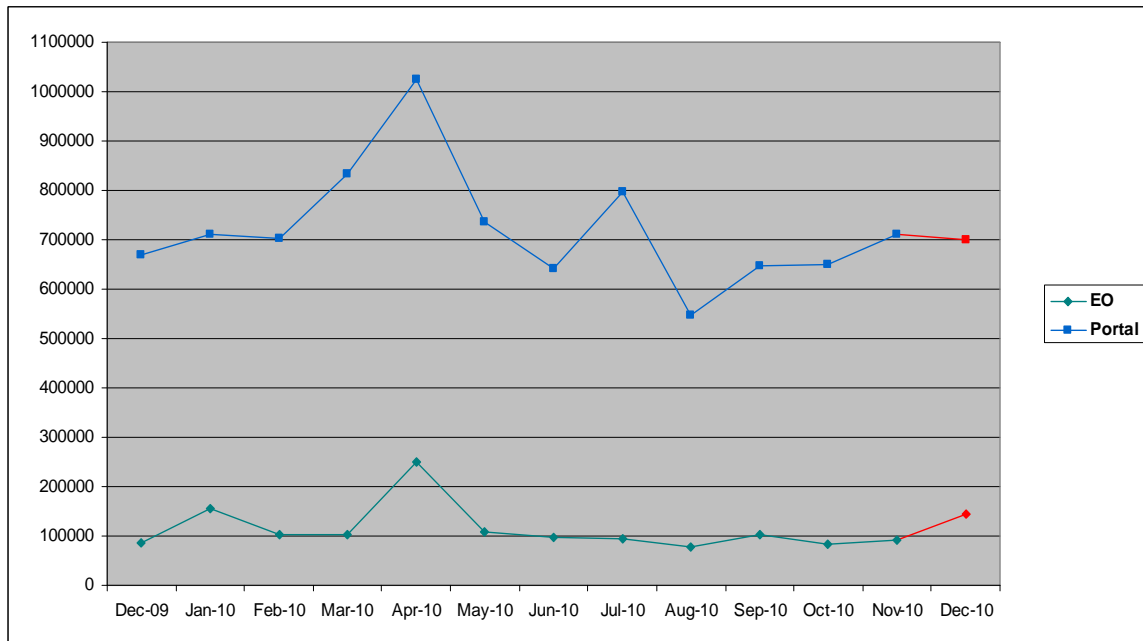
EO results on the ESA web portal: statistics



EO website: visits overview 2008



ESA-Portal website visits overview Jan. - Dec. 2009

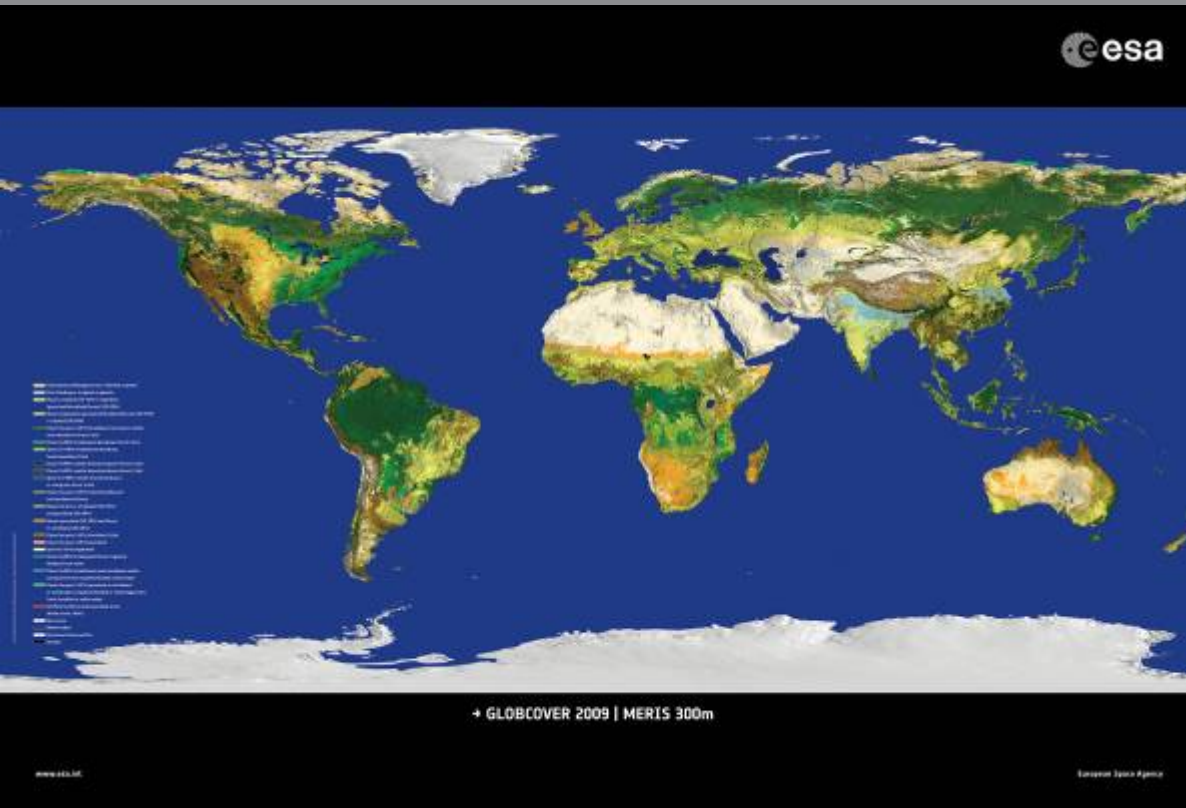


ESA website visits Jan. - Dec. 2010

From 2007 the number of EO website visits grew-up constantly. In 2010 EO average access number was of approx. 110.000/m



EO most downloaded results from ESA portal: GLOBCOVER 2009

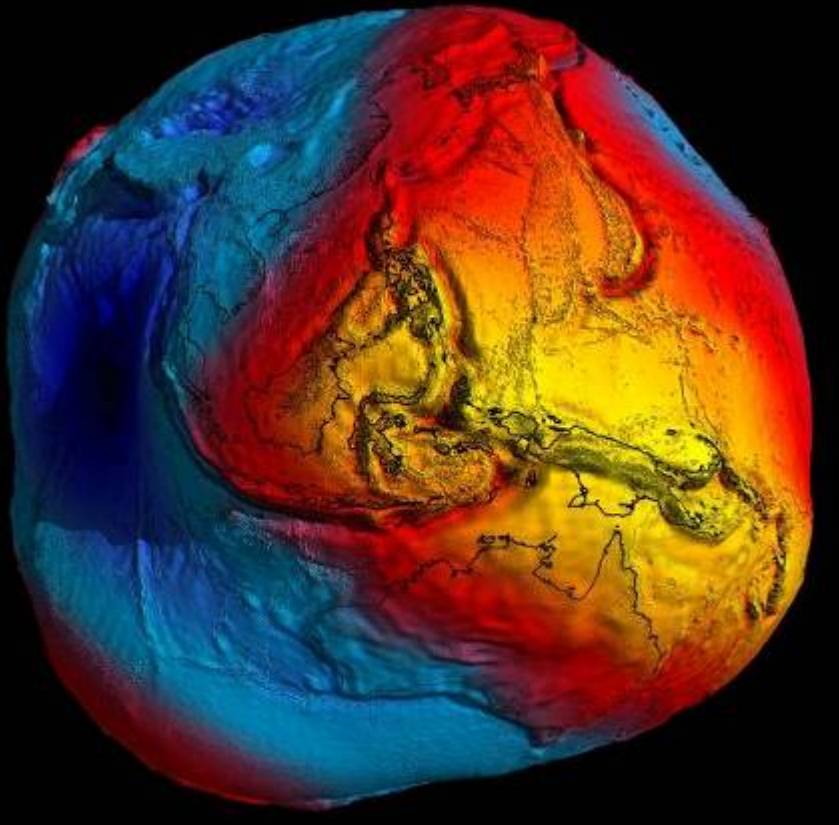


48140 users downloaded the GLOBCOVER 2009 from ESA web portal, making it one of the most popular downloaded products in ESA history.

Pick up by the press:

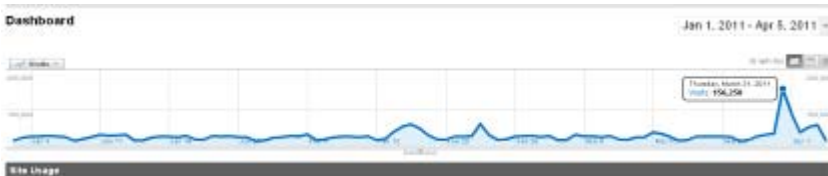
GlobCover 2009 has been ranked top news in leading Spanish newspaper such as "El Mundo"
GlobCover2009 has been shown in Spanish public television news cast
GlobCover2009 has been distributed by press agencies specially in Argentina, Spain, China and Mexico.





GOCE in the news on 1 April 2011. Some key statistics:

- More than 1 million hits on the BBC web site
- Front page full-colour coverage in major newspapers around the world (e.g. SüddeutschZeitung, FrankfurterAllgemeine, Die Welt, Der Standard, Le Soir, La Repubblica, Brazil's largest newspaper Correio Braziliense)
- Major exposure in online media (e.g. Der Spiegel Online, Focus, newspaper pages all over the globe)
- High exposure on broadcast media, both TV and radio (e.g. ZDF, RTL, RAI, ORF, FR3, Norwegian national TV/radio,



The peak of ESA web portal visits corresponds to 31/03/2011 with 156 258 visitors for the web story related to the new geoid



Revealing Earth is a geoid: GOCE special on NATURE

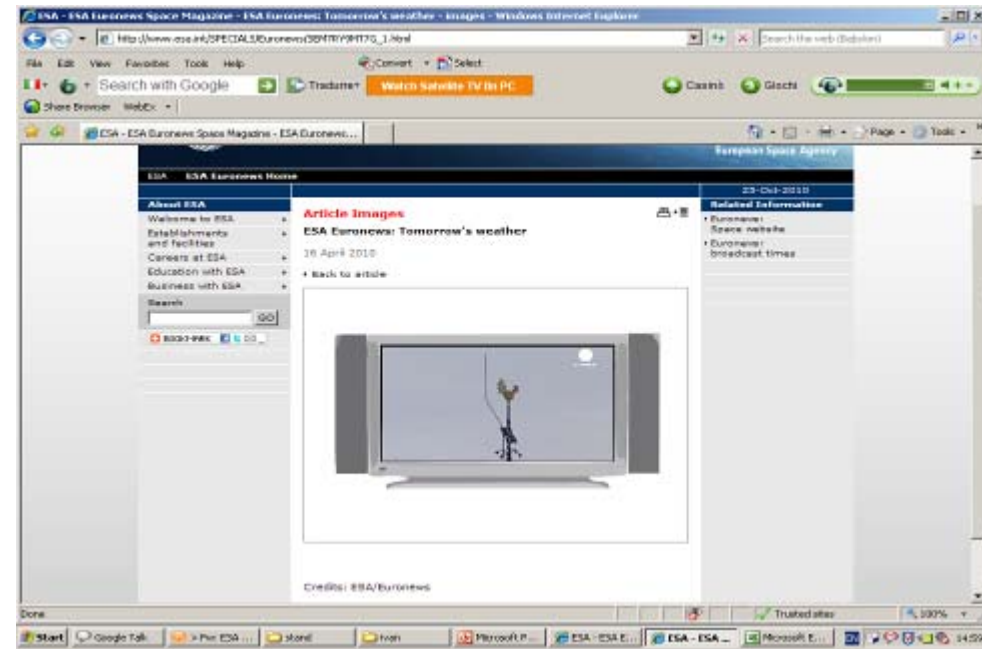
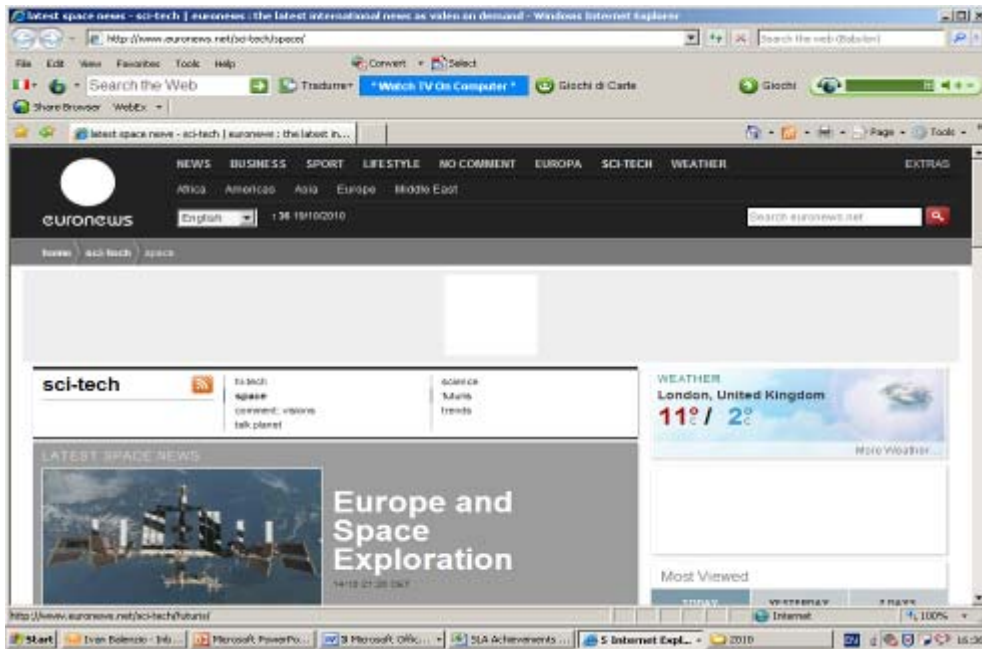


GOCE was included in the best 10 scientific results of 2010 by Nature

The screenshot shows a web browser window displaying a blog post on nature.com. The browser's address bar shows the URL: [http://blogs.nature.com/news/thegreatbeyond\(2010/06\)/goce_depicts_gravity_in_high_r.html](http://blogs.nature.com/news/thegreatbeyond(2010/06)/goce_depicts_gravity_in_high_r.html). The page features a red header with the text "The Great Beyond" and "Nature brings you breaking news from the world of science". Below the header is a search bar and a "SUBSCRIBE" section with links for "Blog Posts" and "Blog Posts with Comments". The main content area has the title "GOCE depicts gravity in high resolution - June 29, 2010" and a sub-headline "Some 1,200 Participants of the European Space Agency's (ESA) Living Planet Symposium in Bergen, Norway, got a first glimpse today of a geoid map produced by GOCE, ESA's Gravity Field and Steady-State Ocean Circulation Explorer." Below the text is a large, colorful geoid map showing Earth's gravity field with a color scale from -60 to 90. The browser's taskbar at the bottom shows several open applications, including Microsoft Office and a folder named "exhibition".



TV remain an important channel: the EURENEWS experience



Euronews stories on EO issues broadcast by Euronews: 4

- Space for Earth' at ILA, Berlin
- Cryosat 2: ESA`s ice mission
- Tomorrow`s weather
- Satellites and major disasters
- Climate COP 16

Live transmission: Cryosat 2 Launch / Dniepr Baikonur

ESA TV Exchanges on Europe By Satellite: 14

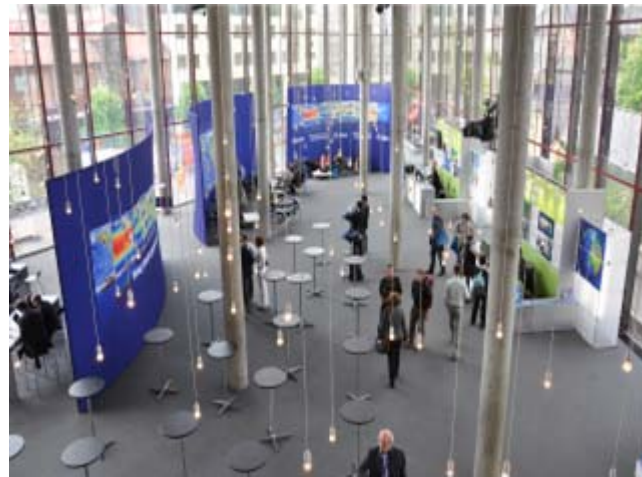
120 million TV viewers for CRYOSAT2 launch



BtoB Exhibitions and support to corporate events



> SATEXPO 2009 - Rome



> Living Planet Symposium 2010, Bergen



> Space Day conference - Farnborough



> Press conference at GOCE Symposium, Munich



> EGU 2010 - Wien



> ISRSE, Sidney



VIP events: Charter 10th anniversary



- Production of Charter video and Charter brochure
- Guests from space agencies and ESA Council members to the Anniversary of Charter at ESA Council in October
- Press activities
- Contribution to other worldwide Anniversary events

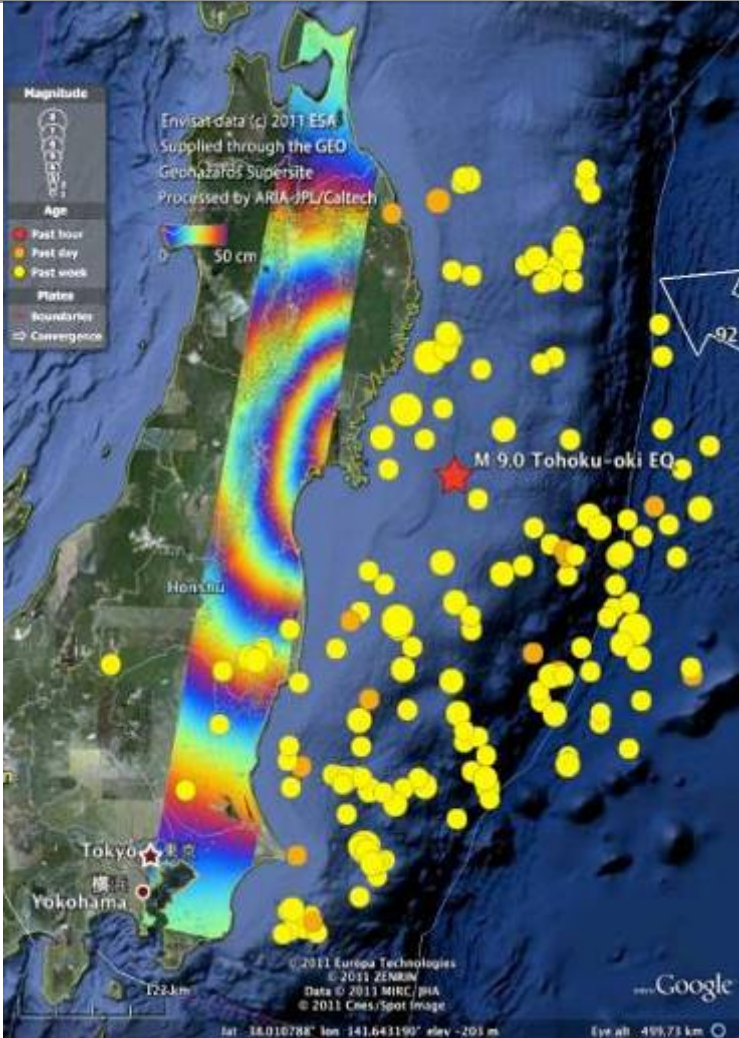
Celebration of the 10th Anniversary International Charter Space & Major Disasters, 19 October 2010, ESA Headquarters.





Fukushima Dai-ichi - Nuclear Facility Damage Detail
WorldView2, 50cm resolution. March 18, 2011

<http://www.disasterscharter.org>



Envisat Advanced Synthetic Aperture Radar coseismic interferogram.
19 February and 21 March 2011



Participating at international Summits



ESA contributed to the COP 15 International Summit on climate in Copenhagen by:

- Maintaining an exhibit in the centre of Copenhagen
- Producing a dedicated mini-site "Space for our climate"
- organising a special side event
- Managing TV interviews
- Producing dedicated publications

Over 30.000 people from 190 Nations gathered the conference



Producing new PR tolls (brochures and exhibition material)



earth explorers

SATELLITES TO UNDERSTAND OUR CHANGING EARTH

A SERIES OF SATELLITES TO UNDERSTAND

FOCUSSED MISSIONS
Responding to issues raised by the scientific community, ESA's series of Earth Explorers focus on the atmosphere, biosphere, hydrosphere, cryosphere and Earth's climate. While they collect data on specific areas of scientific interest, the best of each Explorer is its mission, which allows the scientists behind these programmes and their teams working in different national governments.

EUROPEAN INNOVATION
By exploring Europe's capabilities in technological innovation, Earth Explorers demonstrate new uses of existing Earth Explorer space. The cutting-edge technology and state-of-the-art systems, techniques employed by the ESA's scientists have the way for the development of future generations of Earth observation data.

DRIVEN BY SCIENCE
Being inspired by the scientific community and seeking to make a real impact on national policies, ESA's Earth Explorers address the most urgent Earth-related scientific issues of our time. Addressing the community's interest in the development of the world's resources, ESA's Earth Explorers provide the most relevant Earth-related data on a regular basis to improve the understanding of our changing Earth.

ESA's Earth Explorers further strengthen Europe as a world leader in Earth observation. The data resulting from these missions will benefit scientific fields for the environment and climate, reinforcing gaps in our knowledge of the Earth's systems.

Full colour illustrations
Images reproduced by the ESA/ESA/ESA/ESA



Earth Explorers flyer

Panels and walls for Exhibitions

Addressing the need for a coordinated international approach to monitoring carbon stocks and emissions, the FCT initiative was conceived for countries aiming to store deforestation and account for their forest carbon stocks.

The key to the success of the initiative is based on accurate observations from satellites, which are validated by measurements taken on the ground and an operational framework that allows for a range of national forest assessment systems for measurement, reporting and verification (MRV).

Each country will be a focal point of one pilot system (demonstration system), such as the United Nations Reducing Emissions from Deforestation and Forest Degradation (REDD+) programme.

Through the first global monitoring system for producing assessments of forest carbon, changes in forest cover will be accurately monitored to ensure that assessments of stocks are credible, transparent and comparable from one country to another.

CEOS
Established in 2006, the Committee on Earth Observation Satellites (CEOS) coordinates observations of Earth's land-use systems to enhance international coordination and data exchange and to improve societal benefit. Currently 28 space agencies along with 23 other national and international organizations participate in CEOS planning and activities.
www.ceos.org

GOFCO
Established in 2006, the Group on Earth Observations (GEO) is coordinating efforts to build a Global Earth Observation System of Systems (GEOSS).
GEO was launched in response to calls for action by the 2002 World Summit on Sustainable Development and by the UN (Group of Eight) leading industrialized countries. These high-level meetings recognized that international collaboration is essential for exploiting the growing potential of Earth observations to support decision-making in an increasingly complex and environmentally stressed world.
GEO is a voluntary partnership of governments and international organizations. As of September 2008, GEO's Members include 82 Governments and the European Commission. 24 additional, 50 intergovernmental, international, and regional organizations with a mandate in Earth observation or related issues have been recognized as Participating Organizations.
www.earthobservations.org

THE FCT PARTNERSHIP
The developer of the GEO FCT task is being led by governments with a strong interest in forest carbon monitoring: Australia, Canada, Japan and Norway (J-CAT) and the UN Food and Agriculture Organization (FAO) are key other leading partners, while institutions in 85 member countries, Global Observation of Forest and Land Cover Dynamics (GEOGLAND) and the EC Joint Research Centre play important roles.
CEOS has committed resources from the world's space agencies to provide a systematic contribution to the task. The European Space Agency (ESA) ensures the coordination of CEOS inputs. National Space Agencies engaged to date are Brazil, Canada, Germany, India, Italy, Japan and the USA. Ten governments agreed to cooperate in "National Demonstrators" for the project in 2008-2010: Australia, Brazil, Cameroon, Colombia, Democratic Republic of Congo, France, Indonesia, Mexico, Peru and Tanzania.
www.forestcarbon.be

Forest carbon monitoring is essential for the global climate system. The global carbon cycle is a complex system that involves the exchange of carbon between the atmosphere, land, and oceans. Forests play a crucial role in this cycle, storing carbon in their biomass and soil. Monitoring forest carbon stocks and changes in forest cover is essential for understanding the global carbon cycle and for developing strategies to reduce greenhouse gas emissions.

Addressing deforestation, forest carbon monitoring programmes in the world

Logging and forest fire releases in Brazil based on Landsat 2000 data

Global regional comparison of forest carbon stocks based on Landsat 2000 data

GROUP ON EARTH OBSERVATIONS

forest carbon tracking

TAKING STOCK OF OUR FORESTS

Responding to the urgent need to reverse deforestation, the Forest Carbon Tracking initiative has been set up to provide accurate data and robust tools for countries aiming to monitor and assess their stocks of forest carbon.

Established in 2008 through the Group on Earth Observations (GEO), the Forest Carbon Tracking (FCT) initiative facilitates access to long-term satellite, airborne and in-situ data, and provides the framework, tools and technical standards to assist countries in the development of national forest carbon tracking systems.

The FCT initiative follows guidelines set down by the United Nations Framework Convention on Climate Change (UNFCCC) and offers a cost-effective mechanism to support national efforts to implement the Convention.

Member governments from 82 UN bodies, space agencies, members of the science community and private sector have teamed up to realize the FCT initiative.

GEO Forest Carbon Tracking (FCT) flyer



EOEP results were well communicated to the external world (decision makers, the general public and press) in addition to scientists. This contributes to further guarantee support to the programme.



THANK YOU

