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

“Positioning geospatial information to address global challenges”
The mission

Norwegian Mapping Authority’s Geodetic Earth Observatory, Ny-Ålesund, Svalbard, June 2018. Photo: Bjørn-Owe Holmberg
«No one country can do this alone»
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

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

#GGRF
@unggrf
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

“Positioning geospatial information to address global challenges”
Points for discussion:

- How to go forward with the endorsed outreach and communication actions.
Positioning geospatial information to address global challenges

Global Geodetic reference frame for sustainable development

Global collaboration