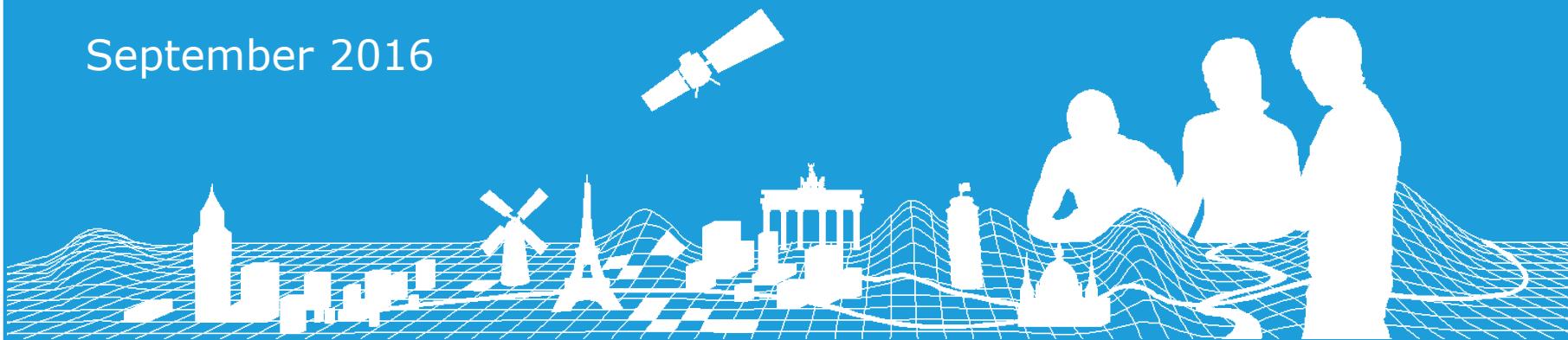


# Data Producers Technical Meeting

## The Business of pan-European products

Angela Baker – Sales, Marketing and Channel Manager

September 2016



# Overview

- Update from EuroGeographics
- Customers in 2015
- Sales figures for 2015
- EGM Opendata
- 2016 / 2017
- Questions

# Thank you

- Thank you for your data



# EuroGeographics Membership

61 members

Responsible for geodetic, cadastral,  
land registry and mapping activities in  
46 European countries

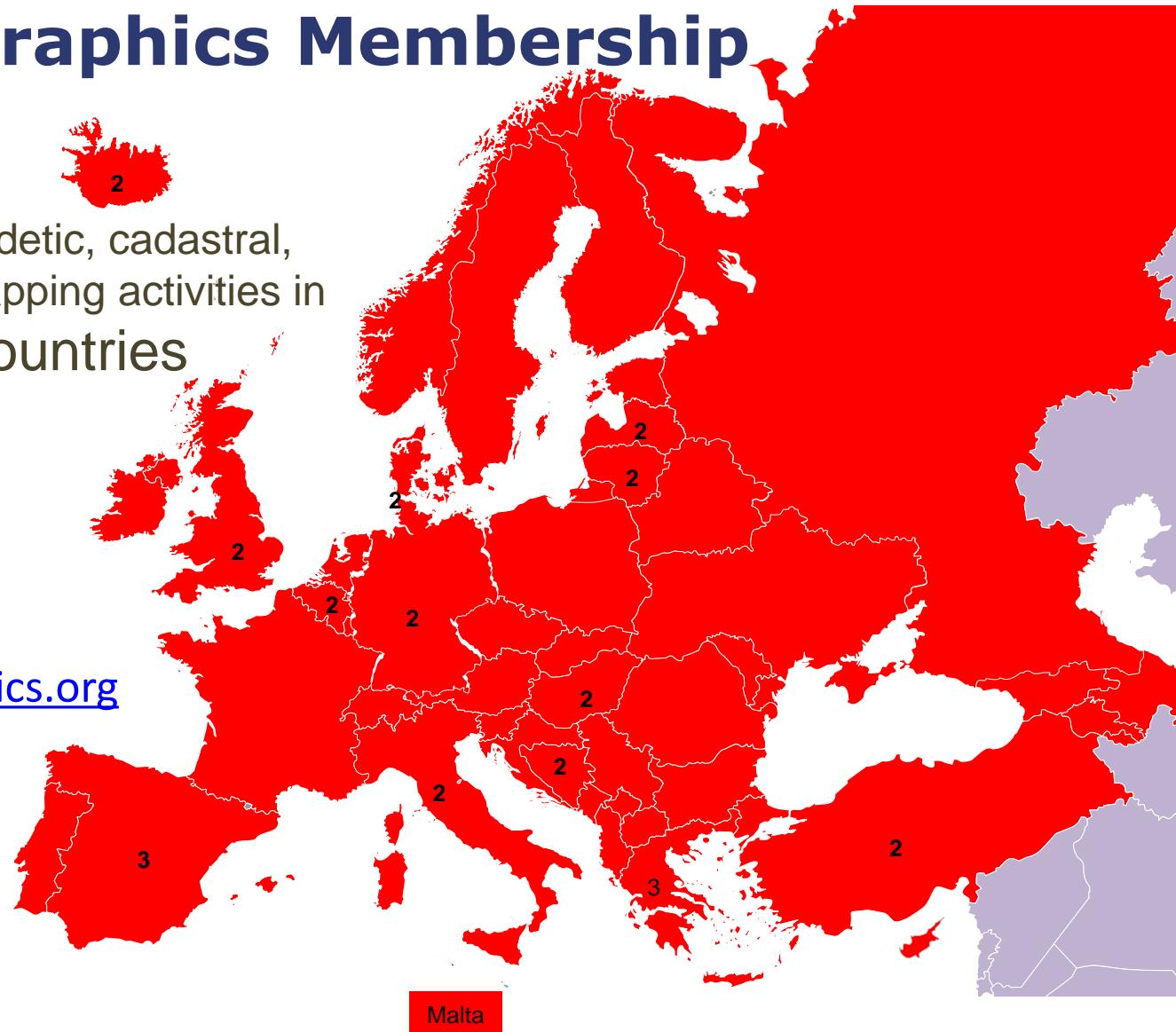
Rue du Nord 76  
Noordstraat 76  
1000 Brussels  
Belgium

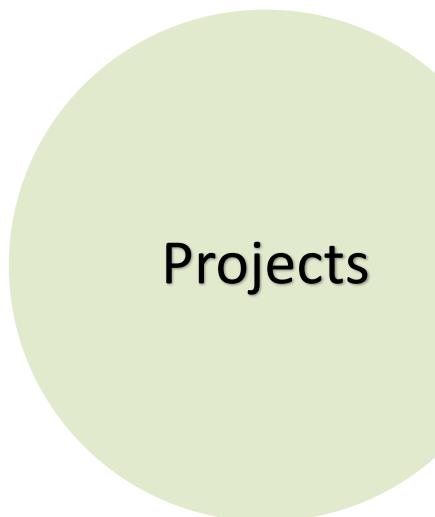
[www.eurogeographics.org](http://www.eurogeographics.org)

Full

Non member

Out of scope





# Providing the voice of our members

## Representation

### Current Policy Topics

European Affairs and Representation Strategy (EARS)

### Policy Briefing Documents

### UN-GGIM

\*\*\*Weekly Representation News Update\*\*\*



## Communications

Articles in professional journals

Members' eNewsletter

Presentations

Press Releases

Subscribe to our RSS feed

Website Helpdesk

YouTube Video Channel

# Communication



The EuroGeographics eNewsletter header features a blue background with the text 'EuroGeographics eNewsletter' in white and yellow. Below the header are images of a stack of papers and a tablet displaying a website.

**INTRIBUTIONS 2015**

Providing a platform for sharing best practice and expertise

Facilitating an open forum for discussion and collaboration to find shared solutions to common challenges

Working closely with organisations with complementary

**GENERAL ASSEMBLIES**

EuroGeographics holds two General Assemblies each year. The Extraordinary General Assembly, for permanent correspondents, is held in the spring. It is followed later in the year by the main General Assembly, which is attended by the heads of the Eurogeos National Planning, Cadastral and Land Registry Authorities.

In May, members were represented by 42 delegates from 22 countries at the Extraordinary General Assembly held in Belgrade, Serbia. Koenraad Verhaeghe, Head of Policy and Strategy, DG ECHO (Crisis Protection & Humanitarian Aids), European Commission gave an overview of EU policy for disaster resilience and risk reduction. The conference was also attended by the KSN Chair and production manager, in addition, the association for all Members from the Ministry of Environment and Urban Planning, General Directorate of Land Registry and Cadastre, Turkey was accepted.

The 2015 General Assembly was hosted by the Republički Zavod za Statistiku, Serbia in Belgrade and attracted record-breaking numbers. Over 200 delegates and 150 leaders from 47 member organisations took part in the two-day event to review progress, focus on future

plans, share expertise and discuss key issues. During the formal business of the Association, Igor Vasiljević from the Federal Service for Cadastre Registration, Cadastre and Cartography, Serbia and Vesna Horvat from the Federal Agency for Hydrology and Surveying, Austria were elected to the Management Board.

The conference was officially opened by Zoran Milanović, Deputy Prime Minister, Serbia and Goran Velič, Manager, City of Belgrade, Serbia. Also attended by Bojan Đorđević and Frank Leman, International Relations Manager at FedEx, Belgium who gave the keynote presentation on delivering efficiencies and citizen services through e-Government. Other speakers included the heads of the delegations of the European Environment Agency as well as EuroGeographics members and Management Board.



The Twitter profile for EuroGeographics (@EuroGeographics) shows the following statistics: 1,335 tweets, 414 following, 1,142 followers, 61 likes, and 2 lists. The profile includes a blue header with the 'Geogra' logo, a bio mentioning the Association of Europe's national mapping, cadastre and land registry authorities, and links to Brussels, Belgium and the website eurogeographics.org. The profile was joined in November 2009.

**Tweets** **Tweets & replies** **Media**

**EuroGeographics** @EuroGeographics · Apr 28

**UN-GGIM: Europe** @UNGGIMEurope

Building infrastructure for European geospatial statistics: @MarieHaldorson & Ekkehard Petri #Eurostat at cesUNECE unece.org/fileadmin/DAM/...

**Your Tweet activity**

Your Tweets earned 3,087 impressions over the last week



Apr 28 May 4

**View your top Tweets**



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

- National Mapping, Cadastral & Land Registry Agencies
- and
- **National Statistical Institutes**
- European Member States
- European Institutions and
- associated bodies work together



**UN-GGIM: EUROPE**

UNITED NATIONS INITIATIVE ON  
**GLOBAL GEOSPATIAL**  
INFORMATION MANAGEMENT

- EuroGeographics provides the Secretariat for UN-GGIM:Europe.



# Sharing Knowledge & Exchanging Best Practice

- Develop and grow member organisations' staff
- Equipping members to meet technology innovations, and recognise and maximise opportunities
- Balancing the geospatial capacity of European NMCAs
- Adding value through collaboration



# Knowledge Exchange Networks

The Association currently has eight KENs:

- BIKEN: Business interoperability
- C & LR KEN: Cadastre and land registry
- Copernicus KEN: Emergency mapping
- INSPIRE KEN: INSPIRE
- PoIKEN: Policy
- PosKEN: Positioning/geodesy
- QKEN: Quality
- SBE KEN: Dealing with edgematching and State Boundaries

# 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.
- More about ELF tomorrow

# EuroGeographics Customers



# Customer Feedback

- Customer needs
  - Authoritative data for decision making not analysis
  - Accurate data
  - Increased coverage
- So we continue to need your data

# EuroGeographics Customers

Distributor	Product	Customer 2015	Coverage 2015
EGHO	EBM	Eurostat	Europe
EGHO	EBM	European Central Bank	Europe
EGHO	EBM	PBL Netherlands	Europe
EGHO	EBM	Syngenta	Europe
EGHO	EBM	TNS Global	Europe
DDS	EBM	Centre of Regional Development of the Czech Republic	Poland, Austria, Slovakia, Germany
Experian	EBM	VAR	Europe
Apple	EBM	Apple	Europe
GeoVille	EBM	CEPS Luxembourg	Europe
GeoVille	EBM	BeschA Germany	Europe
EGHO	ERM	Eurostat	Europe
EGHO	ERM	PBL Netherlands	Europe
EGHO	ERM	Spatial Dept Flanders	Europe
EGHO	ERM	Bavarian Agency for Digitisation, High-Speed Internet and Surveying	Europe
EGHO	ERM	Skydemon	Europe
EGHO	ERM	Dutch Military	Europe
EGHO	ERM	Polish Military	Europe
Geodan	ERM	European Railway Agency	Europe
GeoVille	ERM	MDDI	Europe
GeoVille	ERM	BeschA Germany	Europe
EGHO	EuroDEM	Landesamt für Natur, Umwelt und Verbraucherschutz NRW	Areas of Germany, The Netherlands and Belgium
EGHO	EuroDEM	RMS	Central Europe
JBA	EuroDEM	Allianz	Poland, Slovakia & Slovenia
JBA	EuroDEM	RSA	Poland, Slovakia & Slovenia
JBA	EuroDEM	Confidential	Poland, Slovakia & Slovenia
Eastview	EuroDEM	KatRisk LLC	
Cartographic	EuroDEM		Europe
EGHO	EuroDEM	JBA	Europe

# Sales Figures - 2015

Product	Total income 2015 including accruals & distributor sales for 2015
EBM	€ 239,359.15
ERM	€ 346,020.37
EDEM	€ 34,763.90
<b>Total</b>	<b>€ 620,143.42</b>

**2016 – we are projecting over €700,000**

- Eurostat invoice is larger
- Accruals from 2015 are good
- Retention is very good
- Distributor sales continue to be consistent

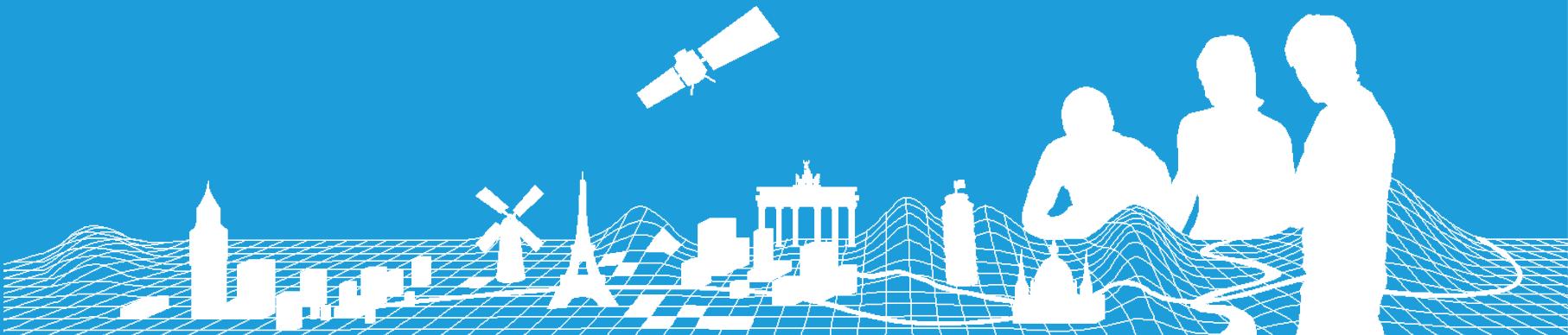
# Sales Figures 2015

Sales Income	€ 620,143.42
Production (2015)	€ 220,637.00
Data Supply fees (2015)	€ 44,391.60
Total	€ 355,114.82

# EuroGlobalMap

- Excellent number of users
- As of this week over 5300 unique downloads
- 935 Business Use
- 1825 Education Use
- Downloads not slowing down!

# Changes in the Production Process and the Production Team



# Aims going forward

- **Maximise use of our member's geographic information** in all parts of the European Commission through wider awareness and understanding of our pan-European products and ELF services within the contract with Eurostat
- Deliver to Eurostat, over the term of the agreement, the **enhanced datasets required**, to fulfil their requirements; including greater geographical **coverage** and additional datasets
- **Support and enhance our Production team**
- **Maintain and grow** our current customer base through excellent customer relationship management

# Next steps

- Work with you on Coverage
- Introduce a new regional coordinator
- Support new Production workflow
- Investigating a new NUTS Open Data product
- Continue to work with Eurostat

# Thank you!

- Coming together is a beginning;
- Keeping together is progress;
- Working together is success.
- Have a great couple of days



# Questions???



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