

With satellite imagery and geospatial data readily available around the world, there is great potential to apply this information to address local problems related to agriculture, natural resource management, disasters, and more. The issue is not the availability of the data, but how to increase access, innovation, and use of Earth observations to address development challenges. SERVIR helps developing countries use satellite data to address these critical challenges while improving capacity and ensuring the sustainability of data-informed solutions. A partnership of NASA and USAID, SERVIR includes a global network of leading technical organizations around the world that design and deliver co-developed solutions for decision-makers.

SERVICE APPROACH



SERVIR uses a service approach to **bring diverse stakeholders together to identify local development problems and co-design solutions** that use satellite data, Earth sciences, and geospatial technologies to generate positive development outcomes. The resulting solutions are tailored, need-based, decision-support products, tools, data sets, training resources, and capacity building activities. SERVIR calls these solutions “services” because they are more than a standalone geospatial product. In most cases, SERVIR expects the solution to be available and evolve as a long-term “service” offered by SERVIR hubs and/or national partners.

SERVICE PLANNING TOOLKIT

The service approach is documented in the **SERVIR service planning toolkit**, a practical guide for designing geospatial information services oriented around users’ needs to achieve meaningful development impact.

The toolkit contains four tools:



CONSULTATION & NEEDS ASSESSMENT

Tools for engaging stakeholders to identify and prioritize development challenges. These steps establish a dialogue between stakeholders and satellite and geospatial data experts to explore potential solutions based on identified challenges.



STAKEHOLDER MAPPING

An approach to help SERVIR and partners refine their understanding of existing and potential stakeholders and their roles in using, enabling, benefitting from or sustaining a service. Stakeholder mapping reduces redundancies and supports strategic partnership building.



SERVICE DESIGN

Guidance and templates for collaborating with implementing partners on the design of a service and the development of the products, tools, data sets, capacity building, and outreach necessary for success. This process documents the context and niche for a service and ensures a common understanding among partners.



MONITORING, EVALUATION, & LEARNING

Guidance and templates to help SERVIR and partners effectively identify measures of success, monitor progress, learn from experience, and measure impact.

The toolkit contains practical guidance on how to engage users at each phase, how to develop a theory of change, sample agendas and activities for consultations, and guidance for visualizing and reporting information.

IMPACT

The Service Approach helps SERVIR **deliver more sustainable services**.



SERVIR-West Africa’s application of stakeholder mapping is helping the team form strategic partnerships that build on ongoing work in the region.



SERVIR-Hindu Kush Himalaya is conducting more inclusive stakeholder engagement – going beyond government to consider other partners and users to support sustainability.



For both **SERVIR-Mekong** and **SERVIR-Eastern & Southern Africa**, the service approach helps articulate a vision for designing and delivering services in a way that builds allies and demonstrates broader impact.

Discover the [service planning toolkit](#) and explore its [applications](#).