

LICENSING OF GEOSPATIAL DATA: A VIEW FROM THE WORLD BANK

UN-GGIM INTERNATIONAL FORUM ON POLICY AND LEGAL FRAMEWORKS FOR GEOSPATIAL
INFORMATION MANAGEMENT

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WORLD BANK GROUP

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Licensing of Geospatial Information

- **A brief introduction to the World Bank Group (WBG)**
- **The evolving use of geospatial information at the World Bank Group**
- **Challenges with licensing of geospatial information**
- **Ongoing work to improve access, efficiency and use of geospatial information**



The World Bank Group

The Organization, the Goals and the Operation



The World Bank Group Goals adopted in 2013



End Extreme Poverty
Reduce the percentage of people living on less than \$1.90 a day to 3% by 2030

Promote Shared Prosperity
Foster income growth of bottom 40% of the population in every country

Achieving the Goals in a Sustainable Manner:
Securing the long-term future of the planet and its resources, ensuring social inclusion, and limiting the economic burdens on future generations underpin efforts to achieve the two goals.

The goals are aligned with the 2030 Agenda for Sustainable Development



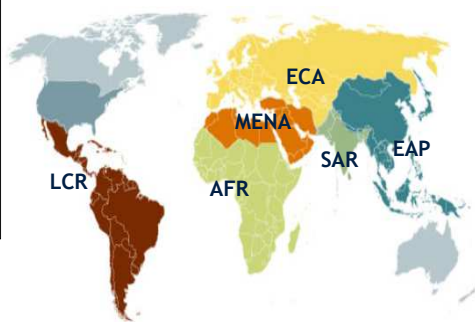
The World Bank Group Composition



How The World Bank Group is organized

External: Operations

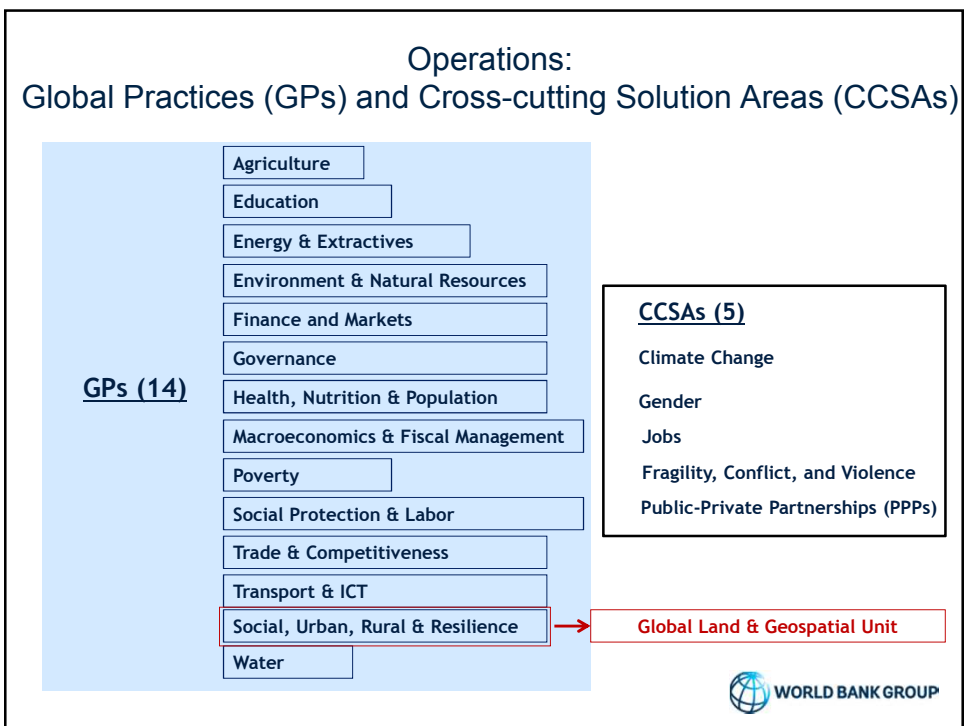
- Six Regions: 120+ offices
- Technical Sectors
14 Global Practices &
5 Cross Cutting Solution Areas
Lending and Technical Assistance



Internal: Corporate Units

Development Economics Unit
Research and data arm of the WBG





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The evolving use of geospatial information at the World Bank

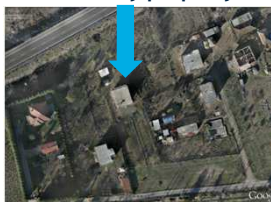
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Meeting the WBG's Twin Goals and the United Nations Sustainable Development Goals (SDGs)

The 2013 WBGs Twin Goals and 2015 UN Sustainable Development Goals gives a **focus on 'place'**.

It will only be by the better understanding of **'where' events happen** or **'where people live'** that positive decisions and interventions can take place

Where is my property?



Where do the poor live?



Where to build infrastructure?

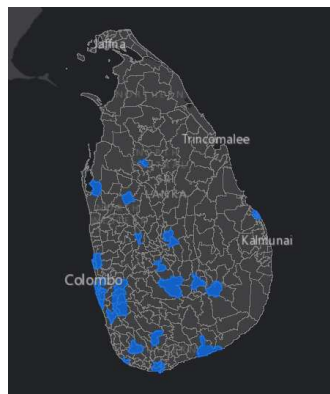


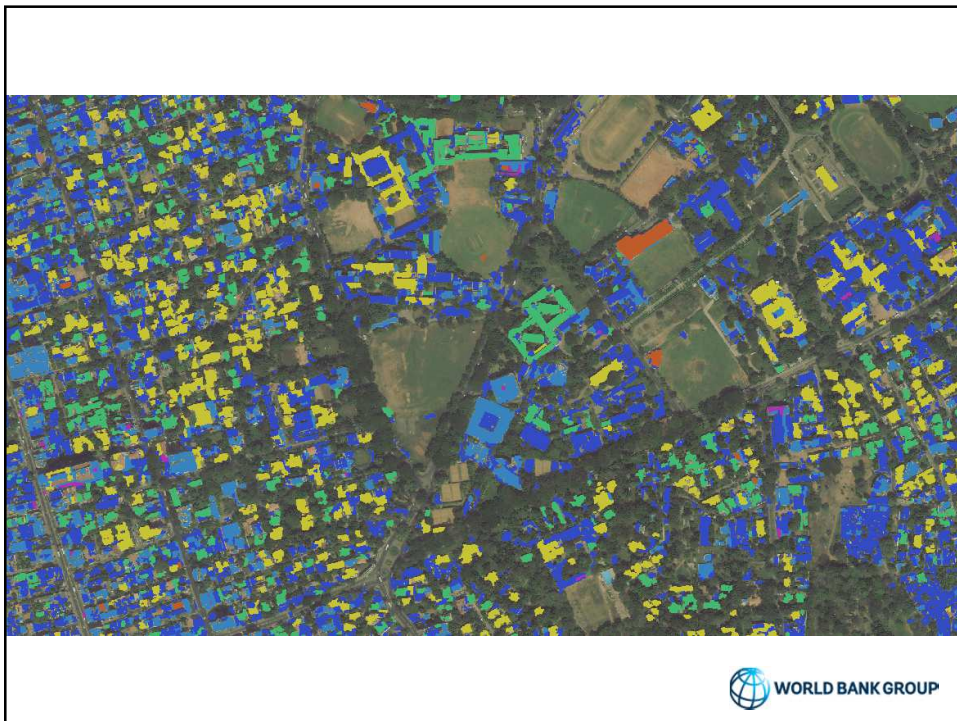
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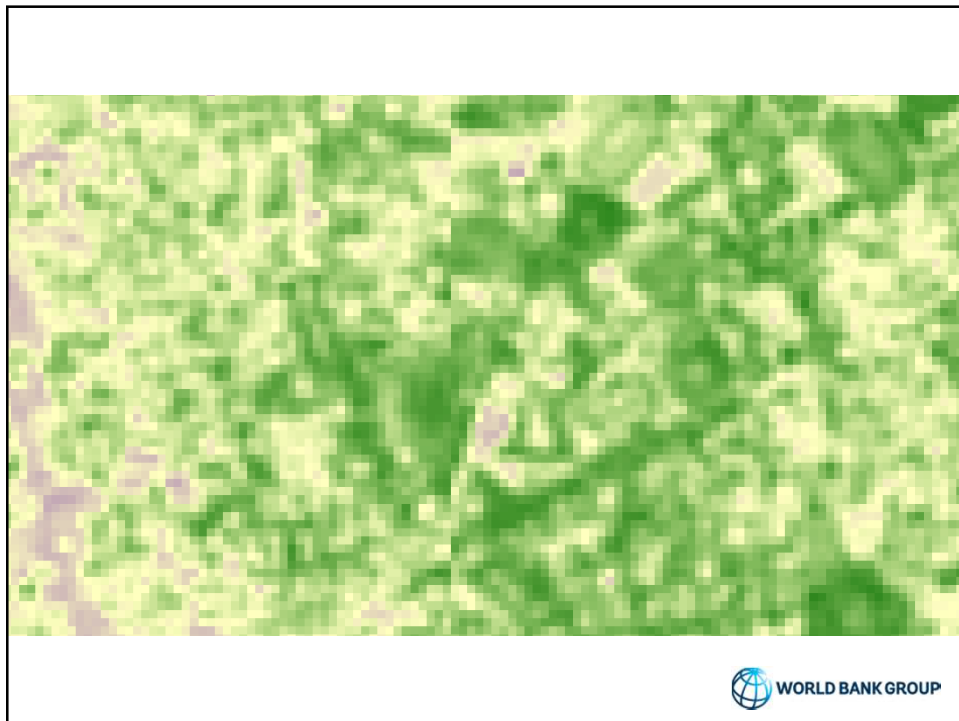
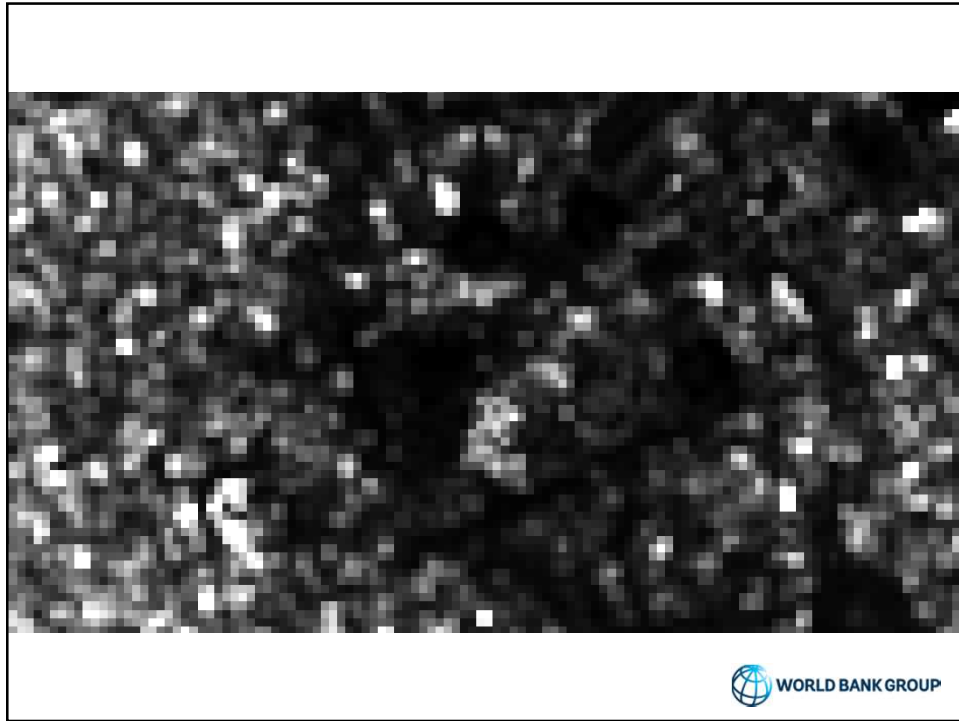


Internal Use and Research: Poverty Mapping for Systematic Country Diagnostics

1. What satellite-based features are most strongly correlated with measures of well-being?
2. What high-res satellite features most improve poverty prediction performance?



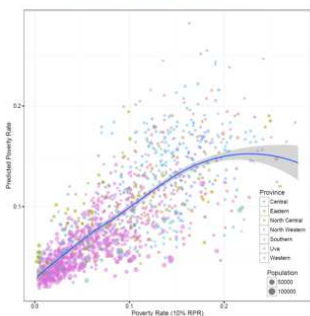




Calculation of Poverty Rate: An office exercise replaces intensive field work

Need flexible licensing to introduce new technology and data analytics to expand traditional imagery use

10% Poverty Rate



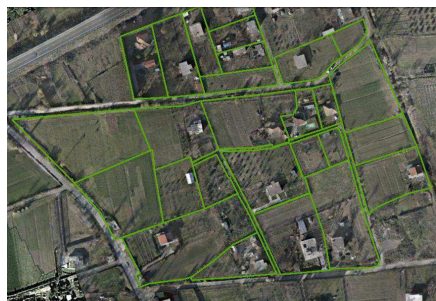
Summarized all of the variables to small administrative level

Features from the Imagery explain 60 to 65 percent of variation in both estimated poverty rates and mean log consumption

Most explanatory? Building density, roof material, shadows, and NDVI



Operations: Land Administration, Community Mapping



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Challenges with licensing of Geospatial Information



End User License Agreement: Typical Problems

License can be attached to a physical building: *“the END-USER shall be deemed to be only such part of the government entity as located at the address to which the product is supplied”*

Dispute Resolution/Litigation will not occur in international court: *“End-User License Agreement is governed by the laws of the Commonwealth of Virginia” or “All disputes shall be referred to the courts of Virginia”*

Sharing of derivative products is not always clear: pixel limits, copyright logos

World Bank is responsible if people they share it with mis-use the imagery:

“The END-USER shall guarantee that each AFFILIATED END-USER complies with the provisions and restrictions provided in the present EULA, and share indemnify and hold Imagery Company harmless in connection thereto.

“Customer is responsible for ensuring that its Authorized Users comply with these License Terms, and Customer is liable for the acts and omissions of its Authorized Users



Result of Restrictive Licensing

To avoid EULA liabilities, managers recommend that consulting firms or academic intuitions purchase imagery for the project

Imagery is one-time use only then lost

Staff are unclear about the restrictions, see the long complicated license and decide to keep data in their desk drawer

Imagery is not shared within the WBG or externally with clients

As a result the WBG does not retain the imagery that financed

Redundant purchasing

Sometimes the EULA does not cover certain usages

example: Time lapse of road mapping in Philippines: how do pixel limits relate to sharing a video with the city mayors?



Solutions and Next Steps

Geospatial team working with imagery providers to establish a

“Development License” with special attributes:

Imagery and derived products can be shared across the WBG
Imagery can be shared with client governments (risk free)

Procurement:

- adapt “lowest cost” principle to allow premium payments for imagery purchases under a “Development License”
- centralize procurement of imagery across the WBG
- curate imagery through new WBG Development Data Hub

- **Educate** managers and operations teams that imagery is a valuable asset and therefore need to curate and re-use the raw data



