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

Over 10,000 employees
Over 5,000 consultants
120 country offices

Part of the United Nations System

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
Operations: Global Practices (GPs) and Cross-cutting Solution Areas (CCSAs)

**GPs (14)**
- Agriculture
- Education
- Energy & Extractives
- Environment & Natural Resources
- Finance and Markets
- Governance
- Health, Nutrition & Population
- Macroeconomics & Fiscal Management
- Poverty
- Social Protection & Labor
- Trade & Competitiveness
- Transport & ICT
- Social, Urban, Rural & Resilience
- Water

**CCSAs (5)**
- Climate Change
- Gender
- Jobs
- Fragility, Conflict, and Violence
- Public-Private Partnerships (PPPs)

Global Land & Geospatial Unit

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The evolving use of geospatial information at the World Bank
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.

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

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 mangers and operations teams that imagery is a valuable asset and therefore need to curate and re-use the raw data
Thank you! kkelm@worldbank.org