

An aerial photograph of a lake surrounded by a dense forest with trees in various shades of green, yellow, and orange, indicating autumn. The lake is a deep blue color. In the top right corner, there is a white geometric pattern of triangles. A dark blue rectangular box is overlaid on the left side of the image, containing the title and speaker information in yellow text.

Policy KEN – June 2023 EuroGeographics Update

**Sallie Payne Snell
Acting Secretary General & Executive Director**

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Focused on our vision, delivering our strategy

- 2020-2023 strategy approved at the October 2020 General Assembly.
- Driven by our vision for **a society empowered by the use of your trusted geospatial information**
- Successful delivery is dependent upon our **financial plans**, our **communications**, and our **people**.

EuroGeographics 2023 – 2025

- Continue to deliver its **three fundamental pillars of activity**: Knowledge Exchange, Representation, and Data Activity, for the benefit of members.
- Continue to create **small and medium scale pan-European datasets**
- Shift in strategic focus and messaging to further **position EuroGeographics as an enabler** that allows users and key stakeholder easy access to your data.

Ensuring EuroGeographics long-term sustainability

The role of OME2

DATA

Delivering objectives

REPRESENTATION

Promoting use and
demonstrating
value of members
high value data

KNOWLEDGE EXCHANGE

Showcasing
members
knowledge and
production
expertise



Ensuring EuroGeographics long-term sustainability

Aims of OME2



Large scale



Key Themes



Change only
updates



Harmonised &
edgematched



Authoritative



Co-funded by
the European Union

Ensuring EuroGeographics long-term sustainability

2023-2025 messaging to key stakeholders



EuroGeographics in 2025 and beyond

- Activities **focussed on your data, knowledge and expertise** – the core roles and purpose of a membership association.
- Providing **production expertise and facilitating discussions** with users
- Continue to create **small and medium scale pan-European datasets**

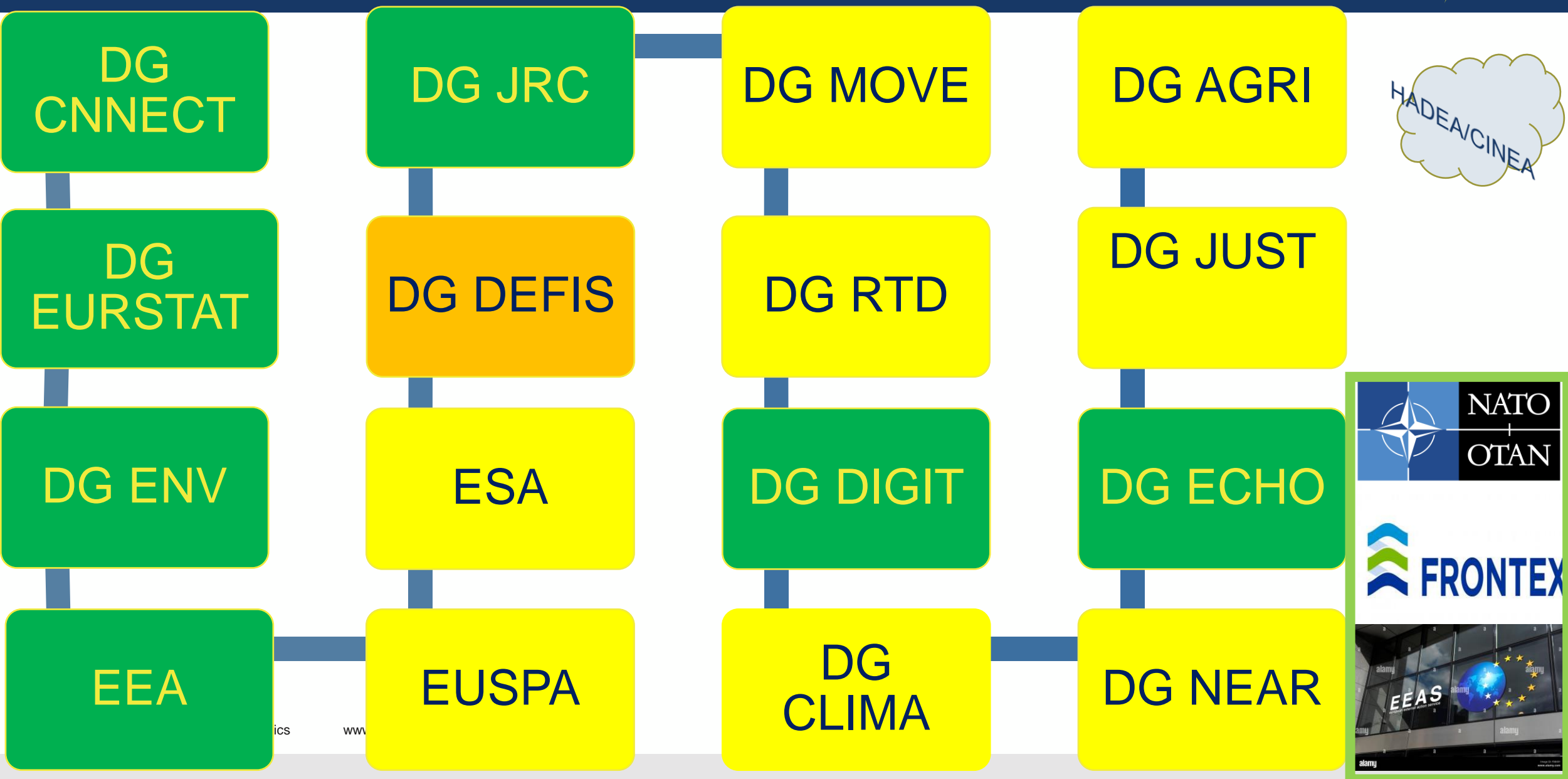
Recognised as a data enabler for users and stakeholders

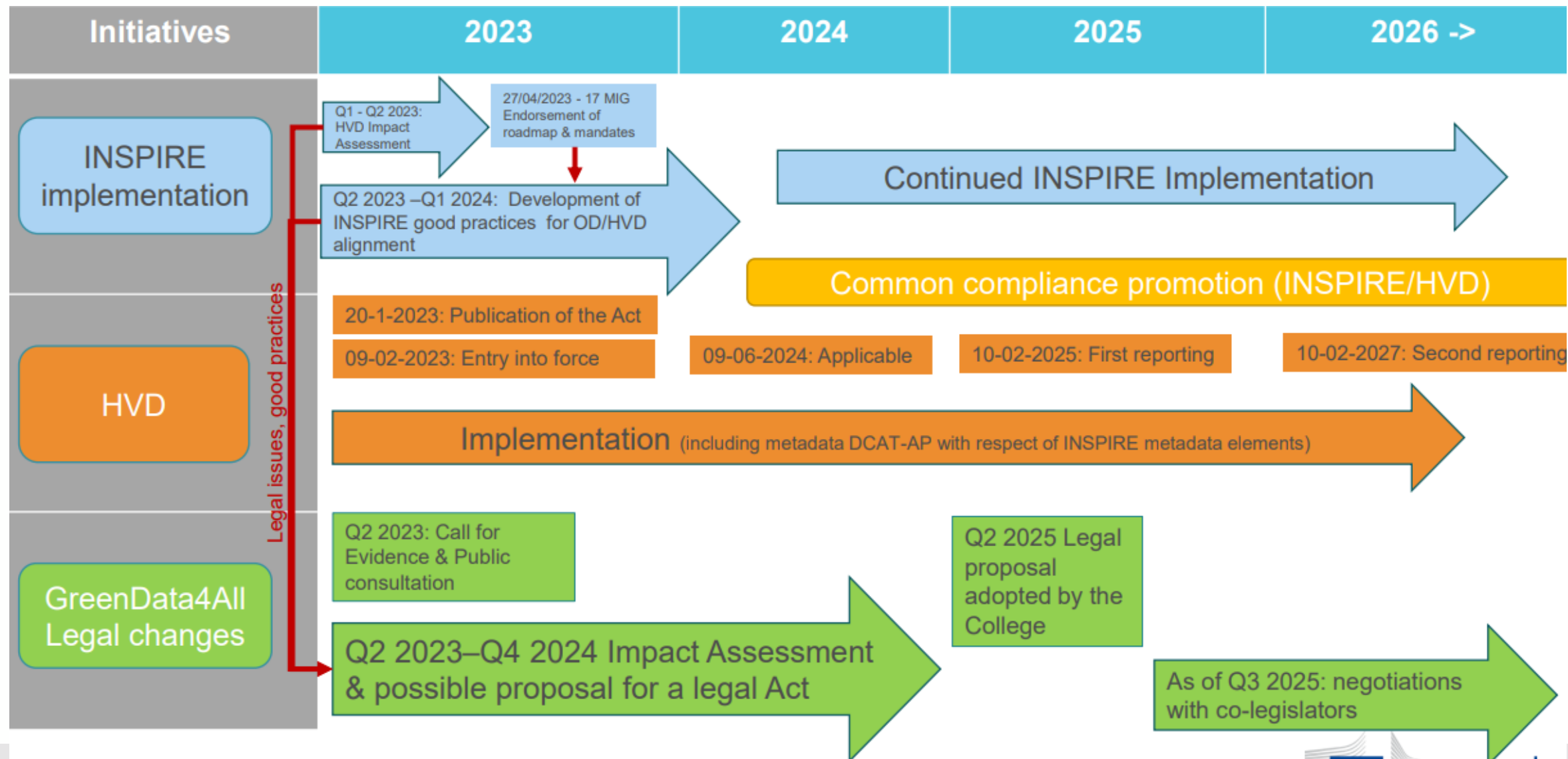
Long-term sustainability secured

European Representation Strategy

- **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.
- **Impact**. Constructive participation – make appropriate, positive contributions, to those areas of policy development where we, and our members, have a track record, significant expertise and legitimate interest.

New Commission 2019 -2024





Representation Team

Ambassadorial/High level Representation
President, MB & Members Heads

Secretary General & Executive Director

Head of Representation & Stakeholder Management

Representation & Strategic Communications Team

- Marjana
- Stefania
- Rhian
- Giuseppe

PoIKEN

- Briefing
- Consulting
- Feedback

Members

Johan Bodenkamp

Policy and Project Officer, DG CONNECT, European Commission

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AOB

