

The background of the slide is an aerial photograph of a city street with red-roofed buildings and a central green parking lot. A semi-transparent dark grey rectangular box is positioned on the left side of the image, containing the title and speaker information.

# EuroGeographics Strategy update

Mick Cory,  
Secretary General & Executive Director



## Things have changed

### New entrants

Over the last 10 years there has been an explosion of new entrants into the global geospatial 'market'

### Bargaining power of users

European users are free to obtain data from any source;

No legal / and limited policy requirement to use national data at European level (although this is a weak initiative).

### However:

- Need for authoritative data remains.
- Drive to open data continues.
- "Open Data and Public Sector Information (PSI) Directive"

### Substitute Products

New entrants have successfully introduced substitute products that are proxies for authoritative data,

### INSPIRE issues

Data coverage

Diverse policy, legal, financial landscape – multiple agreements required

## Issues affecting our business

- There have been a number of recent developments in our operational environment
- Our **financial situation has changed** - income from 'sales' down €345,000 from 2018 = 21.1% of costs
- The “**big picture**” is changing too.
- These changes have occurred since our strategy was agreed in October 2017
- These changes required a **rethink of our strategy**



## Steps Taken to address the change

- Urgent steps have been taken to reduce costs in early 2019
- Line by line review of 2019 budget and reserves
- Management Board recognised the need for a broader strategic response to the changing environment around us
- Detailed strategic review of products, representation, knowledge exchange, membership and finances at Management Boards in April, July and September
- Key financial objective is that membership subscriptions cover the costs of Association activities



## EuroGeographics is:

- A not-for-profit International Association of members
- Voluntary membership organisation, no legal mandate, no power to compel
- Our success is based on our ability to deliver value to our members, and on the willingness of our members to collaborate for their wider benefit

EuroGeographics has

- limited resources (financial and people), and is
- Reliant on members active participation (representation, KENs)
- Only able to deliver if our members contribute – data, time, resources, skills and knowledge and leadership

## EuroGeographics is NOT:

- A data producer, or supplier of data (limited production only, based on members contributions)
- An operational business
- A commercial entity, returning profits to shareholders



## Conclusions from ‘rethink’ of our strategy

For now changes are proposed to be contained within existing strategy – moving away from sales to representation and facilitating access

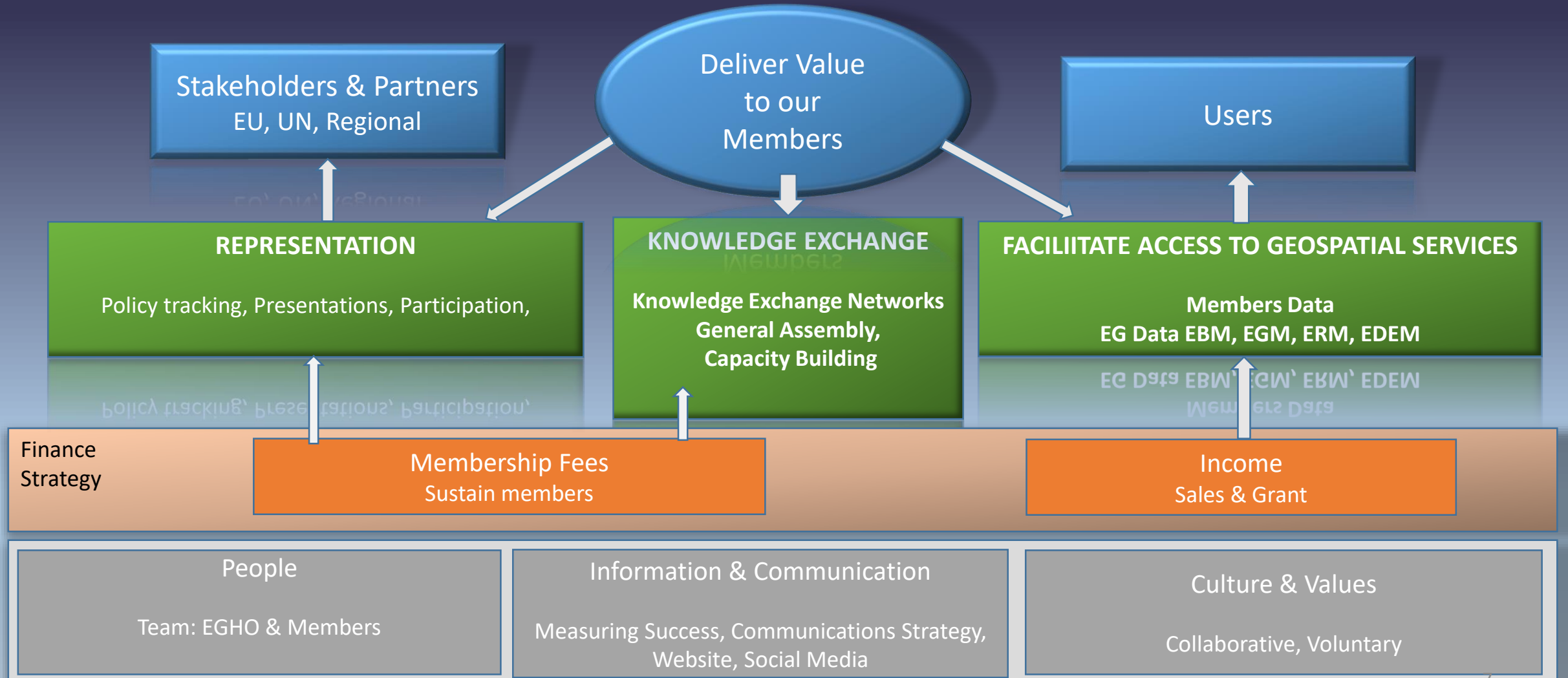
1. moving away from ‘selling data’
2. moving towards ‘promoting integration’ of data.
3. value proposition more clear, work in partnership in the public interest

**Can do this within existing budget and reserves for now**

Management Board is seeking a mandate to develop draft strategy and budget implications to be presented at next year’s GA (in line with end of current strategy)

## Society empowered by our members' authoritative geospatial services

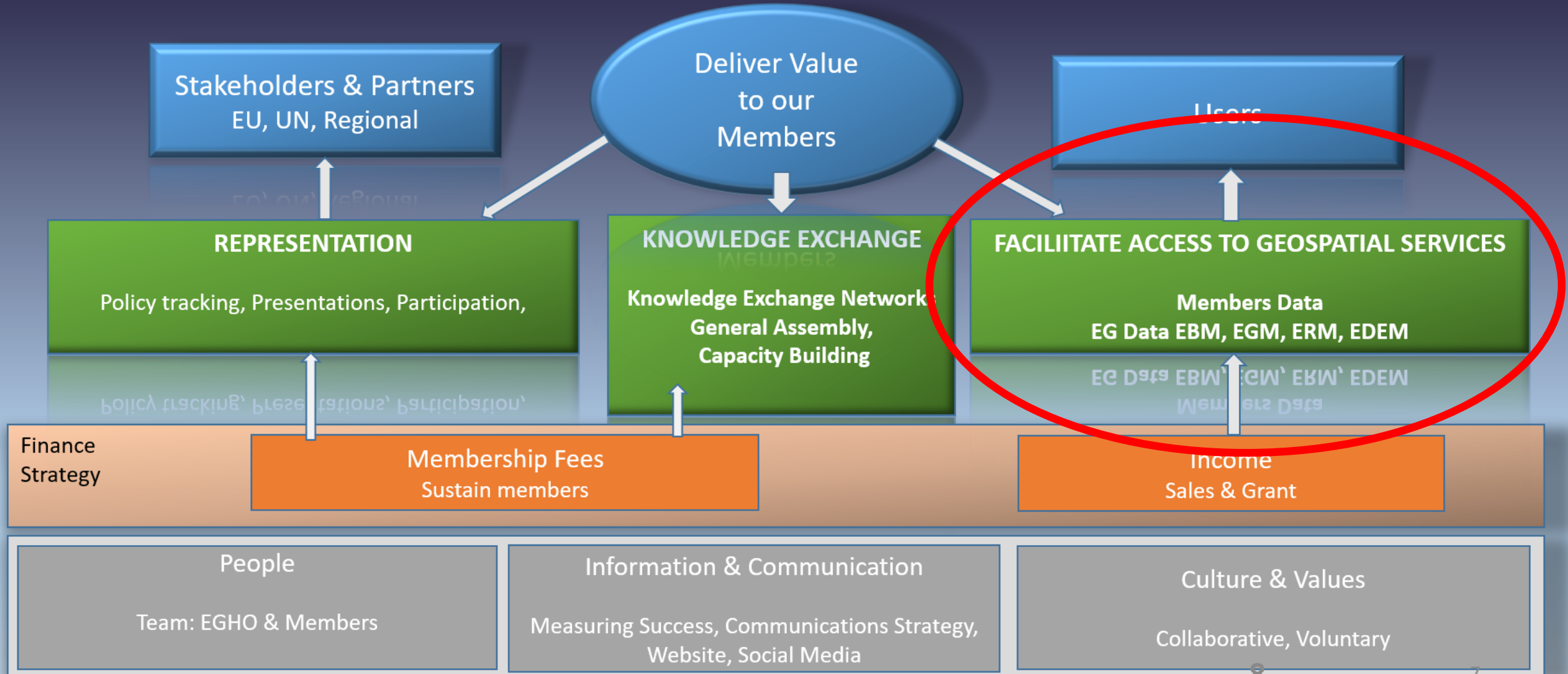
*We support the public good by representing our members' interests, maintaining networks that help our members improve their capabilities and role, and by facilitating access to and use of our members' geospatial services*



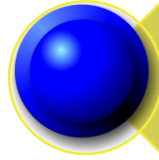


## Society empowered by our members' authoritative geospatial services

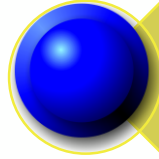
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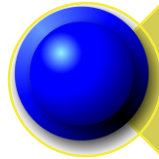




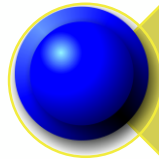
There are significant opportunities for EuroGeographics with its current pan-European datasets to support our aim of facilitating access to members' data for European use-cases



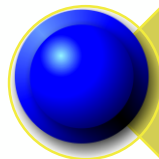
EuroGeographics should, as a minimum, signpost directly to our members' unique official national data offerings



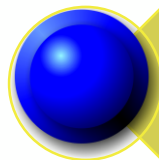
Success is the European system and other international bodies being able to use our members' national data



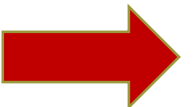
EuroGeographics value proposition is about 'representation' and supporting the use of our member's data – not about licensing products.



The Open Data PSI Directive encourages us to open our current datasets free of charge; to increase their usage, and thus better promote the value of our members' data.



An incremental approach is required to realise these opportunities and manage risk.



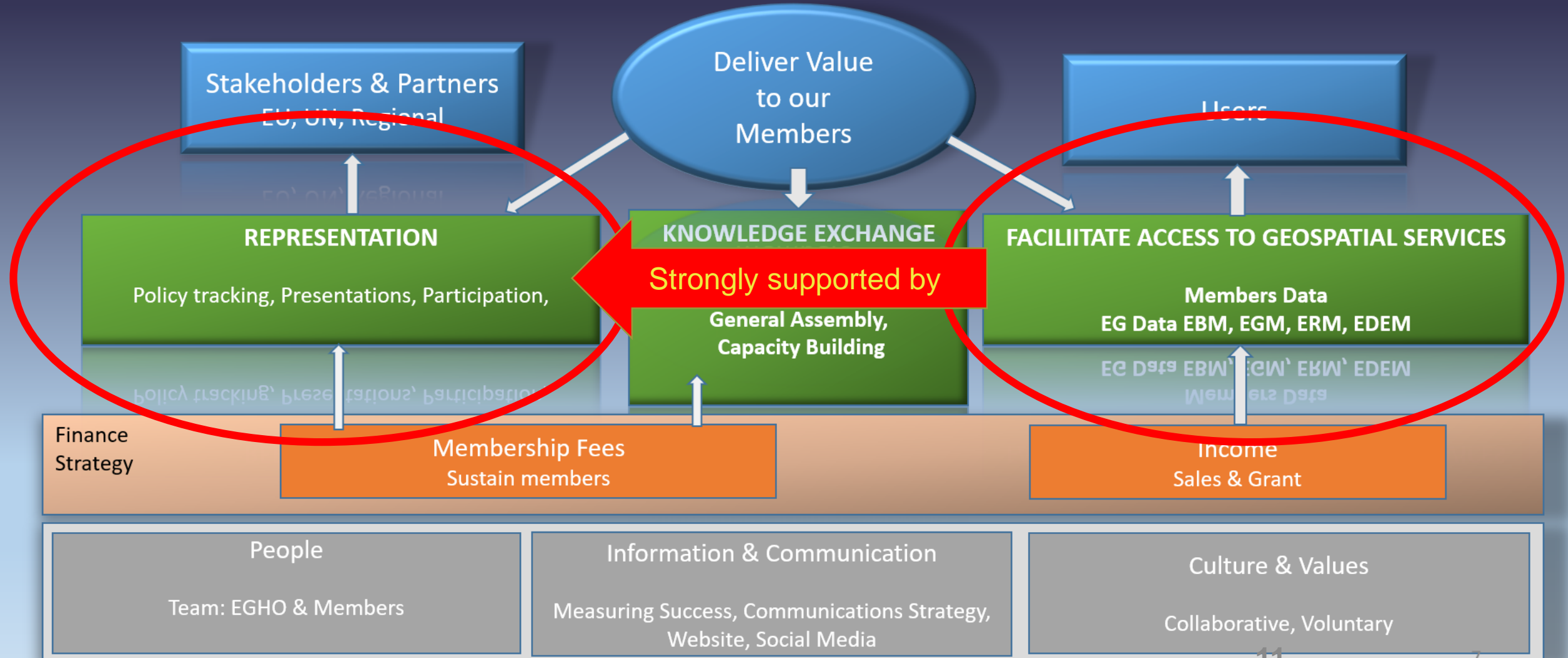
## Aim

Our overall aim is to help our members data and EuroGeographics pan-European data sets to be used within the European and International systems by:

- Building on our current data offering, moving the primary focus from revenue generating, to promoting the use of our member's data.
- Seeking to remove the commercial aspects of our current data offering, supporting the Directive on open data and re-use of public sector information.
- Demonstrating, signposting and promoting members' national data as well as our pan-European datasets.
- Working with stakeholders to meet their needs, through representation strategy, where we would like to work with and not against policy objectives

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**Aim:**

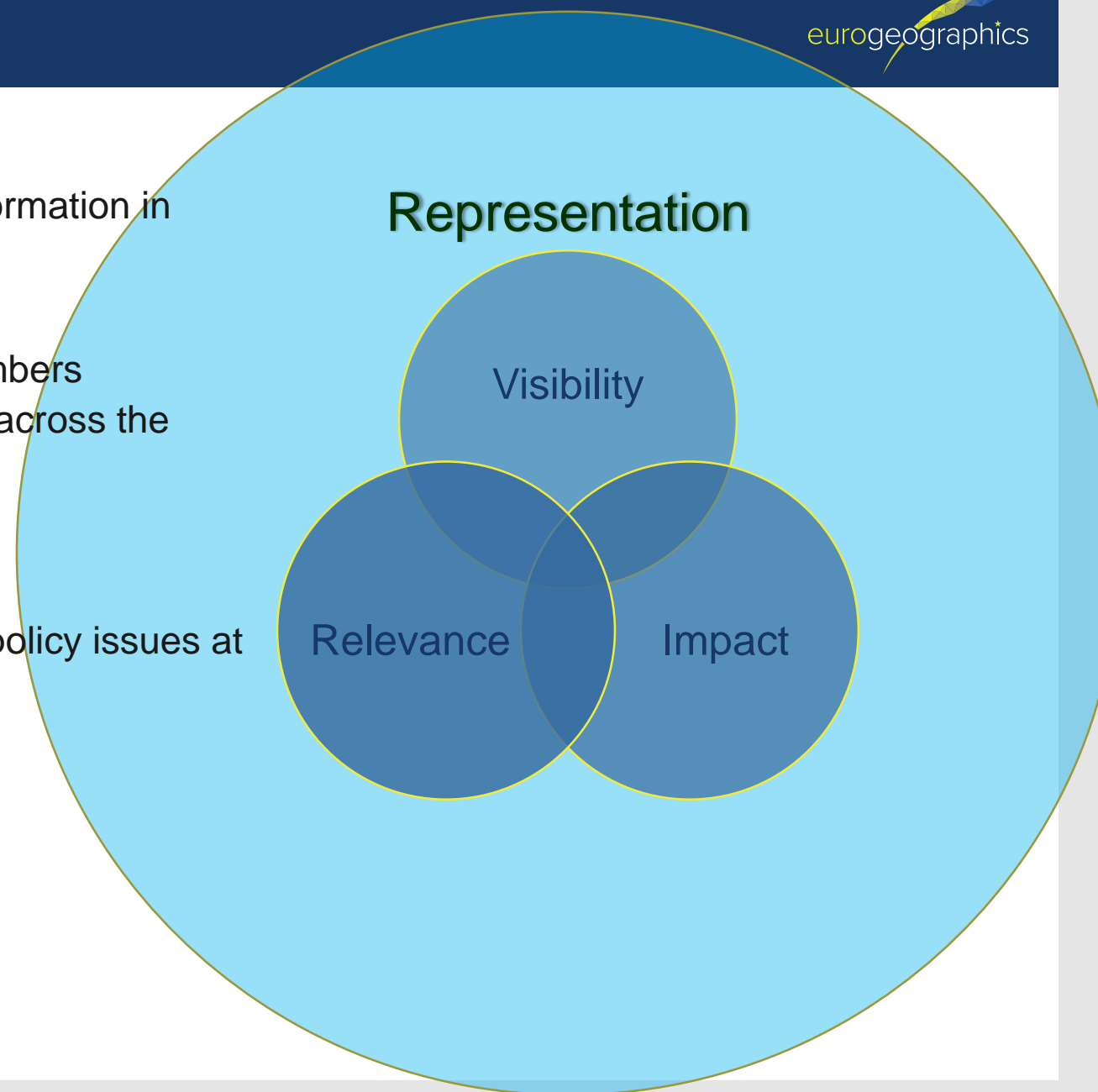
- Need for a political or policy home for geospatial information in Europe
- Work in partnership to achieve public interest:
  - The widespread integration and use of our members authoritative geospatial data and infrastructure across the European and international system.

**Priorities:**

- Promoting the importance of members' data
- Tracking and influencing priority policy initiatives or policy issues at
  - Global level
  - European

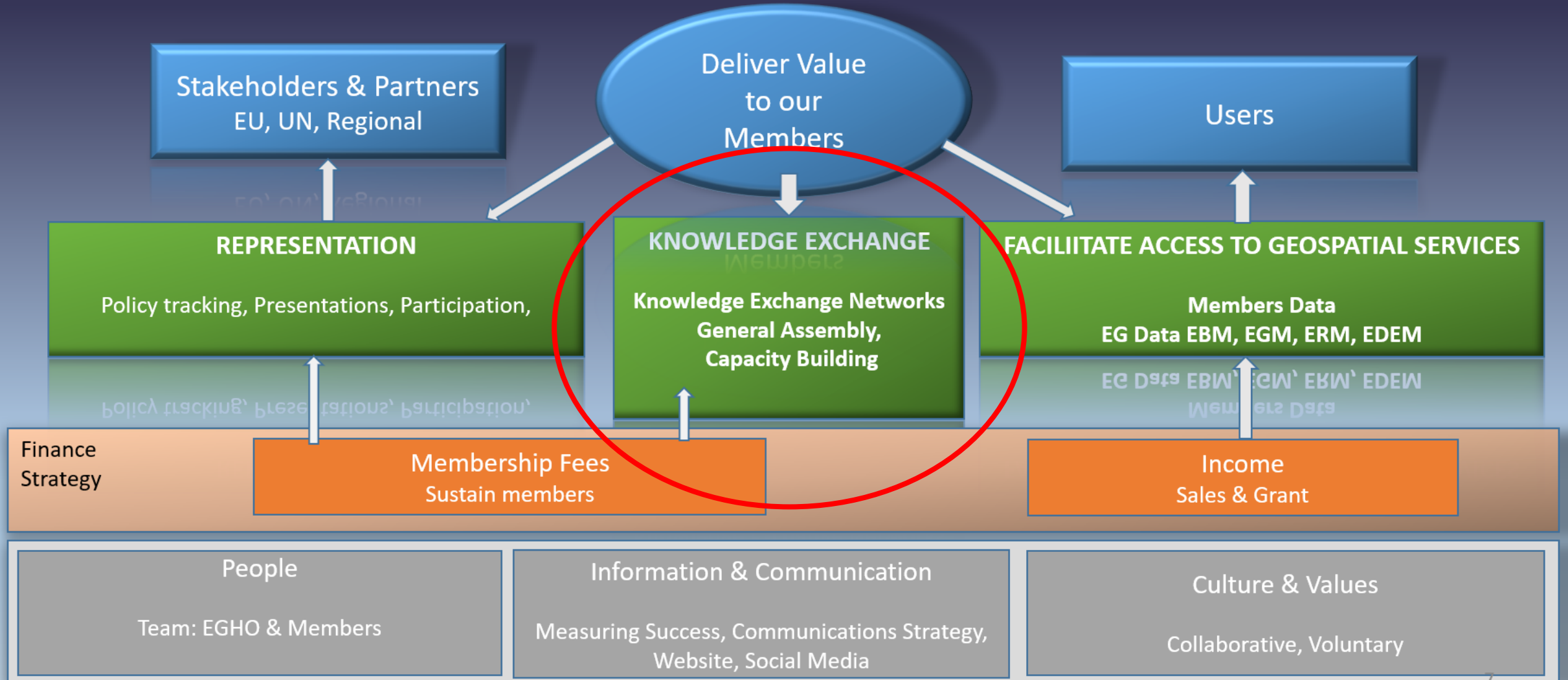
**Organisation:**

- A stronger role for POLKEN to
  - Coordinate our representation activity
  - Inform members of policy developments



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## Aim

To sustain and extend our knowledge exchange activity within available resources

We will:

- Sustain our knowledge exchange activity within the currently available resources, ensuring that a more consistent approach to support for knowledge exchange is given.
- Develop an extended programme of knowledge exchange and capacity building activity aligned with the representation activity and event strategy
- Identify external funding programmes that support our capability and role in knowledge exchange for our members

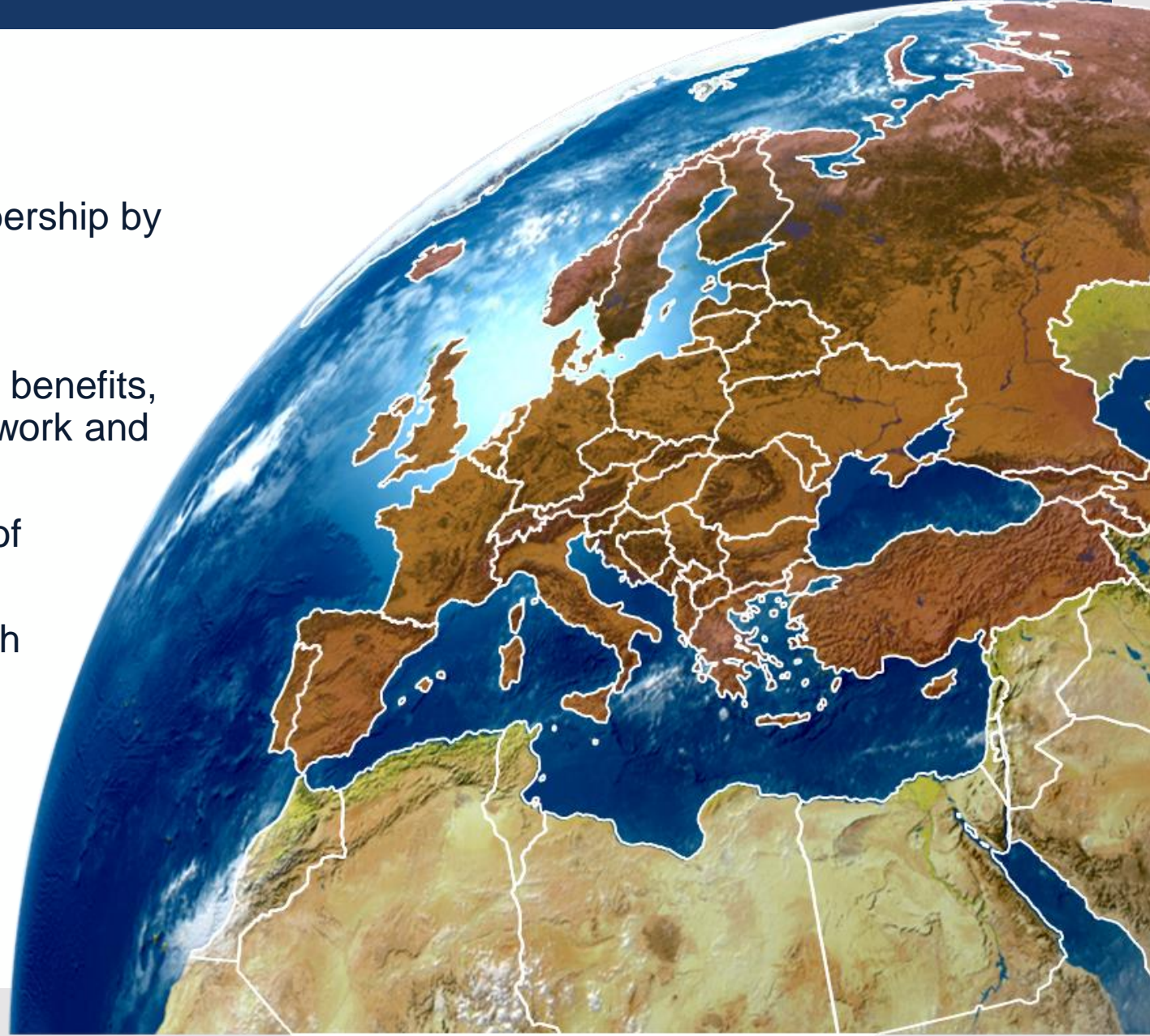




## Aim

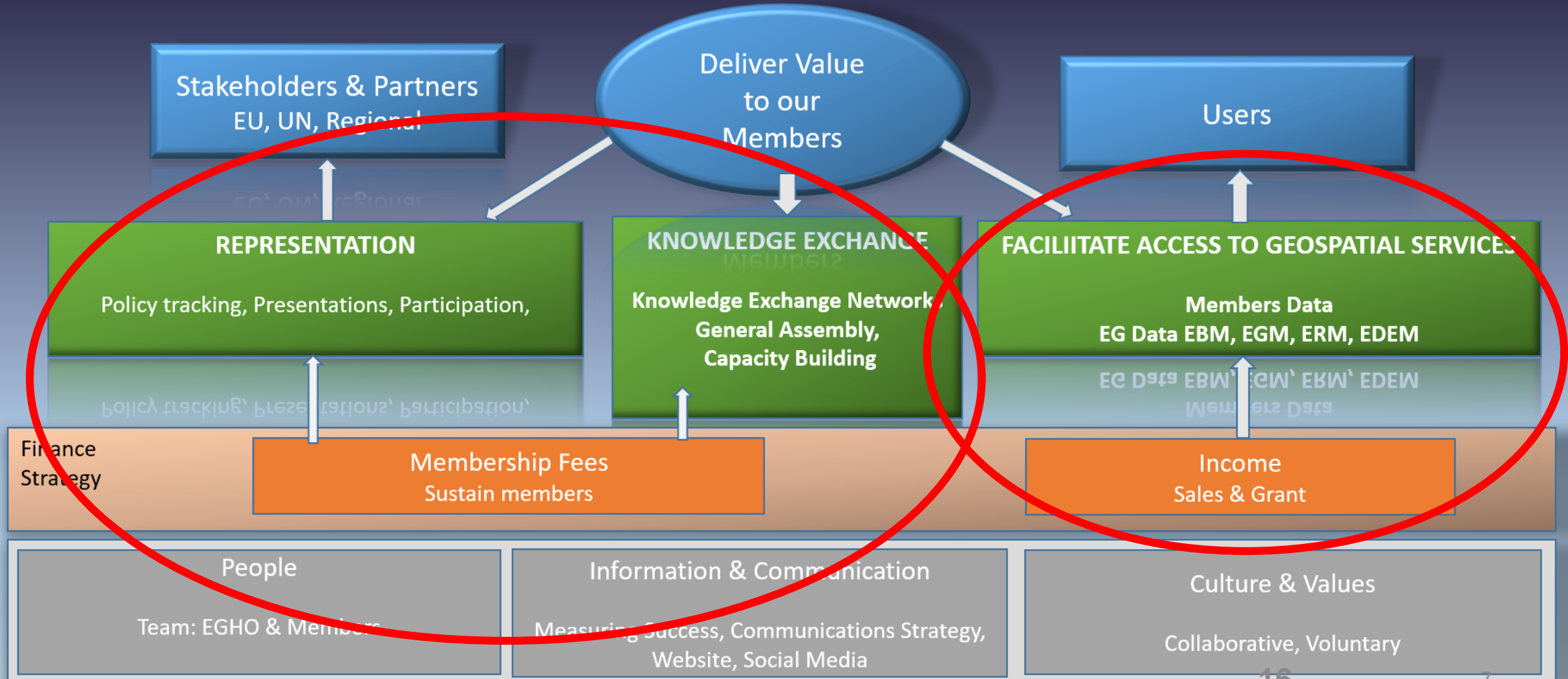
To sustain and, where possible, grow our membership by continuing to deliver membership value:

- Sustain membership by continuing to deliver benefits, including a vibrant knowledge exchange network and events plan
- Grow membership within our current scope of eligible organisations
- Maintain regular two-way communication with our membership
- Develop a visible events plan, and engagement plan with members



## Society empowered by our members' authoritative geospatial services

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## In Summary, we will:

- Promote the integration of our members data and EuroGeographics pan-European data sets within the European and International systems
- Work in partnership to achieve this, as it is in the public interest
- Promote the need for political or policy home for geospatial information in Europe
- Maintain and extend our knowledge exchange activity within available resources
- Sustain and, where possible, grow our membership by continuing to deliver membership. Value
- Balanced budget
- Retain our membership Association values



## Conclusions

- We recognise there has been a change in our operating environment.
- We believe this impacts on all of us, and affects our Association.
- We recognise the need for change and the need to do something different, individually and collectively.
- EuroGeographics is a unique collaborative network of cadastral, land registry and mapping organisations from across the whole of Europe. Maintaining our membership Association and its values, sustaining and building our collaborative network of members remains our primary goal
- The Management Board is to take the necessary steps to address the change affecting our collective interests
- And Members must commit to support the Executive to achieve its objective.

## General Assembly mandates the Management Board to:

- Work towards a sustainable budget, to maintain a viable organisation, taking the necessary steps to achieve this
- Evolve our current product-oriented approach by making current pan-European datasets accessible and open, and where funding is available other fundamental data themes, integrating these data into sustainable European and international infrastructure for the public good.
- Work in partnership to achieve what we believe is in the public interest, that is the widespread use of our members authoritative geospatial data and infrastructure across the European and international system
- Develop a draft strategy and budget implications to be presented at next year's General Assembly (in line with end of the current strategy 2017-2020)

## The General Assembly agrees:

In the value of our data, and the importance that it is used in the international system, as well as in the national infrastructure.

That as public bodies we have an obligation to make our data available for the public good, in the way that users expect. This applies nationally and internationally.

We believe in the fundamental role of our authoritative data for public administration, as well as for legal, fiscal and operational purposes. This requires sustainable funding in an appropriate model.

Within the context of sustainable funding we commit to support EuroGeographics Head Office, under the guidance of the Management Board, to help

- Coordinate the international representation role by collaborating and coordinating our national positions
- Providing national datasets to meet international requirements.



1. For now changes are proposed to be contained within the existing strategy – moving away from sales to representation and facilitating access
2. Management Board seeking a mandate to develop draft strategy and budget implications to be presented at next year's GA (in line with end of current strategy)
3. Now like you to discuss this, and agree to the proposed mandate:

(This is on tables, with discussion points)