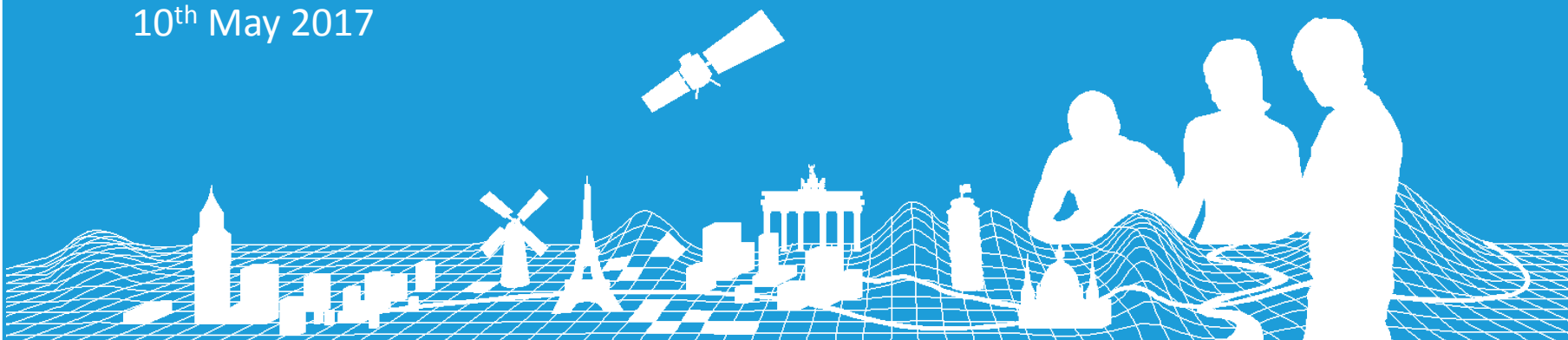


Membership Questionnaire

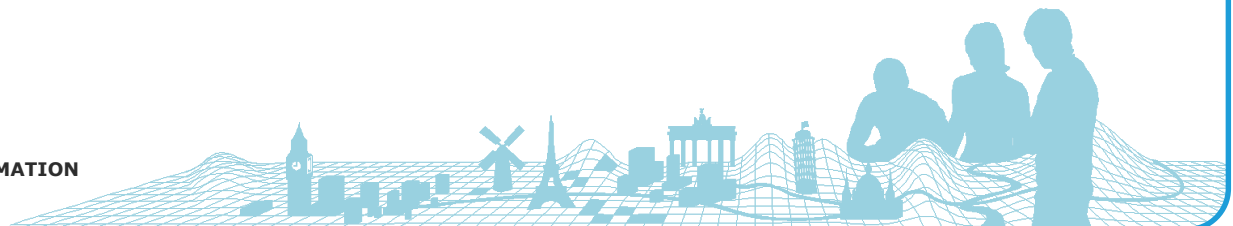
2017 Extraordinary General Assembly - Leuven

Sallie Payne Head of Association & Membership Management
10th May 2017

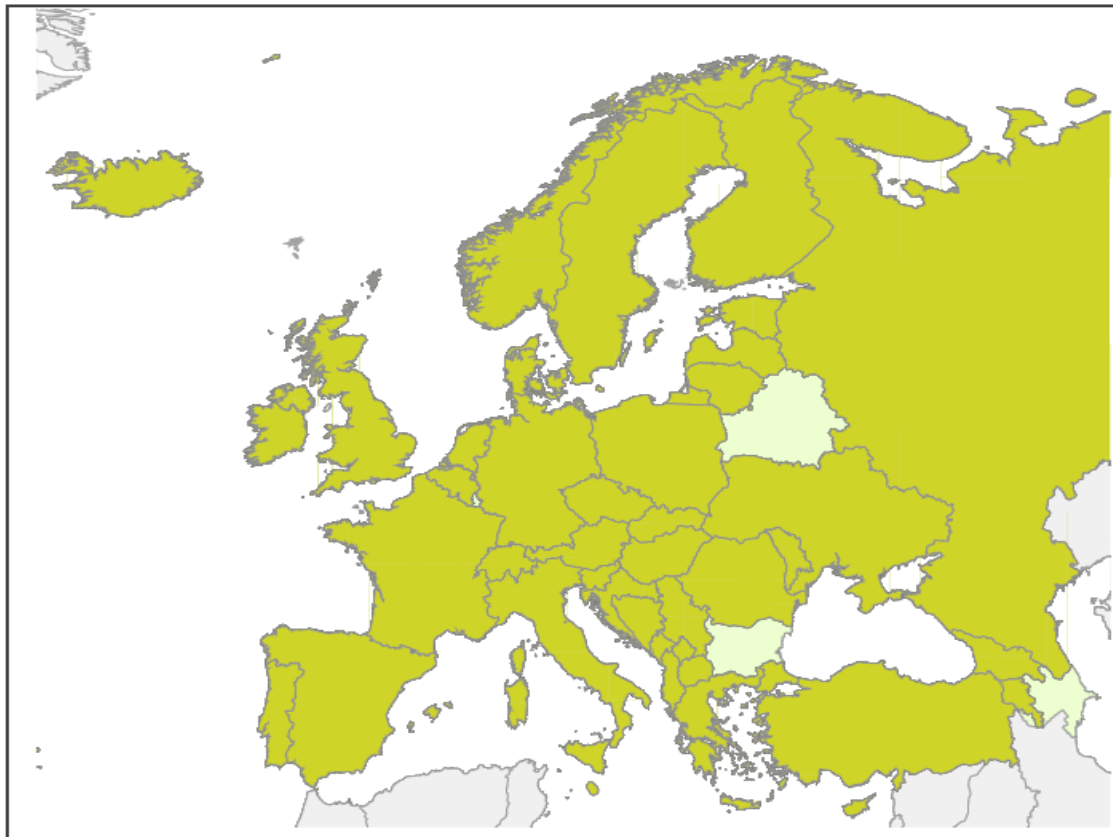


Membership questionnaire

- Last full survey 2008
- Questionnaire sent out to all members in January, February 6th deadline for responses
- 52 out of 61 members responded
- 85% response rate
- Analysis completed using the online tool SurveyMonkey and a combination of Excel and Mapinfo to provide the geographical context of the results



Responses



Key:

- Responded
- No Response
- Out of Scope

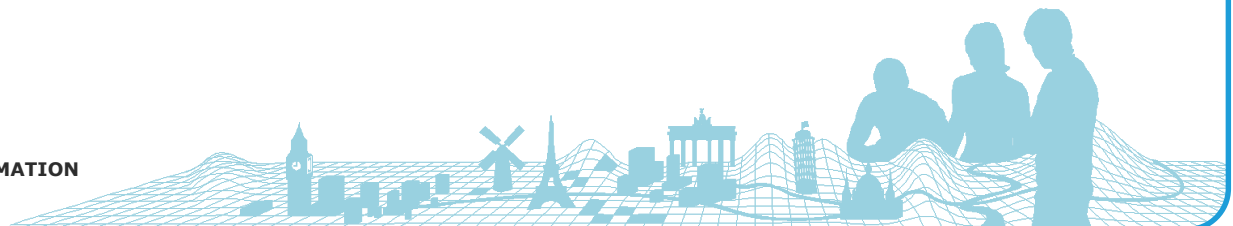
Participation in EuroGeographics Membership Questionnaire - 2017



Analysis of results

Overall:

- The responses validate what EuroGeographics is doing and the activities it delivers with and on behalf of its members
- EuroGeographics is meeting members' expectations and delivering significant membership benefits 
- As an Association we are doing well and are on track, however, there are things we can continue to improve on to deliver even more for our members



EUROGEOGRAPHICS

 **61 members**
 **46 countries**

from the whole of geographical Europe

Members invest over

€1.5B 

each year in the development
of geo-information



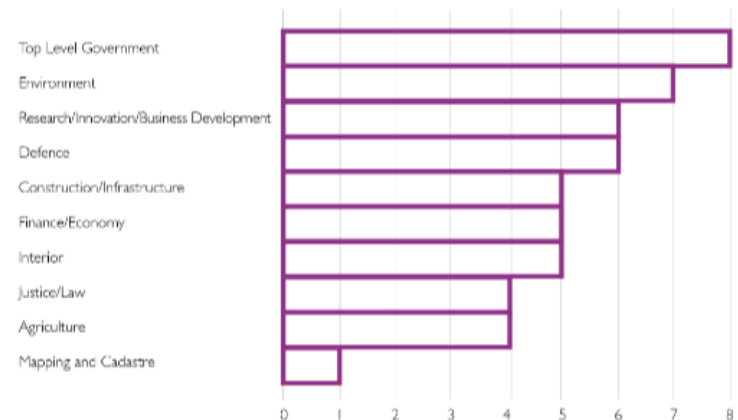
Relied on by
European
Commission
Businesses
& Citizens

Share best practice through
 expert
knowledge
exchange
networks

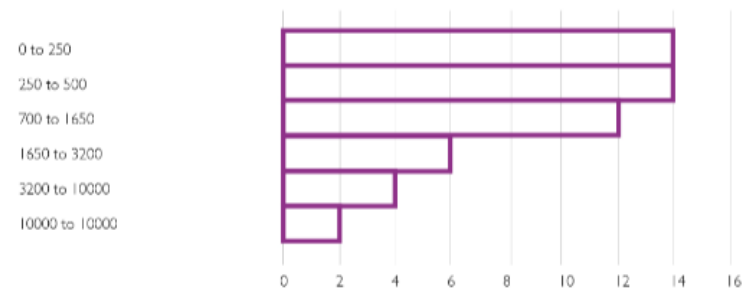
Over
66,000

people are employed by
Eurogeographics members

Geospatial information provided by EuroGeographics' members contributes to a wide range of social, economic and environmental activities.

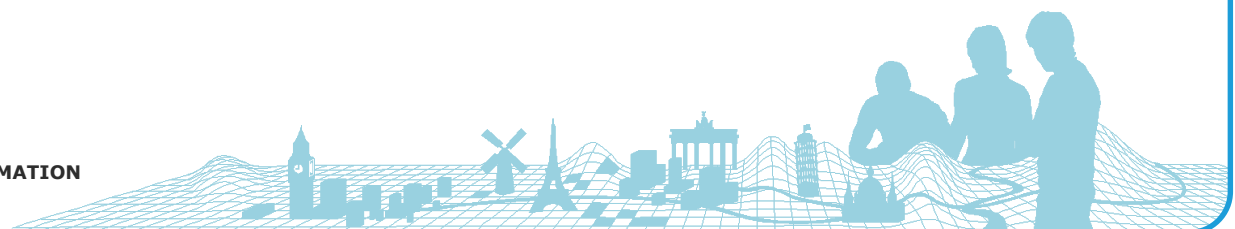


EuroGeographics represents a diverse number of organisations. The smallest employs just nine people whilst the largest has more than 10,000 staff.



 EuroGeographics

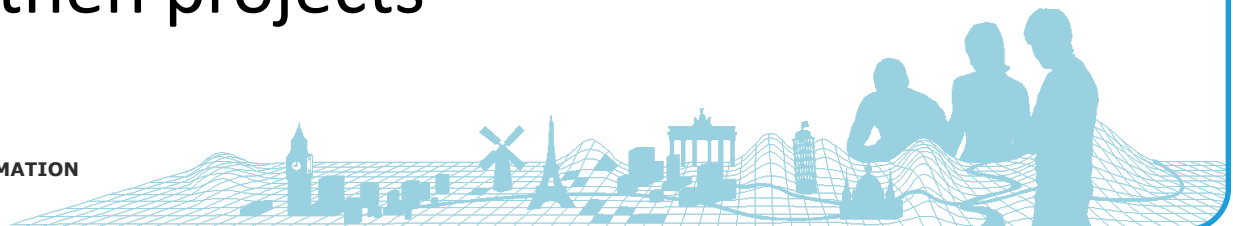
CONNECTING YOU TO THE
**AUTHORITATIVE GEO-INFORMATION
FRAMEWORK FOR EUROPE**



Analysis of results

Vision and Mission

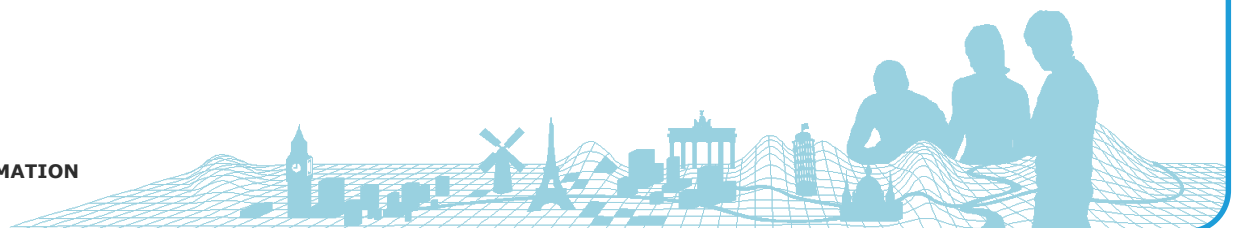
- Three Mission statements as equally important
- Most important strategic objectives
 - Development a network of members
 - Providing a voice for our members
 - Ensuring that the association continues to develop its role and is sustainable
- Representation and knowledge exchange are the most important areas of activity, followed by products and then projects



Analysis of results

Representation

- Two key activities that the members value most highly:
 - Influencing European Policy and Legislation in the European Parliament and Commission
 - Representing members capabilities in the European Parliament and Commission
- Some differences between EEA and Non-EEA countries but interestingly less than we assumed



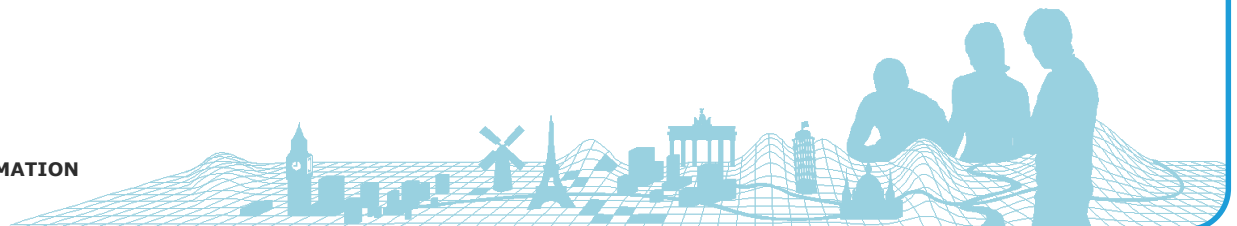
Analysis of results

KENs

- Covered in the KEN review

Products

- Members are committed to providing data to EuroGeographics Pan-European products
- 55% of member promote EuroGeographics products
- Lack of resources or financial constraints were identified as barriers to providing data



-

Analysis of results

Projects – ELF/ELS

- There is support for the development of European web services
- Available to the Commission and Parliament as a priority
- Further communication required on ELF/ELS technical specifications
- 71% of members believe that acting as a data broker is best way to fill gaps in our pan-European products and services
- Members believe collaboration is the best way to achieve cross border harmonisation



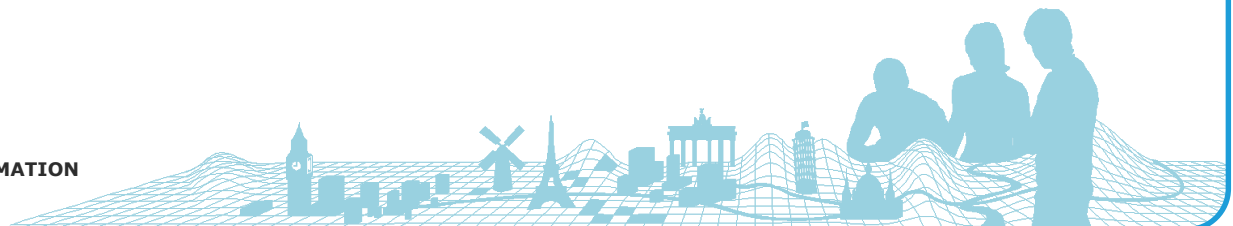
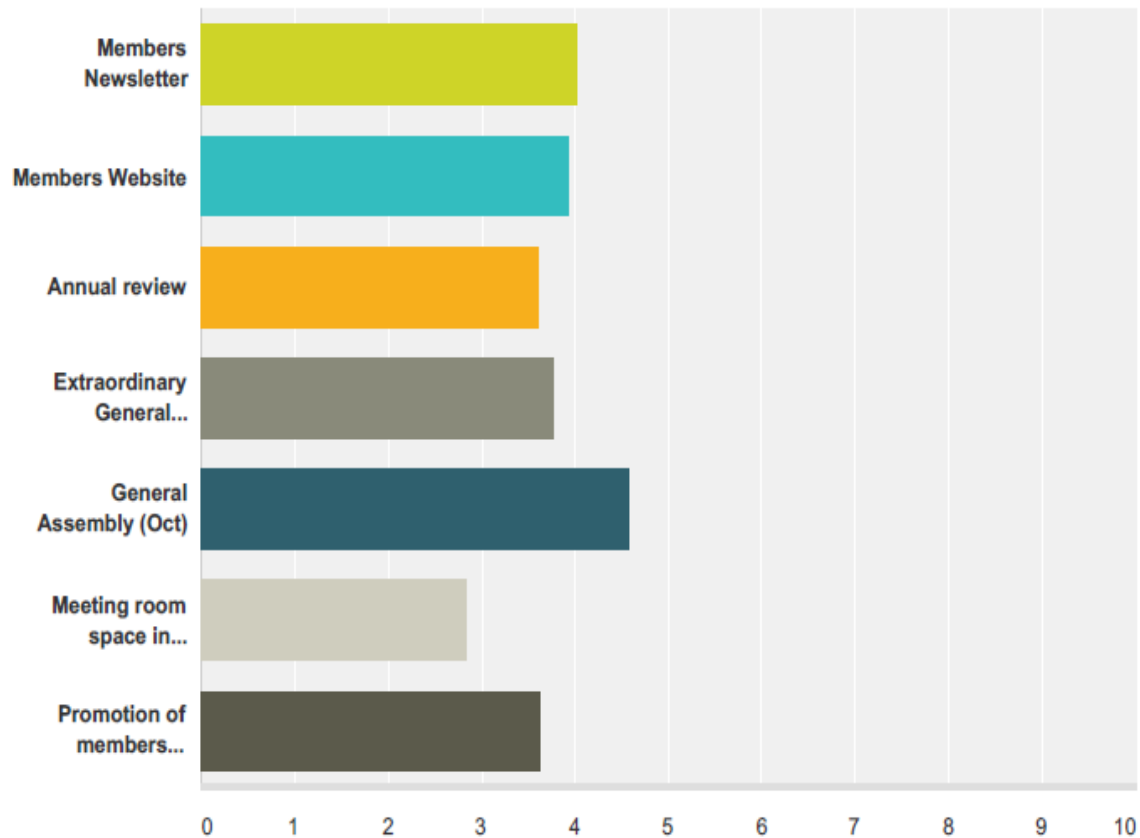
Analysis of results

Membership benefits

- The GA is the top membership benefit
- Followed by the twice monthly newsletter with policy pages
- Members have a requirement and thirst for information – would like a ‘searchable library of information’
- 71% of members promote EuroGeographics membership on their websites



Membership benefits



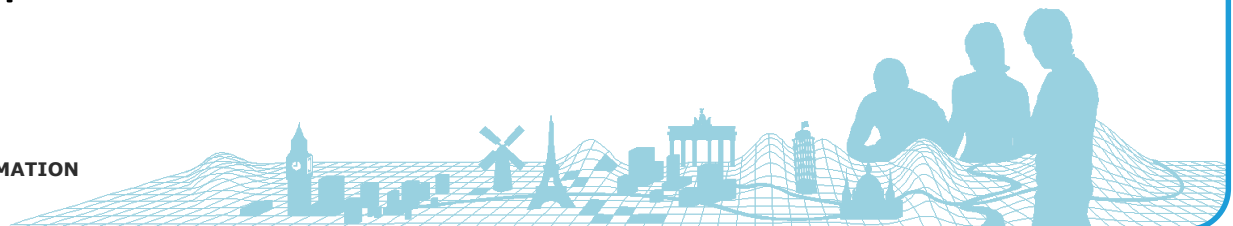
Summary

- Members appreciated and embraced the opportunity to respond to the questionnaire
- The questionnaire validates EuroGeographics' activities and the benefits we provide to members
- It identifies areas where we could do more to support members including in the areas of:
 - capacity building,
 - continual professional development and training
 - assistance with accessing funding, for example from the European Commission.
- Representation and knowledge exchange are the most important areas of activity for members
- The most important representation activity is demonstrating members' capability to the European Commission and Parliament



Summary

- The most significant barriers to members participating and engaging are financial and resource constraints
- There is support for the development of European web services
- Face to face engagement is still incredibly important for members
- Members are innovative and forward thinking
- Members are proud of their association with more than 70% promoting EuroGeographics on their national websites
- The impressive response rate and level of engagement from members provides an excellent benchmark for the future



The way forward – Actions

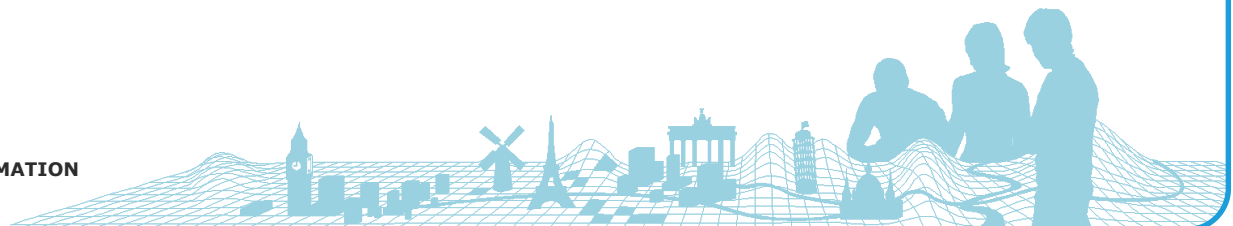


- Short term

- Creating a searchable database of information and resources, reengineered EuroGeographics website
- New Chair for the Positioning KEN
- Strategic planning for the KEN – work and event plans

- Medium term

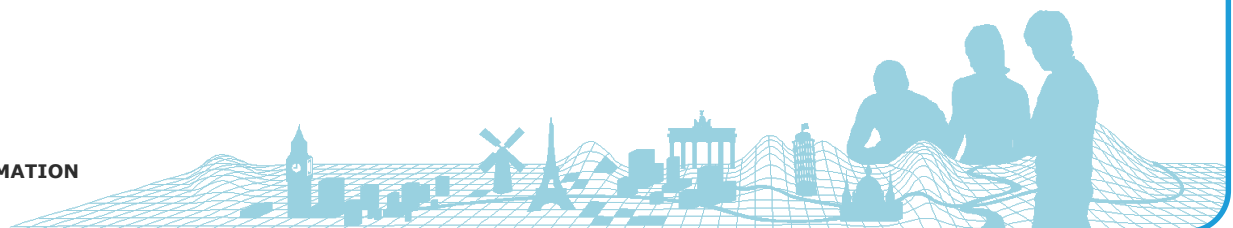
- Funding for increased KEN participation
- Theme led workshops – firstly targeting funding
- Investigate working with EuroSDR on new technologies
- Investigate a new group looking at how new technologies impact on NMACs operations and business models



The way forward – Actions



- Long term 2017
 - Investigate Continual Professional Development options and programmes, working in partnership with others where appropriate
 - Building on the Extraordinary General Assembly to build and encourage more opportunities for cross KEN working and knowledge exchange



Round table discussions

Questions:

- Do you agree with the actions we have drawn out of the membership questionnaire?
- Do you have any comments?
- Have we missed any actions you think are important?
- Do you agree with the prioritisation of the actions?

