



# Setting the scene

Richard Hall | Equinor

**EO for Carbon Markets Forum 2023 | 03 - 05 October 2023 | ESA-ESRIN, Frascati - Italy**

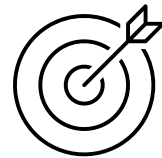
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**Bring together experts** in the field to share their experiences and knowledge, discuss current challenges and opportunities, and identify best practices and innovative solutions related to the use of Earth Observation data in support to carbon markets.'



**Foster collaboration** and networking among participants from different sectors, including academia, industry, finance, NGOs and governments, to promote knowledge exchange and support the development of effective and sustainable carbon markets.



Explore the role of Earth Observation data in carbon markets and how it can **improve transparency and credibility of carbon projects**



A known situation is a safe situation

Allows us to be pro-active rather than reactive

If we know and understand the situation

We make confident decisions to optimize operations

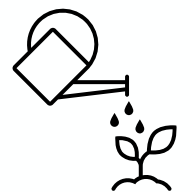
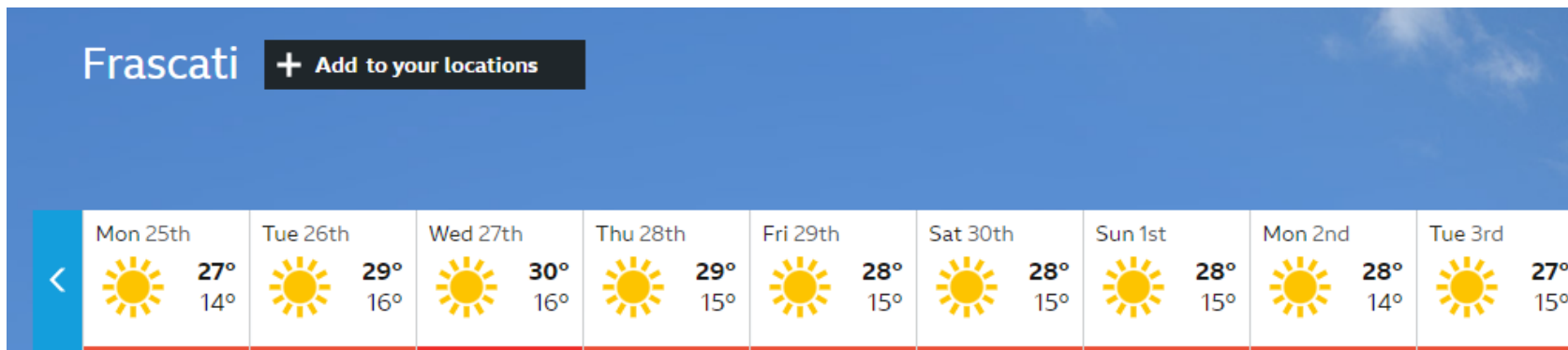
Confident, safe and efficient operations

Increase

reputation

investor confidence

Decision makers should focus  
on the accuracy and quality of the information,  
  
and not the source of the data

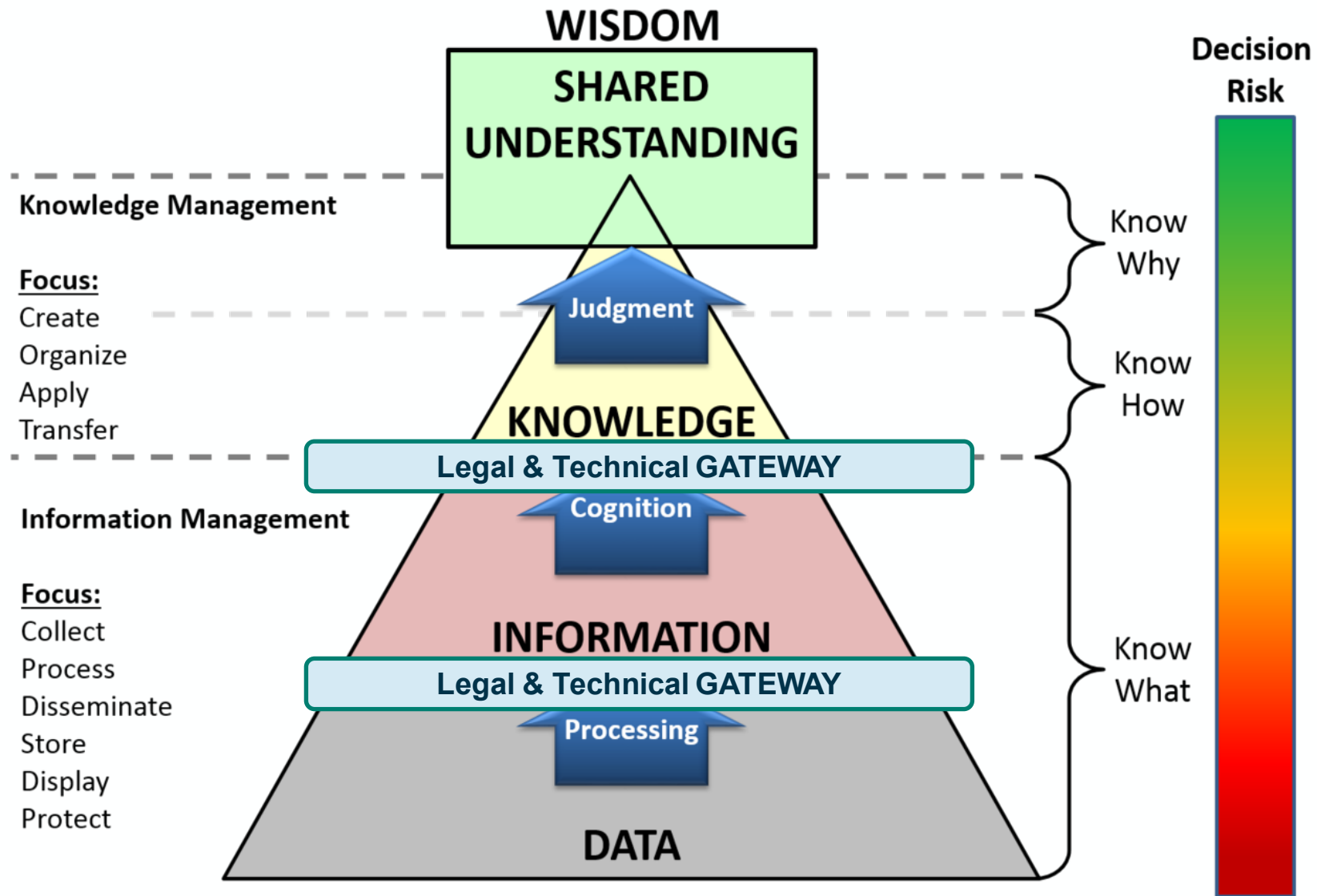


The Role of the Surveyor is to collect observations (data) to record, understand and explain why

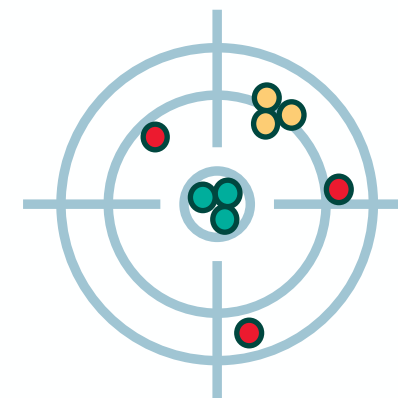
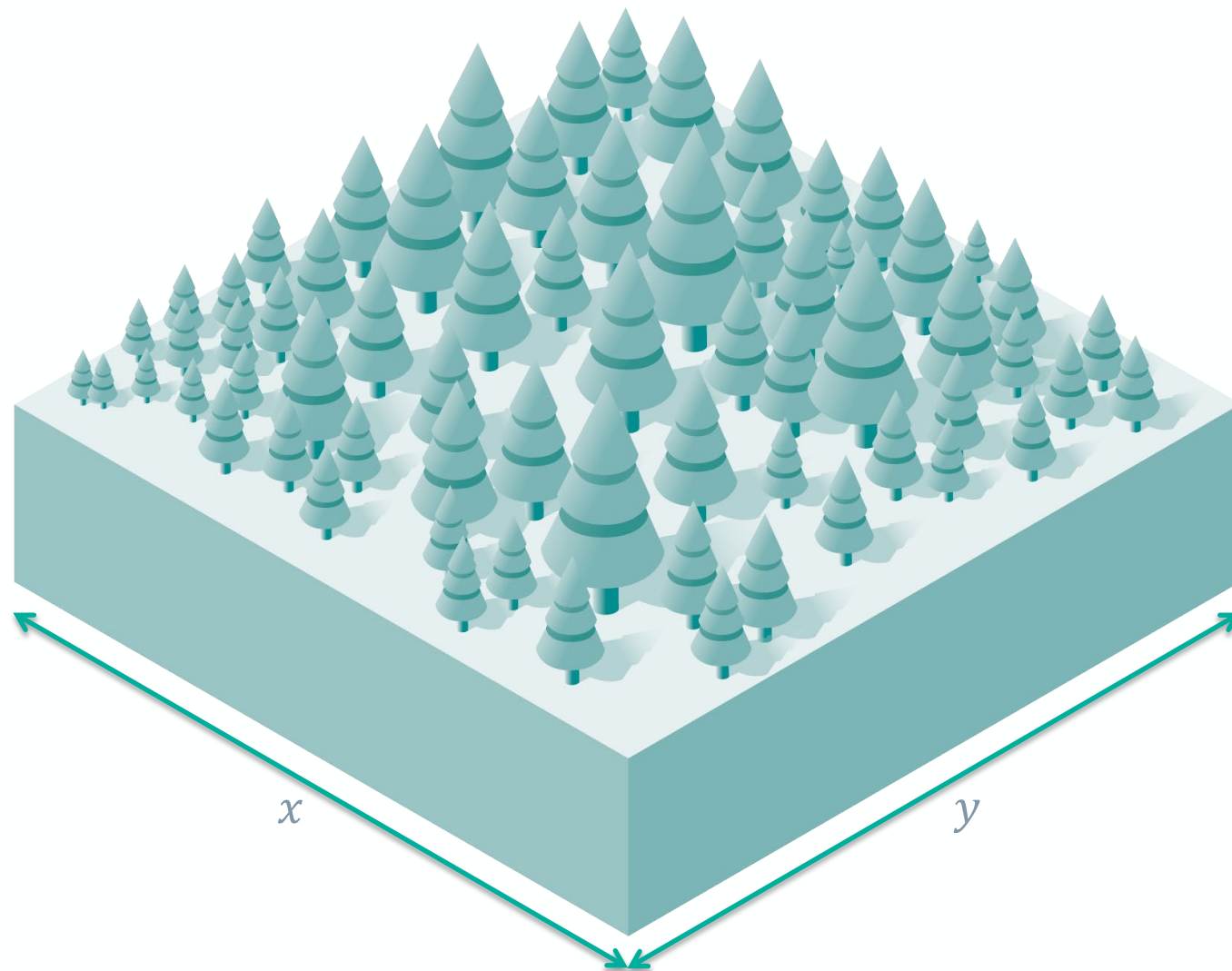
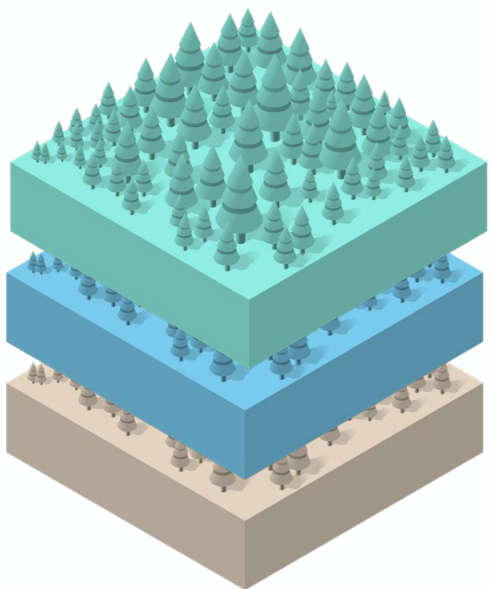
**“what is where”**

So that the User can take the information and make good decisions

# Knowledge Management Cognitive Pyramid



# What are we measuring?



# We have to have the same view?



Farmer



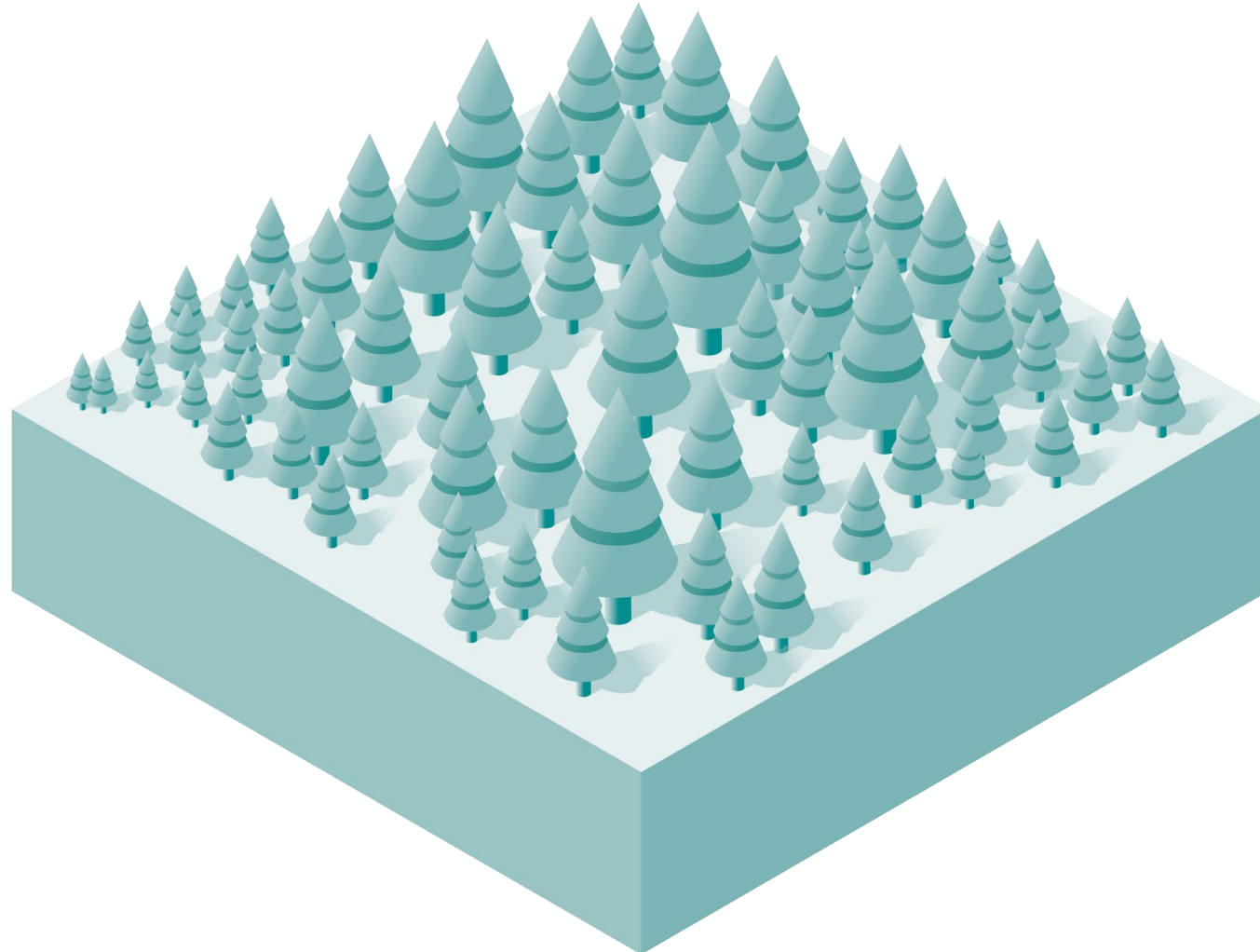
Government



Operator



NGO



Investor



Regulator



Academic



Auditor



Who is your User?

What do they want to know?

What do they really want to know?

What do they need to make good, safe decisions?