

DRAFT

EuroGeographics Representation Strategy

(EARS)

Visibility – Relevance – Impact

PolKEN May 2016 (MC/DE)



A little bit of background

- EARS first approved by Management Board & endorsed by GA on becoming AISBL in 2010
- This version (May 2016) of EARS will go to MB after consultation, including PolKEN
- EARS aligns with EuroGeographics Strategy & Operating Plan
- EARS is linked to Communications Plan and Membership services
- Regular revisions anticipate & reflect our operating arena



The purpose of EARS is to ensure:

- **Visibility**. To raise the visibility amongst key stakeholders of our Members' capabilities, the role of NMCA geo-spatial information in delivering European policies and the contribution the Association can make.
- **Relevance**. To ensure EuroGeographics messages are relevant and effective at a European level while developing EuroGeographics position as a responsible player. In this Strategy we aim at finding solutions not restating positions.
- **Impact**. The watchwords of this Strategy are *constructive participation*. We make appropriate, positive contributions, to those areas of policy development where we, and our members, have a track record, significant expertise and legitimate interest.



In particular

- Members' roles, capabilities and concerns represented and understood
- Raising visibility of Members national geospatial information in delivering policies
- Messages are relevant and effective for audience
- Positive impact through constructive contributions



Strategic themes

- Towards policy ownership of geospatial information in the European Institutions
- Along with a sustainable European Location Strategy

Strongly supported by priority issues, especially those developed by PolKEN.



Developments for 2016

- Resources rebalanced from ELF to wider Membership/NMCA issues
- Enhanced tracking & evaluation
- Participating in core components of the Digital Single Market, re-use of public data, Open Data, e-Government and Interoperability
- Strategic communications on Members' role including in the Strategic themes
- UN:GGIM & professional secretariat



Transparency

- We operate in an open, honest, transparent manner and uphold the standards expected of us.
- EuroGeographics supports and maintains its registration on the EU Transparency Register and abides by appropriate codes of conduct in accordance with the Register.
- We are registered as an organization representing other public or mixed entities, and more precisely those: “whose purpose is to act in the public interest”.



Complementing our Members national role

- EuroGeographics Members have official roles within their countries
- Our Representation does not, and indeed cannot, compromise the independence of our Members in their dealings, for example, with the European Union or initiatives such as UN-GGIM.
- The representation roles and responsibilities of EuroGeographics and its Members are complimentary.



In partnership with PolKEN

PolKEN pivotal role setting & delivering agenda

Outcome-driven Task Forces

Feedback – your comments to

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by Friday 20 May please

