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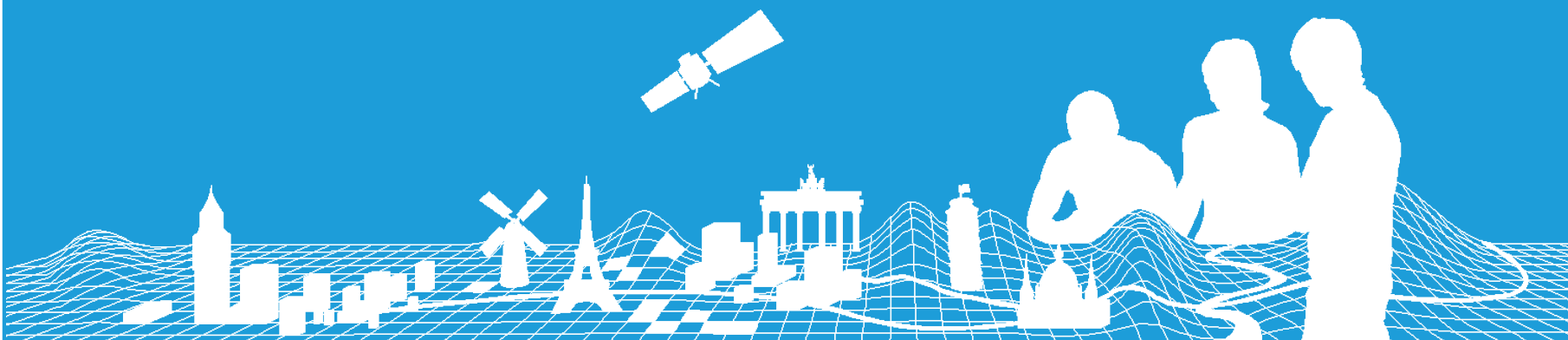**ELF** EUROPEAN LOCATION FRAMEWORK

The Future of European Location Services

Extraordinary General Assembly

10-11 May 2016
Leuven

Project Achievements

- Technical infrastructure for future services - Enabling users to incorporate data into application environment.

- Test Services - Offers pilot products & services to defined international standards

- Tools

  – For data harmonisation & edge-matching.

  – For identifying areas of interest & products.

- Practical example of INSPIRE implementation

  – Supporting the delivery of national web feature services.

  – Providing valuable feedback on data specifications.
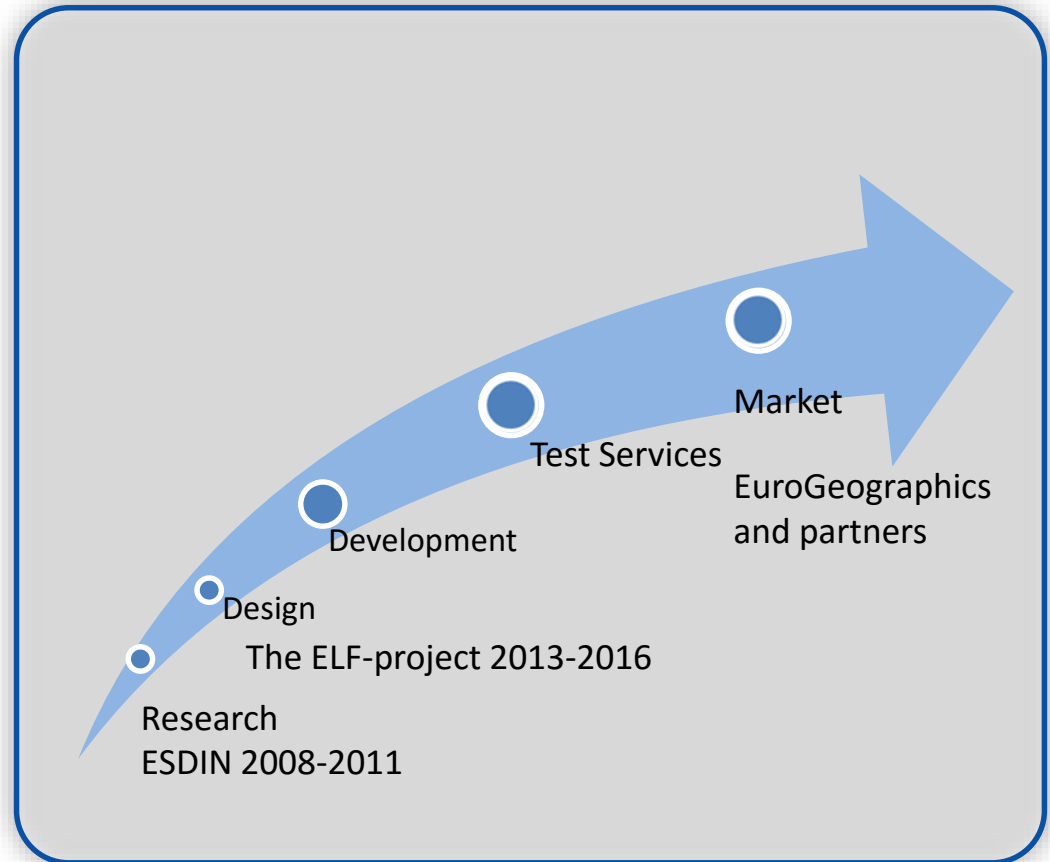
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ELF is work in progress...

- Some products and services are now available for testing

- End-products/services are to be developed together with partners and application developers

Market

Test Services

Development

Design

The ELF-project 2013-2016

EuroGeographics and partners

Research
ESDIN 2008-2011

Project Outcome

- Meets <u>commitment to the DoW schedule</u> (this is an EC decision).

- <u>Testing</u> is undertaken, flaws identified and repaired, and that we are clear what is outstanding.

- An appropriate level of '<u>due diligence'.</u>

- There will need to be <u>EG Management Board</u> and <u>EG Member commitment</u> to the future.

- <u>Commitment from the key agencies delivering ELF</u> during the transition phases – not just the data providers but also the service suppliers and coordinators.

- An agreed <u>organisational structure</u>, with

- <u>Resources</u> to deliver it!

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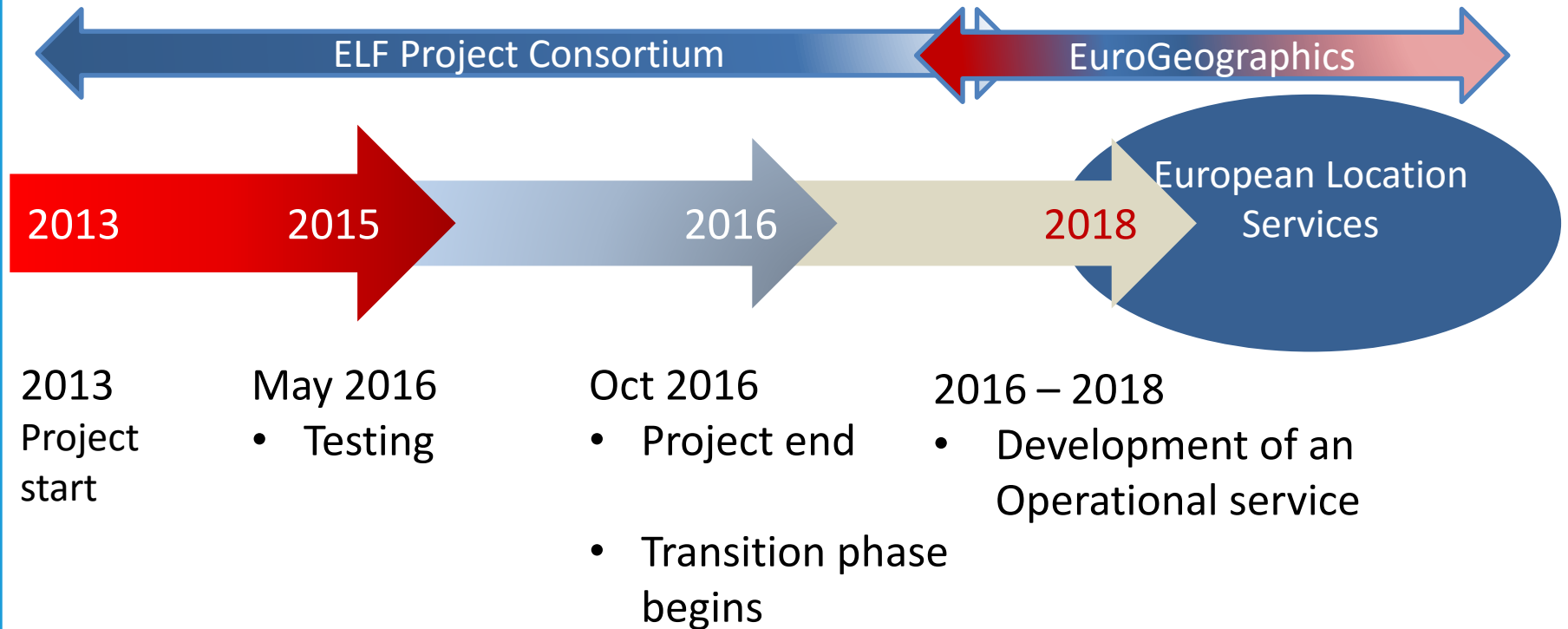Leuven 2016**

EC Review 06 April 2016

Initial Feedback
- Progress since last year is re-assuring

- Recommendations:
  - Strengthen stakeholder (NMCA) Engagement and commitment
  - Fully complete demonstration applications
  - Present a clear business plan (use Ex-GA)
  - Include a licence framework for R&D

- "Funding is Key" – Focus on this

Timescales

ELF Project Consortium — EuroGeographics

2013 — 2015 — 2016 — 2018 — European Location Services

2013
Project start

May 2016
- Testing

Oct 2016
- Project end
- Transition phase begins

2016 – 2018
- Development of an Operational service

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What happens after the project?

- ELF Project concludes in October

- According to the Delivery of Work Schedule:

  - EuroGeographics will take ownership of System architecture and the management of combined content developed by the project

  – Data content providers will continue to deliver to ELF

  – Software providers will cover license fees and support to allow the architecture to continue beyond the project for a period of 2 years (After which new contracts will have to be made)

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The Future:
European Location Services

- There is a desire to build on the project to provide future European location services;

- The achievements of the project will be used to further test the market, and develop solutions that meet market needs;

- EuroGeographics is working to ensuring its long term future to meet the needs for authoritative reference data on a European and international market;

- Vision & Strategy – to be finalized by the 2016 GA in October, draft to be presented to the Ex GA in May 2016;

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Statement of Strategic Intent (Vision / Mission)

To provide the single access point for international users of harmonised, pan-European, authoritative geospatial information and services.

For National mapping, cadastral and land registry authorities to be recognised in our International effort to contribute to the wider public good.

- This is our ambition - it is ambitious!
- It will take many years to fully achieve
- Expresses our commitment to contribute

STRATEGIC ACTIONS

- COMMUNICATION

- SHOWCASE

- OPERATIONAL SERVICE

- DATA CONTENT

- FINANCIAL PLAN

- MARKET OFFERING

- PARTNERSHIP

- CAPACITY BUILDING / KNOWLEDGE EXCHANGE

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Communication

- A clear message, targeted at key stakeholders, about what ELS is. The messages should emphasise:

- The Unique Selling Point (USP) of ELF / ELS:

- Non Profit Aspect (only cost recovery for the Platform owner is needed)

- Long term sustainability of provision of data and services (protection of investment for customers)

- Pragmatic market offering on a commercial basis where added value take place (will lower overall costs)

- Continuity in updating and keeping the defined quality

- Single Access Point and selection methods matching customer needs

- Authoritativeness of data with legal aspects (reliability)

Showcase

- Something operational to show

- enough to be able to demonstrate the potential.

- Cannot communicate something we cannot demonstrate.

- A basic showcase should be free of charge. A mix of basic services free of charge are creating interest. Test data, test accounts

- Cross border geo-services as a showcase would be best

Operational Service

- In the long-term our aim is to have a fully operational, robust and reliable service - A core functioning, secure, operational ELF, that is stable (this is necessary to fulfil the showcase requirement above).

- Implement Quick wins for customers

- There should be a production platform (the one accessible by users), a testing platform and a platform for further development

- Formalised Release planning and test management.

- Commitment from the key agencies delivering ELF during the transition phases – not just the data providers but also the service suppliers and coordinators

- Resources to deliver it!

It is all about the Content

Content is key!

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Data Content

- A European location Service is about the data content – this is all about getting harmonised NMCA data to pan-European users.

- Our intent is to provide full coverage across the whole of geographic Europe (not just the EU 28).

- The project will achieve some coverage only

- A clear programme for the inclusion of others must be developed. This must be a prioritised list of content with a timeline.

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Financial Plan

- Underpinning business plan, demonstrates financial sustainability over a long term period.

- A reliable determination of Total Costs and revenue potential

- A number of options may need to be considered, based on an underpinning concept.

- Funding sources must be identified - Commission? Commercial? Members? Other? All of these?

- Interim view on this (during the transitional phase) and

- A 3 year plan beyond the end of the 2 year transition period, for a stable environment for ELS.

- Final Proof of Concept is necessary

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Market Offering

- Products are 'what we can produce",

- Not necessarily "what the customer wants"

- Prioritised list of what we can do - evaluation list, on basis of the INSPIRE Themes

- It is essential that we understand the market; define the product and service that is being offered to meet the needs of this market. Identify the channels to market – what are the basic services required.

- Prioritise – we cannot deliver everything from day one!

- Build partnership with market players – shared delivery – filling gaps of ELF provisions

- Create potential to fulfil arising needs for combination of data and amendments

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Partnership

- EuroGeographics cannot deliver this itself

- Must work with others to help make this happen.

- the EC to help them achieve their goals (important for securing funding).

- Working with the private sector to deliver solutions to the market

- developing a few VAR partners –

- with academic partners to develop research tools of the access to this data.

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Capacity Building / Knowledge Exchange

- To share our experience with others.

- Capacity building with NMCAS and non-EU member states

- To assist in delivering on-line, INSPIRE compliant data and services.

- Signals our desire to help deliver compliant cross-border, pan-European geospatial data,

- There are also links to UN GGIM, our ambition being to be the best there is globally, and assist international development.
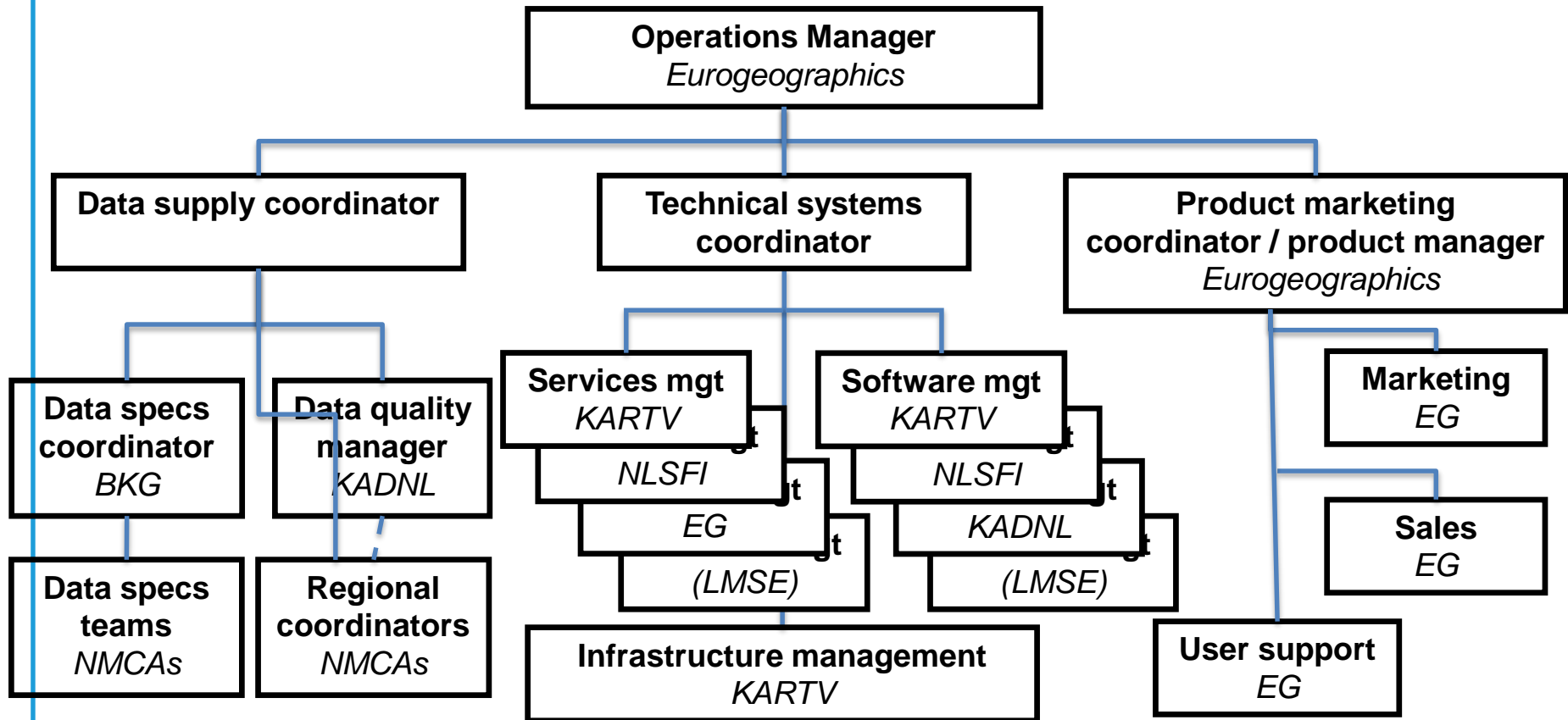
For discussion

- Further work required – to identify the dependencies, specify the goals, and plan the activities required to deliver on these

- But, for now, are these the right goals?

- Do they cover our ambition?

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Delivering European location services

- ELS Management Board

- ELS Data and Service Supply Coordination Group

  - Data supply and quality control - Martin Salzmann, Kadaster, The Netherlands

- ELS Technical Systems Group

  - The technical Infrastructure - Olaf Ostensen, Statens kartverk, Norway

- ELS Product Marketing and Supply Services Group

  – Product development and business issues - David Henderson, Ordnance Survey, Great Britain

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A Federated Management Structure

Operations Manager
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Data supply coordinator

Technical systems coordinator

Product marketing coordinator / product manager
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Data specs coordinator
BKG

Data quality manager
KADNL

Services mgt
KARTV
NLSFI
EG
(LMSE)

Software mgt
KARTV
NLSFI
KADNL
(LMSE)

Marketing
EG

Data specs teams
NMCAs

Regional coordinators
NMCAs

Infrastructure management
KARTV

User support
EG

Sales
EG

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Ongoing development

- Operational structure covers regular operations and maintenance

- Further development may be required from:
  - Issues not delivered by the project, e.g. completing edge matching and quality management, change-only updating, orthophotos
  - User needs/market demands
  - New technology, e.g. linked data, APIs

- To be organized in separate projects, managed from the Management Board

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Round table Discussion

- Do you support the draft vision, strategy and organisational approach for the future of European location services?

- Are there additional strategic actions required to deliver on this draft strategy?

- What support can you give to help make this happen?

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