EARTH OBSERVATION FOR SDG TARGETS AND INDICATORS, LOT-1

SDG 15.2.1 EO PATHFINDER: EO FOR SUSTAINABLE FOREST MANAGEMENT

D7.1 Promotional Materials

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Date: 2025/02/26
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E04SDG-Forest

SUSTAINABLE FOREST MANAGEMENT

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Document status

Version	Date	Organisation(s) Author(s)
1.0	2024/11/08	Dzhaner Emin, Andrés Andrade (IABG)

Document change directory

Version	Date	Description	Section/ page

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Web References

Ref.	URL	Description	Last access
[URL01]	https://eo4sdg.github.io/eo4sdg-site	EO4SDG Website	2024/11/08
[URL02]	https://www.linkedin.com/company/eo4sdg-forest	EO4SDG LinkedIn Page	2024/11/08
[URL03]	https://www.youtube.com/@eo4sdg-forest-z3c	EO4SDG YouTube Channel	2024/11/08

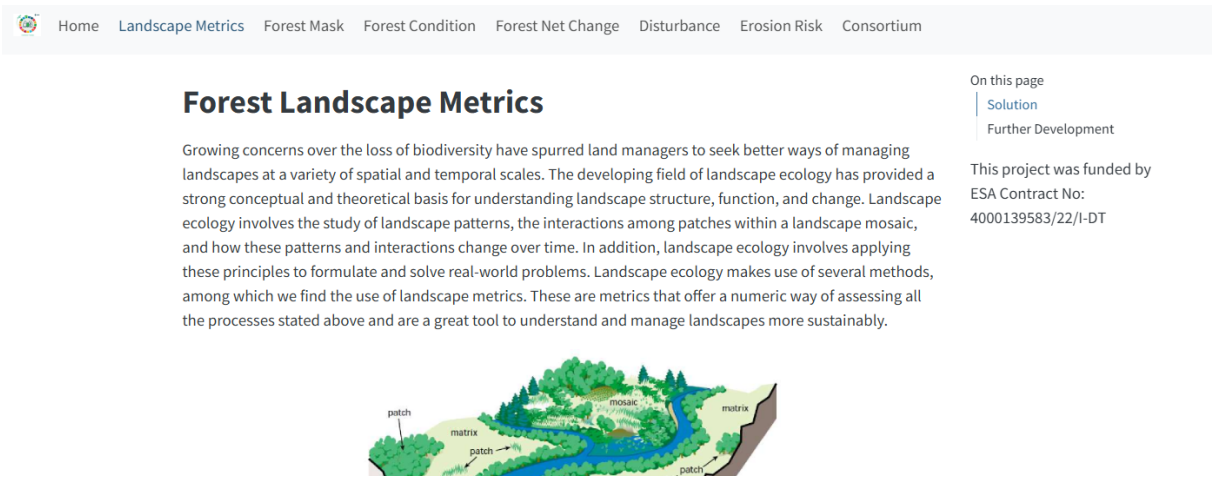
1 Scope

This document summarises all the promotional materials and events at which the project has been presented.

2 Web Resources

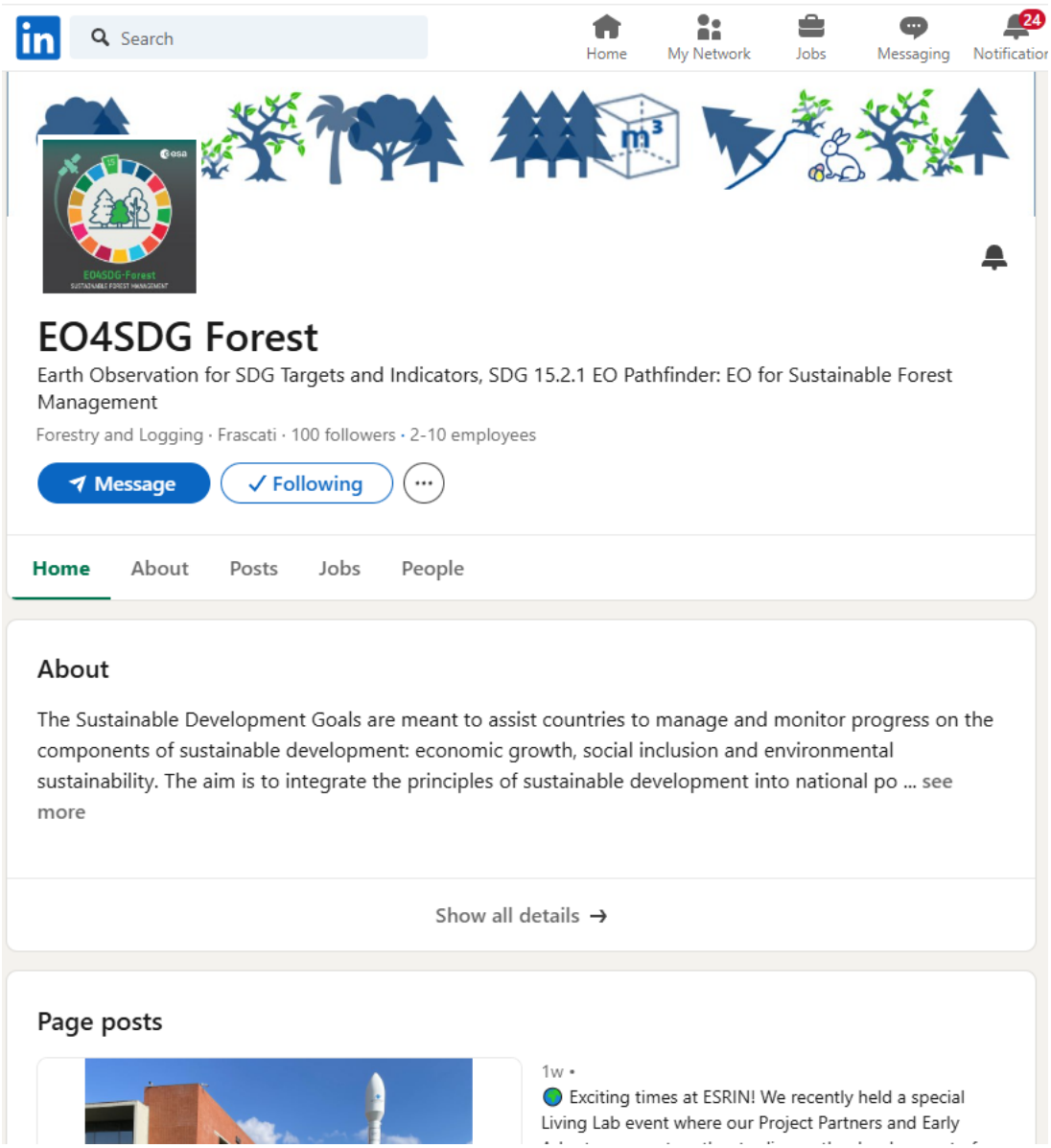
2.1 Website

A website containing important information and links to the platform was created and hosted on GitHub. [URL01]



2.2 LinkedIn

A linked in page for the project was created. [URL02]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EO4SDG Forest
Earth Observation for SDG Targets and Indicators, SDG 15.2.1 EO Pathfinder: EO for Sustainable Forest Management
Forestry and Logging · Frascati · 100 followers · 2-10 employees
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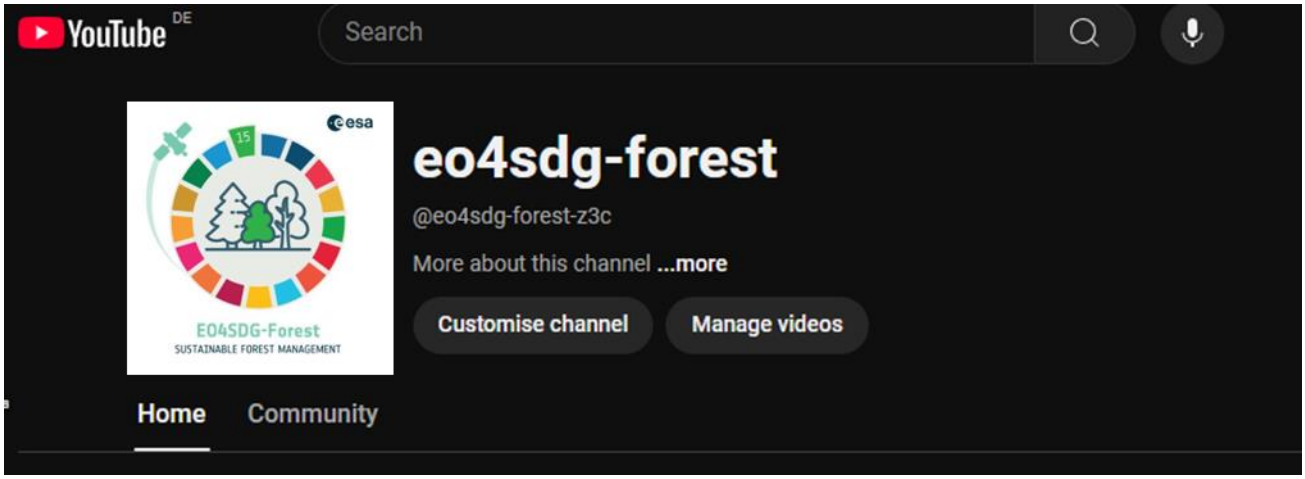
About
The Sustainable Development Goals are meant to assist countries to manage and monitor progress on the components of sustainable development: economic growth, social inclusion and environmental sustainability. The aim is to integrate the principles of sustainable development into national po ... see more
Show all details
Page posts
1w •
Exciting times at ESRIN! We recently held a special Living Lab event where our Project Partners and Early

2.3 YouTube

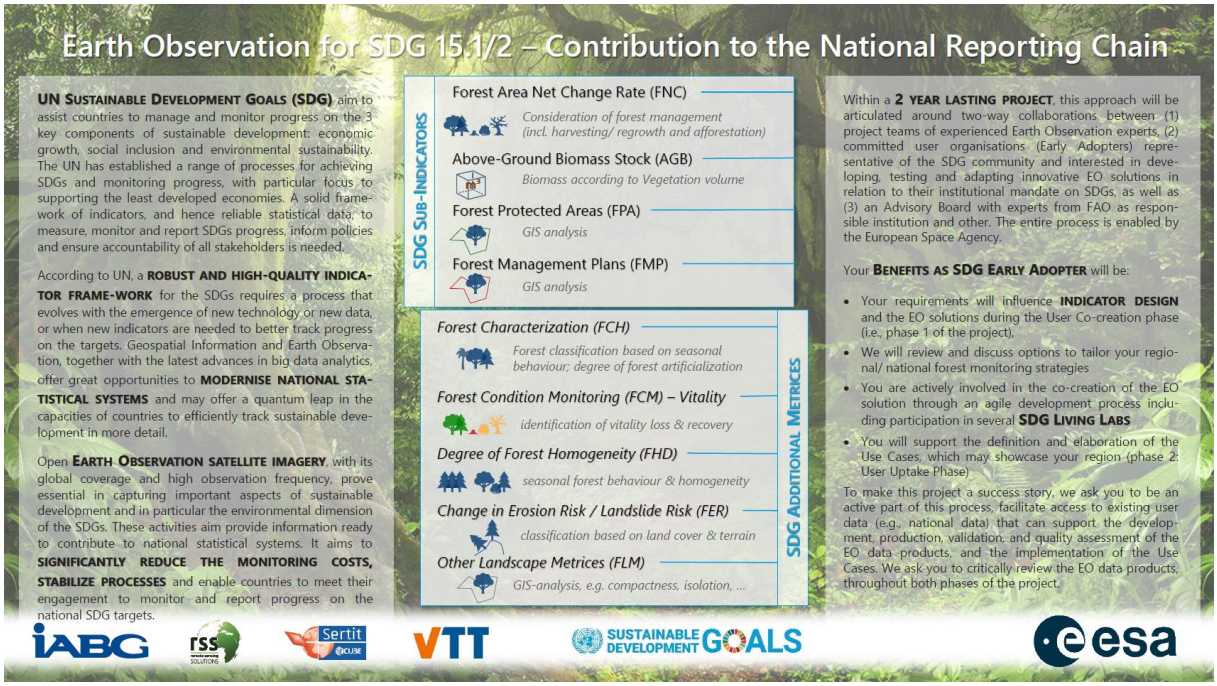
As Part of D8.1. Guidance for Practitioners a series of videos were created and published on YouTube. A dedicated YouTube channel was created [URL03].



3 Flyers

3.1 User Engagement

A series of flyers were produced at the start to promote the project. They were used during the User Engagement Phase to familiarise potential stakeholders with the goal of the project and the potential upsides for participation.



SUSTAINABLE DEVELOPMENT GOALS

UN SUSTAINABLE DEVELOPMENT GOALS (SDG) aim to assist countries to manage and monitor progress on the 3 key components of sustainable development: economic growth, social inclusion and environmental sustainability.

According to UN, a **ROBUST AND HIGH-QUALITY INDICATOR FRAMEWORK** for the SDGs requires a process that evolves with the emergence of new technology or new data, or when new indicators are needed to better track progress on the targets. Geospatial Information and Earth Observation, together with the latest advances in big data analytics, offer great opportunities to **MODERNISE NATIONAL STATISTICAL SYSTEMS** and promote a quantum leap in the capacities of countries to efficiently track sustainable development in more detail.

Open **EARTH OBSERVATION (EO) SATELLITE IMAGERY**, with its global coverage and high observation frequency, prove essential in reporting important aspects of sustainable development and in particular the environmental dimension of the SDGs. The aim is to contribute to national statistical systems by significantly reducing the monitoring costs with stabilized reporting processes.

Within the **GEO WORK PROGRAMME ACTIVITIES ON SDGS**, the European Space Agency (ESA) supports the development, showcasing and implementation of EO related solution development to increase granularity and precision of SDG indicators and related metrics.

The **FUTURE EO-1** "EO for Sustainable Development Goals" line of activities **OF THE EUROPEAN SPACE AGENCY** consists of a series of R&D projects that aim at facilitating the uptake of EO solutions into national SDG monitoring frameworks. In partnership with the Food and Agriculture Organization (FAO), the custodian agency of **SDG indicator 15.2.1**, ESA funds the EO for Sustainable Forest Management project to develop and show-case innovative EO approaches for the derivation of indicators on the sustainable management of natural, semi-natural and planted forests, addressing the changes in forest extent and conditions for use in national and global forest assessment.

The **USER-DRIVEN** approach is one of the principal characteristics of this programmatic line, aiming to fund development of high quality and innovative EO data products, methods and tools that respond to priority needs from SDG stakeholders.

Identified and committed Users, the **SDG EARLY ADOPTERS**, are user organisations with direct interest in the novel EO solutions that will be designed and developed during the 2 years of the project.

You are an **EARLY ADOPTER? – YOUR BENEFITS** will be:

- Being part of the EO solution co-creation phase – being **INVOLVED IN THE DESIGN**, (2023: User Uptake Phase)
- We will discuss with you the possible regional and national forest **MONITORING STRATEGIES**,
- You will participate in several **SDG LIVING LABS**
- You will support the definition & elaboration of the **USE CASES**, which may showcase your region (2024: User Uptake Phase)

What **WE NEED** to make this a success story:

- Provide **INSIGHT** into SDG-relevant forest monitoring and reporting,
- **SHARE** existing data (e.g., national data) able to support the development, production, validation, and quality assessment
- Provide your **CRITICAL REVIEW** on the EO solution products throughout the project (2 years) and for the Use Cases.

SUSTAINABLE DEVELOPMENT GOALS

UN SUSTAINABLE DEVELOPMENT GOALS (SDG) aim to assist countries to manage and monitor progress on the 3 key components of sustainable development: economic growth, social inclusion and environmental sustainability. The UN has established a range of processes for achieving SDGs and monitoring progress, with particular focus to supporting the least developed economies. A solid frame-work of indicators, and hence reliable statistical data, to measure, monitor and report SDGs progress, inform policies and ensure accountability of all stakeholders is needed.

According to UN, a **ROBUST AND HIGH-QUALITY INDICATOR FRAMEWORK** for the SDGs requires a process that evolves with the emergence of new technology or new data, or when new indicators are needed to better track progress on the targets. Geospatial Information and Earth Observation, together with the latest advances in big data analytics, offer great opportunities to **MODERNISE NATIONAL STATISTICAL SYSTEMS** and promote a quantum leap in the capacities of countries to efficiently track sustainable development in more detail.

Open **EARTH OBSERVATION SATELLITE IMAGERY**, with its global coverage and high observation frequency, prove essential in capturing important aspects of sustainable development and in particular the environmental dimension of the SDGs. These activities aim provide information ready to contribute to national statistical systems. It aims to significantly reduce the monitoring costs, stabilize processes and enable countries to meet their engagement to monitor & report progress on the SDG targets.

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The **USER-DRIVEN** approach is one of the principal characteristics of this programmatic line, aiming to fund development of high quality and innovative EO data products, methods and tools that respond to priority needs from SDG stakeholders.

Identified and committed Users, the **SDG EARLY ADOPTERS**, are involved design and development of the solutions. SDG Early Adopters are user organisations with direct interest in the novel EO solution developed by the project, which foresee a clearly defined use of the output EO products/ solution in their SDG operational prac

EARTH OBSERVATION FOR SDG 15.1/2
Contribution to the National Reporting Chain

tices, and which are willing to participate to the design and development of the EO solution with committed resources as well as to support the related research and innovation activities. The Early Adopters will be able to collaborate with the project teams of experienced Earth Observation experts, as well as an Advisory Board containing experts from FAO as responsible institution. The entire process is enabled by the European Space Agency.

15 LIFE ON LAND

Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

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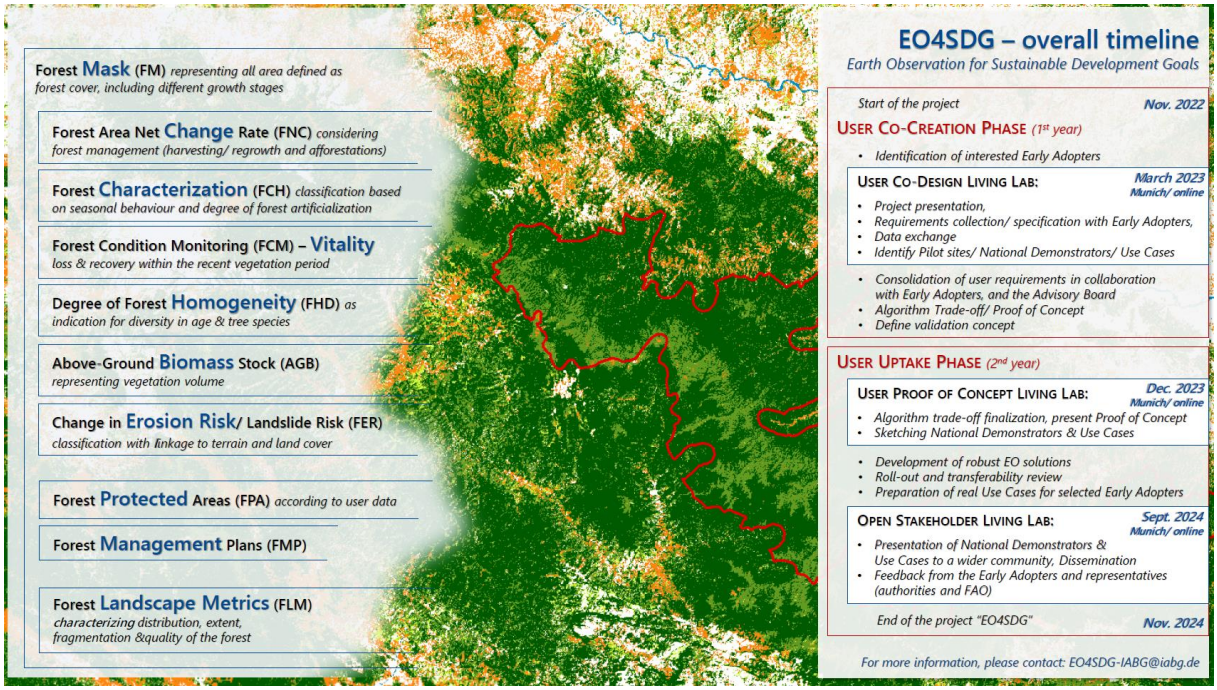
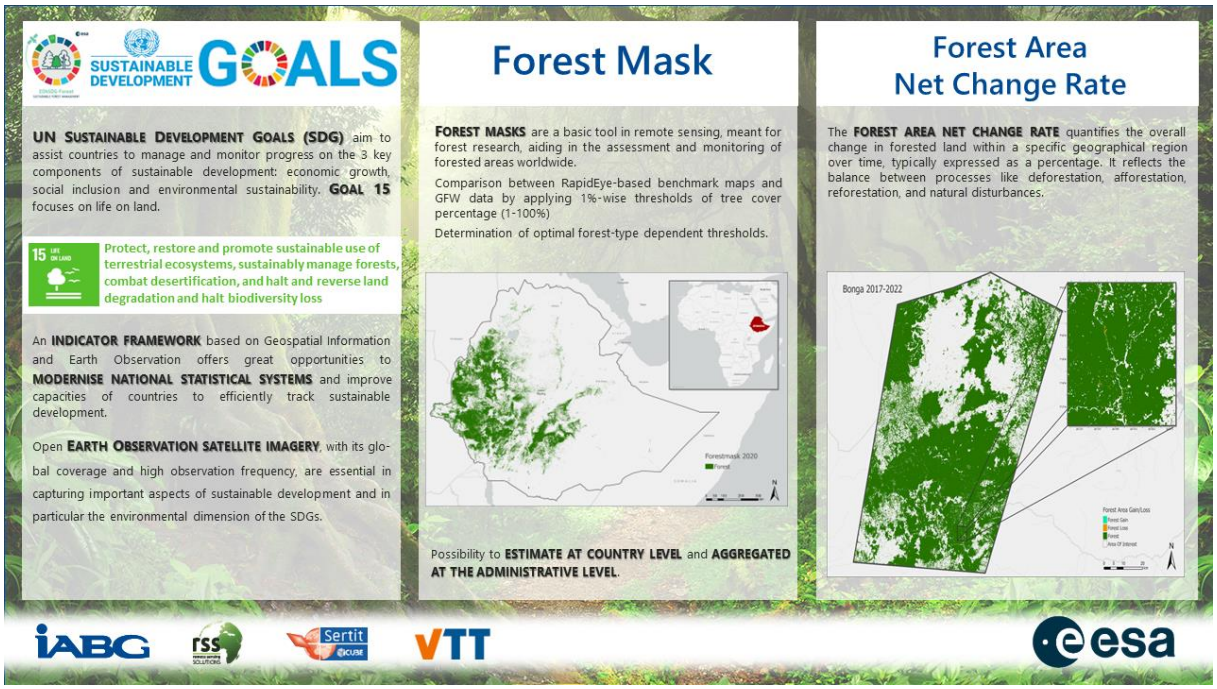
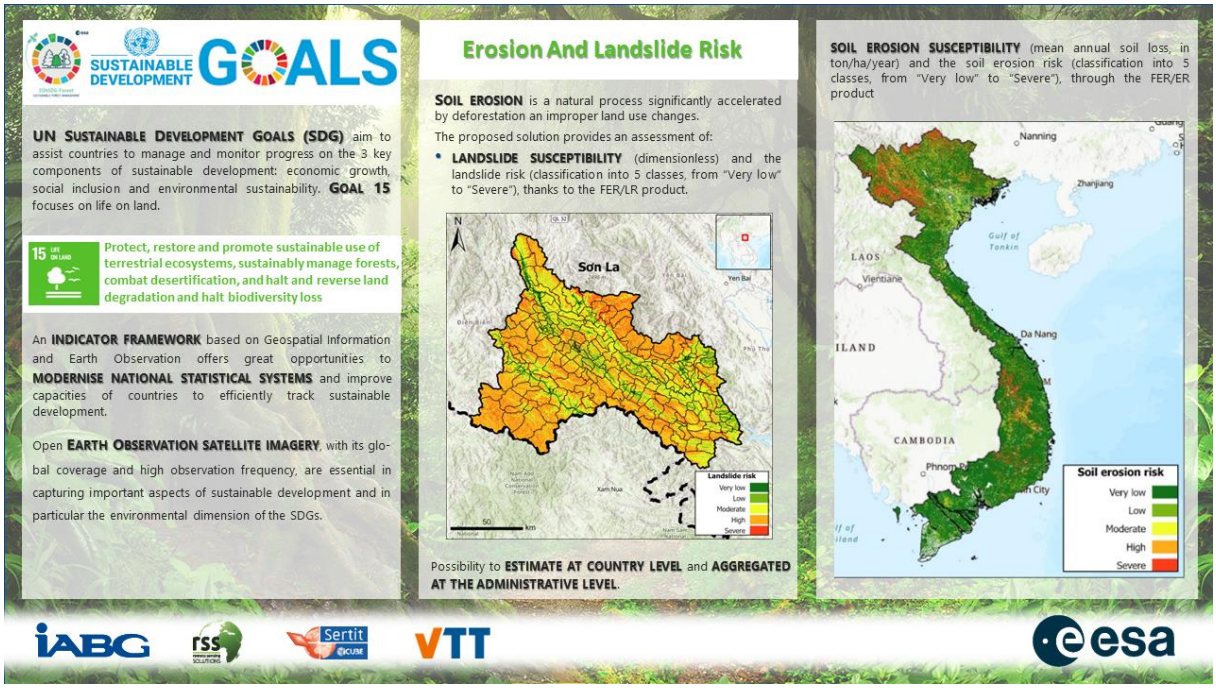


3.2 Product Flyers

3.2.1 Forest Mask (LM) & Forest Area Net Change Rate (FNC)



3.2.2 Change in Erosion Risk / Landslide Risk (FER)



3.2.3 Landscape Metrics (FLM)

4 Events

4.1 Living Labs

The second Living Lab was held in Munich, Germany with attendance from EA Vietnam. The third living lab was held in Frascati Italy.

4.2 Conferences

4.2.1 Copernicus Netzwerk Büro

Poster shown at the Copernicus Netzwerk Büro 2023.

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4.2.2 KWF Tagung

Promotional poster shown during a forestry fair in Thuringia 2024.

4.2.3 Intergeo

The project was presented at Intergeo 2024

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