

# Communicating the benefits of geospatial information

## Experiences from Georgia

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# Georgia

Georgia covers an area of 69,700 square kilometres

3.7m population

Aspires for European and Euro-Atlantic integration

GDP equivalent to US\$ 4,700 per capita (EU average is US\$34,900, the poorest EU member being Bulgaria with GDP per capita of US\$9,000)

Nearly 40% of land is forested and 35% agricultural



# Norwegian sponsored projects in Georgia

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## Geo 14/0001: Maps for Sustainable Land Management in Georgia

- Digital Terrain Model
- Digital Orthophotos
- (two-thirds of Georgia)

## GEO-17/0009: Maps for Sustainable Development

- Additional imagery
- Data specifications
- Vector mapping (database)
- Dissemination

## Creating an IGIF-based Country-level Action Plan for Georgia

- Baseline Assessment
- Strategic Alignment
- Country-level Action Plan
- Socio-economic Impact Assessment



# But sustainability

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The geospatial data collected needs:

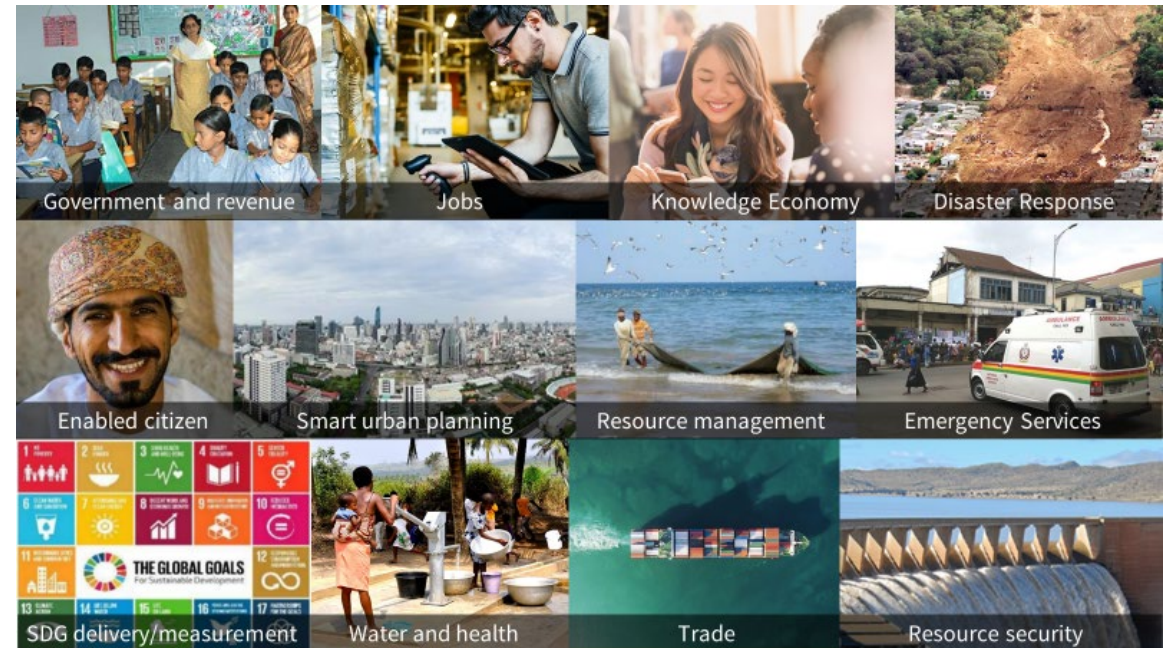
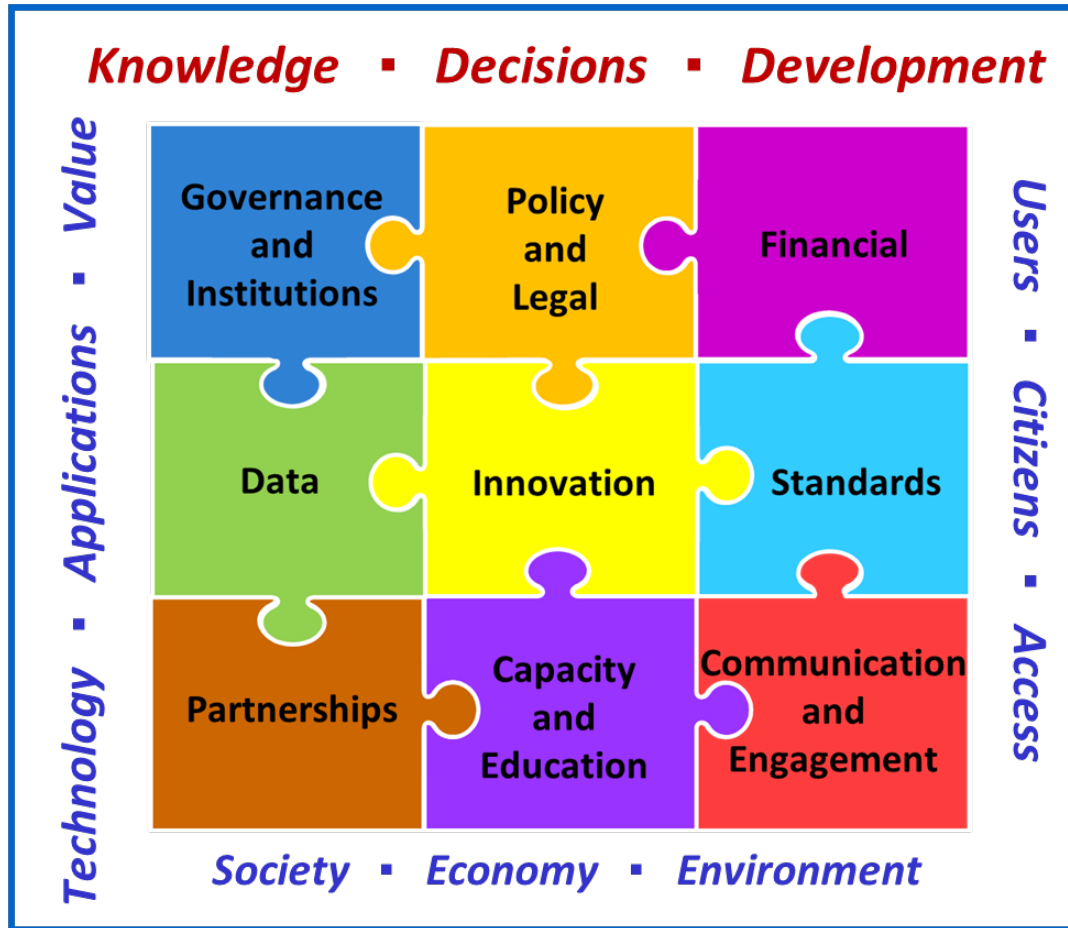
- To be used to generate benefits
- To be maintained
- To be completed (all Georgia)
- THEREFORE A NEED FOR A COMMUNICATIONS PLAN

Additionally, the IGIF Action Plan needs to be implemented:

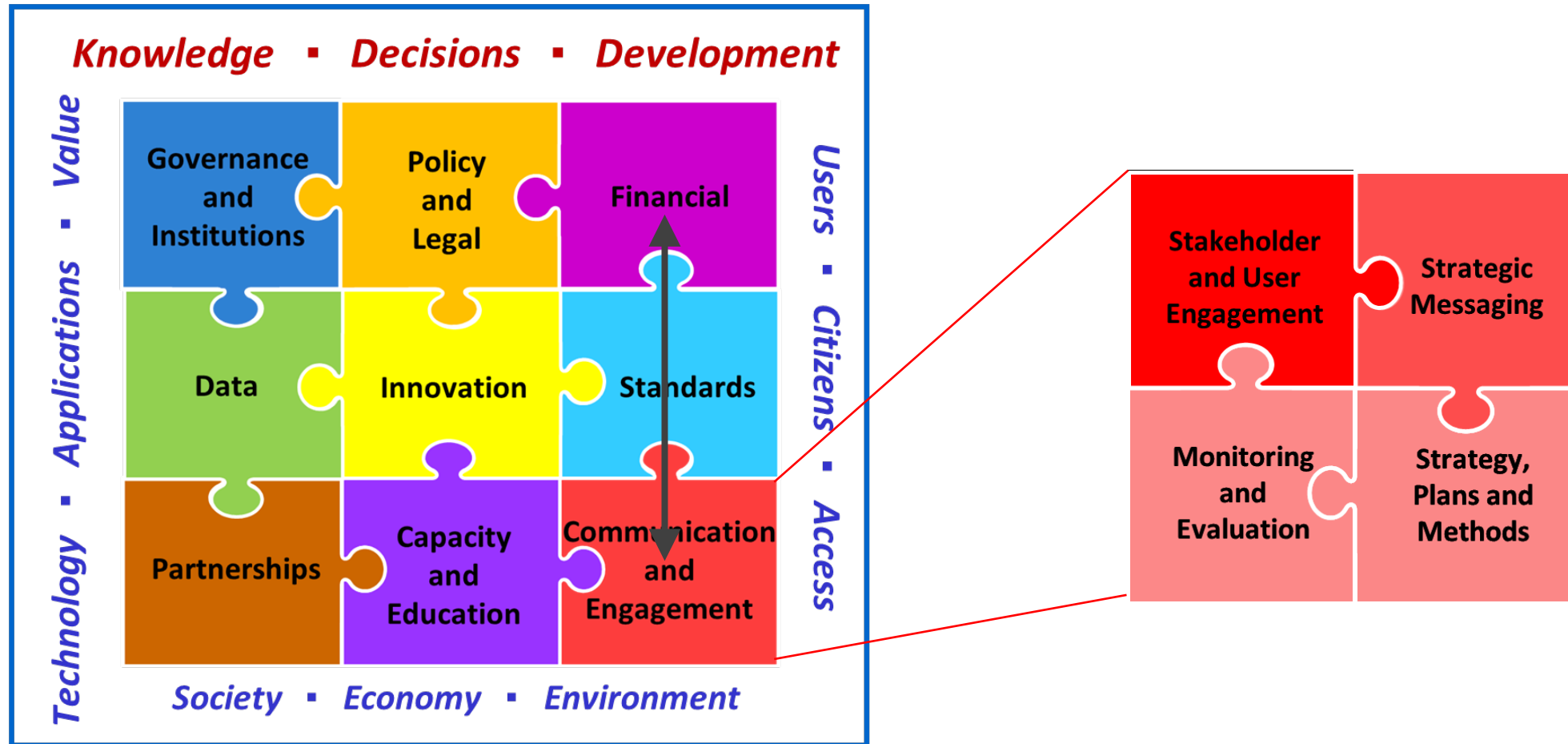
- 52 Actions
- 75 documented use cases aligned with Georgia strategies and national plans
- The whole package with impact and costs estimated (Benefit/Cost ratio at between 2.6 and 3.8)



# The UN Integrated GI Framework (IGIF)



# IGIF – Communication and Engagement



# SP9: Key Actions

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# Developing a communications plan



- A review of:
  - Existing NAPR and Project communications and engagement plans, processes and messages.
  - The IGIF Project documents including the Socio-Economic Impact Assessment.
- The creation of a stakeholder matrix
- A stakeholder engagement workshop with key NAPR and wider NSDI representatives to challenge and validate the stakeholder matrix, the strategy objectives and key messages.
- The preparation of an overarching engagement strategy.
- The preparation of a communications plan, brief for senior stakeholders and social impacts brief.



# Communications objectives

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Objective 1: Create widespread stakeholder awareness in the value and relevance of the Project outcomes to Georgia.

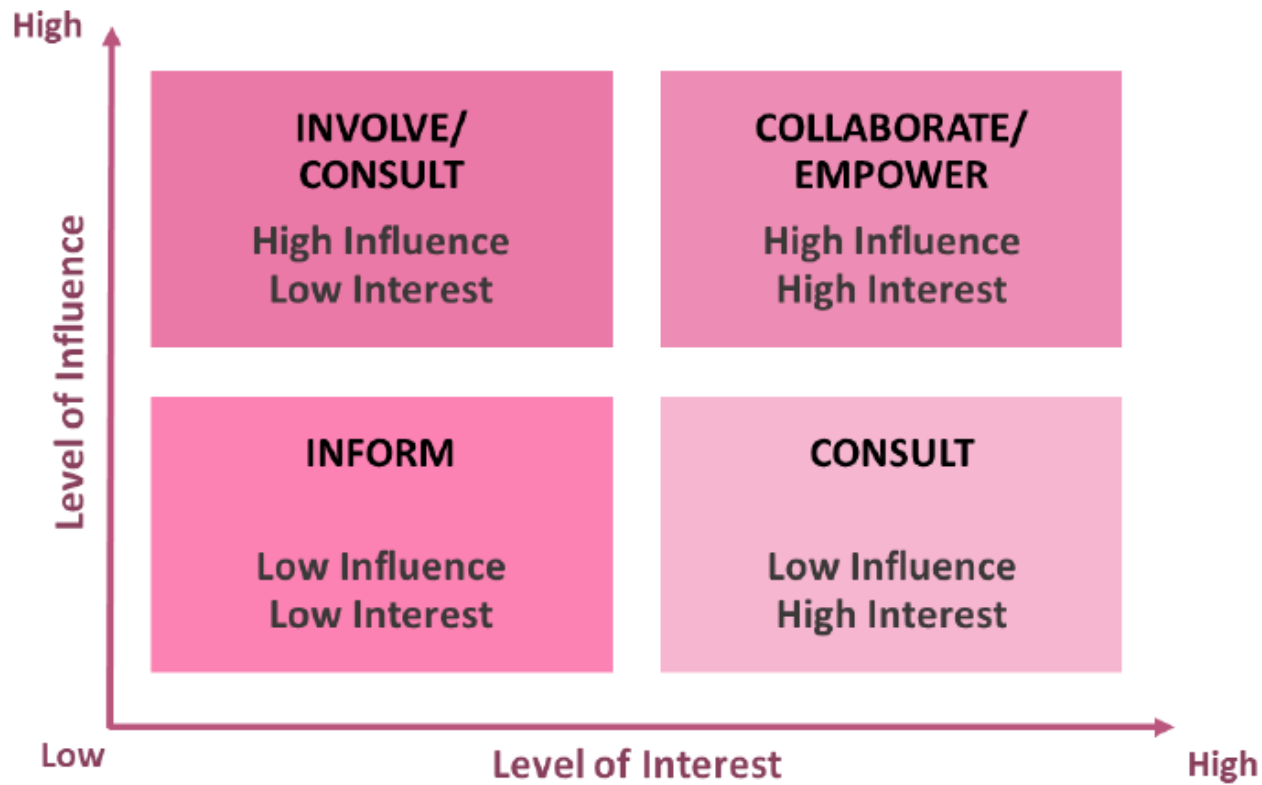
Objective 2: Increase user demand for Project data.

Objective 3: Create policy-maker awareness in the need to invest in sustainability of the project outcomes.

Objective 4: Link the Maps for Sustainable Development Project benefits to the IGIF Country Action Plan.



# Stakeholders



	Key Stakeholder	Influence /Interest	Decision Makers	Influencer	Funder	Data producer	Value-adder	Business Users	Government User	Education /Research
1.		L/L	X							
2.		H/L	X							
3.		L/H	X	X					X	
4.		H/L		X					X	
5.		L/L							X	
6.		H/L	X							
7.		H/H		X			X		X	
8.		L/L							X	
9.		H/L		X				X	X	
10.		L/H					X	X		
11.		L/L	X				X			X
12.		L/L				X			X	
13.		L/H					X		X	
14.		L/H					X		X	
15.		L/L						X	X	
16.		L/L					X	X		
17.		H/L							X	X
18.		L/L							X	X
19.		L/L		X					X	
20.		L/H				X	X		X	X
21.		H/L	X	X	X				X	
22.		L/H		X			X		X	
23.		L/L				X			X	
24.		L/L						X		
25.		L/H				X		X		
26.		L/L							X	
27.		H/H		X		X	X		X	
28.		H/L	X		X					
29.		L/L							X	
30.		L/L							X	
31.		H/H		X					X	
32.		H/H		X			X		X	
33.		H/L					X		X	
34.		H/H	X	X	X	X	X		X	
35.		H/H		X		X	X		X	
36.		L/L								X
37.		L/H				X	X		X	
38.		L/H				X	X		X	
39.		H/H		X		X	X	X	X	
40.		L/L					X		X	
41.		L/H				X	X		X	
42.		L/L							X	
43.		L/L						X		
44.		L/H				X		X		
45.		H/H	X	X		X	X		X	
46.		L/L							X	
47.		L/L	X	X					X	
48.		H/L	X	X	X				X	
49.		L/H		X	X	X	X		X	
50.		L/L								
51.		L/L		X			X		X	

# Why align with National Policy?

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- Making the Socio-Economic benefits arguments relevant to national priorities
- Building Use Cases to determine priority services for today and tomorrow
- Greater ‘political’ recognition of how geospatial information supports the Nation
- Connecting with investment or financing opportunities

# 3 Strategic Messages

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The Norwegian gifted Maps for Sustainable Development mapping data enables Georgian organisations and people to understand the country's physical infrastructure and environment consistently, accurately and in line with European Union standards and norms. Consequently, it is important to complete the remaining areas and keep the base map accurate and up to date in the long term.

The new digital base map of Georgia heralds a new era for the digitisation of Georgia and supports broader EU integration. It allows accurate and consistent analysis of information that should deliver efficient and effective government. All organisations can benefit from using it.

The new digital base map of Georgia will significantly improve the protection of property rights, land use planning and land management processes in the country. In addition, it will support national defence and security, environmental protection and the response to natural disasters. It is already enabling better achievement of some national priorities.



# Selecting quantifiable use cases

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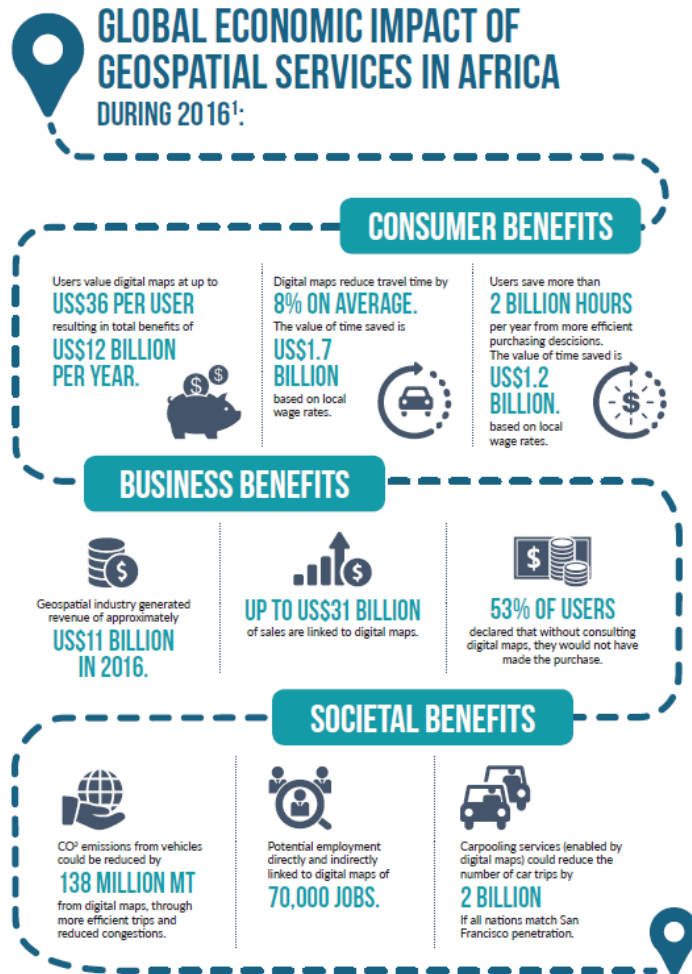
## 75 Use Cases

Improving Public Administration  
Strategic Planning  
National Security  
Public Safety, Disaster Risk Management and  
Emergency Services  
Economic Development and National Infrastructure  
Regional Development Planning  
Land Administration  
Tbilisi City Planning and Management (also applies  
to smaller cities)  
Agriculture  
Environment and Forestry  
Health Care  
Utilities  
Commercial  
Transport  
Forestry  
Digital Science and Education.  
Cultural Preservation

## Selected 10 Quantified Use Cases

1. Quicker/cheaper geodetic & topographic surveys
2. Improved geospatial data sharing
3. Savings in infrastructure design
4. More efficient Forestry operations.
5. New Geospatial products and services.
6. Consumer mapping.
7. Vineyard Cadastre.
8. Local Government Efficiency.
9. Emergency Service Response Times.
10. Flood Hazard Mapping.

# Global Studies for benefits transfer



- Alpha Beta Global Impact of Geospatial Services
  - [https://www.alphabeta.com/wp-content/uploads/2017/09/GeoSpatial-Report\\_Sept-2017.pdf](https://www.alphabeta.com/wp-content/uploads/2017/09/GeoSpatial-Report_Sept-2017.pdf)
- Indecon Ireland Economic Value of Geospatial Information
  - <https://osi.ie/wp-content/uploads/2016/02/Economic-Value-of-the-Geospatial-Information.pdf>
- Geobuiz Report 2019
  - <https://geobuiz.com/geobuiz-report-2019/>
- The economic value of spatially enabled services in Finland
  - <https://www.spatineo.com/geospatial-whitepapers/economic-value-of-spatially-enabled-services-in-finland/>
- Netherlands Geolocation Economy Report
  - <https://geospatialmedia.net/reports/the-netherlands-geolocation-economy-report/>
- Acil Allen Economic Value of Spatial Information in NSW
  - <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwihx5-wwuXzAhWCCewKHZ12AEAQFnoECAIQAQ&url=https%3A%2F%2Fwww.crCSI.com.au%2Fassets%2FConsultancy-Reports-and-Case-Studies%2FValue-of-NSW-Spatial-Information-final.pdf&usg=AOvVaw0xTgJrFYweGHj5lqji-Shd>

# IGIF Action Plan – Strategic pathway 9 Actions

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Action 9.1: Review and Implement the NSDI Communication Strategy and Plan

Action 9.2: Establish a policy engagement function in NAPR

Action 9.3: Establish a Government Engagement Team

Action 9.4: Deliver the engagement campaign for GEO-17/0009: Maps for Sustainable Development

Action 9.5: Establish a virtual library of Success Stories (Use Cases)

Action 9.6: Establish Effective Satisfaction Evaluation Mechanisms

# Some Lessons

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Build sustainability into a project from the outset – and that includes communication.

International consultants do not really understand what makes a country ‘tick’ – the importance of local knowledge in communications planning.

Don't overlook Defence and Security as key use cases.

Global versus local economic figures. Winning national arguments requires national financial figures.

Get useable data into the hands of users – as only they can add value. They are then also proponents

Finding a champion is not easy







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