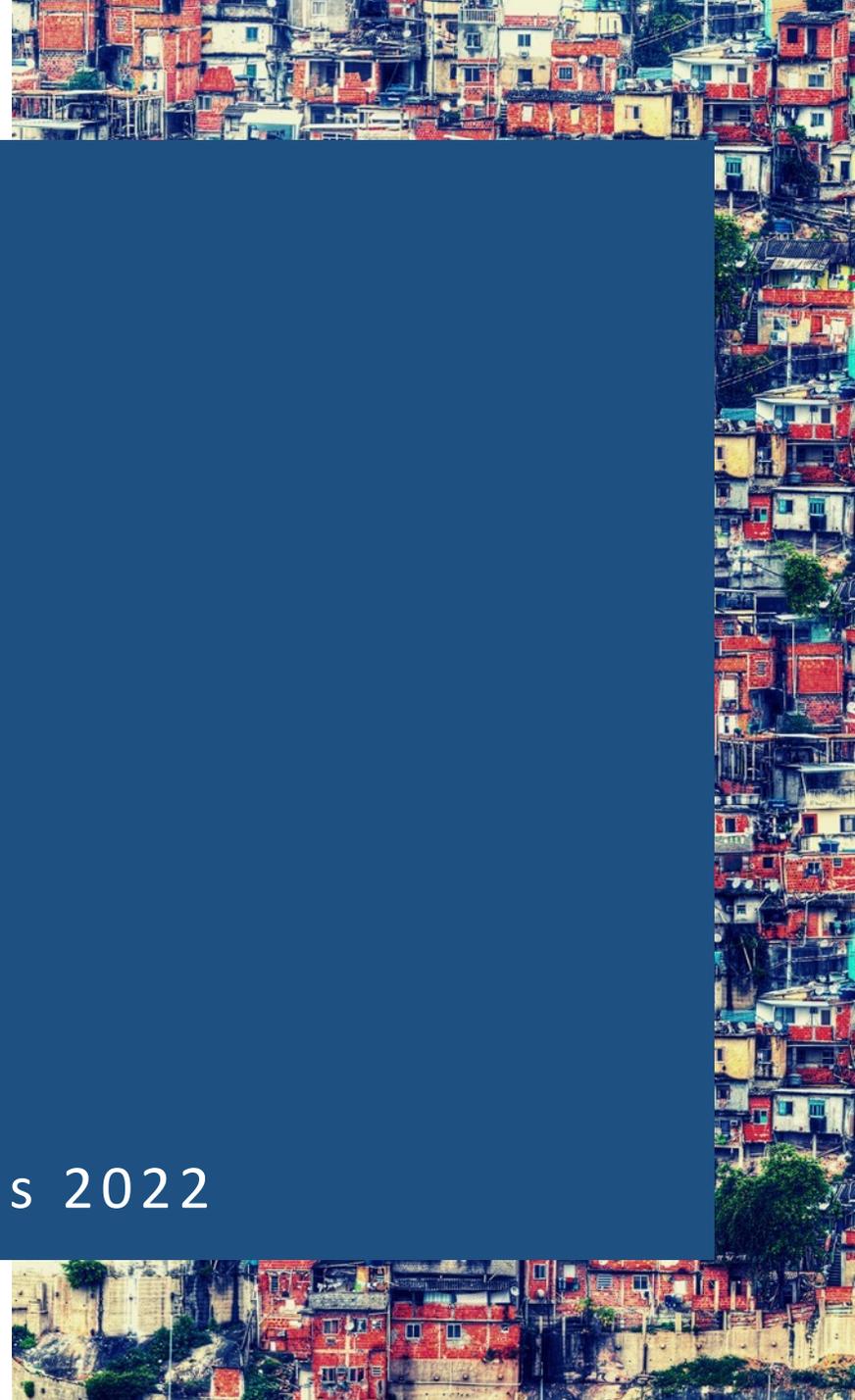




August 2022

Group on Earth Observations

GEO Individual Excellence Awards 2022





August 2022

- Welcome
- Applying for the GEO Awards-
Tips and Advice
- Insights into writing
- Discussion



GEO Individual Excellence Awards 2022 Tips and Guidance

Kathy Fontaine

Programme Board, ESIP

4 August 2022

Why should people apply?

- GEO is international in scope and provides a great deal of visibility to one's organization and oneself.
- Recognition of your hard work
- Acknowledgement of how your colleagues see you
- Way to have a letter in your file that's not from a boss

What makes a good application?

- Clear, clean text
- Adherence to the criteria
- Alignment of examples to criteria
- Adherence to the criteria
- Detail
- Adherence to the criteria
- Use the *words* in the criteria and call

Advice on Proposal Writing

- Start early!
- Write to the criteria!!!
 - If the criteria ask for examples of effectiveness over the past 5 years, include dates and text from the past 5 years – not before!
 - If the criteria ask for examples of innovation, think in those terms and use that word in your write-up. What is innovative? The approach, the design, the tool, etc.
- Make sure you address the needs of GEO
 - This is for the GEO community to honor its own. Write for us, not a company award.
 - Talk about the way the nominee has helped GEO achieve its goals.
- Go back to the Call for Nominations and see what is asked for – that's what the reviewers want to see in the text.

Other Tips

- If you have difficulty writing, ask someone to help! Reviewers can only evaluate what is written and cannot dig into other sources of information. (regardless of your level of fluency in English)
- Go back to the criteria often.
- Put it aside and come back to it. If you can pick up where you left off, you're making a good case.
- Read it aloud (to yourself or someone else).
- Assume the reviewer knows nothing about the person so explain everything!

How to write a good application

An aerial photograph of a lush green landscape. The foreground and middle ground are dominated by terraced agricultural fields, likely rice paddies, which are separated by narrow, winding paths or ditches. The fields are in various stages of growth, showing different shades of green. In the lower right, there is a dense forest of tall, thin trees, possibly a palm grove. A small, clear stream or river flows through the center of the landscape, winding between the fields and the forest. The overall scene is vibrant and well-maintained, suggesting a rural or agricultural setting.

- Examples of
 - Action, not process
 - Impacts, not outputs
 - Focus on your input
 - Avoid jargon and Acronyms

*please note that all examples are fictitious and not from previous applications



action, not process

“The consultation process involved 44 NGO participants, 12 members of civil society and 10 UN organizations. We presented 10 policy briefs, 20 technical papers and contributed to a further series of webinars organized by international organizations.”

VS

“I helped ensure that Earth Observations were included in a key climate change resolution. Now I am making sure that this translates to practical decision making and policy in Uganda, Indonesia and Kenya.”



impact, not outputs

“The work programme initiative has resulted in the development of five new tools designed to provide policy makers with evidence”

vs

“The tools developed have since been used by Ghana and Egypt to predict drought and crop failure, benefitting 600,000 small holder farmers and saving the government 20 million USD.”



individuals in teams

“We only managed to do this thanks to the incredible contributions and insights of my team and collaborators”

vs

“My role was to ensure that the crucial liason between the end user and the technical development team was maintained at all times”



clarity, not jargon

“The OWB INNOTECH system I created was highly synergistic and was conceptualized from the outset as a user-orientated, response solution. The OWB was highly multisectoral in approach and was relevant to numerous stakeholders”

VS

“I created a flood forecasting tool, called “Observations without Borders” following consultations with disaster risk experts. This allowed me to design a tool that provided advance warning information to emergency responders and government officials in the water, agriculture and urban planning departments.”