

Webinar Protocol

- Microphones muted please
- Webinar will be recorded
- Uploaded to web page (for members)
- Questions through Sli.do
- Warm-up Poll

log on and join in!

eurogeographics

Join at
slido.com
#GA2020-WS1



The background of the slide is an aerial photograph of a residential area. A semi-transparent grey rectangle is overlaid on the left side, containing the title text. On the right side, a portion of the map is highlighted with a blue and yellow triangular mesh overlay.

2020-2023 Strategy

A summary

Mick Cory
Secretary General & Executive Director
EuroGeographics

Disruptive Change

Disruptive change to our operating environment

- Global competitive environment
- Evolving regulatory environment
- Technological developments continue
- Changes in the Association's Finances
- Changing business model required
- Continued disruption to be expected.

Required a review and refocus of our strategy



Strategy development

The draft strategy has been prepared by Head Office under the guidance of the Management Board for approval by the General Assembly. It:

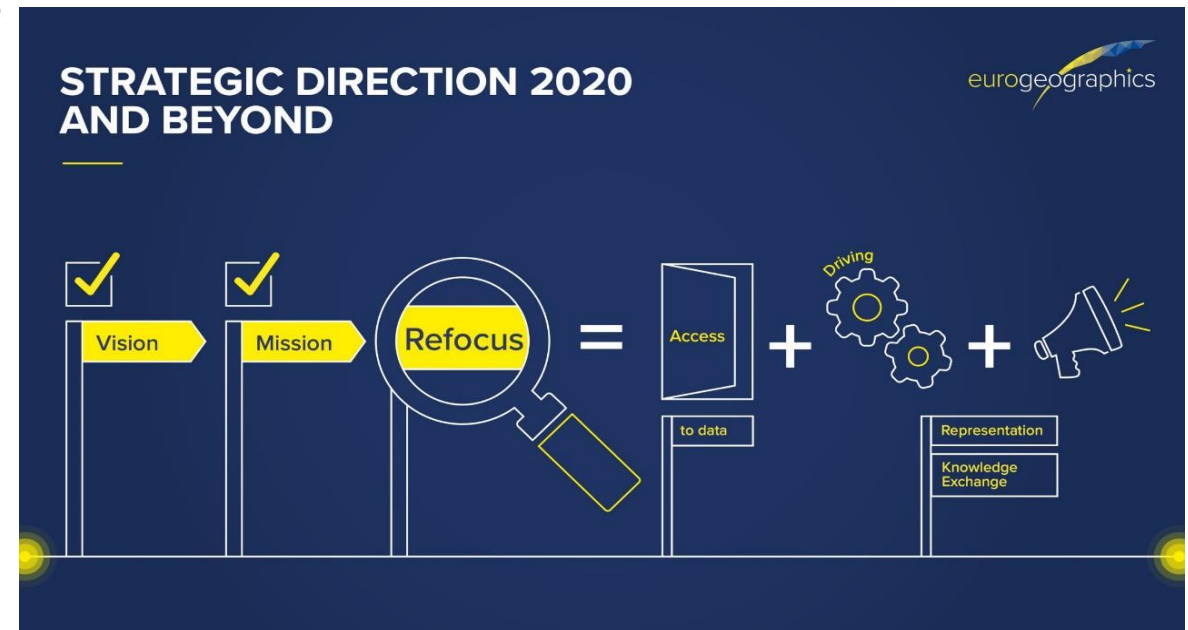
- Combines the strategic papers prepared for the General Assembly 2019;
- Takes account of the discussions held by members at the General Assembly and the mandate received (next slide);
- Incorporates extensive Management Board discussions and contributions throughout 2020
- Updates the strategic position with regard the data access and sustainability discussions and Open Maps for Europe project, developed through 2020

It is required to frame our operational activity and budget for 2021

And to provide some continuity during a period of disruptive change

General Assembly 2019 mandates the Management Board to:

- Work towards a sustainable budget, to maintain a viable organisation, taking the necessary steps to achieve this
- Evolve our current product-oriented approach by making current pan-European datasets accessible and open, and where funding is available other fundamental data themes, integrating these data into sustainable European and international infrastructure for the public good.
- Work in partnership to achieve what we believe is in the public interest, that is the widespread use of our members authoritative geospatial data and infrastructure across the European and international system
- Develop a draft strategy and budget implications to be presented at next year's General Assembly (in line with end of the current strategy 2017-2020)

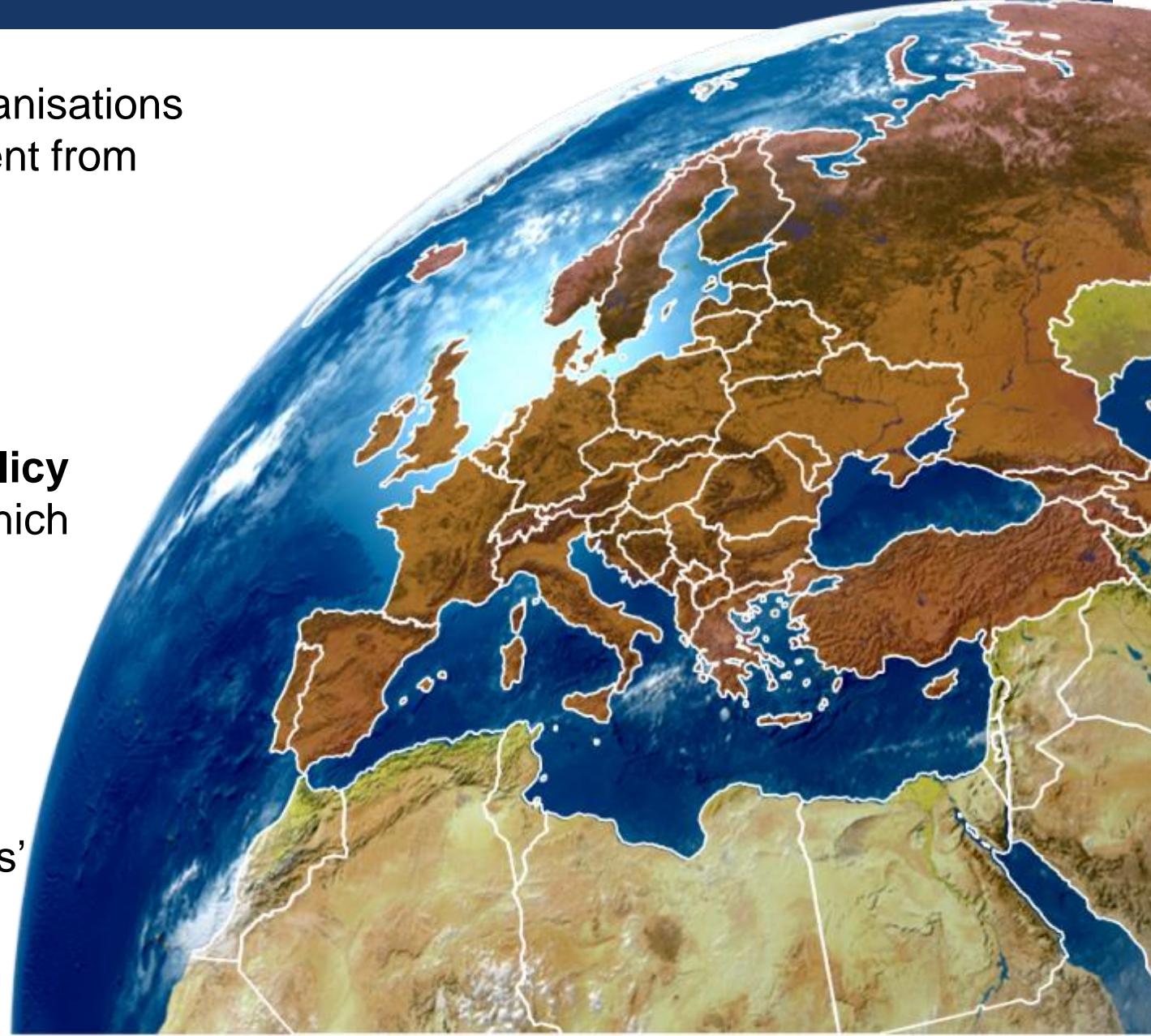


A society empowered by our members authoritative geospatial data and services



A unique network of public sector peer organisations active in geospatial information management from across Europe.

- **Connect Members – Stakeholders**
We enable the sharing of experience, best practice and lessons learned.
- **Connect members to International Policy**
We provide a collaborative network in which our individual views are amplified as a collective voice into the international environment
- **Connect users to our members' data**
We improve understanding of the importance and potential of our members' authoritative data and their role.



A Society empowered by our members' authoritative geospatial data and services

We support the public good by:

Delivering Value
to our
Members

Connecting members to their peers and
partners to exchange knowledge

**Strategic Activity 1:
KNOWLEDGE EXCHANGE**

Connecting users to members' data

**Strategic Activity 3:
DATA ACCESS & INTEGRATION**

Connecting members to International
policy makers

**Strategic Activity 2:
REPRESENTATION**

Finance
Strategy

Knowledge Exchange and Representation activity
Funded through Membership Subscriptions

Licence & contractual income
Grant Income
Move to Open - Sustainability

People
Team: EGHO & Members

Information & Communication
Measuring Success, Communications Strategy,
Website, Social Media

Culture & Values
Collaborative, Voluntary

Knowledge Exchange - Strategic Aim

- Encourage the exchange of knowledge between our members and their stakeholders,
- Develop an extended programme of knowledge exchange and capacity building activity aligned with the representation activity and event strategy,
- Identify external funding programmes that support our capability and role in knowledge exchange for our members.

Key operational aspects 2021:

- **General Assembly** moves to one per year, every Spring.
- More online events envisaged, fewer physical meetings necessary
- Joint events with strategic partners (PCC and EuroSDR)

Knowledge Exchange Networks:

- Four vibrant and proactive networks – succeed due to leadership by members, support by EGHO:
 - QKEN – two plenaries and a biennial quality conference
 - CLRKen, work in partnership with PCC to deliver CLR PCC event (2 per year)
 - INSPIRE KEN – will be reviewed in 2021
 - POLKEN – importance of support from members
- Funding and sponsorship opportunities to be explored



Representation - Strategic Aim

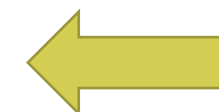
- Our aim is to represent our members' collective interest and to amplify their voice.
- Work in partnership with the European and international systems and with others to achieve what we believe is in the public interest, - the widespread use of our members' authoritative geospatial data and infrastructure.
- Global and European perspective
- Informing and engaging with members and stakeholders
- Coordination role of POLKEN

Key European operational focus 2021

- A focus on engagement to address sustainability, and improve accessibility to members data
- **Sustainability:** Alert to opportunities to build on our strategy to improve accessibility to members data with EU funding – CEF 2020, and Digital Europe Programme funding.
- **Accessibility:** A sense that difficult accessibility and availability to data hampers EGHO European representation activity. Data delivery focus (see data access strategy)
 - Eurostat Contract - DG Eurostat (GISCO coordinates EC data requirements) – very important (EBM contract concludes 2023; discussions on what next?)
 - DG Connect – deliver Open Maps for Europe; discussions on sustainable funding beyond 2023?
- European Environment Agency (currently with operational responsibility for Copernicus ground segment services) – in situ data plays a key role, but EEA not consistent i.e. Euro DEMs and CLC+. Focus on Copernicus in situ requirements - EMS licensing and engagement
- Continued focus on improving member engagement with their national representatives in the European Union (through POLKEN).

Key UN-GGIM operational aspects 2021:

- Support for UN-GGIM: Europe Secretariat
 - Service Level Agreement (SLA) between EG and Netherlands expires end of 2020
 - Positive evaluation by Netherlands / UN-GGIM Executive Committee of Secretariat (and Carol in particular)
 - MB confirmed we will renew the SLA, and continue to support the secretariat (note budget cost approx. € 50k per annum)
- Continued Representation role exercised through:
 - Observer at UN-GGIM Committee of Experts
 - Observer at UN-GGIM Europe Executive Committee



Data Access & Integration – Strategic Aim

- To help our members' data and EuroGeographics' pan-European datasets to be used within the European and International systems by:
 - Building on our current data offering, moving the primary focus from revenue generating, to promoting the use of our member's data;
 - Supporting the Directive on open data and re-use of public sector information, removing the commercial aspects of our current data offering;
 - Demonstrating, signposting and promoting members' national data as well as our pan-European datasets;
 - Working with stakeholders to meet their needs, through the representation activity, where we would like to work with and not against policy objectives.

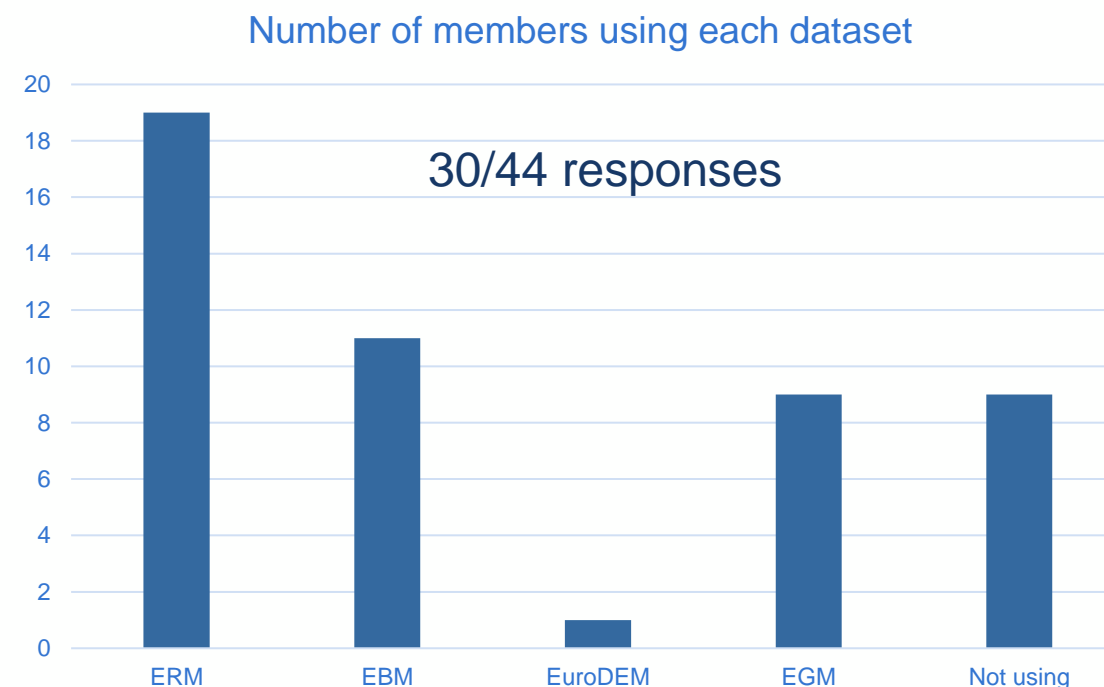
Key issue - Sustainability

- Must distinguish between our pan-European topographic datasets and high value geospatial information
- Current pan-European topographic datasets are at end of their lifecycle as they are currently configured, they are not generating sufficient income to cover costs.
- The Open Maps for Europe (funded by CEF) evolves and improves access to our data:
 - It demonstrates our changed approach to EU policy objectives
 - It supports DG Connect policy objectives and is consistent with our Data Access and Integration Strategy.
 - And improves the accessibility and delivery of pan-European data.
 - Once open, will need a sustainable funding solution to support them.

There is a requirement to fundamentally reassess whether and how such data should be maintained in the future – affordability is a critical issue.

Members use of EG pan European datasets

- Mapping on national geoportals including specific themes from ERM
- Modelling and implementation of data of NSDI datasets
- To create small scale maps and update databases to include neighbours data
- To update national datasets (1:1M, 1:250K)
- To cross check national 1:25K datasets
- To check on settlement names, national and international route numbers of the roads from surrounding neighbours
- To check for changes on the administrative border and to edgematch along borders
- For reference purposes
- 12/20 members have utilised the specifications either in the past or are currently doing so



Sustainability (2)

European Boundary Map is different: it is a valuable product that Eurostat is still willing to pay for.

- We will continue to engage with Eurostat to work out if they are going to continue to ask us for this data, and discuss how this can be sustainably funded
- Or: do they want to do it themselves in the future and therefore what can we do to help them.

We must also put our effort into improving the accessibility of services from members:

- How to provide access to our members high value data ?
- Support them in developing interfaces and APIs
- Put more effort into developing case studies and demonstrations of HVD

Options to be explored on Sustainability

- Open Maps for Europe project.
- Discuss with key stakeholders:
 - All members;
 - Key members in dataset integration work (Germany France Netherlands, regional coordinators);
 - The Commission (Eurostat, DG Connect, EEA), and others?
 - To explain the situation, and explore the options for the way forward, and their willingness to help:
 - Investigate removal of production costs by our members?
 - Explore how to cover current costs with European Commission;
 - Advise DG Connect of willingness to open more data (EBM), if central costs are covered.

Some careful analysis required.

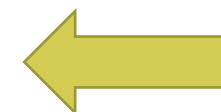
Operational focus 2021

Delivery of year 2 activity for Open Maps for Europe

Finalise options and explore sustainability actions

Improving Access to Members Data:

- Establish a working group of members to develop a viable approach for improved interoperability and access to geospatial data from NMCAs at pan-European level (to meet EC requirements).
- Invite Eurostat / GISCO and EEA Copernicus to participate (together or separately).
- Through this group work with our members to directly facilitate access to their high value datasets to meet user requirements – building operational examples and case studies to demonstrate our members capabilities.
- If we focus on Open data, then seek European funds under CEF and / or the expected Digital Europe Programme.



Financial Strategy

- A simple financial model:
 - costs of our core membership activities are covered by membership fees,
 - costs of creating pan-European data covered by sales and contract income.
 - project work receives some European Union funding.
- Reliance on members pay their subscriptions in a timely way.
- We will have to:
 - proactively manage the payment of membership subscriptions, and
 - ensure that non-payment is dealt with fairly and professionally.
- Removal of commercial aspects requires a sustainable funding model
- Further work required detailed under data access strategy.







23 People – Our Membership



Information & Communication

Communication Strategy & Plan – messages to key stakeholders, and channels

Channels:

- Website
- Twitter
- Facebook
- LinkedIn

Member Newsletter

Stakeholder Newsletter

Press Releases, Insight pieces etc

Letters from President / Secretary General

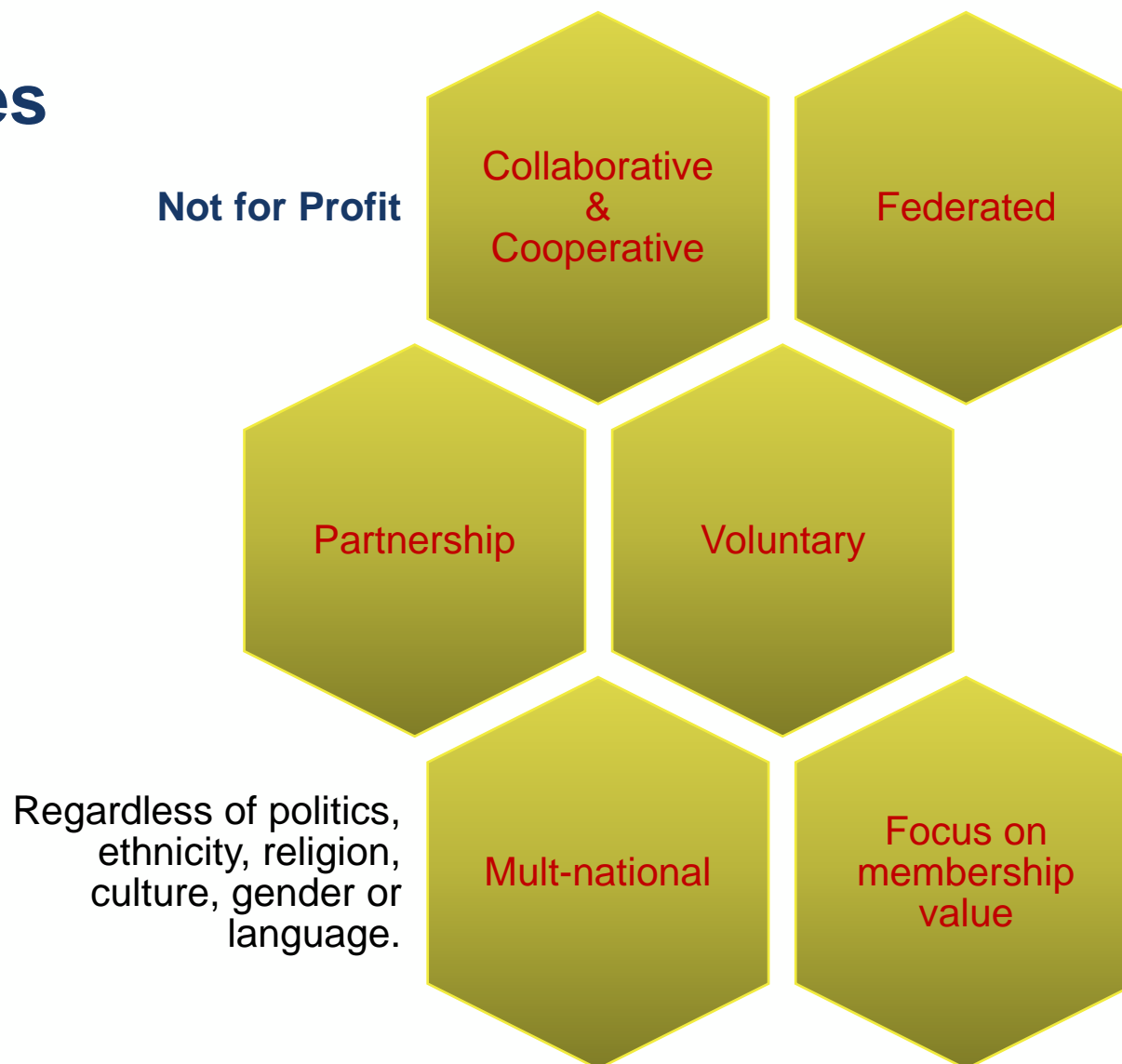
Branding

Case Studies (Annual Review)

Feedback from members – formal and informal



Our Values



Delivering our strategy relies on the continued commitment and participation of all our members and their desire to share and make their data usable and available for the benefit of all.

Some comments and questions received:

Thank you for your comments!

Generally supportive

- Knowledge Exchange is a key activity
- Support for Representation activity – Needs to be more proactive; need for a European Geoinformation Law – to support harmonisation work – INSPIRE not enough. Key role for EuroGeographics.
- Support for Open Maps for Europe.
- Open data is a challenge for many members. Requires agreed State funding
- Recognition of the challenge of funding! Suggestion that current funds for current data (which means need for savings); New funds for new datasets.



www.eurogeographics.org

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