

Title of case study	Research4Life and Eye On Earth
Name of organization(s)	Microsoft Corporation
Business sector	Information Technology Services
Region(s) relevant to case study	<input checked="" type="checkbox"/> All regions <input type="checkbox"/> Africa and the Arab States <input type="checkbox"/> Asia and the Pacific <input type="checkbox"/> Caribbean and Central America <input checked="" type="checkbox"/> Europe <input checked="" type="checkbox"/> Least Developed Countries <input type="checkbox"/> North America <input type="checkbox"/> Polar regions <input type="checkbox"/> Small Island Developing States <input type="checkbox"/> South America
Country(s) relevant to case study	Belgium (Microsoft Europe headquarters), All
Adaptation sector(s) relevant to case study	<input type="checkbox"/> Business <input checked="" type="checkbox"/> Education and training <input type="checkbox"/> Food security, agriculture, forestry and fisheries <input type="checkbox"/> Human health <input type="checkbox"/> Oceans and coastal areas <input checked="" type="checkbox"/> Science, assessment, monitoring and early warning <input type="checkbox"/> Terrestrial ecosystems <input type="checkbox"/> Tourism <input type="checkbox"/> Transport, infrastructure and human settlements <input type="checkbox"/> Water resources <input type="checkbox"/> Other (please specify):
Adaptation activity	<p>Microsoft believes that software and technology innovations can enable individuals and organizations to improve the environment and address climate change.</p> <p>Research4Life is an academic public-private partnership that grants students, researchers and academics access to online scientific journals. The Online Access to Research in the Environment (OARE) programme makes available (in 107 eligible low income countries) over 4,150 peer-reviewed scientific journal titles owned and published by over 350 OARE partners.</p>

	<p>Eye On Earth is a partnership with the European Environment Agency that helps to deliver real-time environmental information to citizens across the globe. The information provided through this online environmental observatory can then be used to monitor, benchmark and understand the effectiveness of environmental adaptation programmes.</p>
<p>Cost-benefit</p>	<p>Microsoft has a long tradition of tackling tough challenges at a global scale: working on the issues of energy use and environmental change provides an opportunity to make a difference in the world.</p> <p>Microsoft’s primary goal is to empower citizens, governments, businesses and associations by providing access to data in new and easy to understand ways. Empowered with information and tools which can help citizens and companies make better sense of the impact and implications of their own behaviour, Microsoft believes that society will realize business, lifestyle or behavioural changes that enable a more sustainable planet.</p> <p>Microsoft uses its software to make programmes such as Research4Life and EOE widely available to the public. Eye On Earth, for instance, uses Microsoft’s Silverlight, Bing Maps, and SQL Azure’s data management and geospatial capabilities to analyse large amounts of data and convert it into information on adaptation. Microsoft sees these as demonstration projects of the power of communication technologies for their adoption by businesses and governments. With these projects Microsoft is also looking to build usage of data storage and processing to interact with citizens, or “cloud computing”, to ensure that information is accessible, transparent and measureable openly to everyone.</p>
<p>Click for further information on Research4Life Click for further information on OARE Click to access Eye on Earth Click for further information on Eye on Earth</p>	



Source: <http://www.eyeonearth.eu/>