

# Ground-truthing & the SDGs

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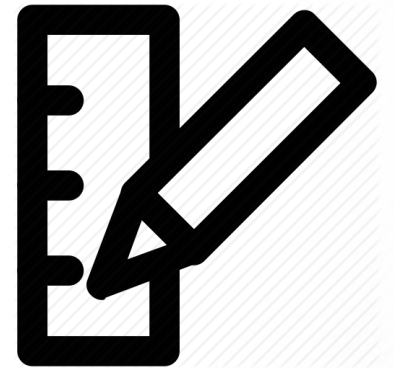
Geneva Internet Platform



# Introduction

Ground-truthing:

- Gathering data from direct observation
- Verifying and checking the accuracy of measurements
- In the context of the SDGs: check and verify progress based on the SDG indicators



# The potential of ground-truthing

- Improve the availability and quality of data
- Include and empower marginalised communities
- Ensure transparency and consistency
- Open and reusable data



# Obstacles to overcome

- (Human) resources and training
- Misinterpretation and bias
- Political interests and interference
- Data protection vs credibility



→ How to ensure quality, consistency and compatibility?

→ How to avoid ending up in a ground-truthing feedback loop?

# Possible solutions



- Focus on clear (tier I) indicators
- Identify existing tools and mechanisms
- Start from clear definitions and methodologies
- Ensure the neutrality of researchers
- Gather and present data in a user-friendly, usable, and intuitive way

# Thank you for your attention!

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