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CHANGING THE GLOBAL WATER QUALITY CONVERSATION: FROM EARTH OBSERVATION TO ACTION

WORLD RESOURCES INSTITUTE | GASSERT, DATA FOR IMPACT LEAD

HOW DO WE CREATE RESEARCH PRODUCTS THAT PEOPLE WILL USE?

1. BE HONEST ABOUT OBJECTIVES



BE HONEST ABOUT OBJECTIVES

Ultimately we seek to improve

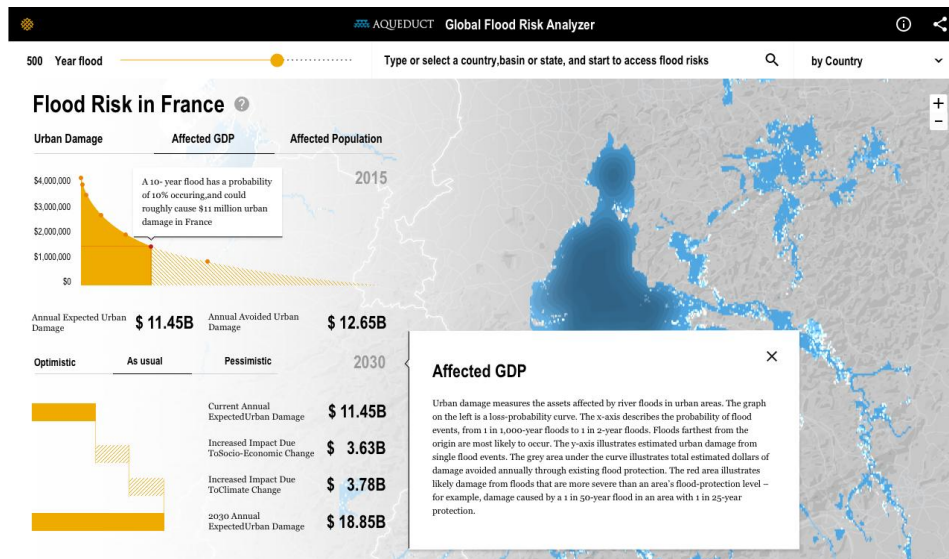
- understanding of Earth systems
- the way in which we interact with these systems



BE HONEST ABOUT OBJECTIVES

We seek to influence

- Behaviors
- Policy decisions
- Markets and business practices



SELECT RESEARCH QUESTIONS THAT HELP US ANSWER POLICY QUESTIONS

How do Earth systems behave?


- Are we affecting them in unexpected ways?
- Are people or markets at risk?
- Who or what is responsible?
- Which interventions are effective?

2. FACILITATE USE OF RESULTS



WORK WITH OTHERS TO FRAME RESULTS IN WAYS THAT ARE MEANINGFUL TO THEM

- Give people information via the mediums they prefer to use
- Show them how it helps them in their work
- Ask them what information they are lacking
- Show them what is possible
- Speak in their language

A man with short brown hair, wearing a black sweater over a plaid shirt, is speaking and gesturing with his hands. He is in a room with a large window on the left and a wall covered in many small, framed photographs on the right. The background is slightly blurred.

It's easy to get obsessed with the technology that we use or the programming languages that we use, but if we do that we forget about what our real goal is, which is **to tell a story or explain information.**

- Johnathan Corum
NY Times Science Graphics Editor

MANY STEPS, MANY AUDIENCES!

(don't try to do it all yourself)

3. CREATE DEMAND

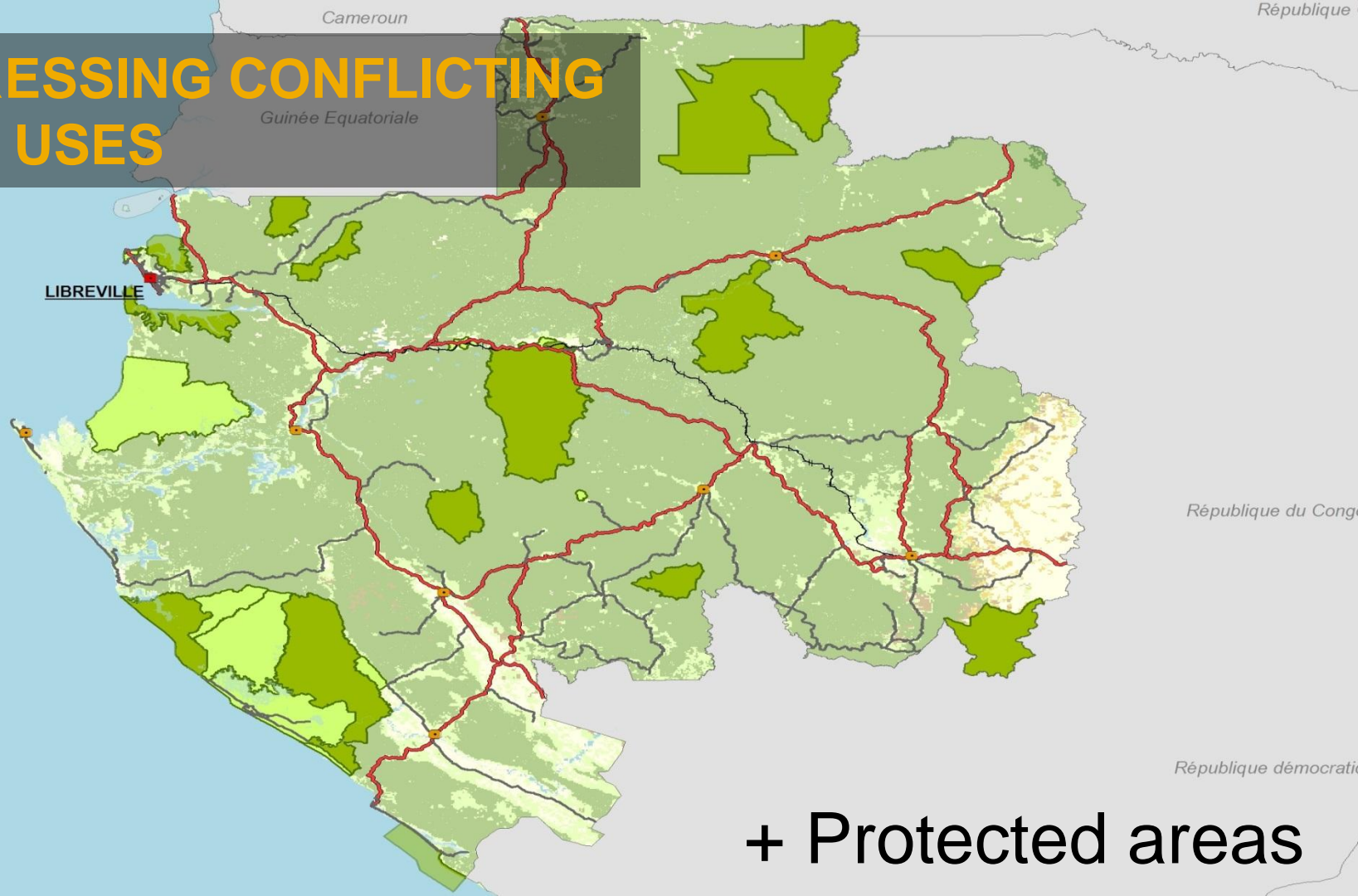


ADDRESSING CONFLICTING LAND USES



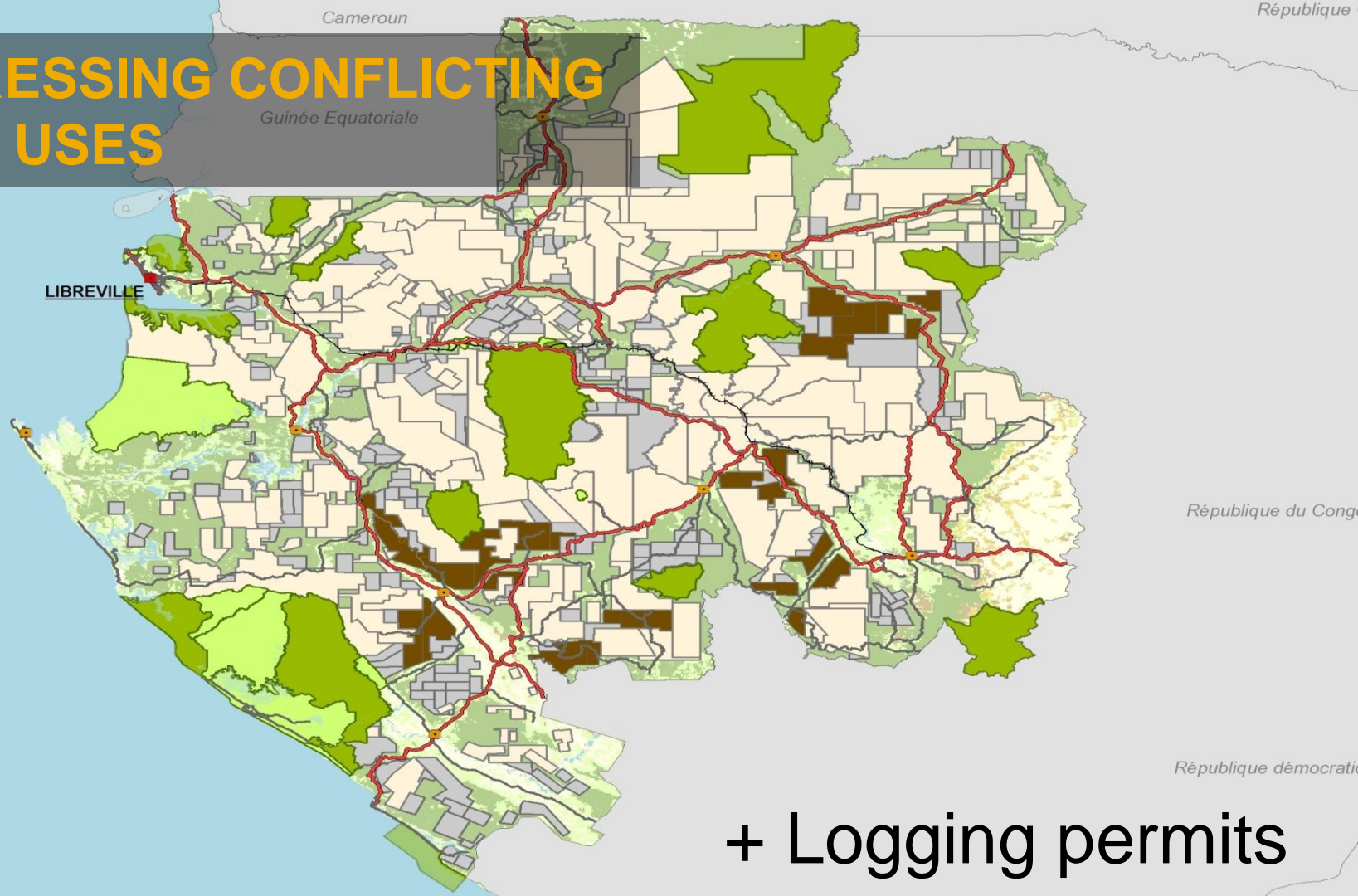
Gabon 2006

ADDRESSING CONFLICTING LAND USES

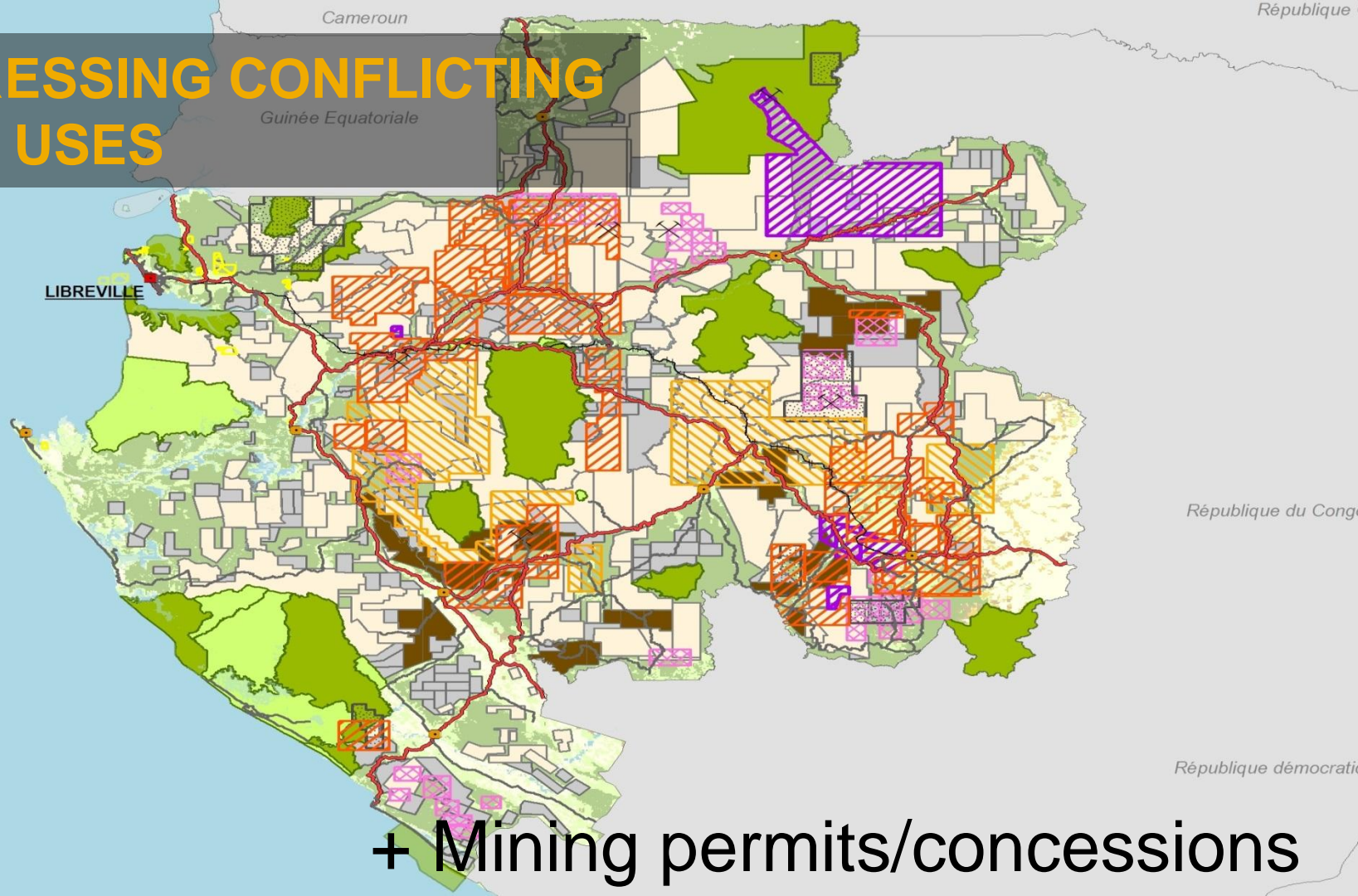


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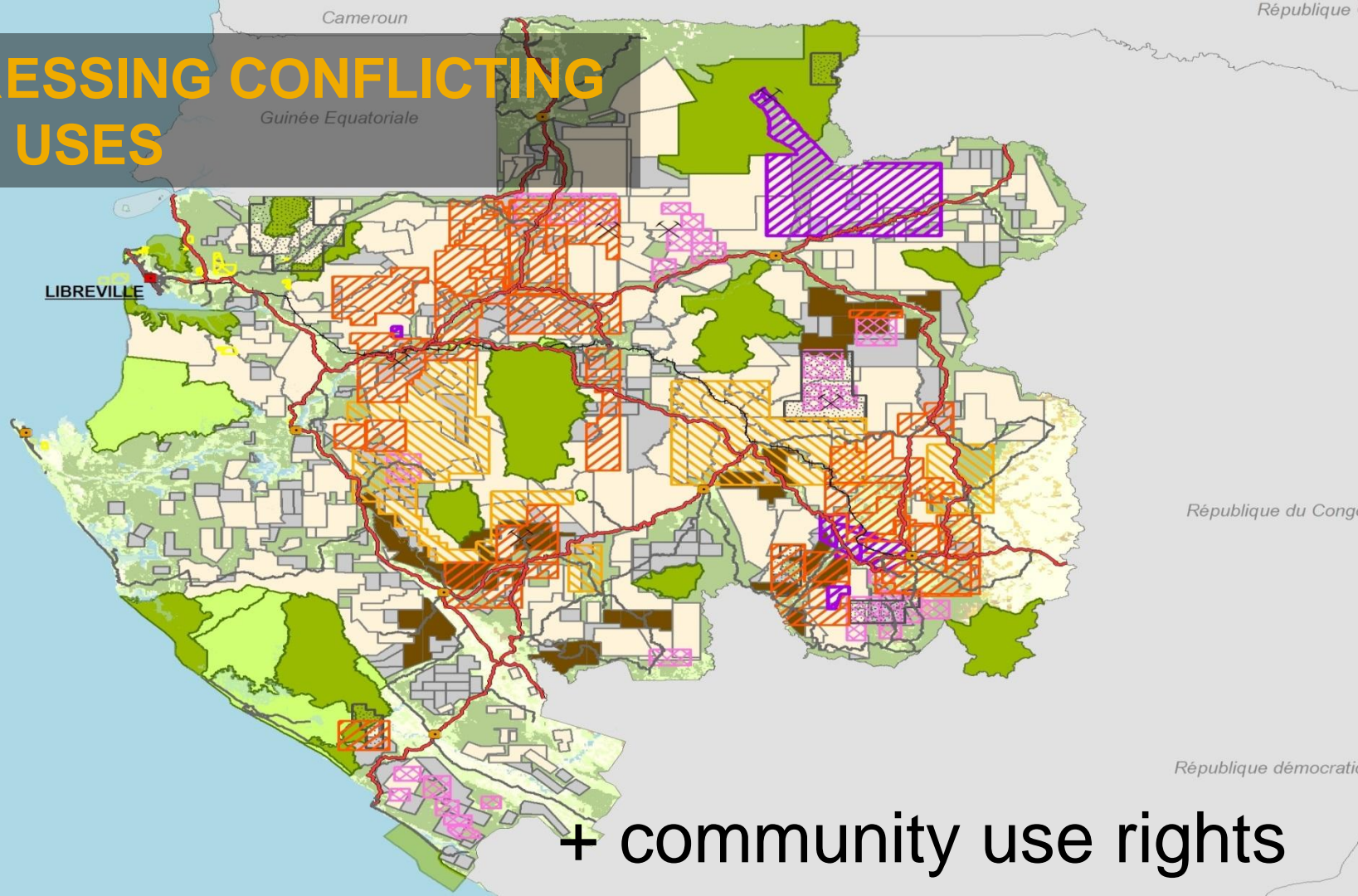
ADDRESSING CONFLICTING LAND USES



ADDRESSING CONFLICTING LAND USES



ADDRESSING CONFLICTING LAND USES



1. Be honest about objectives
2. Facilitate use of results
3. Create demand

WHAT CAN WE DO?

PROACTIVELY REACH OUT TO USERS

WRI AQUEDUCT OUTREACH

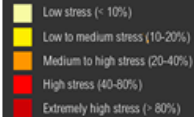


World Resources Institute shared a link.

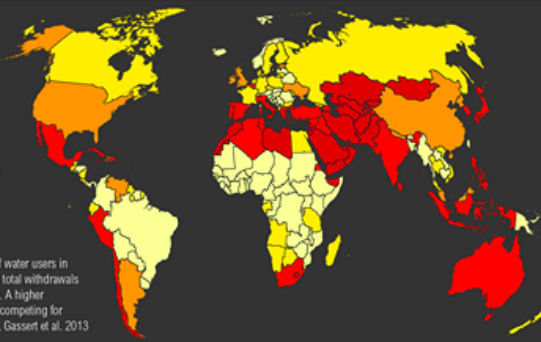
December 12, 2013 ·

WATER STRESS BY COUNTRY

ratio of withdrawals to supply



This map shows the average exposure of water users in each country to water stress, the ratio of total withdrawals to total renewable supply in a given area. A higher percentage means more water users are competing for limited supplies. Source: WRI Aqueduct, Gasselt et al. 2013



AQUEDUCT

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World's 37 Most Water-Stressed Countries | World Resources Institute

WRI's Aqueduct project recently evaluated, mapped, and scored water risks in 100...

WRI.ORG

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👍 Sandra D King, Hassan Agouzoul, Engineers Without Borders-USA: Sunflower State Professionals and 196 others like this.

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WRI AQUEDUCT OUTREACH

Bloomberg
NEW ENERGY FINANCE

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THE
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FOUNDATION

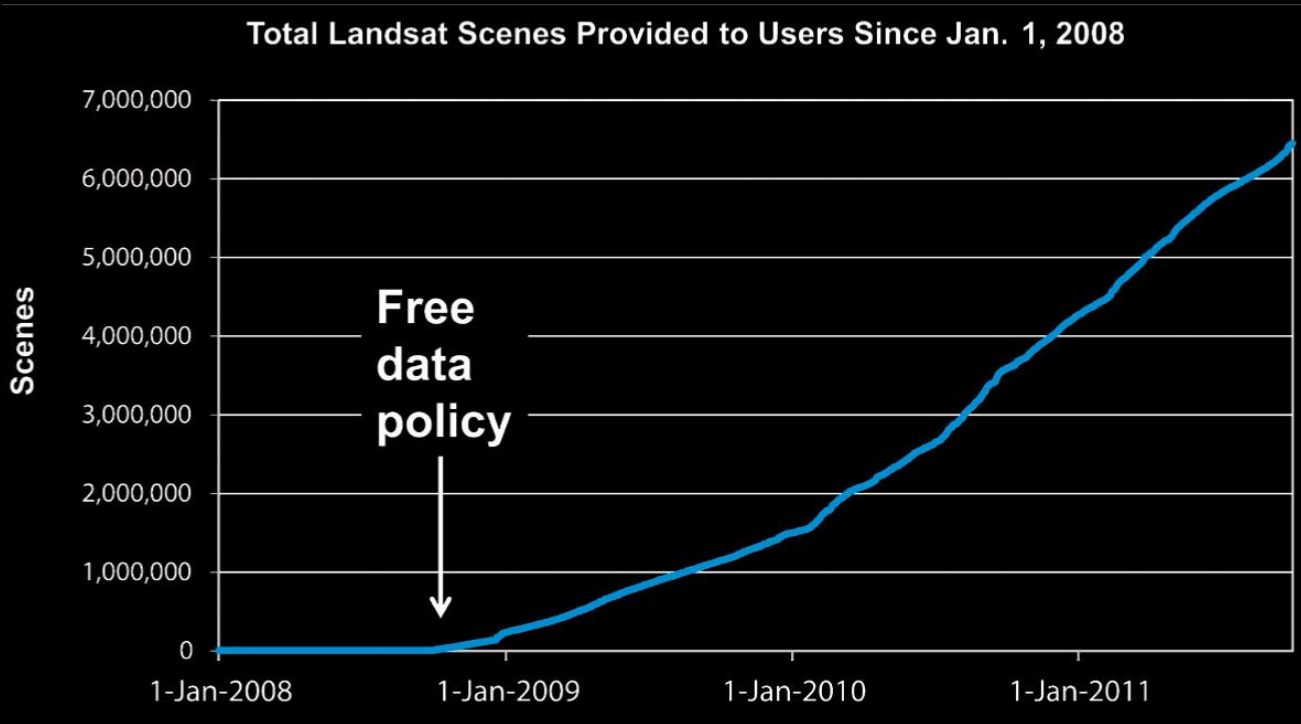
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FORUM

ND-GAIN
NOTRE DAME GLOBAL ADAPTATION INDEX

HSBC

SHARE IN-SITU DATA

GOVERNMENT OPEN DATA POLICIES ARE GREAT TO US



A GLOBAL WATER QUALITY DATA PRODUCT

GLOBAL FOREST WATCH

BETA VERSION

FOREST CHANGE

FOREST COVER

FOREST USE

CONSERVATION

PEOPLE

STORIES

FOREST CHANGE

None



Search area



Default

North
Marie
Island

Guam

FEEDBACK

Papua New
Guinea



+

FOREST CHANGE

●

None

-

Share

Layers

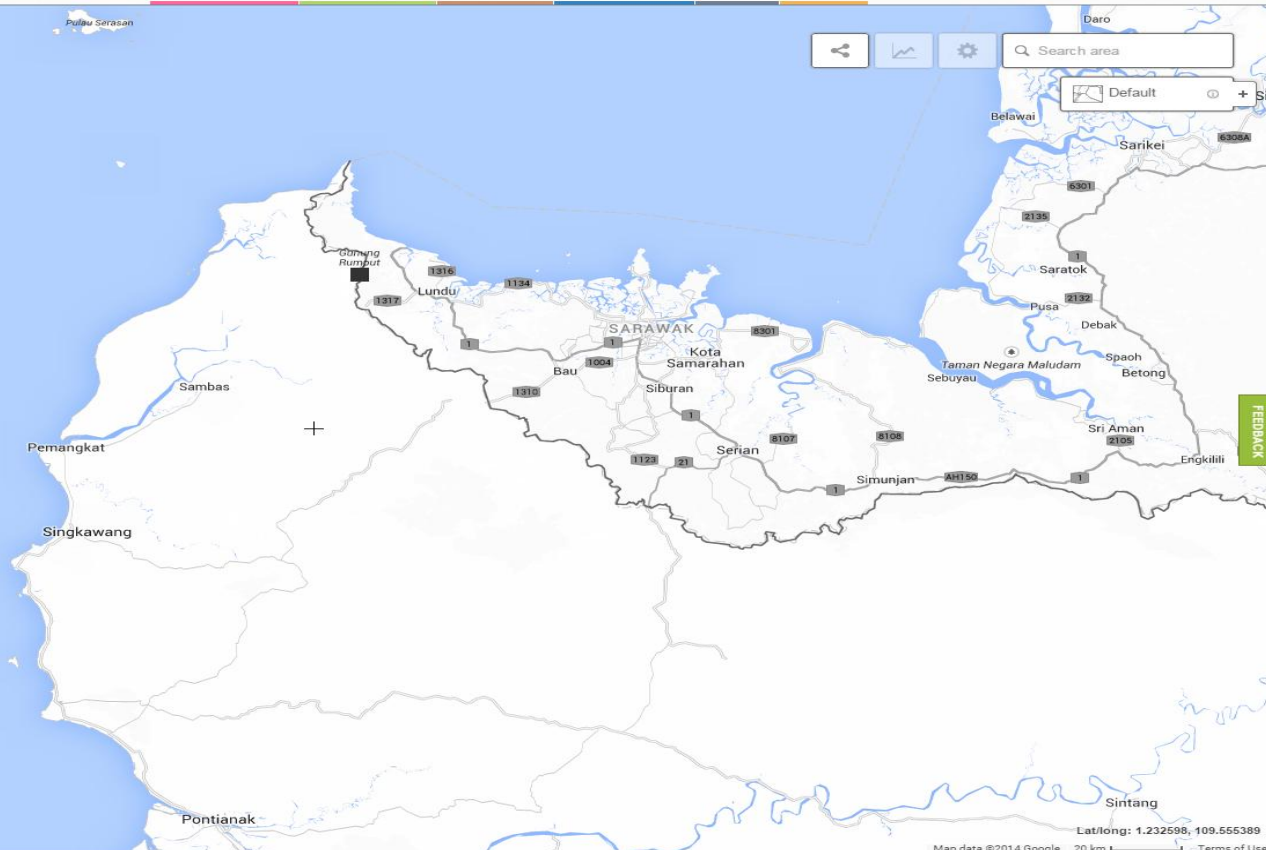
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Search area

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FOREST CHANGE

• None



Search area



Default



FEEDBACK



FOREST CHANGE

● None

CONSERVATION

● Protected Areas



Search area



Default



FEEDBACK

GLOBAL FOREST WATCH

BETA VERSION

FOREST CHANGE

FOREST COVER

FOREST USE

CONSERVATION

PEOPLE

STORIES

FOREST CHANGE

● None

FOREST USE

● Oil palm

CONSERVATION

● Protected Areas



Search area



Default



FEEDBACK

Google

Google Earth Engine

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GLOBAL FOREST WATCH

BETA VERSION

FOREST CHANGE

FOREST COVER

FOREST USE

CONSERVATION

PEOPLE

STORIES

FOREST CHANGE

● FORMA alerts

Geographic coverage

FOREST USE

● Oil palm

CONSERVATION

● Protected Areas



Search area



Default

FEEDBACK

FORMA alerts



2006

2007

2008

2009

2010

2011

2012

2013

2014

2015

Lat/long: 1.560030, 109.517967

GLOBAL FOREST WATCH

BETA VERSION

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● FORMA alerts

Geographic coverage

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● Oil palm

CONSERVATION

● Protected Areas



Search area



Default

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FORMA alerts

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GLOBAL FOREST WATCH

BETA VERSION

FOREST CHANGE

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● FORMA alerts

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● Oil palm

CONSERVATION

● Protected Areas



Search area



Default



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Search area



Default



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GLOBAL FOREST WATCH

BETA VERSION

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● FORMA alerts

Geographic coverage

FOREST USE

● Oil palm

CONSERVATION

● Protected Areas



Search area



Default



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FORMA alerts

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FOREST CHANGE

- FORMA alerts

Geographic coverage

FOREST USE

- Oil palm

CONSERVATION

- Protected Areas



1.560030, 109517967

Landsat 2012

FEEDBACK

FORMA alerts

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2006

2007

2008

2009

2010

2011

2012

2013

2014

2015



FOREST CHANGE

• None



1.560030, 109517967



Landsat 2005



FEEDBACK

+
-
FOREST CHANGE
● None

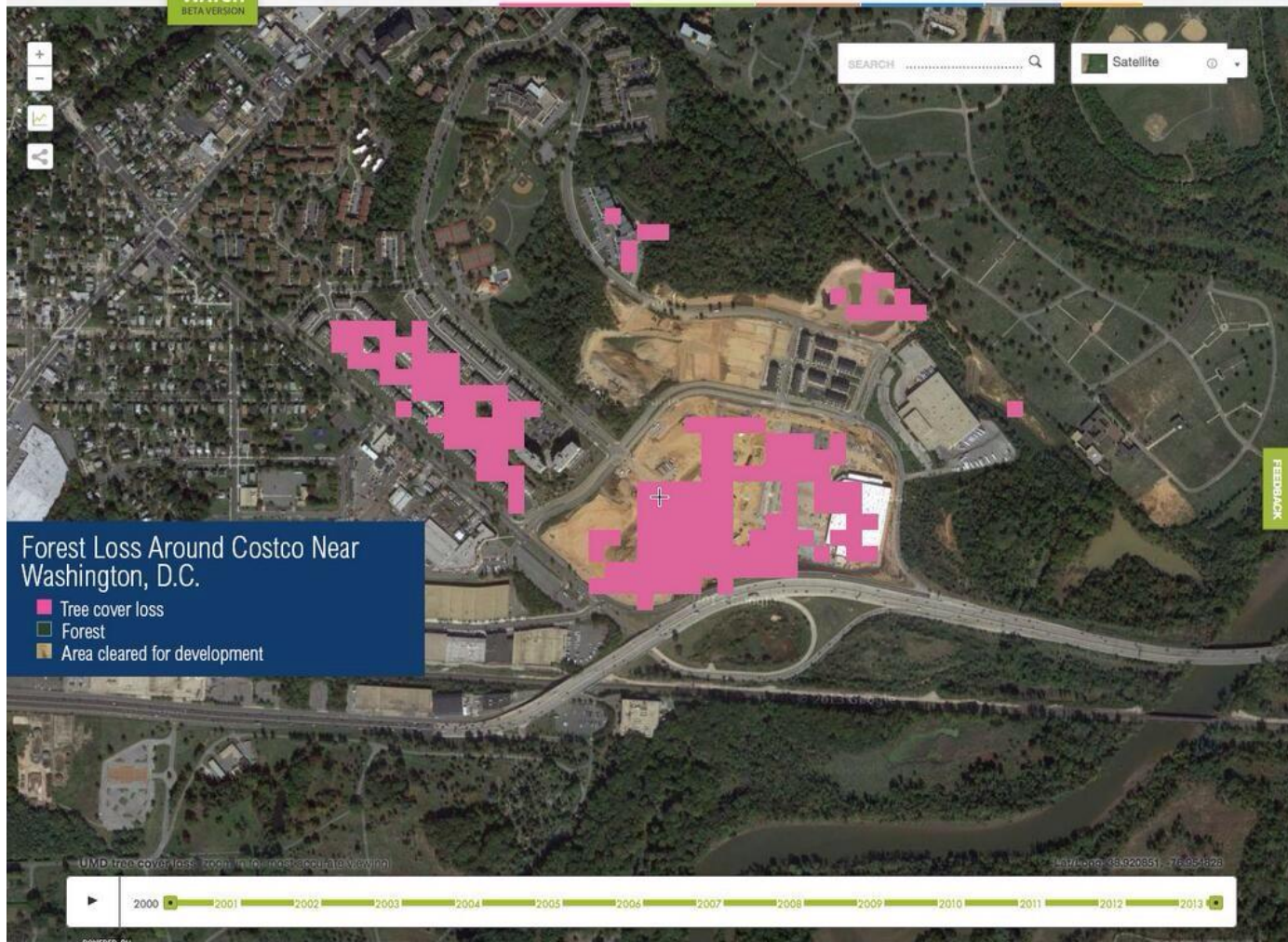


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Landsat 2012 +



FEEDBACK





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QUESTIONS

GASSETT, DATA FOR IMPACT LEAD