



**PLANET ACTION**

Spot the impacts, engage in action

The Earth Observation  
and GIS communities  
fighting the climate crisis

WWW.PLANET-ACTION.ORG

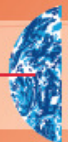
co-founder



ESRI

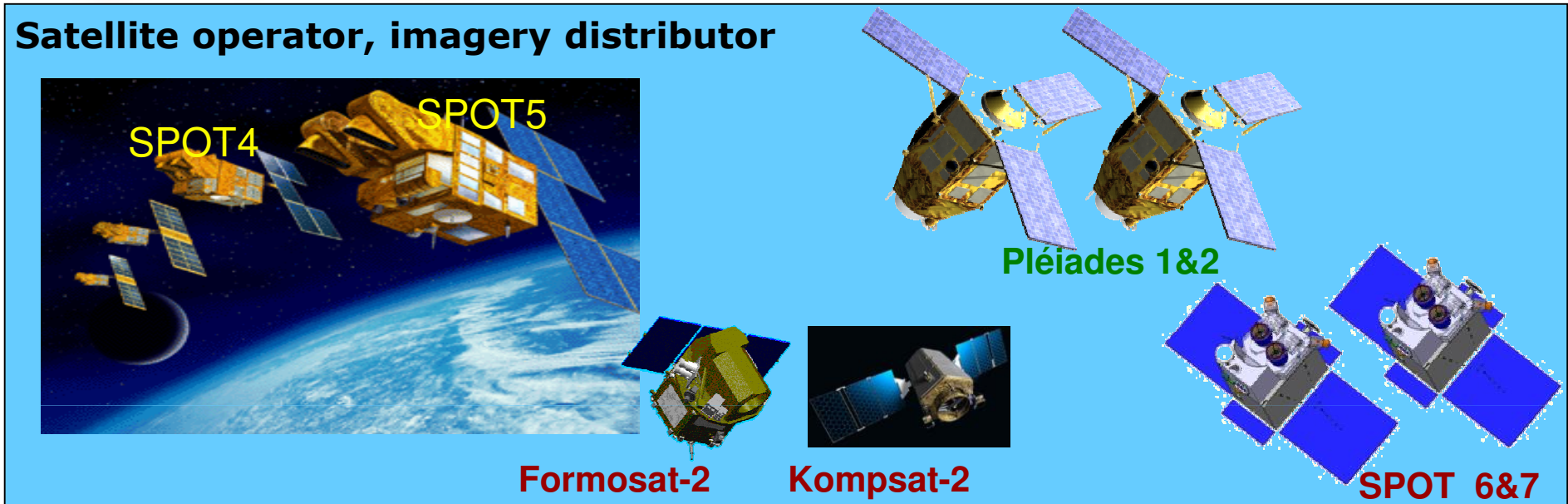
Planet Action is a non profit initiative launched by Spot Image,  
leading supplier of satellite imagery and geoinformation technologies.

SPOT  
IMAGE

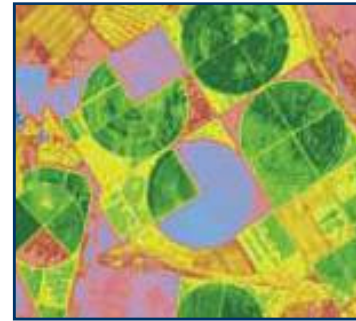


Louis-François Guerre, Planet Action Coordinator  
Copenhagen, December 2009

## Satellite operator, imagery distributor



**We deliver imagery products and value added services to clients worldwide.**



## The Earth Observation and GIS communities taking action against Climate Change

- The human impact and causes of climate change is no longer contested. It is urgent to act. The Earth observation and GIS industries can effectively help address climate change :
  - ⊙ Earth observation services and technologies, frequent revisit capacity
  - ⊙ Vast image archives (20 years/+20 million scenes), time series
  - ⊙ Extensive experience in analyzing and understanding Earth imagery
  - ⊙ GIS software and dynamic users' networks
  - ⊙ A worldwide network of partner operators and receiving stations
  
- Planet Action was launched by Spot Image in June 2007 :  
***"The nature of our business means that we can and must engage in this kind of corporate citizenship initiative."***



# **Earth observation satellites and GIS are key technologies to monitor environmental changes**

**Observation of causes and impacts of Climate Change, mitigation and adaptation plans, local actions for people, awareness and education**



## Rondonia, Brésil

➤ 1975 - primary forest almost untouched

➤ 1989 – "fish bones structures" indicating forest clear cuts for agriculture activities

➤ 2001 - Agriculture activities continue to progress, replacing the forest. Forest almost completely cut

## Planet Action : an ambitious initiative to combat the climate crisis

- Planet Action objectives
  - ⊙ **Support local projects engaged in action** related to **Climate Change** by **donating** Earth observation images, geographic information and technology to NGOs, associations, research centres...
  - ⊙ **Raise awareness** and educate the public about the Climate Crisis, the benefits of Earth observation imagery and GIS, and the role of local NGOs, scientists and educators in this combat
- Apply for a Planet Action grant through our website

[www.planet-action.org](http://www.planet-action.org)

## Who can benefit from Planet Action?

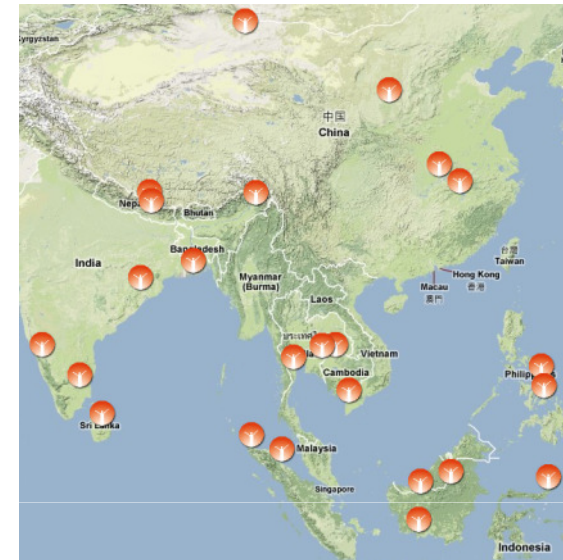
- **Non-governmental organizations, institutions, and research laboratories engaged in action addressing climate change causes, impacts and solutions can benefit from support from Planet Action**

### **Projects should comply to the following criteria**

- ⊙ **assess climate change related issues and propose a course of actions;**
- ⊙ **deal with at least one of the 5 Planet Action focus areas;**
- ⊙ **have a member who resides in the country where the project takes place (at least for the project duration);**
- ⊙ **be proposed by a non-profit organisation. Business organisations do not qualify for direct support;**
- ⊙ **confirm that the project has no commercial objective;**
- ⊙ **confirm that the project has no religious or ideological content or objective.**

- **Planet Action provides free satellite imagery, GIS software, image processing software for selected projects**

## Planet Action projects on all continents



- More than 200 projects currently benefiting from imagery, GIS software or image analysis expertise (~600 images)
- Objective 250 for end 2009



# An active network of Partners



**Contributing Partners**



**Outreach Partners**



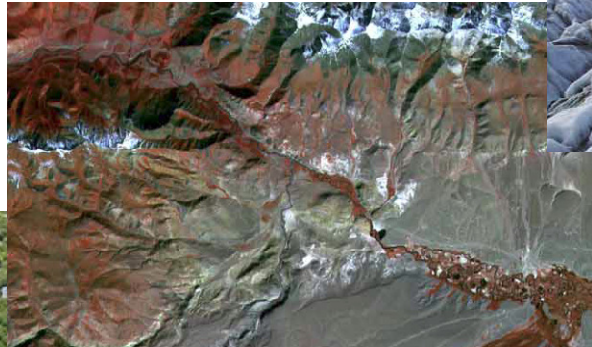
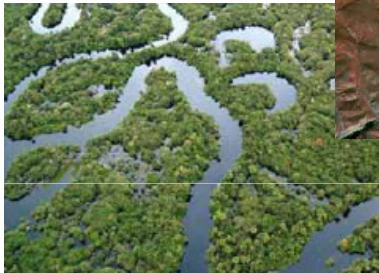
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**Project Partners**



**Stéphane Lévin**  
**Planet Action Ambassador**



## 2007

- 13 projects
- Donation >1 million km<sup>2</sup> of imagery
- Partnerships
  - ESRI
  - NSPO

## 2008

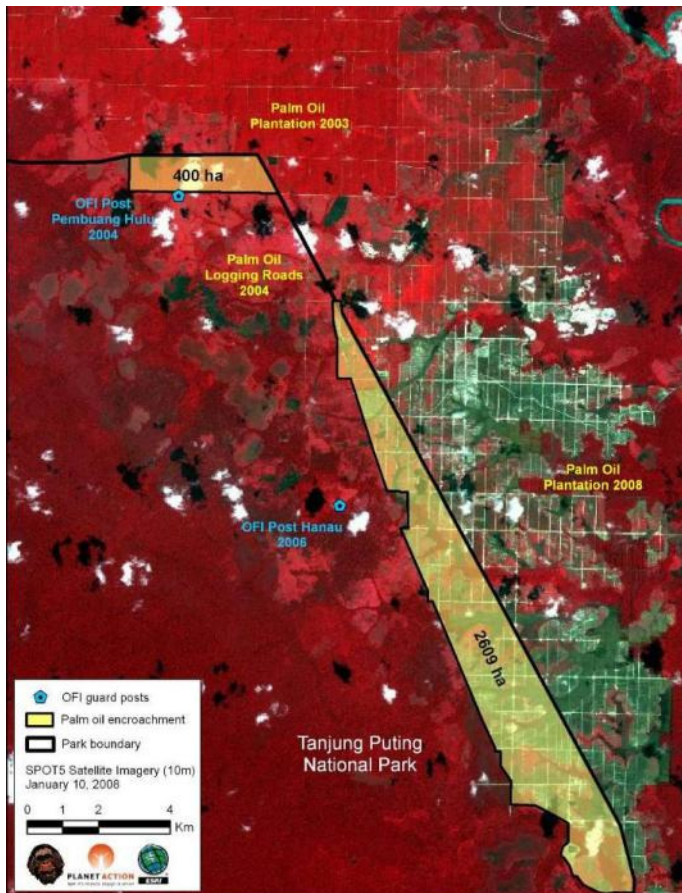
- 100 projects
- Donation >2 million km<sup>2</sup> of imagery
- Partnerships
  - UNESCO
  - Definiens
  - ITT
  - CRISP

## 2009

- Planet Action Endowment Fund
- Target 250 projects (150 new projects)
- Donation >3 million km<sup>2</sup> of imagery
- Outreach and awareness program
- Higher communication profile
- Launch of a new web site
- Partnerships
  - Infoterra/Astrium
  - CEODE
  - Digital Globe
  - ESA
  - Cité de l'Espace
  - ...



### Orangutan Foundation International



### Issue

Today, 50 000 orang-utans are being threatened by deforestation due to palm oil plantation development

### On-going work

Detection with a 2008 SPOT image on more than 3000 ha of the protected area converted into oil palm plantation





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[Home](#)

A Spot Image initiative

Are you active in fighting climate change?

SEARCH

OK

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[About Planet Action](#) | [Projects](#) | [Working together](#) | [Outreach](#)

[Submit your project!](#) >>

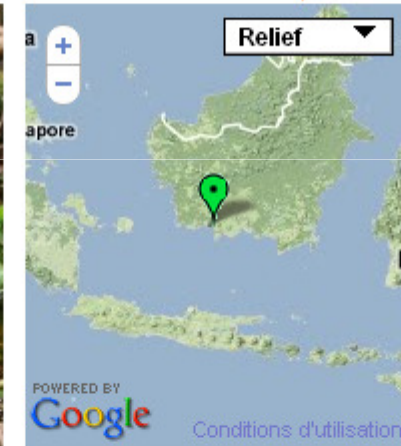
[Home](#) > [Projects](#) > [Search a project](#) > [Project Detail](#) >

Explore the map



**ORANGUTAN HABITAT IN DANGER**

Indonesia



**Project Leader**

Leslie Bolick

**Logo**



**Link About This Domain**

## In Depth Coverage

### Deforestation on Orangutan Habitat Quality and Peatland Carbon Cycling

OFI proposes to analyze the history of deforestation in order to assess local scale impacts on orangutan habitat at TPNP and broad scale impacts on global carbon cycling. The objective is to develop conservation actions for the most pressing

#### News & Publications

▶ **Project Identification**

▶ Planet Action Contributions

▶ Project Work & Results

▶ Project day to day

## **Biodiversity & Conservation** *Preserving the Environment of the Mekong Delta, Vietnam*



### **Issues:**

WWF is conducting research in the Mekong delta on the impact of climate change and human activities on the mangrove forest and its biodiversity. The results of this research will help the local community and authorities to devise an adaptation strategy.

### **Objectives:**

- ✓ Identify change in the mangrove forest and its impacts on biodiversity.
- ✓ Study coastal change and erosion.
- ✓ Raise awareness and devise long-term adaptation strategies to combat climate change.



# Oceans & Coastlines

## Coral Reef Bleaching, Guadeloupe

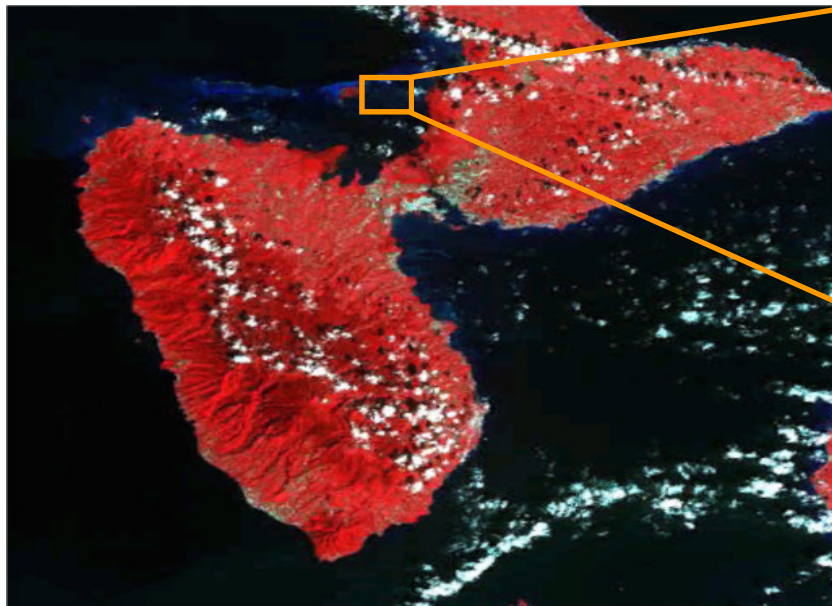


### Issue

Impact of Global warming on Coral health and all this specific ecosystem

### On-going work

Detect and map Coral Reef condition and bleaching phenomenon



Exemple de barrière de corail (Quickbird)



### **Issues**

Understanding climate change impacts on biodiversity and livelihood is essential to design a conservation strategic plan for the region.

### **On-going work**

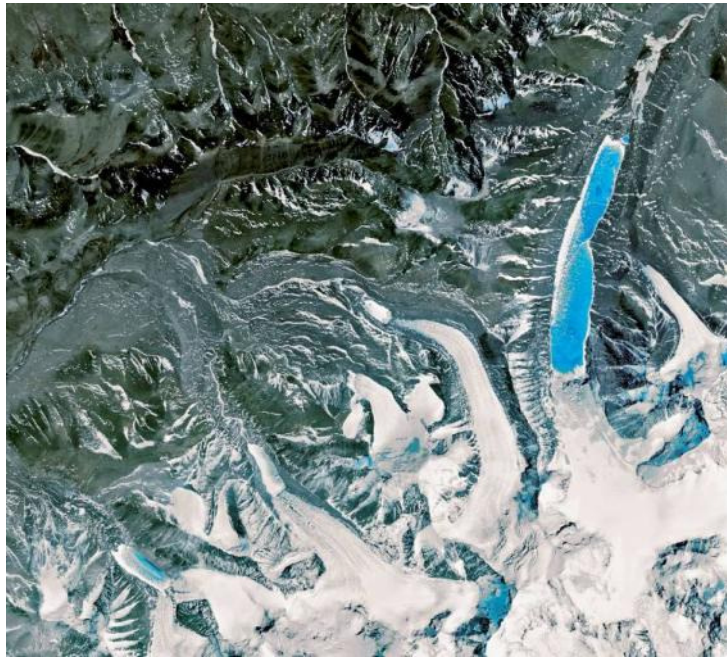
- Assess, monitor and predict the impacts of climate change.
- Design an adaptation strategy to ensure social and ecological security.



**WINROCK**  
INTERNATIONAL  
INDIA

## Human Issues

### *GLOF Risk Assessment, Nepal*



### **Issues**

Glaciers are retreating rapidly due to Climate Change and causing glacial lakes susceptible to outburst floods with the potential to cause widespread destruction in India, China and Nepal.

### **Objectives**

- Monitor the development of glacial lakes.
- Assess the risk of potential glacial lake outburst flood in the river basin.

### **Results**

- GLOF modeling and inundation mapping.
- GLOF impact assessment for risk management.
- Production of visibility materials and dissemination.



## Planet Action : Outreach/Raising awareness

- Many Projects using PA imagery include an education/outreach dimension
- Each Project benefitting from PA support **tells a story**
- These stories can be told on any level and to any public
- Outreach partners
  - ⊙ National Geographic
  - ⊙ Institute for Global Environmental Strategies
  - ⊙ Mike Horn/Pangaea Expedition
  - ⊙ Cité de l'espace
  - ⊙ Stéphane Lévin
- And potential ones...
  - ⊙ Forest Editions
  - ⊙ Google

### No lack of ideas!

- ⊙ Teacher training
- ⊙ Sister Schools
- ⊙ Planet Action for Kids
- ⊙ Conferences/Special Events

## Awareness action with Stéphane Lévin Planet Action ambassador

- Planet Action and Stéphane Lévin have met the Green Belt Movement in Kenya
- Video produced to develop awareness on this remarkable action on the ground





## Planet Action: next steps



- Planet Action will become an Endowment Fund. This legal nonprofit structure will:
  - ⊙ Continue to develop Planet Action, reinforce links with NGOs to better meet the needs of users on the ground.
  - ⊙ Secure new partners, in particular the private sector, increase the contribution of our community to fight Climate Change, broaden the technology base offered to NGOs.
  - ⊙ Develop the outreach and awareness programs; tell the stories of projects working locally on the causes, impacts and solutions related to the Climate Crisis.
- ⊙ Spot Image welcomes partners wishing to take action against Climate Change to join the Endowment Fund.

**Are you Planet Active?**  
**[www.planet-action.org](http://www.planet-action.org)**