

Informing. Interpreting. Empowering. EEA Strategy 2009–2013





EEA Strategy 2009–2013

This strategy outlines our plans for the next five years. It is shaped around today's and tomorrow's information needs with an emphasis on a much wider use of the environmental information being collected. We are streamlining our activities, creating new ways of working, and developing new methods to bring environmental thinking into the mainstream of economic and social policy-making.





Our vision

To become recognised as the world's leading body for the provision of timely, relevant and accessible European environmental data, information, knowledge and assessments.





New ways of interpreting environmental information

Much of nature is a public good and owned by all, but it is not cared for by all. To help us value nature's benefits within our daily lives we will need to find ways to pay the right price for its protection and conservation.

At the EEA, we will be building the equivalent of official statistics for ecological services and environmental assets; to set alongside the traditional assets of our economy.

On the way we will confirm the methodological basis for an international agreement on the environmental accounting, and produce an assessment of Europe's ecosystems and services — Eureka 2012. In the future we will be able to demonstrate how companies and governments can embed ecosystem services to restructure the global economy.





New ways of using environmental information

People need up-to-date information on their environment. For example, the number of people affected by exposure to high levels of ozone and particulate matter is growing as urban areas expand. Access to near-real-time ozone data is now possible via the EEA's Ozone web, and is being introduced to doctors and hospitals to provide an alerting system for vulnerable individuals.

At the EEA, we will provide online air-quality data, using ground monitoring stations and earth observations from the GMES programme, so that partners in the health field can understand more about the prevalent environment-related respiratory diseases.





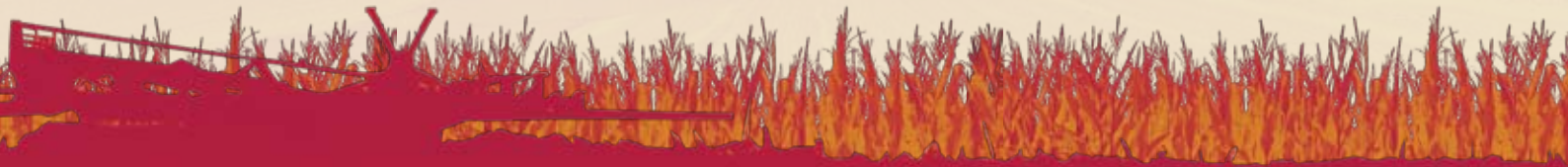
New ways of identifying emerging environmental problems

Anticipating the types of information that policy-makers, industry and citizens will need to make decisions in the future is extremely important. Through our newly formatted publication Signals, we will be bringing to the attention of our readers those issues that we consider likely to weigh heavily on the agenda for the coming year.

Typical examples where the EEA worked in advance of public demand are agrofuels, energy subsidies, the valuation of ecosystem services and electro magnetic radiation.

Our work is based on the precautionary principle, evaluation of the burden of evidence, decision-making under varying degrees of uncertainty and the use of decision support models and scenarios.

Over the next five years we will create a simple calculus to allow us to anticipate the potential environmental impacts arising from today's and tomorrow's social and economic drivers.





New ways of working

As more and more people become convinced about the importance of the environment in their lives, the demand for reliable local information has grown explosively. Providing information through the EEA's networks has been a unique and positive experience. Using up-to-date technologies and software, we have been able to capitalise on the scientific advances in monitoring and observation.

Today, there is the realisation that citizen observers, especially those who live in remote regions, or are close to the environment through their lives or professions have much to tell. Working in regions such as the Arctic, it is often the indigenous peoples who detect changes more quickly than any well-designed sampling programme. Combining these sources of evidence within the formal world of assessment and analysis will become very important.

The EEA has been extending and building its networks and sources for observing and knowledge gathering through its citizen observatory. Over the next five years, we will be extending the number of applications, through the Shared Environmental Information System, to provide a broad range of global to local environmental monitoring services.



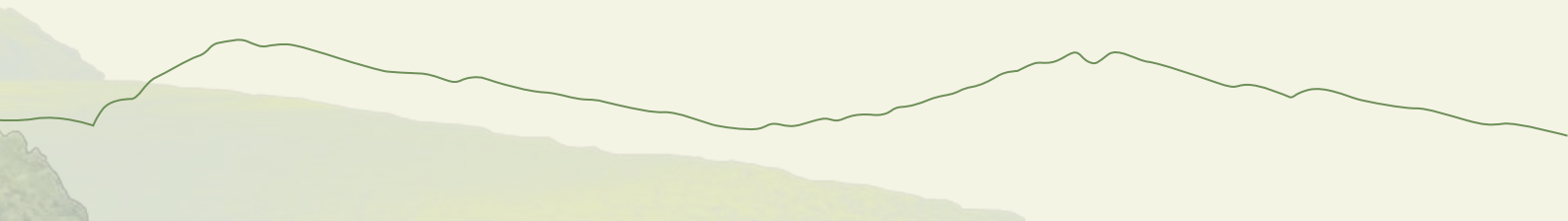


Our goal

Our goal is to provide European decision-makers and citizens with access to timely and relevant information and knowledge to provide a sound basis for environmental policies, to help answer their questions about the environment in their daily lives and to ensure that environmental thinking and education is brought into the mainstream of decision-making.

We aim to achieve this over the next five years by:

- continuing to support implementation of Europe's environmental legislation through analyses and assessments of Europe's environment;
- ensuring continuous access to high-quality environmental data, information and services;
- producing integrated environmental assessments and forward studies for Europe increasingly in the global context;
- addressing critical environmental priorities as they arise on the policy agenda;
- improving communications and dissemination to decision-makers and citizens via multimedia, user-friendly, multilingual information.



Our strategic objectives

Our new strategy is built on three main activities:

- continuing to support the information needs set down in EU and international environmental legislation and especially its 6th Environment Action Programme;
- providing more timely assessments on how and why the environment is changing and whether environmental policies, including the 6th Environmental Action Programme, the EU

Sustainable Development Strategy and those in related areas have been effective;

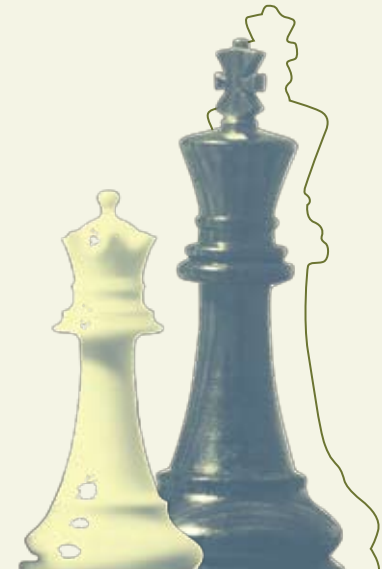
- improving the coordination and dissemination of environmental data and knowledge across Europe.

Our strategic objectives are to:

- play a key role in the development and implementation of European environmental policies and related areas, especially the European Commission's Environment Action Programme;
- monitor the efficacy of environmental policies of the EU and EEA member, candidate and potential candidate countries;



- support the monitoring of the EU Sustainable Development Strategy (through facilitation of Sustainable Development Indicators) focusing on core environment-related issues;
- undertake integrated environmental assessments and analyses of the 6th Environment Action Programme, the EU Sustainable Development Strategy, environmental themes, future studies and early warnings linked to changes in societal and economic structures;
- provide access to more frequently updated information and, where possible, near-real-time data to improve the timeliness of environmental information through the Shared Environmental Information System and the Environmental Data Centres;
- anticipate new ideas and thinking, especially about ecosystem services, resource use, technologies and behavioural changes;
- develop new web-based services for environmental educational needs;
- help ensure, through effective communications and information services, the integration of environmental thinking into the mainstream of decision-making and the daily lives of European citizens.







The European Environment Agency (EEA) is an agency of the European Union. Our task is to provide sound, independent information on the environment. We are a major information source for those involved in developing, adopting, implementing and evaluating environmental policy, and also for the general public. Currently, the EEA has 32 member countries.

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