Virtual High Level Forum on UN-GGIM
2nd June 2020

The Integrated Geospatial Information Framework
Nine Strategic Pathways for National Leadership in Geospatial Information Management

Strategic Pathways 7, 8 and 9 - The People Pillar

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Barriers to Success

‘explaining how it contributes to the goals of a government’

‘Retention of key staff’

‘Reluctance to invest’

‘Resistance to change’

‘Knowledge of geography, GI technology, data management’

Culture of not collaborating across organisation’

‘Human resources’

‘lack of sharing.....precludes innovation’

‘Resistance to change’

‘access to funding’

‘IT burdens of managing in-house’

‘hampered by a dated or defunct approach’

‘national priority’

‘Knowledge of geography, GI technology, data management’
People Pillar
SP7: Partnerships
SP8: Capacity and Education
SP9: Communication and Engagement
SP8: Capacity and Education

- Awareness
- Formal Education
- Entrepreneurship
- Professional Training

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Global Geospatial Information Management
Establishing enduring capacity development and education programs to that we can deliver and sustain the benefits of integrated geospatial information management.
SP8 Tool – Components of a Strategy

**Broader Enabling Environment**
- Institutional arrangements
- National Priorities
- Legal and Policy Frameworks

**Case for Change**
- Assessment of Capacity Needs
- Identification of Target Groups
- Stakeholder Engagement

**Outcomes and Impact Required**
- Vision Statement
- Mission Statement
- Goal and Objectives

**Broad Approach**
- Activates (Interventions)
- High-level Road Map
- Approach to Monitoring and Evaluation

**Elements of Capacity and Education**
- Awareness
- Formal Education
- Professional Training
- Entrepreneurship

**Guiding Principles**
- Responsible
- Objective
- Innovative

- Relentless
- Collaborative
- Transformative

- Relevant
- Coordinated
- Testable

- Incisive
- Accountable

**Key Actions for Strengthening Geospatial Information Management**
- Setting Direction
- Capacity Development
- Education Planning

- Preparing Needs Assessments
- Identifying Needs
- Developing Strategies
- Planning Implementation

- Building Capacity
- Capacity Development

- Product Development
- Training
- Partnerships

**Tools to Assist in Completing the Actions**
- Knowledge-sharing
- Resource Management
- Capacity Building
- Monitoring and Evaluation

**Internationally and/or Regionally Action**
- International Coordination
- Information Sharing

- Regional Cooperation
- Capacity Development

- Technology Transfer
- Innovation

**Communication**
- Stakeholders Engagement
- Communication Plan

**Positioning geospatial information to address global challenges**

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SP8: Capacity and Education Outcomes

• Broad geospatial awareness
• Increased adoption
• Stimulate innovative solutions
• Increasing geospatial knowledge skills
SP7: Partnerships
SP7: Partnerships
SP7: Partnerships

- Cross-sector and Interdisciplinary Cooperation
- Private Sector and Academia Collaboration
- Community Participation
- International Collaboration
SP7: Partnering Principles

- Mutual respect, trust and understanding
- Leadership, commitment and empowerment
- Shared vision and goals
- Learning and development
- Transparency and communication
- Clarity and realism of purpose and scope
- Performance management and accountability
SP7: Partnering Actions

Key Actions for Strengthening Geospatial Information Management

Understanding Partnerships
- Need for Partnering
- Types of Partnership

Identifying Potential Partners
- Potential Partners
- Preliminary Screening
- Initial Engagement

Formalizing Partnership
- Establishing Agreement
- Communication Plan
- Governance Structure

Evaluating Opportunities
- Partnership Opportunities
- Selection Criteria

Selecting Partners
- Options and Operational Implications
- Financial Analysis

Managing Partnership
- Reporting and Accountability
- Review and Evaluation
- Concluding a Partnership
SP7: Partnering Opportunities

Types of partnering

- Cross-Sector partnerships
- Public-private partnerships
- Community partnerships
- Strategic alliances
- Collaborations
- Integration of services
- Donor partnerships
- Funding alliances
- Grant Matching

Opportunities for partnering

- Capacity development
- Technology and system integration
- Advisory and governance
- Research and innovation
- Data partnerships
SP7: Partnering Opportunities

**IGIF needs**
- SP1 GIM Strategy
- SP2 Policy and Legal Review
- SP3 Sources of Finance
- SP3 Business Case
- SP4 Data Acquisition Program
- SP4 Storage and Retrieval Systems
- SP4 Data Governance
- SP5 Data Acquisition Alternatives
- SP5 New Products and Services
- SP5 Geospatial Innovation System
- SP5 Technology Needs Assessment
- SP8 Capacity Needs Assessment
- SP8 Inventory of Knowledge, Skills and Resources
- SP9 Stakeholder Analysis

**Opportunities for partnering**
- Data partnerships
- Research and innovation
- Technology and system integration
- Advisory and governance
- Capacity development
SP7: Interrelated Actions = IGIF Integration
SP9: Communication and Engagement

Knowledge • Decisions • Development

Governance and Institutions • Policy and Legal • Financial

Data • Innovation • Standards

Partnerships • Capacity and Education • Communication and Engagement

Society • Economy • Environment

Technology • Applications • Value

People • Citizens • Access

Guiding Principles
- Trusted and Transparent
- Inclusive and Impactful
- Meaningful and Timely
- Coordinated and Consistent
- Adaptable and Responsive
- Accountable and Effective

Elements of Communication and Engagement
- Stakeholder and User Engagement
- Strategic Messaging and Engagement
- Communication Strategy, Plans, and Methods
- Monitoring and Evaluation

Tools to Assist in Completing the Action
- Categorize Stakeholders
- Identify and Classify Stakeholders
- Stakeholder Analysis Matrix
- Stakeholder Analysis and Communication
- Stakeholder Communication Plan
- Communication Methods
- Communication Strategies
- Communication Tools and Techniques
- Communication Approaches
- Communication Evaluation

International and/or Prerequisite Actions
- Geopolitical/Information Management Strategy
- Specialist Working Groups
- Geopolitical Coordination Unit
- Benefits Realization Plan
- Geopolitical Coordination Unit

Outcomes
- Improved Government and Public Engagement
- Increased Confidence and Participation
- Increased Opportunities, Innovations, and Accomplishments

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Positioning geospatial information to address global challenges

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“In many countries, communication and engagement strategies have not been adequate in raising awareness and advocacy of the benefits that can be derived from geospatial information.”

- Heightened awareness and engagement
- Increased use of GI
- Greater synergy
- Greater contribution to policy making and programs
- Effective relationships
- Resources
SP9: Communication and Engagement

“spatial. ... critical .... geodetic ... web map services ... SDI ... authoritative ... data mining”

“friends ... income ... food ... shelter ... holiday ... choice ... buy ... education”

Fisheries ... quota ... aquaculture ... treaty of ... TAC ... compliance

“constituents .... vote-winning ... jobs ... stability ... new hospital ... now ... investment ... drought ... Covid 19”

“sales ... competition ... profit ... efficiency ... innovation ... disruption ... market”

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SP9: Communication and Engagement

Stakeholder and User Engagement

Strategic Messaging and Engagement

Monitoring and Evaluation

Communication Strategy, Plans and Methods

Elements of Communication and Engagement

- Stakeholder and User Engagement
- Strategic Messaging and Engagement
- Communication Strategy, Plans and Methods
- Monitoring and Evaluation

Guiding Principles

- Trusted and Transparent
- Inclusive and Impactful
- Capable and Consistent
- Accessible and Responsive
- Purposeful and Effective

Key Actions for Strengthening Geospatial Information Management

- Providing Leadership
  - Engagement Strategy
  - Steering Group
  - Internal Communication
- Setting Directions
  - Policy Formulation
  - Strategic Message
- Monitoring Progress
  - Review and Evaluate Stakeholder Learnings
- Communicating Values
  - Benefits Analysis
  - Lessons Learned

Tools to Assist in Completing the Actions

- Categories of Stakeholders
- Identifying and Classifying Stakeholders
- Stakeholder Analysis Methods
- Stakeholder Communication Plan
- Communication Methods
- Communication Methods – Advantages and Disadvantages
- Review and Evaluation
  - Benchmarking

Interrelated and Pre-requisite Actions

- Geospatial Information Management Strategy (GIS)
- Sponsor Working Groups (SPc)
- Governing Board (SPc)
- Socio-Economic Impact Assessment (SPc)
- Geospatial Coordination Unit (SPc)
- Beneficiary Realization Plan (SPc)

Outcomes

- Increased Awareness and Active Engagement
- Increased Trust, Confidence and Increased Effect of Geospatial Information
- Engaged, Inclusive and Participatory
- Positive and Beneficial Relationships
- Increased Opportunities, Innovation and Accomplishments

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SP9: Key Actions

Key Actions for Strengthening Geospatial Information Management

- Providing Leadership
  - Engagement Strategy
  - Steering Group
  - Internal Communication

- Understanding Opportunities
  - Stakeholder Identification
  - Stakeholder Analysis

- Setting Direction
  - Policy Platform
  - Geospatial Brand
  - Strategic Messages

- Creating Plan of Action
  - Communication Strategy
  - Communication Plan
  - Communication Methods

- Monitoring Progress
  - Review and Evaluate
  - Stakeholder Surveys

- Communicating Value
  - Benefits Analysis
  - Lessons Learnt
SP9: Key Actions

Internal as well as external

- **Providing Leadership**
  - Engagement Strategy
  - Steering Group
  - Internal Communication

- **Understanding Opportunities**
  - Stakeholder Identification
  - Stakeholder Analysis

- **Setting Direction**
  - Policy Platform
  - Geospatial Brand
  - Strategic Messages

- **Creating Plan of Action**
  - Communication Strategy
  - Communication Plan
  - Communication Methods

- **Monitoring Progress**
  - Review and Evaluate
  - Stakeholder Surveys

- **Communicating Value**
  - Benefits Analysis
  - Lessons Learnt
SP9: Key Actions

Identify key stakeholders

- Providing Leadership
  - Engagement Strategy
  - Steering Group
  - Internal Communication

- Understanding Opportunities
  - Stakeholder Identification
  - Stakeholder Analysis

- Setting Direction
  - Policy Platform
  - Geospatial Brand
  - Strategic Messages

- Creating Plan of Action
  - Communication Strategy
  - Communication Plan
  - Communication Methods

- Monitoring Progress
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- Communicating Value
  - Benefits Analysis
  - Lessons Learnt

Level of Influence

- High Influence
  - Low Interest

- Low Influence
  - Low Interest

- High Influence
  - High Interest

- Low Influence
  - High Interest
Consistent relevant strategic messages

“Every thing happens somewhere” (Nancy Tosta)

“$7.5 - $13 billion unrealised economic value to UK across 5 sectors” (UK Treasury)

“Government revenue ......”

“Digital Earth” (Al Gore)  “Digital Transformation”,

“Digital Twin”, “Smart Nation”

“Digital Scaffolding” (Daniel Zhang – CEO Alibaba)
SP9: Key Actions

Meaningful and timely intervention

“We don’t know when the next epidemic will strike, but I believe we can protect ourselves if we invest in better tools, a more effective early detection system, and a more robust global response system... There are also some interesting advances that leverage the power of computing to help predict where pandemics are likely to emerge and model different approaches to preventing or containing them.” (Bill Gates, 2018)
SP9: Key Actions

Communicating Value
The People Pillar

**Partnerships**
- Cross-sector and Interdisciplinary Cooperation
- Community Participation
- Private Sector and Academia Collaboration
- International Collaboration

**Capacity & Education**
- Awareness
- Entrepreneurship
- Formal Education
- Professional Training

**Communication & Engagement**
- Stakeholder and User Engagement
- Monitoring and Evaluation
- Strategic Messaging and Engagement
- Communication Strategy, Plans and Methods

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