

UN-GGIM Subcommittee on Geodesy

Second meeting, 22.- 23. November 2018

Deqing, China

Outreach and communication

Anne Jørgensen, Norway

Focus group members:

*Nalani Gregory, Dan Roman, Steve Vogel,
Anja Niederhöfer, Allison Craddock,
Szabolcs Rozsa, Ramesh Krishnamurthy*



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United Nations Initiative on
Global Geospatial Information Management

“Positioning geospatial information to address global challenges”

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The mission



Norwegian Mapping Authority's Geodetic Earth Observatory, Ny-Ålesund, Svalbard, June 2018.
Photo: Bjørn-Owe Holmberg



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«No one country can do this alone»



UNGA resolution A/RES/69/266

Photo: Kyoung-Soo Eom



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ACTION 1: Build a geospatial communications network



United Nations, New York. Photo: Anne Jørgensen



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One geospatial network will be beneficial for all

- Encourage connection between communication experts/advisors and technical geospatial experts within each member state
- Develop a communications community
- Strengthen the whole UN-GGIM communication and outreach capability



ACTION 2: Establish a geospatial communications coordinator



United Nations, New York. Photo: Anne Jørgensen



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The base for the comms.network

- Act as the communications secretariat and contact base
- Coordinate communication activities and maintain communication tools
- Coordinate a collaboration space
- Coordinate SoMe activities
- Provide tools



ACTION 3: Develop a geospatial communications collaboration space

ggim.un.org

http://ggim.un.org/UN_GGIM_wg1.html

unggrf.org

#GGRF

@unggrf



Fundamental to sustainable development



Geospatial measurements support sustainable development policymaking. Photo: Bjørn-Owe Holmberg

In February 2015 the UN General Assembly adopted the resolution "A Global Geodetic Reference Frame for Sustainable Development" – the first resolution recognizing the importance of a globally-coordinated approach to

Learn more about The Global Geodetic Reference Frame at the [GGRF session](#) at the World Bank's Land and Poverty Conference 2016:

"The extent and value to nations and the considerably increased



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A space for sharing

- Documents, tools (newsletters, templates, social media strategies, infographics, animations, photos, narratives case stories, quote collection
- Compliments the existing UN-GGIM and UNGGRF websites
- Easy access for all Member States



ACTION 4: Establish UN SCoG Working Group for Outreach and Communications



From the animation film - The Global Geodetic Reference Frame. Illustration: visCo.no



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Goals of the Working Group

- Set the strategic direction for communication and outreach for the GGRF
- Follow progress in fulfillment of actions, and provide guidance in establishment of the comms.network, coordinator position and collaborations space
- Work with other focus areas within the SCoG to ensure their communication needs are identified, prioritized and realised



Working Group members

Current members

- Allison Craddock, USA, NASA
- Nalani Gregory, Australia
- Szabolcs Rozsa, IAG
- Dan Roman, USA
- Steve Vogel, USA

Chair: Anne Jørgensen,
Norway

New members

- Viliami Folau, Tonga
- Ryan Keenan, private sector (Australia) and FIG

Suggestion new member
from GEO: Maddie West



Points for discussion:



- How to go forward with the endorsed outreach and communication actions.





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