

## Key Takeaways from the SDGs-EYES Policy Event at EuroGEO Workshop 2024

In October 2024, the EuroGEO Workshop hosted the SDGs-EYES Policy Event in Kraków, Poland, focusing on how Earth Observation (EO) data can enhance the monitoring of Sustainable Development Goals (SDGs). The event emphasised the growing role of EO in supporting both national and regional SDG reporting capacities.

### USER ENGAGEMENT

**Involving critical stakeholders such as national statistical offices and local policymakers from the outset is essential** to ensure that the tools being developed are aligned with the specific needs and capacities of those who will use them. By engaging users early, it can gather valuable feedback, ensuring the tools and platform's features are tailored to **real-world applications** and that the data provided addresses the specific demands of each stakeholder group.

### CAPACITY BUILDING

While EO data can provide powerful insights for SDG monitoring, not all users - particularly in regions with limited technical expertise - have the skills or resources to fully exploit these tools. **Training programs and providing ongoing support** are crucial for the broader adoption of the SDGs-EYES outputs and for ensuring that its full potential is realised, across diverse geographical and institutional contexts.

### COMMUNICATION STRATEGIES

It is essential to **clearly articulate the benefits of EO data for SDG monitoring, especially to non-technical users and policymakers** who may not be familiar with the technicalities of the platform and its tools. Crafting accessible, persuasive messaging that conveys the outputs' value in advancing SDG goals, help to build trust and secure long-term support from governments, institutions, and other stakeholders.

### FEEDBACK LOOPS WITH USERS

**Continuous engagement with users will allow to refine and improve the tools over time**, based on real-world experiences and evolving needs. This **iterative approach** ensures that the outputs remain relevant and effective, adapting to changing requirements as more stakeholders adopt it for their SDG reporting and monitoring tasks.

### BUILDING POLICY SUPPORT

**By demonstrating the effectiveness of the tools in improving SDG monitoring and reporting, it is possible to create strong buy-in from high-level stakeholders**, such as government officials and international organisations. This is essential for securing resources and ensuring the project's long-term sustainability.



## Find Out More

about the SDGs-EYES and the Policy Event

 <https://sdgs-eyes.eu/>

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