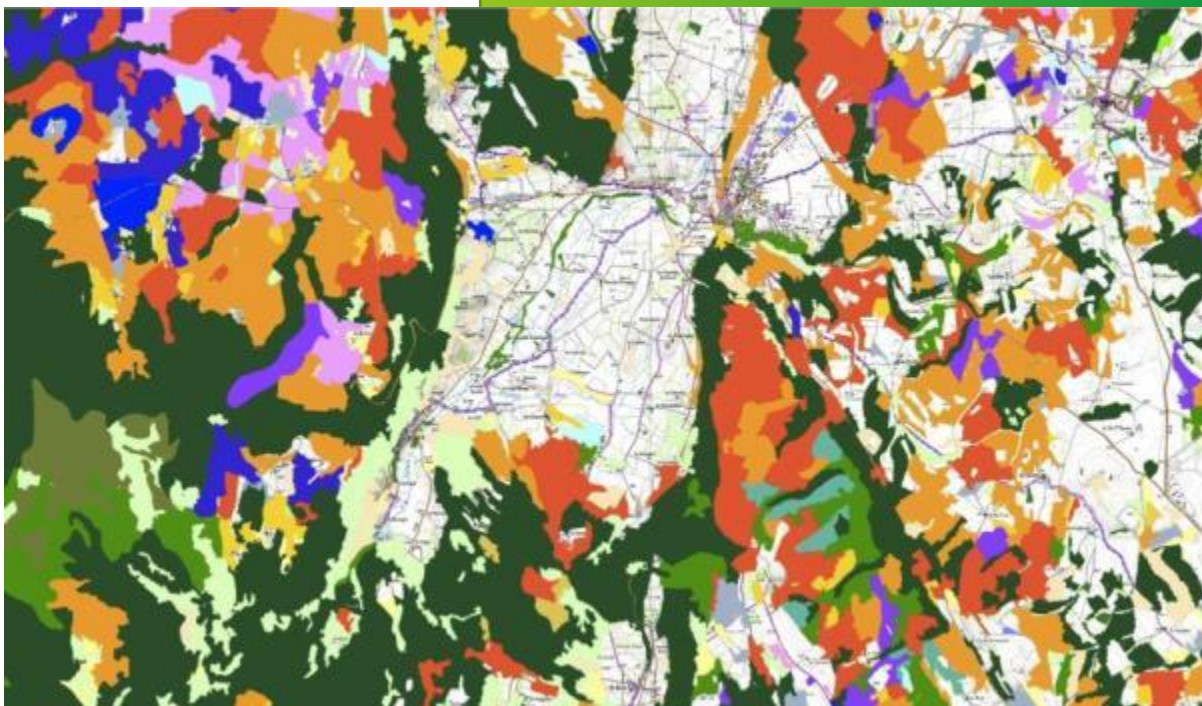


# EVOLUTION OF IGN-FRANCE BUSINESS AND FUNDING MODEL WITH THE INTRODUCTION OF OPEN DATA

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## WHAT IGN DOES

# CORE BUSINESS OF IGN

**Type of organisation** of “Institut national de l'information géographique et forestière” (National Institute of Geographic and Forest Information - IGN)

A **government agency**

↳ tutelage of the ministry in charge of sustainable development and the ministry in charge of forest



## Core business of IGN

Mission: maintain **multi-thematic description of the national territory**

↳ Ensure all necessary representations (digital or paper)

Initial ‘value proposition’: supply a **reference description**

↳ Authoritative

↳ Quality level standard



# HOW IGN CARRIES OUT ITS CORE BUSINESS

## Key activities

Last decade

- 📍 **Generic** topographic data
- 📍 Basis for reference paper maps
- 📍 **Off-the-shelf** digital products

Supported by

- 📍 **R&D** activity
- 📍 **Education & Training** activity



## For Whom?

Digital products, used by **professionals**

- 📍 Until 2010's mainly used as background maps to contextualize their own specific data

Paper maps used by the **general public**

- 📍 Decreased due to digital tools
- 📍 But remains strong for hiking and outdoor activities



# IGN PARTNERS

For a long time, IGN worked **autonomously**

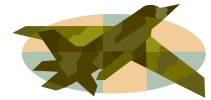
**Responsible for producing** some kind of data

Has its own fleet of aircrafts

**First significant partnerships**

To meet the needs of the **Ministry of Defence**

Outsourcing for acquiring **source data**



# IGN PARTNERS (cont.)

From 2012, partnerships with **local authorities**

**Reference productions** such as ortho-imagery

- mutual funding
- sharing tasks

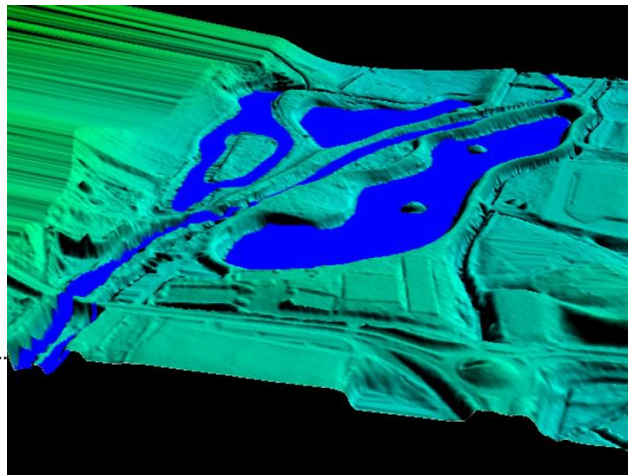
First experiments for **collaborative** approaches with fire brigades



From 2015, partnerships with **start-ups** and **SMEs**

‘IGNfab’ incubator

Developing services and applications



# IGN RELATIONSHIP WITH USERS

## Digital data users

Own seller network

Resellers

Online self-service website



## Paper maps

Only one IGN's retail shop

Resellers

Online self-service e-shop



## Maintaining the relationship

Direct relations with departments of ministries

Social networks with general public

Information sessions with professional users

Local representation in charge of local authorities



# IGN FINANCIAL MODEL

## Cost driven model

“Grant for public service charge”

- 📍 **not assigned** to specific activities
- 📍 balancing the IGN budget



## From an **efficiency** focused model...

IGN required by government to do its best to carry out its mission

## ...to a **value** driven model

IGN expected to work on **specific data productions**

- 📍 Dedicated to needs of certain public policies
- 📍 Require to be mastered by the public decision makers (“sovereign data”)
- 📍 Technically complex

**Grants assigned** to such data productions

IGN



# HOW IGN IS FINANCED, WHAT REVENUES

## IGN Budget ~160 M€ including:

Grant for public service charge: ~85 M€  
(note: less than personnel costs: ~110 M€)

- Works for Ministry of Defence: ~35 M€
- Works for Min. of Agriculture (LPIS): ~12 M€
- Grants from other public bodies: ~8 M€

Professional market: ~10 M€  
Including data licences: ~4 M€  
Open data → gradual decrease

2016	2017	2018	2019	2020
7.9 M€	6.5 M€	5.6 M€	5.0 M€	4.0 M€

General Public (mainly sales of paper maps): ~8 M€

## Basic financing model

Public service for which government agrees to finance using tax-payers money

Public service for which government requires public bodies to finance

Services for which some users (public and/or private sector) must pay

Service for which the public are required to pay



## HOW IGN CHANGED AND WILL CONTINUE TO CHANGE

# CONTEXT

## 2010: IGN initiated a **data sharing policy**

2010: all IGN data → free for education & research

2011: IGN large scale reference database → free for public service missions

## 2013: PSI directive **restricted licence revenues**

2015: IGN remained **eligible** for the exceptions allowing to charge

2016: data **free to public bodies** (impact on IGN: ~1 M€)

## 2019: PSI directive - “open data” - **high-value datasets** - free

Equivalent notion in French law of “high value datasets”

Some of “high value datasets”: under the responsibility of IGN

Prime Minister decision: **all IGN datasets shall be free from 2022 on**



# EXPECTED EVOLUTION IN THE FUTURE

## Sovereign data

Directly designed and suitable for **supporting certain public policies**

Availability in **independence**: sovereignty issue

## Dedicated funding

## IGN will reinforce its activities dedicated to sovereign data

**Topics** → real sovereignty issue for public authorities

## IGN' new resource and budget allocation

**Reducing** IGN' traditional activities (generic data)

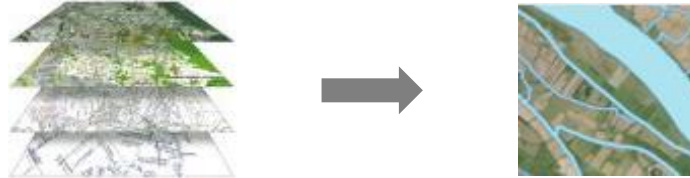
**Reallocating** human potential to producing sovereign data



# EXPECTED EVOLUTION IN THE FUTURE (CONT.)

## General topographic data **remain necessary: foundation data**

Facilitate **developing data dedicated** to specific needs of public policies



## Limited human **resources**

Extend **collaborative** approaches

Extend **outsourcing** (if funding available)

New, more **automatic** technologies (AI, Lidar...)



## Sovereign data **more demanding** detail or geometric precision

Large scale reference database → **very large-scale**



# CONCLUSION

## Evolution of IGN's model

Supply not only useful data, but also **indispensable data**

Open data favouring the **partnerships** necessary for our economic balance

Thank you for your attention

