

EuroGeographics' Strategy



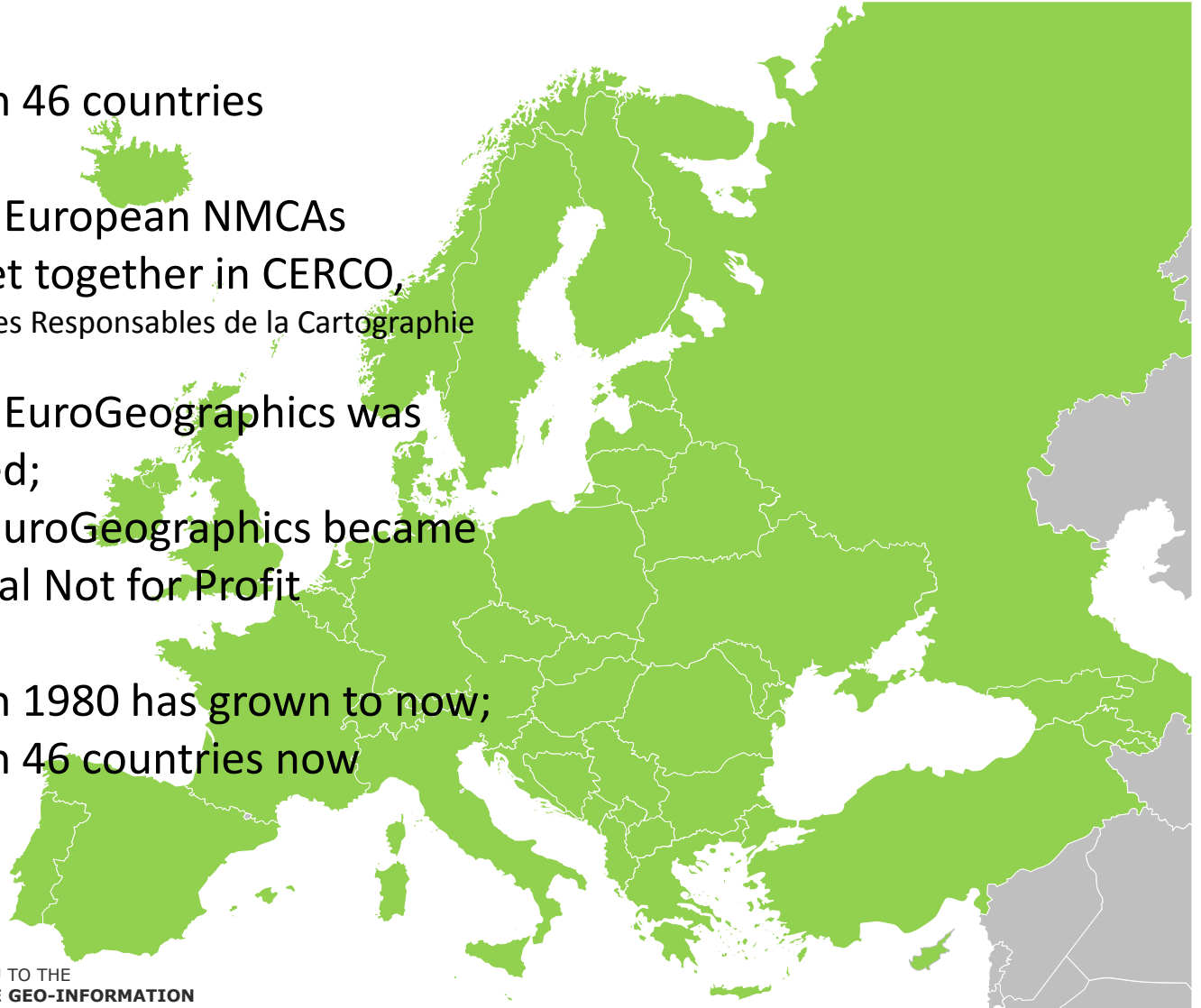
Mick Cory
EuroGeographics
Secretary General & Executive Director

21st October 2015



EuroGeographics Membership

- 60 members in 46 countries
- 25 years since European NMCAAs started to meet together in CERCO, (Comité Européen des Responsables de la Cartographie Officielle)
- 15 years since EuroGeographics was first established;
- 5 years since EuroGeographics became an International Not for Profit Association;
- 35 members in 1980 has grown to now;
- 60 members in 46 countries now



EuroGeographics Management Board

Appointed Board Members

- France - Jean-Philippe Grelot - Treasurer
- Germany - Hansjörg Kutterer - Vice President
- Great Britain – Andrew Trigg

Elected Board Members

- Ingrid Vanden Berghe – President - Belgium
- Angela Matcov - Moldova
- Arvo Kokkonen - Finland
- Danko Markovinović - Croatia
- Wernher Hoffmann - Austria
- Igor Vasiliev - Russia

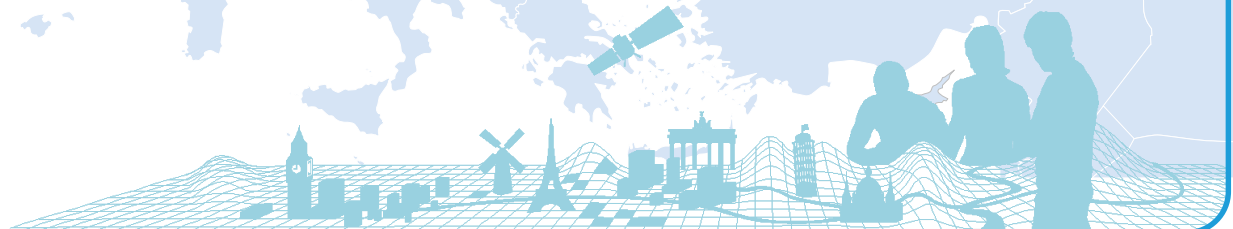


EuroGeographics Head Office Team



EuroGeographics Strategy 2014-2020

- Purpose
 - to further the development of the European Spatial Data Infrastructure through collaboration in the area of geographic information, and the representation of the EuroGeographics' membership and its capabilities.
- Vision
 - A European society which makes decisions informed by our members' accurate, authoritative and quality-assured land and geo-information data, services and expertise.
- Mission
 - to maintain a network which helps each member to improve their competencies and role; to facilitate access to our member's data, services and expertise; and to provide a strong voice for our members.



Operating Context

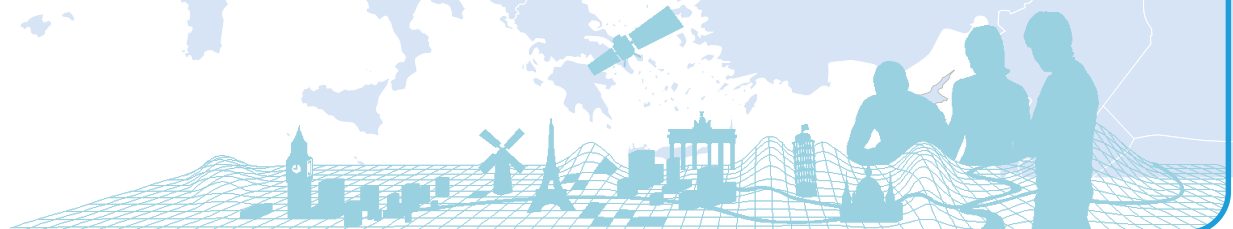
- Change - Big data, open data, new technologies and increasing expectations from society - presents major challenges and opportunities;
- The evolving role of NMCAs – spatial data ‘broker’;
- European Union’s mandate and priorities – notably Digital Single Market, eJustice and Marine Spatial Planning;
- Developments in the UN. Potential for UN-GGIM to influence policy decisions in Europe, associated with geographic information;
- Copernicus programme, and CORDA contract, challenge and support the need for high quality, easily accessible, authoritative reference data from the NMCAs;
- Funding and capacity to fully satisfy the expectations of modern society, commercial markets and European policy makers - Sustaining the Financial position of the Association.



EuroGeographics Strategy 2014-2020

Strategic objectives

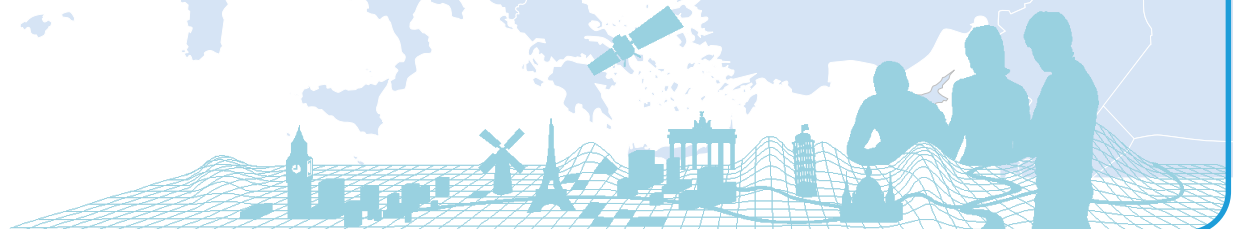
1. Provide the voice of our members
2. Develop the network of members
3. Develop the European Location Framework
4. Facilitate access to members' data and expertise
5. Grow our network of members
6. Ensure that the Association continues to develop its role and has a sustainable future



Association's Activities

1. Provide the voice of our members

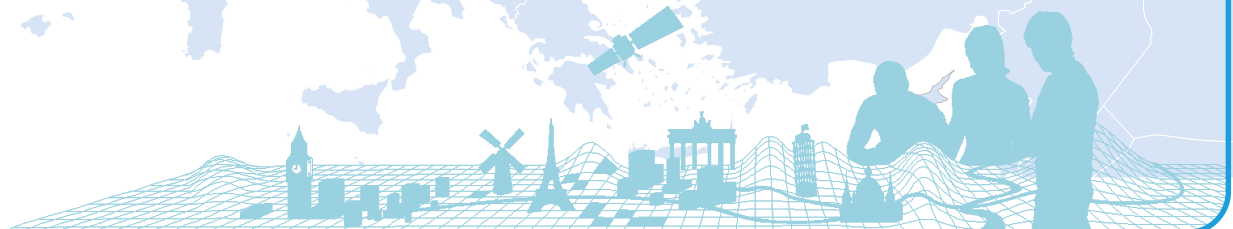
- Represent members' capabilities.
- EuroGeographics PolKEN priority issues
- Work with UN-GGIM:Europe;
- Exploiting the potential of UN-GGIM: Europe



Association's Activities

2. Develop the network of members

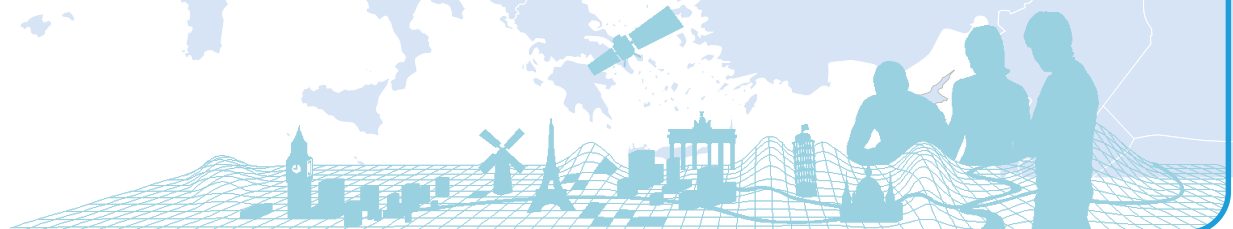
- Knowledge Exchange Networks:
- Use of information
- More workshops with external experts
- Collaborate PosKEN with CLGE, Eupos and Euref
- Contribute to ELF
- KEN participation in National and regional workshops and conferences
- Develop the capacity of members.



Association's Activities

3. Develop the European Location Framework

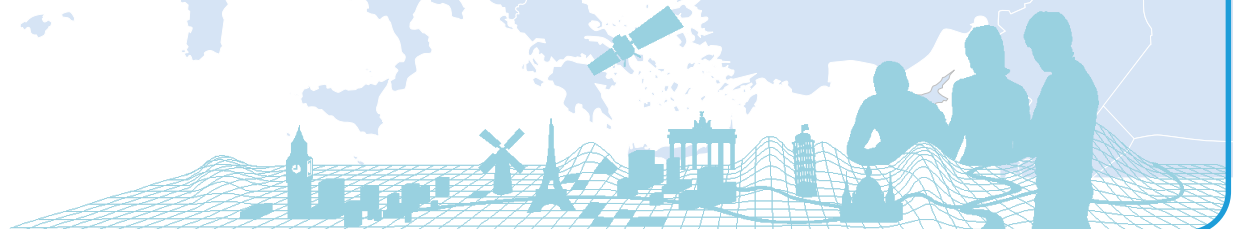
- Meet commitments in European Location Framework project in 2016.
- Develop a vision for ELF
- Develop members' national web services and connect to ELF
- Shared understanding with stakeholders
- Sustainability



Association's Activities

4. Facilitate access to members' data and expertise

- Maximise use of our member's geographic information in European Commission
- Fulfil Eurostat requirements
- Improve 3rd party data content in pan-European datasets
- Expand our distributor network and engage effectively with existing distributors and VARs
- Manage our customer relations and implement the marketing plan for our products.



Association's Activities

5. Grow our network of members

- Encourage applications for membership
- Explore opportunities to improve or expand the benefits delivered to members.

6. The Association develops and has a sustainable future

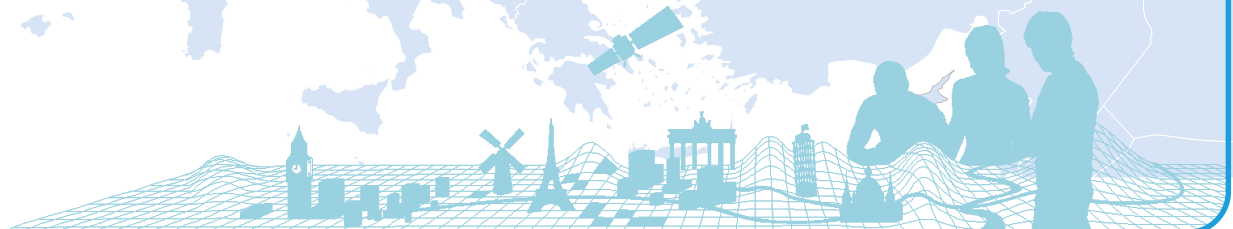
- Unlock the full potential of EuroGeographics
- Assess the impact of the ELF on the Association's structure and management;
- Coordinated activity with relevant pan-European and international organisations;
- Maintain a highly motivated Secretariat Team



Membership Benefits

What does success look like?

- The role of members will be better understood
- Europe will rely on members' geo-information
- Intellectual Property Rights better protected and better exploited
- Improved efficiency of members' national responsibilities
- A wider market will exist for member's data and services
- Efficient and effective use of members' data and services.



EuroGeographics Strategy

A focus on membership benefits from:

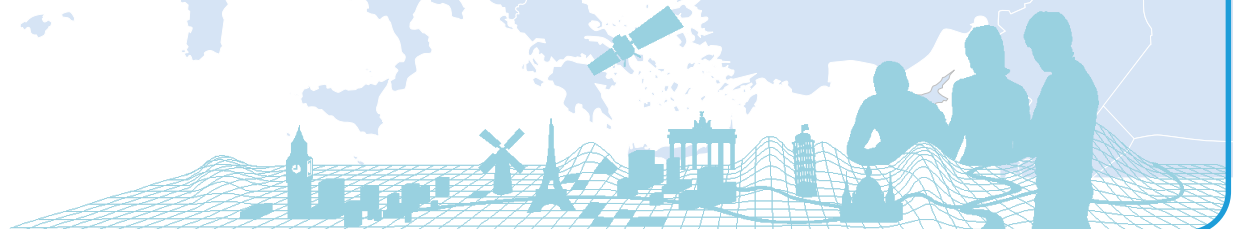
- Representation
- Knowledge Exchange
- And the potential of the European Location Framework



Representation

AISBL Article 3 – Purpose and Activities

The purpose of the Association shall be to further the development of the European Spatial Data Infrastructure through collaboration in the area of geographic information, **and the representation of the EuroGeographics' membership and its capabilities.**



EuroGeographics Representation Strategy (EARS) – its purpose is to:

- Ensure EuroGeographics develops its relevance and effectiveness at a European level including its position as a responsible player;
- Identify opportunities for EuroGeographics members;
- Contribute to the delivery of EuroGeographics' Purpose, Strategy and Operating Plan.

As an Association, as set out in our Purpose, our activities represent our Members and their capabilities.

This representation strategy is outcome focussed and demand driven. We simply do not have the time, money or resources for vanity activities.



Representing Members:

Representation

Current Policy Topics

European Affairs and Representation Strategy (EARS)

Policy Briefing Documents

UN-GGIM

Weekly Representation News Update



EuroGeographics

EuroGeographics

EuroGeographics Briefing Paper
Digital Single Market Strategy:
the importance of dependable geospatial information

Reference: April 2015 V1.0

Briefing

- A common understanding of location is vital to connecting Europe
- That in turn requires dependable geospatial information and a shared location framework
- The INSPIRE Directive has already established the ground rules for a European Spatial Data Infrastructure created by the Member States
- Now the European Location Framework project is developing a cloud-based platform of harmonised INSPIRE-compliant national geospatial information
- The Commission's forthcoming Digital Single Market Strategy can help to ensure that geospatial information is able to play its full part in the Digital Single Market

Weekly Policy News Summary

Year 2015 – 38th week

Digital services interoperability programme ISA² - agreement with Parliament

The Luxembourg presidency of the Council and the Parliament finalised an informal deal on a programme to help member states' public administrations provide interoperable digital services for citizens and businesses (ISA²). The agreement was reached in one trilogue meeting and completed in a number of technical meetings.

EuroGeographics

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



Representing Members:

CADASTRAL DATA CONTRIBUTE TO ECONOMIC GROWTH IN ROMANIA

Thanks to the new national Agency for Cadastre and Land Registration (ANCA) in Bucharest, regional authorities will be able to use cadastral data for a wide range of applications, including land use planning and urban development.



New Secretary General and Executive Director announced

EuroGeographics Newsletter

EuroGeographics has announced that Mick Cary from Land and Property Services, Northern Ireland, is to be its new Secretary General and Executive Director.



Figure 1: Mick Cary (left) and Peter Davies (right) at the EuroGeographics' new Secretary General and Executive Director. He is joined here with EuroGeographics President, Lynn Baker (right).

International Mapping Agency. The biggest lesson I learnt in this time is that, although maps are culturally and aesthetically wonderful, it is what you use them for that matters most."

"EuroGeographics' members fulfil a unique role in Europe by providing the most accurate, up-to-date, high-quality geospatial and land information. Policymakers do not always fully understand or appreciate the power of this data – so how to unlock it."

"I look forward to helping to promote and realise the full potential of members' geospatial information, particularly through the delivery of The European Geospatial Framework which provides a unique, cross-border gateway to their data."

Mrs Ingrid 'Garden' Berghs, President of EuroGeographics said: "Mick has extensive experience of working across national, cultural and professional boundaries as he is more than equal to the task of representing the 57 organisations from 48 countries that make up our membership."

Post Details

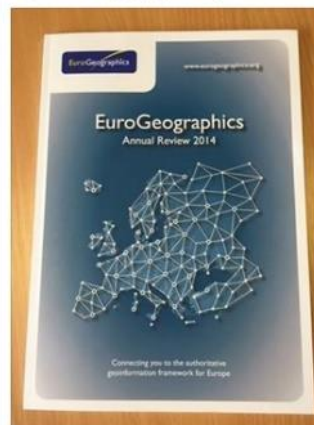
Reported stats may be delayed from what appears on posts

EuroGeographics

Published by Rhian French (7) • 15 July • Edited (7) •

As the membership association for the European National Mapping, Cadastral and Land Registry Authorities, EuroGeographics is proud to represent organisations from every country in geographical Europe. Our Annual Report demonstrates why their work is important, not only at a national and European level, but also on a global scale.

<http://www.eurogeographics.org/.../EGAR2014%20Final3%20web.pdf>



682 People Reached

31 Likes, Comments & Shares

26 Likes 14 On Post 12 On Shares

0 Comments 0 On Post 0 On Shares

5 Shares 1 On Post 4 On Shares

54 Post Clicks

15 Photo views 5 Link clicks 34 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 1 Hide All Posts
0 Report as Spam 0 Unlike Page

Representation on the world stage

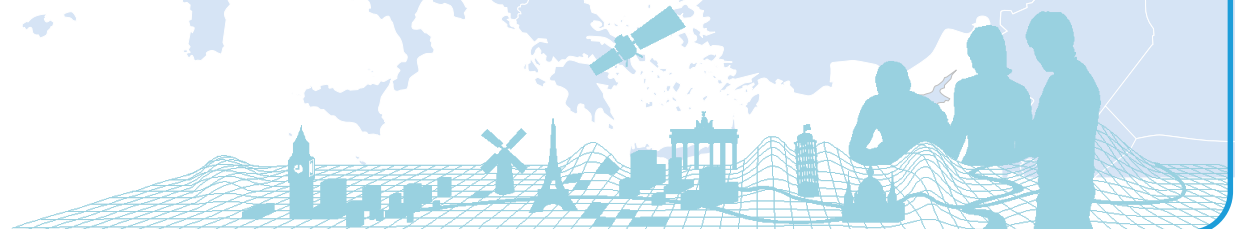


UN-GGIM
UNITED NATIONS INITIATIVE ON
GLOBAL GEOSPATIAL
INFORMATION MANAGEMENT



EuroGeographics

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FRAMEWORK FOR EUROPE**



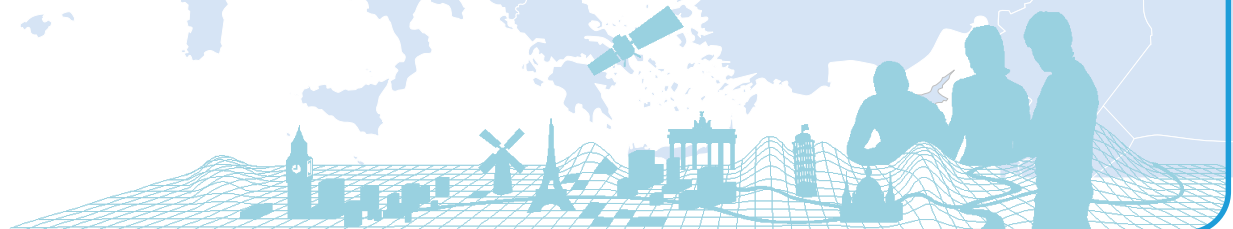
Knowledge Exchange

- Solutions to common challenges
- 8 active KENS, 350 participants
- PLUS Directors' Knowledge Exchange



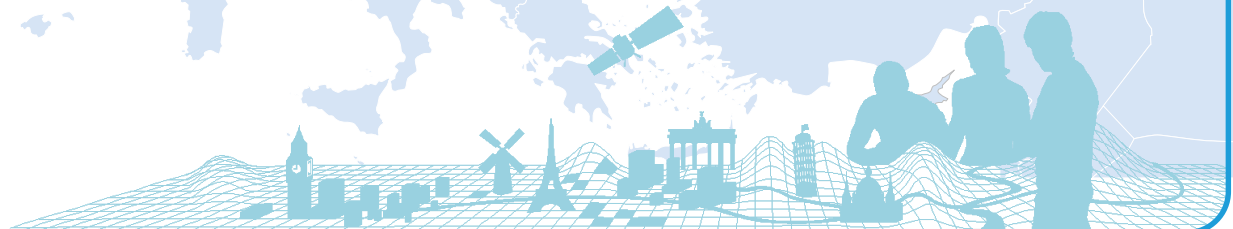
PolKEN - Where are we now?

- Excellent informed expert PolKEN team
- Benefit of three issue specific Task Forces
- Digital Single Market, Cadastre, Copyright, Big Data, Open Data, e-Government, UN:GGIM, Interoperability, e-Government, eID, ELF etc etc



Policy KEN- what we expect next

- Continues to be less direct legislation, more indirect policies and strategic communications
- Strong representation of members and their capabilities with a strong PolKEN to do this
- Research & Policy on a wider breadth of issues with more information to members
- Association and PolKEN development
- Do what successful Associations do best!





ELF EUROPEAN LOCATION FRAMEWORK

EuroGeographics

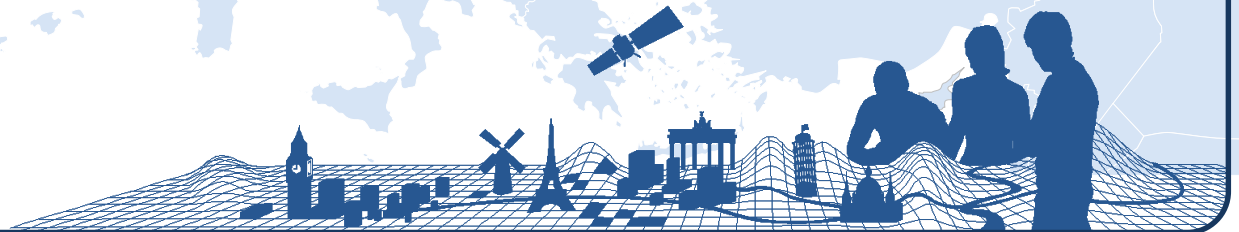
CONNECTING YOU TO THE
AUTHORITATIVE GEO-INFORMATION
FRAMEWORK FOR EUROPE



What is ELF?



- It is a practical implementation of the INSPIRE Directive;
- A gateway to pan-European maps, geographic and land information:
 - bringing together geospatial information from different agencies and different countries;
- Will meet user needs, create new business opportunities and increase the reuse of public sector information.





ELF EUROPEAN
LOCATION
FRAMEWORK

- It contributes to international and European initiatives:

- the Digital Single Market,



- INSPIRE,



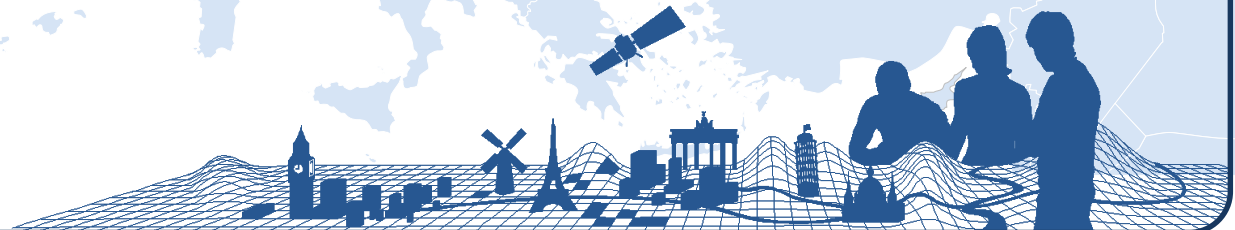
- Copernicus



- and United Nations Initiative on Global Geospatial Information Management (UN-GGIM);

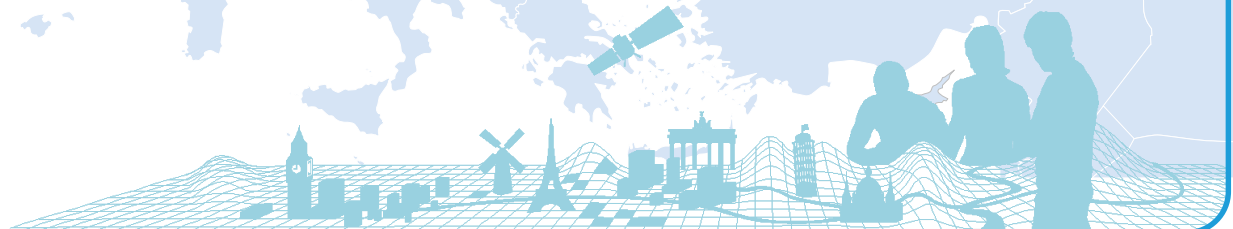


- Complements European National Mapping and Cadastral Authorities' activities.



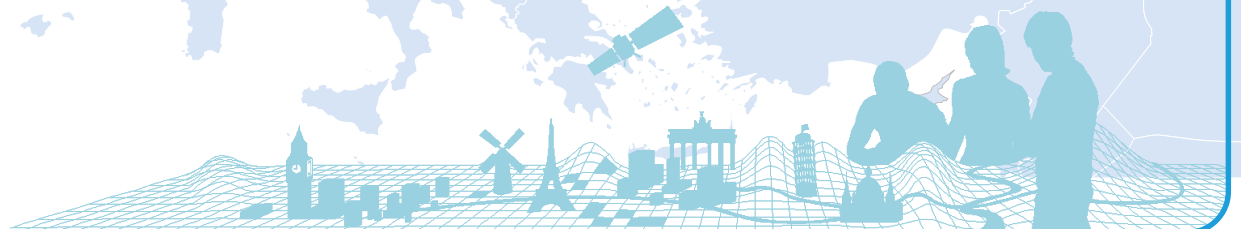
Customer expectations

- European-wide coverage
- Not just NMCA data, 3rd party data, and
- Industry-specific analytical solutions
- Content:
 - more detail (i.e. larger scale) = greater value
- EC want direct supply by EG



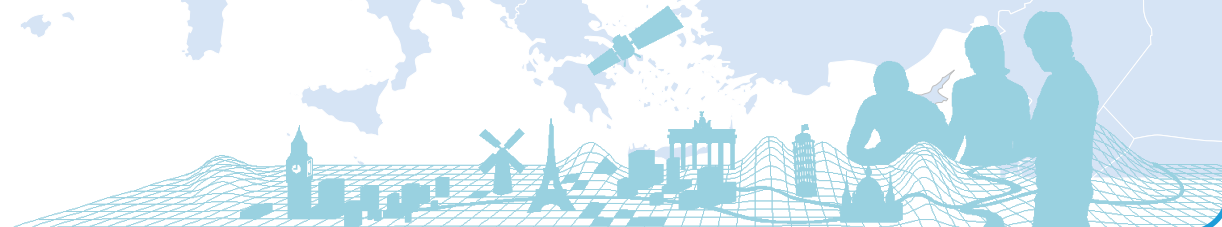
To achieve this potential

- Complete European wide coverage is essential!
- We must be clear what products and services
- Give certainty on availability dates and
- Provide details of pricing and licensing



Potential

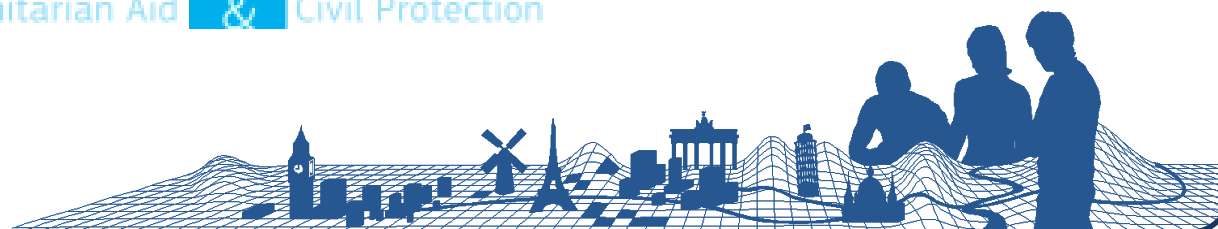
- For society (the wider public good – security and safety, a better environment)
- To help develop policies that improve society
- For the efficient and effective administration of the delivery of public services
- For the economy – drives business growth
- For our organisation, EuroGeographics
- For our Members, NMCA's – it is what we are here to do.



Research and Innovation contributing to the Disaster Risk Management Cycle



Humanitarian Aid & Civil Protection





Improving the Knowledge Base Looking ahead

Better Data

- More technical guidance
- Geo referencing disaster loss data

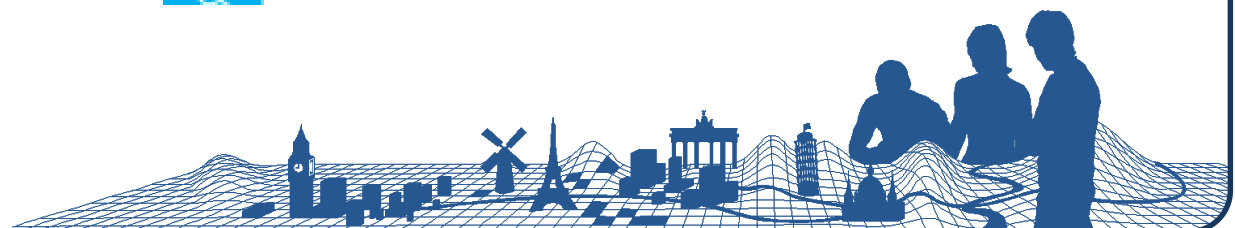
Pan European risk scenarios

- Cross border risks
- Pandemics, Volcanic eruptions, Space weather

Developing a Disaster Risk Management Knowledge Centre

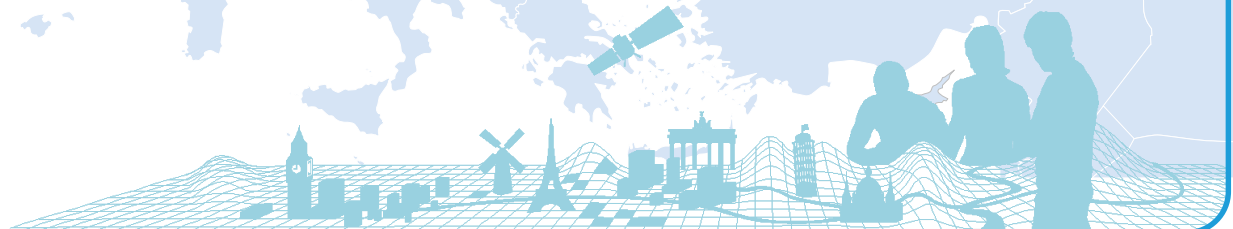
- Enhancing the science based advice through networking
- Improving the uptake of research and operational knowledge

Humanitarian Aid & Civil Protection



Longer term potential

- EC Policy and operational information services tool
 - ELS access available at every desk in the Commission
- What about non-EC?
- And the wider public offering?
- Realising business potential
 - Freemium (Open) to Premium (Commercial)?
 - VAR - multi-channel, adding value
 - Leave it to the markets?

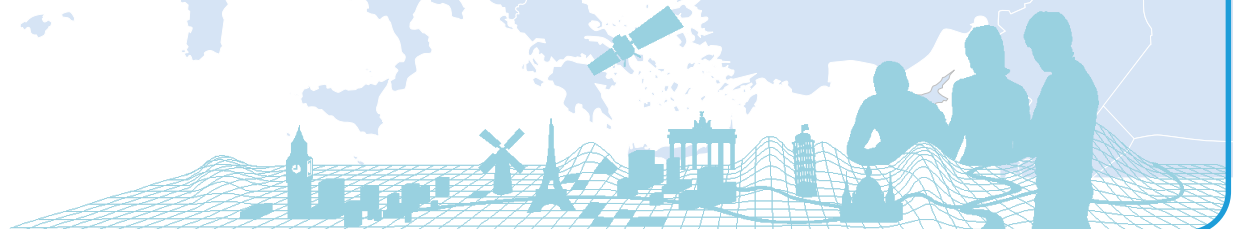


Directors Roundtable

Preliminary views about ELF

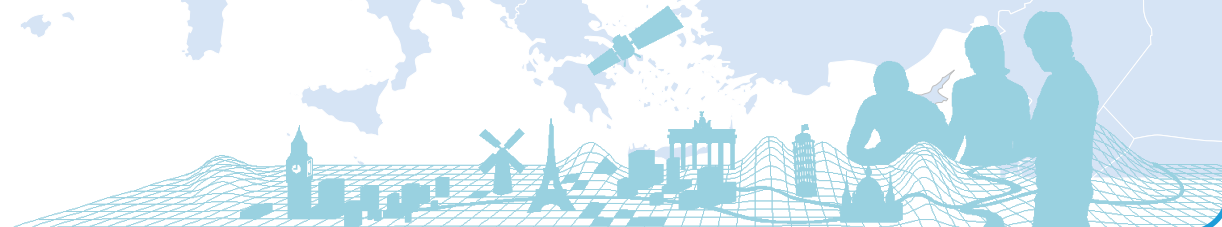
Importance of:

- A sustainable business model – funding?
- Full European, harmonised, coverage. There may be some 'white' gaps
- Not just EU
- Importance of engagement with non-EU, sharing of expertise and experience
- Challenges of the differing legal frameworks



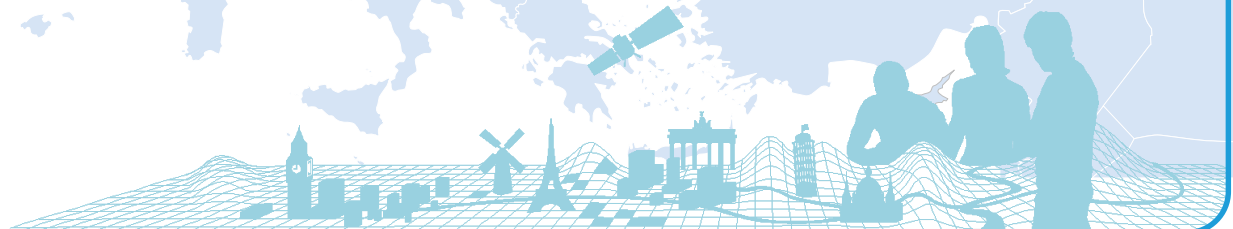
Summary output from discussion

- The project should cover a wider territory – proposal for a small pilot from Eastern countries;
- More involvement from EuroGeographics?
- Proving value is essential;
- Member States must see value for themselves as well;
- Policy ownership in Europe required? Who?



Is it more than technology?

- It is called a “Framework”
- Potential to help implement INSPIRE
- Also for capacity and capability building to help Members implement INSPIRE compliant solutions
- To help our customers realise the potential (not all are expert!)
- GROWTH agenda - encourage internal market and facilitate small business / entrepreneurial development
- As an educational tool



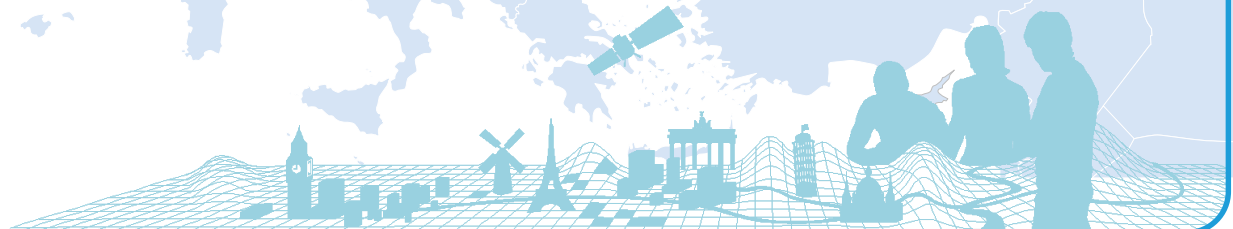
An unpredictable future:

- What about mobile, and
- multi platform technology and services?



Developing a shared Vision for ELF

- Initial views of our members- already started with the GA 2015
- Gather more detailed views at EuroGeographics Directors' Forum 18th November 2015, Brussels
- Members to consider a draft of the Vision at the Extraordinary General Meeting in May 2016, Leuven, Belgium
- Process for developing the vision will conclude at the General Assembly in October 2016 for approval.

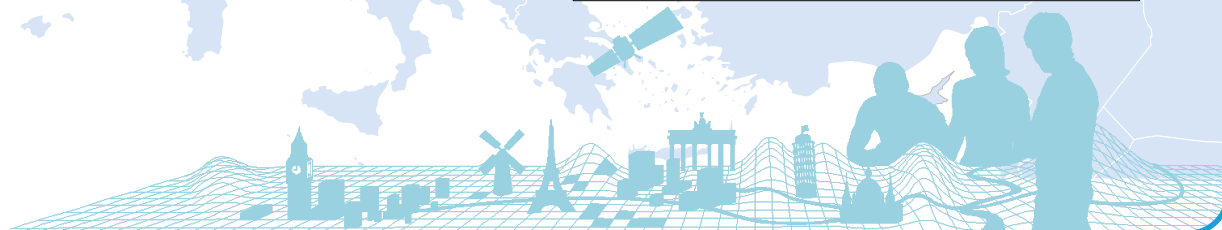
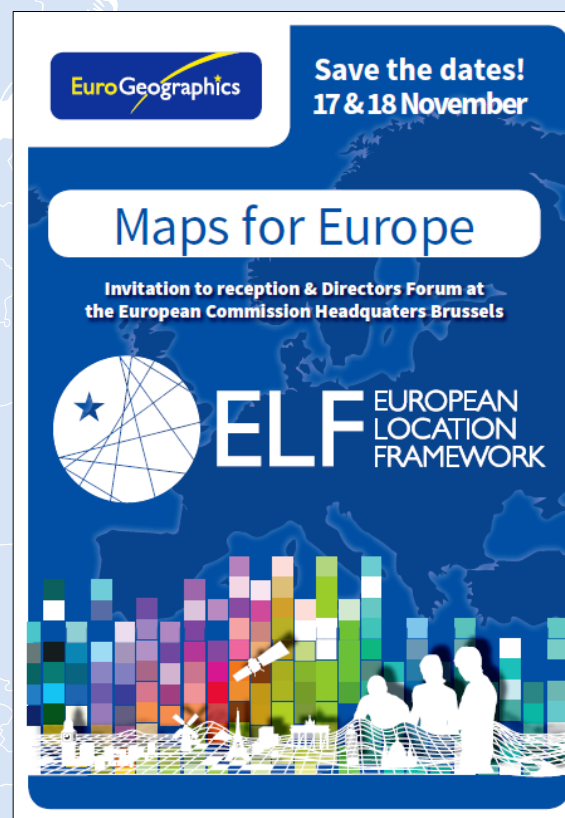


Directors' Forum

Date: 18 November

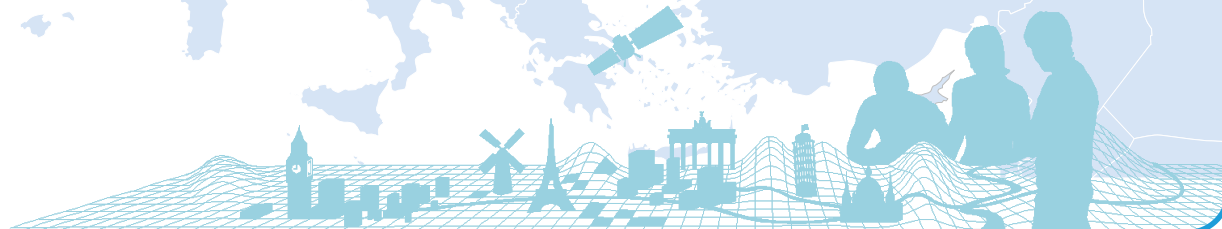
Time: 10.00 – 15.00

- The Directors' Forum is an opportunity to discuss our vision for the future operation of the European Location Framework.
- As the European Location Framework is essential to the future of European NMCAs, we encourage NMCAs to attend these events.

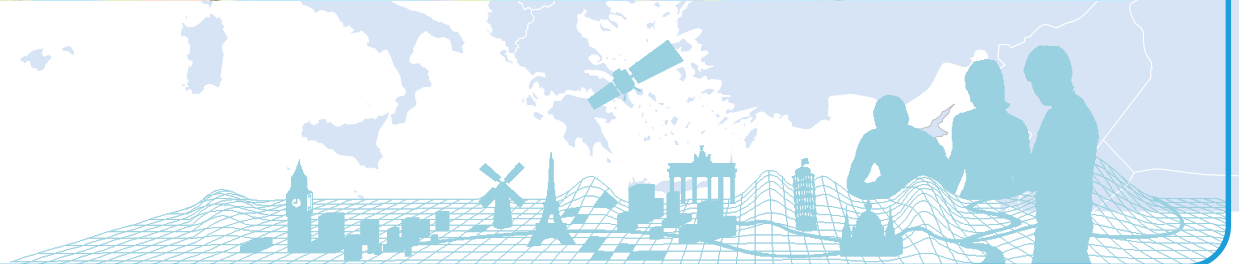
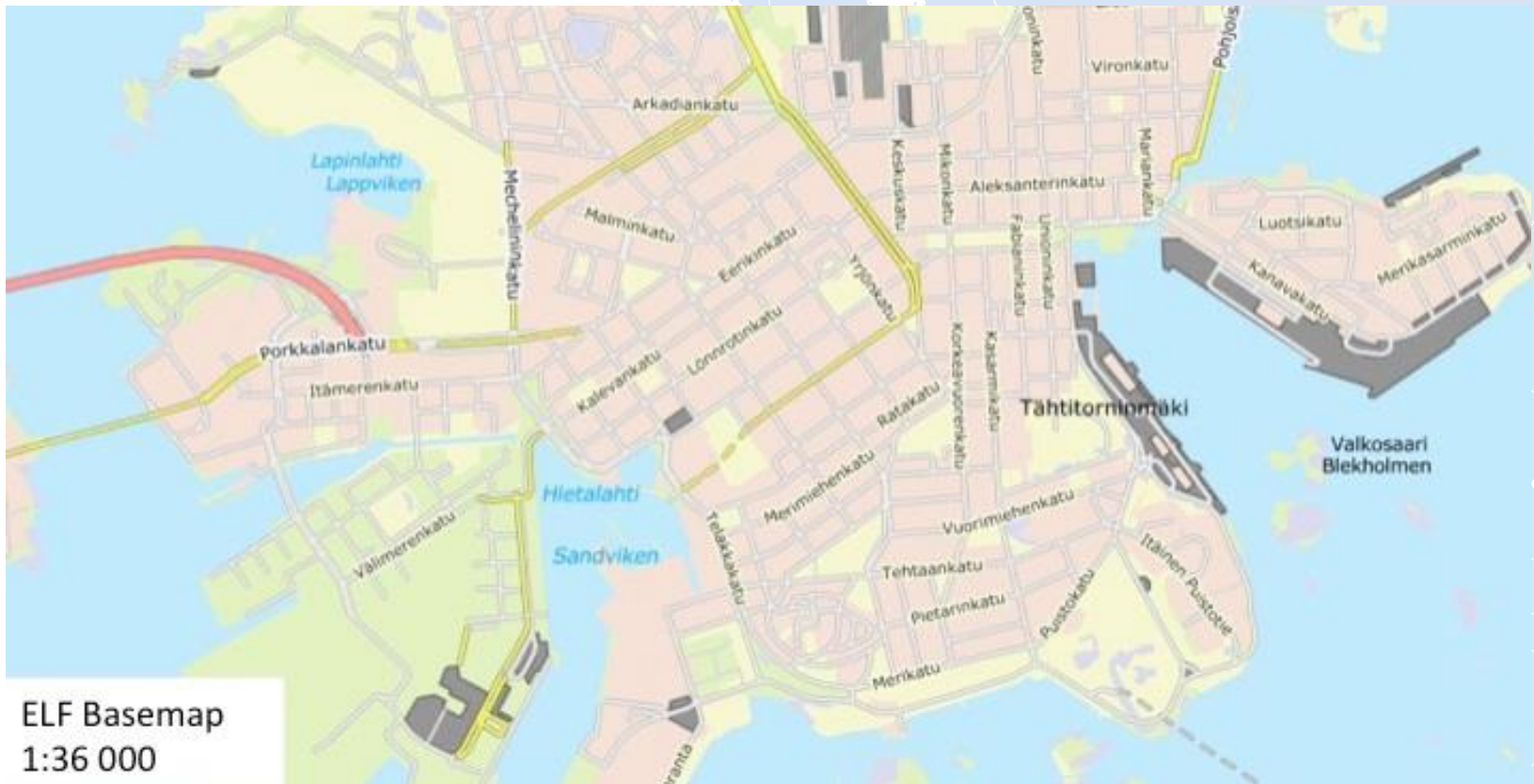


(A head above the parapet – gets shot off!)

- ELF is a serious, and technically advanced solution
- It may be complex, but we must make it simple to use
- Potential to raise awareness of our brand – greater public awareness, and greater realisation of our value
- Once people are aware, they will expect it to work.



Latest news: ELF Basemap



Thank you

www.eurogeographics.org



ELF EUROPEAN
LOCATION
FRAMEWORK

<http://www.elfproject.eu>

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