GEO post-2025 strategy: “Earth Intelligence”

Mark Dowell

European Commission
Joint Research Centre
Since its creation as the global partnership on Earth observations in 2005, GEO has built strong foundations and developed characteristics and common values that put it in a unique position to address complex and interconnected challenges:

GEO is intergovernmental
Governments, as the trusted custodians of GEO, drive the implementation and evolution of GEO, engaging inclusively with a broad range of stakeholders to create solutions to global challenges, enhancing trust and ensuring a long-term perspective and sustainability.

GEO is transdisciplinary and multisectoral
A global network of partners from across disciplines and sectors mobilizes to respond to different demands. This transdisciplinary and cross-sectoral nature of GEO makes it a unique proposition.

GEO is multiscale
GEO services provide insights at the global, regional, national and local levels and are designed to be scalable and customizable, allowing for flexible and agile implementation in a rapidly changing world.

GEO is cooperative and adaptive
GEO develops services with inputs from multiple stakeholders and communities, makes these services accessible through the principle of open data and knowledge, and brings in new actors and services to meet Earth observation needs.
Earth Intelligence

GEO's Evolution

These characteristics make GEO uniquely positioned to address the polycrisis and answer the call of the UN Secretary General's report "Our Common Agenda" to accelerate an integrated response and to enhance GEO's global partnership along all stages of the Earth observation value chain.

GEO fosters inclusive participation by governments, academia, businesses, and civil society and promote win-win scenarios to build trust and social capital.

Building on the achievements of the past 10 years, GEO reaffirms its commitment to full and open access to Earth observation data, knowledge, products and services. GEO also reaffirms its commitment to promote data and knowledge sharing and the co-development of services that empower users to make sound environmental decisions, enable economic opportunities and promote good governance.

To ensure that the societal benefits and impact from Earth observations are fully realized, GEO makes two new commitments from 2025.

First, GEO will pursue global equity in Earth observation, making resources and opportunities available that lead to best outcomes in communities with varying needs and capacity.

Second, GEO commits to provide not only Earth observations but also Earth intelligence. This means that GEO will continue to facilitate the supply of Earth observation data, but at the same time strengthen demand-led activities, providing users with insights for better decision-making, sourced from across the Earth observation value chain and covering multiple thematic areas. The use of the term intelligence also intends to make as-of-yet underutilized Earth observation services a more attractive proposition to decision makers in the public and private sector.

Therefore, as it looks to the future, GEO will:

- Make Earth intelligence a fundamental pillar of knowledge-based decision-making for sustainable development, building an inclusive, sustainable and resilient future for people and the planet.
- Facilitate a shift from a focus on the development of services to a focus on provision of needs-based services to all, in order to bridge global knowledge and information gaps.
- Co-design user-orientated services by identifying policy and decision-making needs, designing the services needed to support these needs, creating the products to enable the services, and identifying affordable and trusted Earth observation components — from across the value chain.
- Integrate Earth observations, models, and innovative new technologies (including artificial intelligence, machine learning, digital twins, cloud computing) into the design of services that provide Earth intelligence.
- Enhance inclusivity and adaptability in the GEO community by leveraging expertise and resources from across the scientific community, indigenous peoples and local communities, private sector, civil society and international finance institutions, and by fostering open data and knowledge and building capacities.

EARTH INTELLIGENCE comprises integrated Earth and social science derived knowledge and insights that inform strategic decisions, build capacities and empower society to address environmental, societal, and economic challenges. Its design is based on user needs at all scales and across sectors and integrates Earth observation data, socio-economic data, research and science, citizen observations, indigenous knowledge and other sources of information and combines this with modelling, prediction and scenario analysis.

- Integrated earth & social science
- Informs strategic decisions
- Design based on user needs
- Across scales and sectors
Vision & Mission

OUR VISION
A world where trusted Earth intelligence is universally accessible and empowers society to achieve a sustainable future.

OUR MISSION
GEO co-produces user-driven Earth intelligence solutions that inform decisions and accelerate action on global, societal, and environmental challenges, leveraging its unique position as an established intergovernmental body with a strong and inclusive partnership.

OUR OFFER
GEO empowers anyone to use and contribute to Earth intelligence to make better decisions for people and planet.
Our offer for different stakeholders

For indigenous peoples and local communities: GEO works with indigenous communities to amplify their voices in international fora, and to co-produce culturally sensitive, innovative solutions that incorporate traditional knowledge and protect cultural heritage.

For young people: GEO empowers young people with inspiration, knowledge, possibilities, networks and direct access to Earth experts and resources and to advocate for change and accountability for the future they want.

For governments: GEO offers a unique global platform for governments to share, and gain streamlined access to Earth intelligence, creating solutions to national and international challenges and unlocking socioeconomic value for countries.

For the private sector: GEO provides opportunities for Earth observation companies to engage with our global network and contribute commercial solutions to key sustainability challenges. GEO also enables companies in a wide range of sectors, from insurance to healthcare, to make better decisions and provide better services based on trusted Earth intelligence.

For the global general public: GEO creates opportunities for anyone to learn about the potential of Earth observation applications for sound decision-making, to contribute to practical solutions for the planet, and to advocate for change.

For academia & research: GEO provides a global platform for researchers/scientists to share knowledge and co-create practical solutions that address environmental and socio-economic challenges.

For I/NGOs: Access to Earth intelligence and collaboration opportunities across sectors and countries help I/NGOs advocate, plan, implement, and achieve meaningful changes faster and more efficiently.

For the UN: GEO provides the UN system with the integrated, holistic tools to monitor, report and accelerate action on multilateral environmental agreements and sustainable development.
Goals for Action

a) Co-produce transformative programmes that provide trusted Earth Intelligence

b) Increase global equity through accessible Earth Intelligence

c) Integrate new technologies and innovation into Earth Intelligence Services

d) Increase the participation of young people in the development of Earth Intelligence

e) Invest in integrated activities to raise awareness and resources for Earth intelligence
Earth Intelligence
For All
GEO POST 2025 STRATEGY