

Period of Disruption – Sharing Ambition in Uncertain Times

Prof. Željko Bačić

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Only change eternal is ...



Only change eternal is ...

- In the stone-age of EuroGeographics life was simpler
- Focus was on things like EuroGlobal map, EuroRegional map, SABE, Inspire, ...
- And we searched for existence of ...

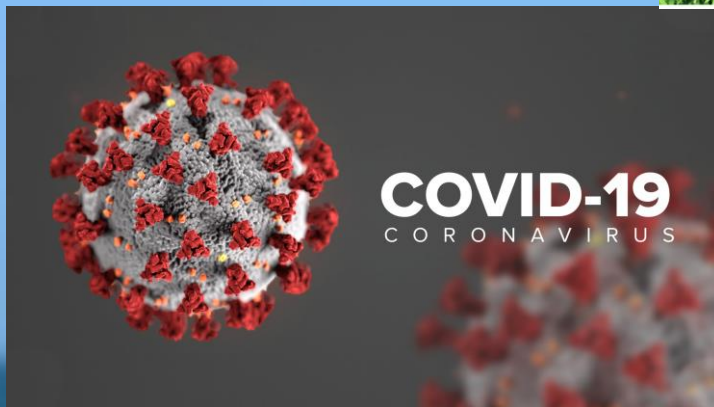
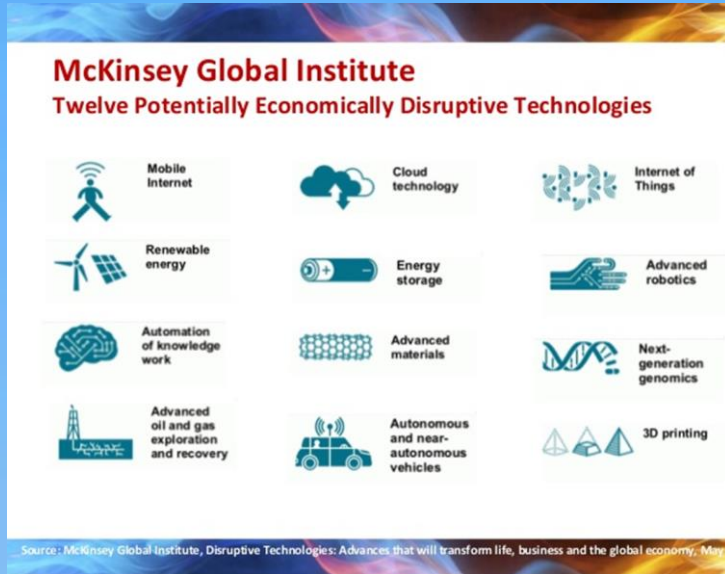


Society in disruption

- Technology (Digital) revolution
- Diseases
- Climate change
- Natural and human caused disasters
- Political crises ...



Society in disruption



- Digitalization
- Machine learning
- Artificial intelligence
- VR, AR and more
- Cloud, IOT, Smart ...

Societal reaction on disruption

– Covid 19 pandemic

- 2 years of total disruption
- Approaches vary from Swedish to Chinese
- Amazing how nobody was prepared for it
- Globally successful/unsuccessful
- Interesting outcome – georeferenced information become essential!

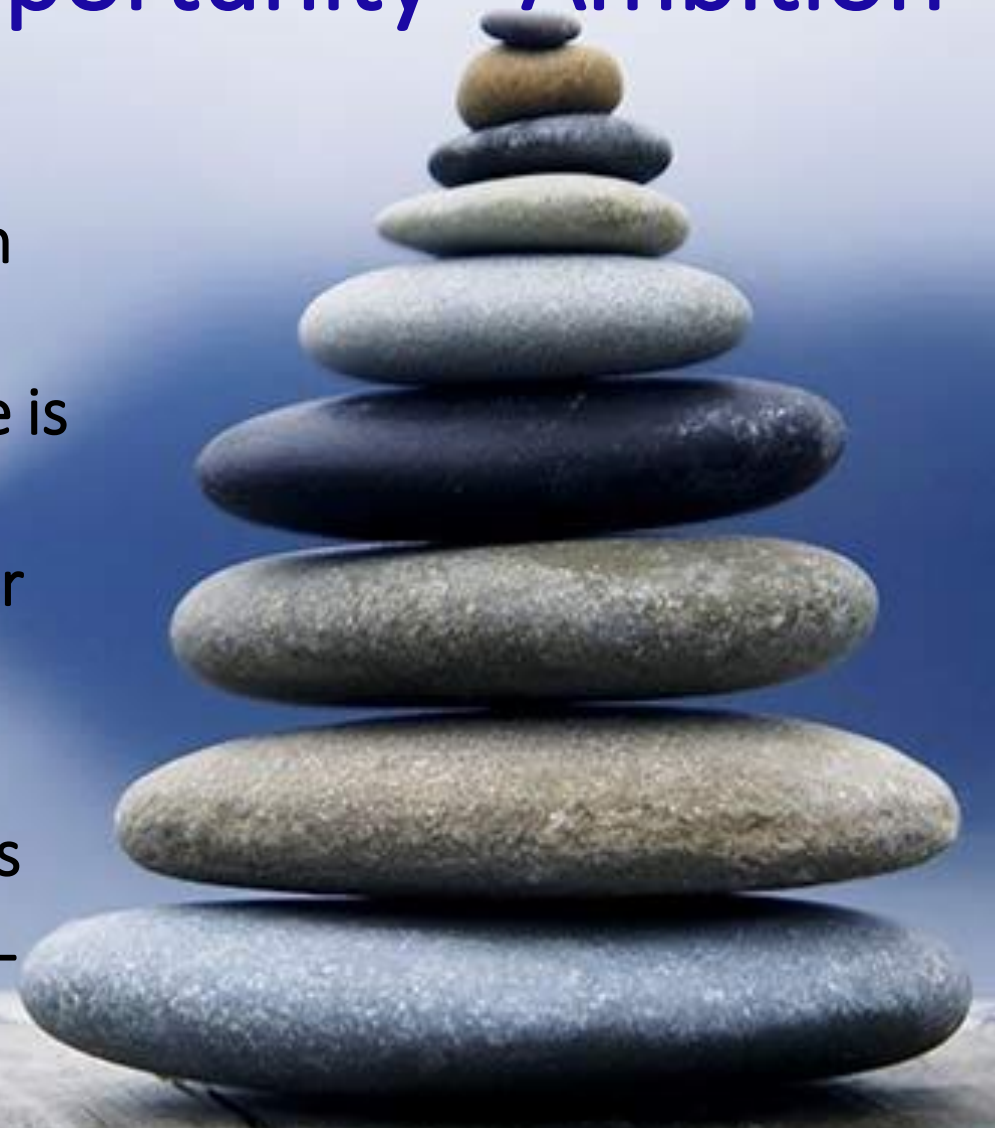
Societal reaction on disruption

– Earthquakes in Croatia in 2020

- March 22nd – Zagreb – shock – rather slow geo-society response
- December 29th – Banija – fast reaction - web support platform, surface displacement computation, disaster recovery platform developed for Civil Protection Directorate
- Result for geo-society – very positive

Disruption - Challenge - Opportunity - Ambition

- D... – seems to become permanent situation
- C... – we should be clear what real challenge is
- O... – to show the usefulness of and need for NMCA's and EG
- A... – step forward, satisfy new requirements and even more develop new services – be proactive



Relevant questions

- What is society expecting from us?
- What is my (my organization) ambition?
- What is joint (EuroGeographics) ambition?
- How ambitions coincide?
- How to achieve ambition?



What is EG ambition?

- We believe in a society empowered by the use of our members' authoritative geospatial data and services, and we support the public good by encouraging the exchange of knowledge between our members and their stakeholders, by representing our members' collective interest and by facilitating access to their geospatial data and services. *Vision statement in EG Strategy 2020-2023*
- Simpler: deliver reliable and relevant geospatial data and services to society in cooperation with stakeholders ...



What is EG ambition?

- But what does it exactly mean:
 - Reliable, relevant and fast?
 - Relevant, fast and reliable?
 - Fast, reliable and relevant?



Achieving ambition

- Let's look at the Scandinavian example ...
- It goes for:
 - Knowledge and skills
 - Capacity
 - Communication with users
 - Organization and management
 - ...



Again, how?

- Sharing the ambition
- Committing to the joint ambition
- Cooperating
- Sharing values
- precondition – communication



Communication

- In uncertain times full of disruptions communication appears to be essential for any situation and group
- Not only among group members but also with stakeholders and final users
- After recent experiences – disruptions, seems that everybody will have to review its priorities and ambitions



Solution = Reconnect

- Among members
- With national and EU stakeholder
- With users

(Business is/will not go as usual –
we have to find new normal!)





Thanks for your attention!

Prof. Željko Bačić

University of Zagreb Faculty of Geodesy

Chair of Satellite Geodesy

zbacic@geof.hr