

Objective 2: DDE Web is content-rich and DDE has developed other on-line and print information dissemination and communication channels in cooperation with its members and partners for promoting the significance of data driven discovery in geosciences.

Implementation	outcomes	Deliverables		
		Year 1	Years 2-3	Years 4-5
<p>(i) DDE communications, whether disseminated through web, scientific papers and reviews, policy briefs and non-specialized journalism outlets, members’ websites etc., need to be targeted at a diversity of audiences and cater to their interests, curiosity and readiness to learn about data-driven discovery in sciences in general, and the geosciences, in particular.</p> <p>(ii) DDE Secretariat and GC, EC and SC must develop an overall, global vision of the diversity of target audiences the Program wishes to cater to.</p> <p>(iii) Communications and networking to build and enhance DDE profile and reputation could also be</p>	<p>DDE Website is a sophisticated platform catering to a diversity of audiences ranging from specialized scientific communities, policy professionals interested in sustainable development at local, national, regional and global scales, special interest groups in applications of geological knowledge (e.g., geological heritage management, geo-tourism), journalists and other day-to-day information providers on new trends in scientific and technological development etc.;</p> <p>DDE website hosts a series of webinars, dialogues and discussions bringing together geo and data scientists and other interest groups representing journalists, policy and</p>	<p>(i) A thorough review of the DDE website and an updated design and plan catering to a clearly defined set of target audiences who can benefit from data driven discovery in the geosciences;</p> <p>(ii) initiation of dialogue and communications with current members, potential new members, partners who share interests in data driven discovery for addressing land, water, ocean,</p>	<p>(i) An updated, content-rich DDE website linked to a minimum of 10 other websites of current and new members and partners;</p> <p>(ii) Evidence for growing interest and frequency of visits to the DDE website gathered and made available to EC, GC, SC and StC and FMs and WTGs on a bi-monthly basis;</p> <p>(iii) With the help of IUGS and other potential partners DDE</p>	<p>(i) Continued monitoring of web-site performance as described in item (ii) for years 2-3;</p> <p>(ii) DDE collaborates with Members and partners who have been linked to UN Decade on Sustainable Energy for All which will conclude in 2024 to issue special publications to demonstrate the importance of deep-time data in enabling energy</p>

<p>pursued via the DDE Ambassador and other GC, EC, SC, StC, Secretariat and member representatives attending international conferences and seminars on themes linked to geo and data sciences as well as others sponsored by the UN and other global organizations of interest to DDE.</p> <p>(iv) Data driven analyses is often used for novel means of displaying and presenting data; illustrating and demonstrating data driven “discovery”, i.e., previously undetected trends, patterns and insights, or the generation of new knowledge will require careful choice of the questions/problems for study. Furthermore, clearly describing the “new” and “innovative” insights, trends and patterns and knowledge that data driven discovery had revealed would also require careful illustrations</p>	<p>development, business and entrepreneurial groups from energy, minerals, water, soils and other natural resources management sectors, managers and administrators of geoparks and geo-heritage sites, civil society organizations etc.</p> <p>DDE representatives attend and contribute to face-to-face as well as on-line conferences, seminars and workshops on themes and issues linked to data driven discovery in geosciences to highlight contributions of DDE and to advocate and promote DDE membership and partnerships.</p> <p>DDE websites and Member websites link to each other promoting and sharing information, data, insights and knowledge derived from data-driven discovery initiatives</p>	<p>energy related problems and issues to create website linkages and data sharing arrangements;</p> <p>(iii) attendance and participation in international, regional and national events to promote DDE; and</p> <p>(iv) concept note, announcements and planning for convening a data-driven discovery in geosciences symposium, or expert dialogue, preferably linked to some global, international event addressing geo and/or data sciences issues and problems.</p>	<p>has established strong links with organizations like UNESCO, which coordinates the International Geosciences and Geoparks Program (IGGP) and similar ones on oceans, land, water, geological heritage etc., to establish mutually beneficial web-linkages and plan and implement joint initiatives; and</p> <p>(iv) Outcome of DDE sessions and special events organized as part of international, regional and national conferences and symposia</p>	<p>transitions to combat climate change;</p> <p>(iii) DDE data driven discovery findings, data bases and approaches are used to design and launch 5 visitor and public education campaigns on “deep-time data and knowledge for society and development”, including in a selected number of well visited geoparks and geological heritage sites, both in China and elsewhere;</p> <p>(iv) At least 5 popular science articles in reputed Journals (e.g., National Geographic,</p>
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and "science-journalistic" writing.			disseminated through web, print and other media outlets.	GEO, National Geographic Traveler, Scientific American, New Scientist etc.) sponsored by DDE Members and partners.
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