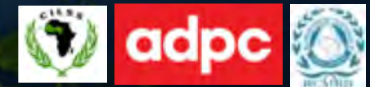


Using a Service Planning Approach to Improve the Impact of Earth Observations in the Developing World

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Kevin Coffey/USAID

SERVIR 



ICIMOD



A wide-angle photograph of a cable-stayed bridge spanning a large body of water. The bridge features two tall, dark pylons on either side, with numerous white cables fanning out to support the deck. The water is a deep blue with gentle ripples. The sky is a clear, light blue with a few wispy clouds on the right side. The bridge's deck is a dark color, and the overall scene is bright and clear.

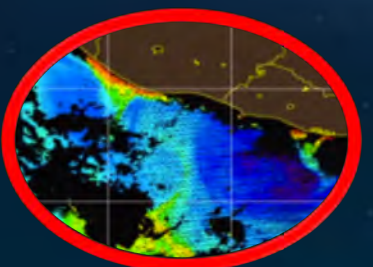
**Science
& Data**

**End User
Needs**

A joint initiative of NASA and USAID that partners with regional technical institutions around the world to get Earth observation information into the hands of decision-makers to improve development outcomes.



SERVIR



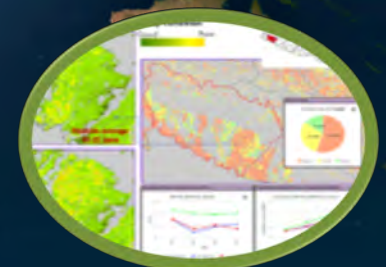
Preventing seafood poisoning by mapping harmful microalgae



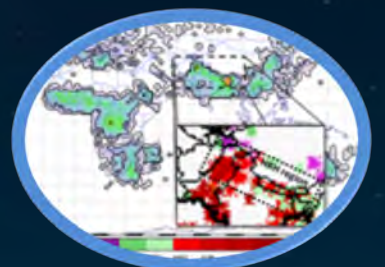
Helping herders and farmers by detecting ephemeral water bodies



Conserving forests by mapping land cover and land use change



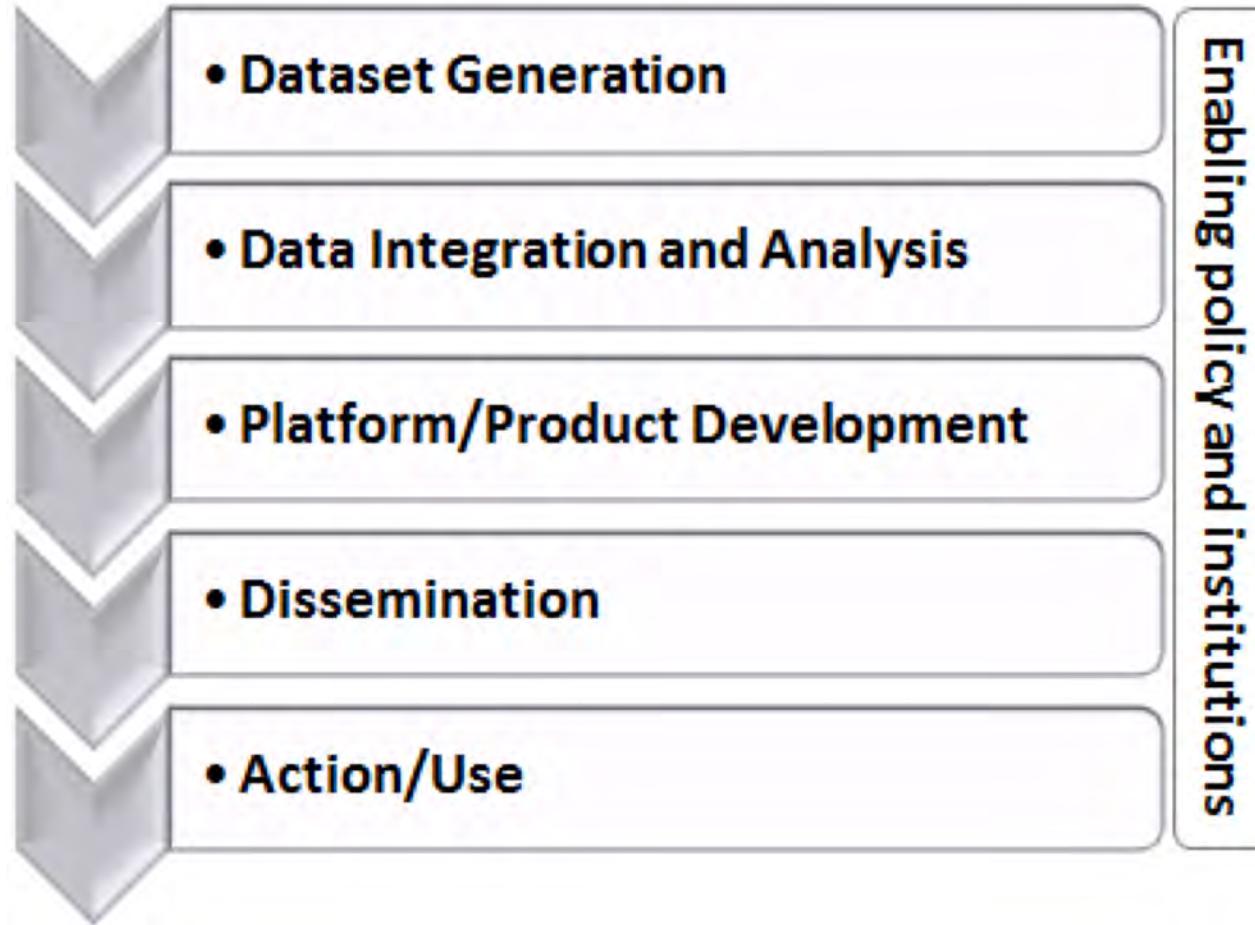
Supporting food security by monitoring agricultural drought



Protecting lives by monitoring and forecasting intense thunderstorms



Anatomy of a Rope from Space to Village



Common Issues



- No anchor: Technology driven over demand driven
- Taking on too much of the rope
- Not knowing all the institutions along the rope
- No assessment of bottlenecks
- Inability to identify project specific 'maximum value added'
- No exit plan - Sustainability

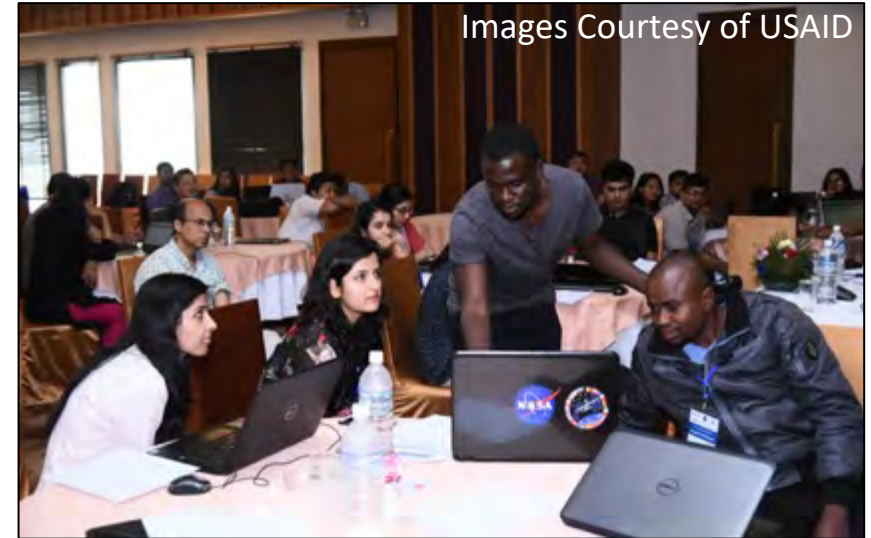
Why a Service Planning Toolkit

Standardizing a simple framework for services:



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?*

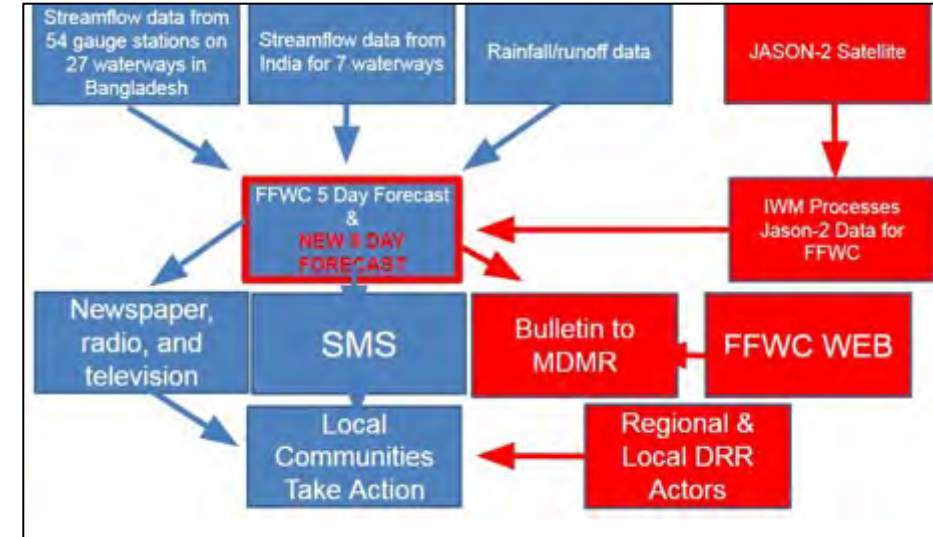


Toolkit Highlights



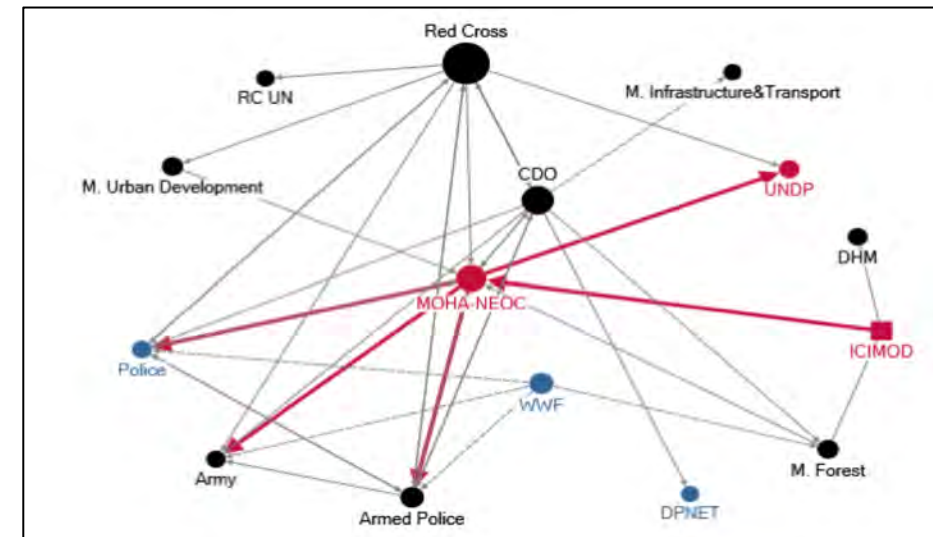
Stakeholder Mapping Tool

- 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



Monitoring Evaluation and Learning (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



- Design for operational sustainability
- Assess capacities along the 'rope'
- Clear handoffs
- Sustainability strategy
- Sustainability Indicators

Conclusion

- Know your anchors
- Find your spot on the rope
- Strengthen your section and link to your neighbors
- Leave through the exit and not the black hole

Images Courtesy of USAID



SERVIR



Connecting space to village

www.servirglobal.net