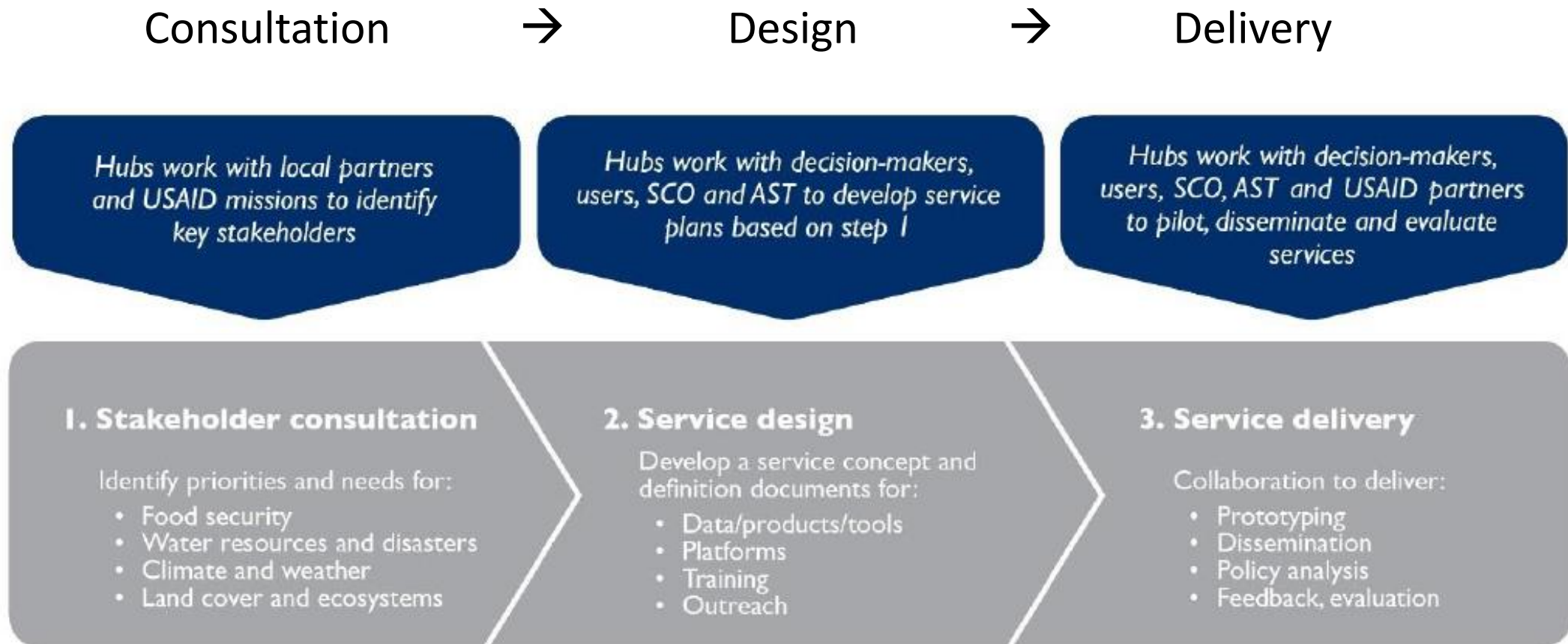# What have we learned works?

- Applying Earth observation data generates value in many forms:
  - filling gaps in observation records
  - providing more frequent data and in remote areas
  - validating other data sets
  - increasing accountability
  - reducing the need for costly local monitoring/sampling
  - incentivizing data sharing

- Working closely across USAID and NASA cultures helps us take advantage of each other's strengths and work together more effectively

- Working with hubs to leverage their institutional mandates, credibility and capacity

- In addition to more use of EO, SERVIR provides other value in data access, science diplomacy, youth engagement (e.g., hackathons), higher education, women in STEM, promoting open data, etc.

SERVIR Changes:

• Shift in focus from one-off "Products" to sustainable "Services"

• Staffing reorganization to focus on engagement and sustainability

• Realigning agency roles with NASA & USAID strengths

• More collaborative process for engaging U.S. scientists

• Rolling out a <u>Service Design Toolkit</u>
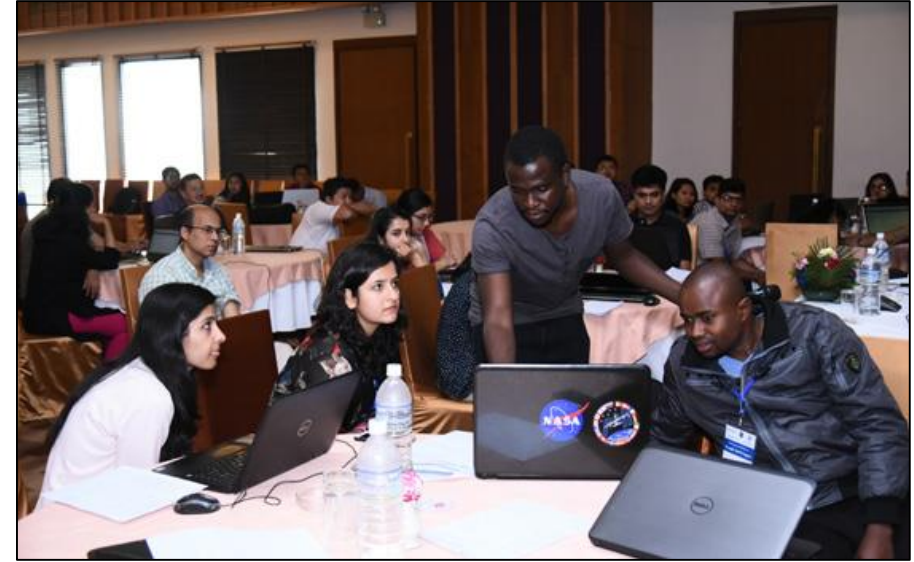
Why a Service Planning Toolkit

Standardizing a simple framework for services:

Consultation → Design → Delivery

Hubs work with local partners and USAID missions to identify key stakeholders

Hubs work with decision-makers, users, SCO and AST to develop service plans based on step 1

Hubs work with decision-makers, users, SCO, AST and USAID partners to pilot, disseminate and evaluate services

1. Stakeholder consultation

Identify priorities and needs for:
- Food security
- Water resources and disasters
- Climate and weather
- Land cover and ecosystems

2. Service design

Develop a service concept and definition documents for:
- Data/products/tools
- Platforms
- Training
- Outreach

3. Service delivery

Collaboration to deliver:
- Prototyping
- Dissemination
- Policy analysis
- Feedback, evaluation

Consultation and Needs Assessment Tool

- How are key stakeholders currently making decisions?

- Who has authority/mandate for decisions and information?

- What information are stakeholders using?

- What is the timing of decisions, information flows, and data used (historic, real-time, predictions, scenario modeling)?

- What are the capacity gaps?

- What key decisions will SERVIR target? What are the opportunities for SERVIR?

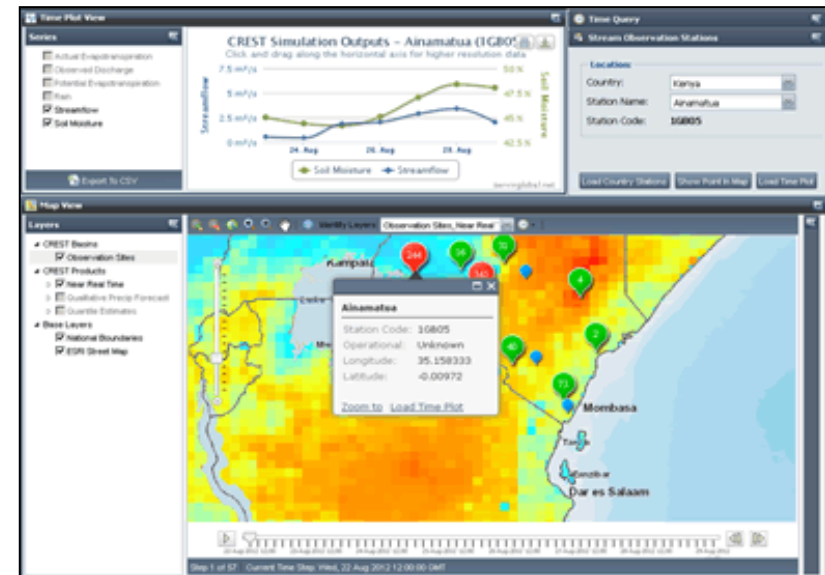- How does this build on or complement other activities?

Service Design Tool

- Who is the service for? Which stakeholders will be engaged?

- What decision(s) will it inform?

- How will information be delivered?

- Based on the needs identified, what general activities will SERVIR undertake?

- What is the theory of change?

- What are the measures of success?

- *What else do we need to know to move to PDD, TDD, DSDDs?*

Stakeholder Mapping Tool

- Map information flow and key decisions from 'satellite to village' based on stakeholder relationships

- Identify value added niche for SERVIR

- Clarify partner roles and relationships
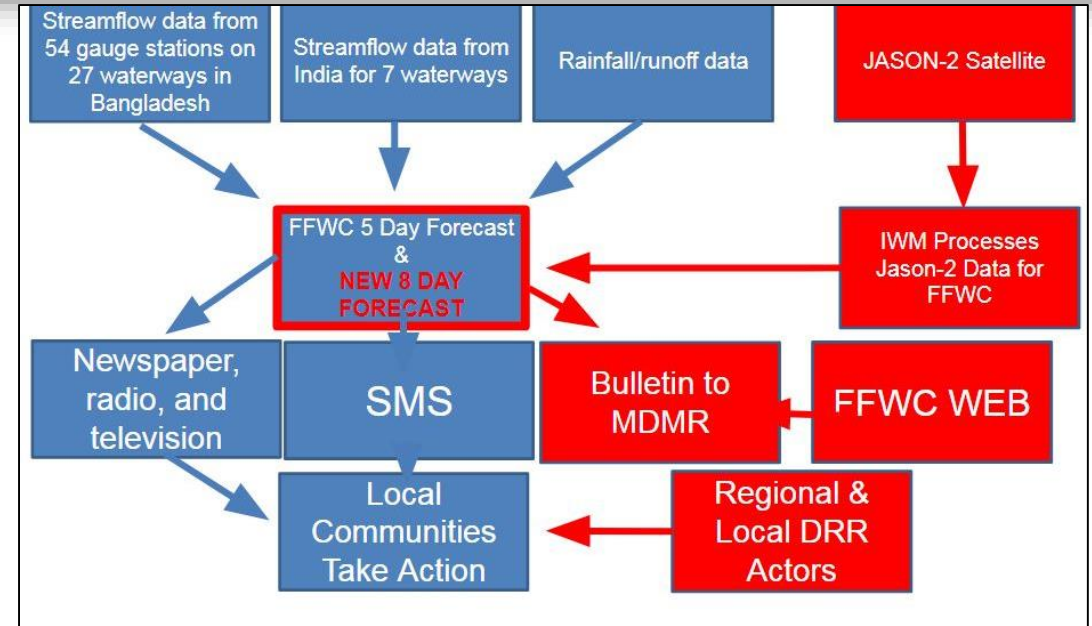
ME&L Tool

- Create, collect and report on relevant performance indicators

- Learn and practice adaptive management

- Culture of asking challenging questions and having evidence to support responses
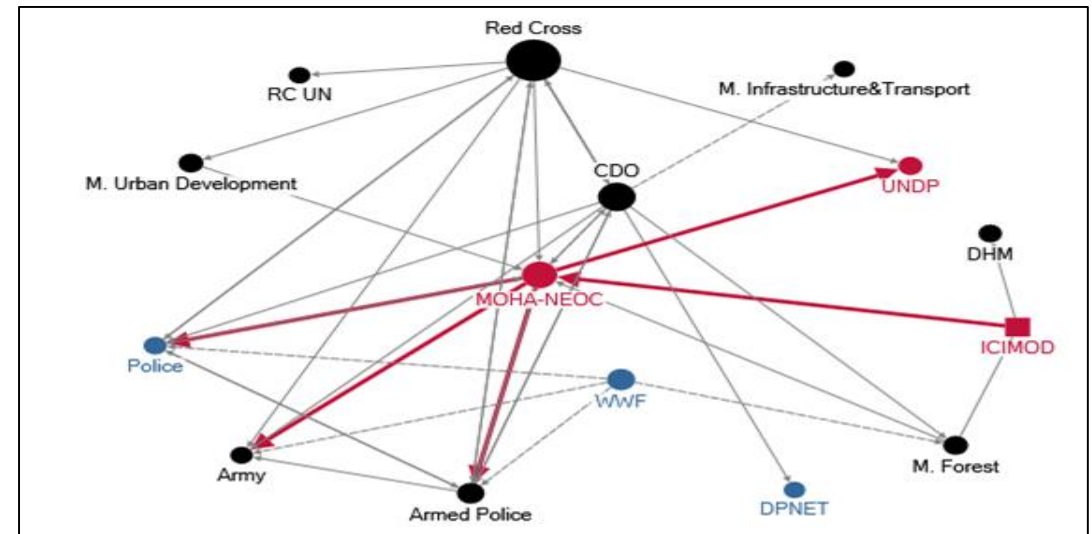
Conclusion

- Value is multifaceted and challenging to quantify

- Learned about each of the products evaluated and are using the findings to improve services

- Rolling out the toolkit to the network

- Helps us to work smarter across the data-to-decisions "chain" and learn where USAID's development experience is critical

- Dataset Generation

- Data Integration and Analysis

- Platform/Product Development

- Dissemination

- Action/Use

Enabling policy and institutions