

Georgia Maps for Sustainable  
Development

# Communications Plan

(IGIF Implementation Guide SP9)

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12TH OCTOBER 2022  
(1630 – 1800)



# Presentation Format

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Importance of Communications in the IGIF - John

The Norwegian and Georgian Partnership - Mari

Maps for Sustainable Development project - Mari

Sustaining “Maps for Sustainable Development” - John

Developing a Communications Plan – John

Linking “Maps for Sustainable Development” Communications with the Georgia IGIF  
Country-level Action Plan - John

Communications Success – Mari



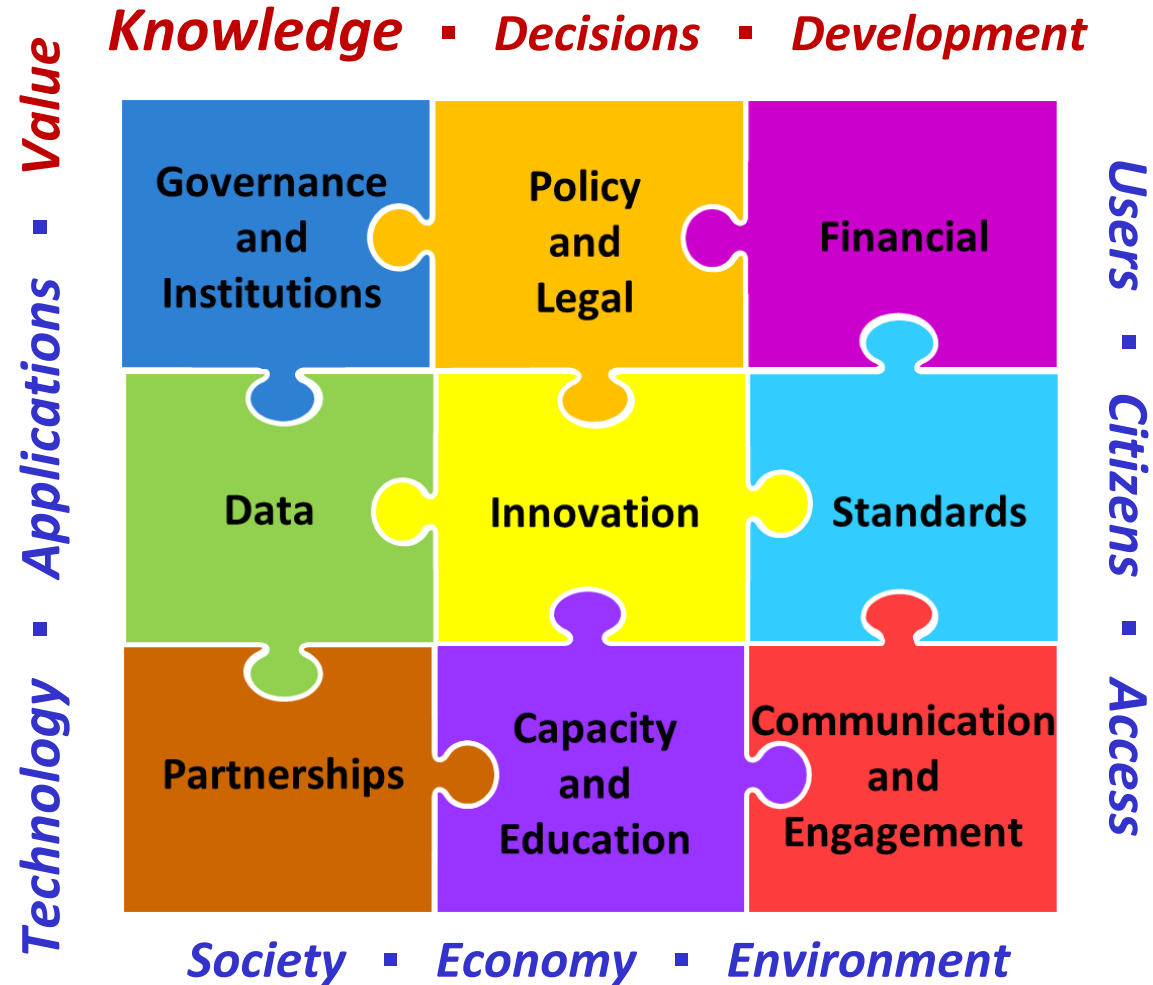
# Why do we have an UN IGIF Country Action Plan?



To sustainably deliver social, economic and environmental benefit to a country



# The UN IGIF drives us towards value

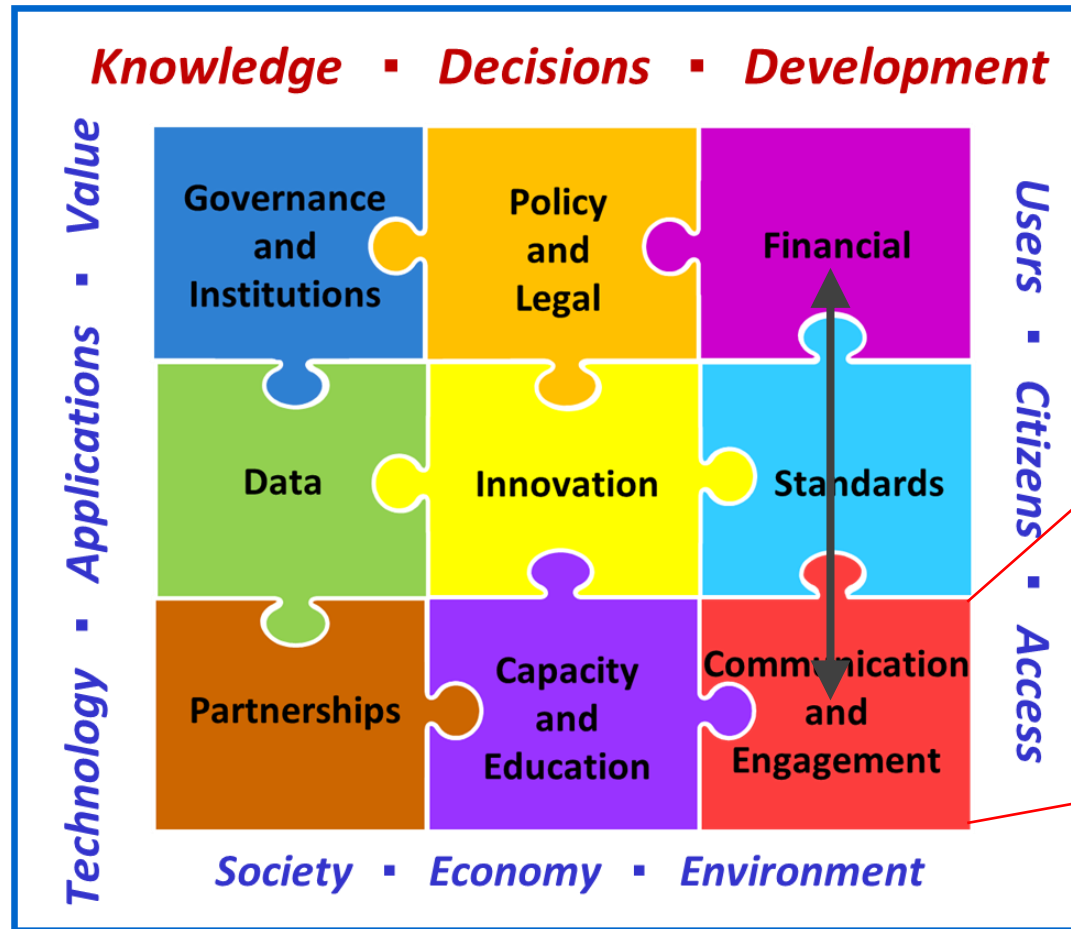


“ Geospatial data has no value unless used to solve a problem ”

GKI White Paper



# IGIF – Communication and Engagement



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**Kartverket**

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*Nino to insert a slide on The Norwegian and Georgian Partnership approach*



# Norwegian sponsored projects in Georgia

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## Geo 14/0001: Maps for Sustainable Land Management in Georgia

- Digital Terrain Model
- Digital Orthophotos

## Geo 17/0009: Maps for Sustainable Development

- Additional imagery
- Data specifications
- Vector mapping (database)
- Dissemination

## Creating a United Nations IGIF-based Country-level Action Plan for Georgia



# Norwegian Support to Georgia - 2014-2022

## Geo 14/0001: Maps for Sustainable Land Management: Georgia Orthophoto

Aerial Photography – 40 000 km<sup>2</sup>  
Digital Terrain Model (DTM)  
Digital Orthophotos  
LiDAR pilot



Norwegian Ministry  
of Foreign Affairs

## Geo 17/0009: Maps for Sustainable Development in Georgia

Additional aerial photography, DTM, orthophoto imagery – 9 000 km<sup>2</sup>  
Data specifications  
Digital base map (vector mapping - database) – 41 000 km<sup>2</sup>  
Dissemination – development of mobile application

IGIF-based Country-level Action Plan for Georgia



Kartverket

**Capacity building** - software and hardware procurement, training courses



Ministry of  
Justice of  
Georgia



# Maps for Sustainable Development in Georgia

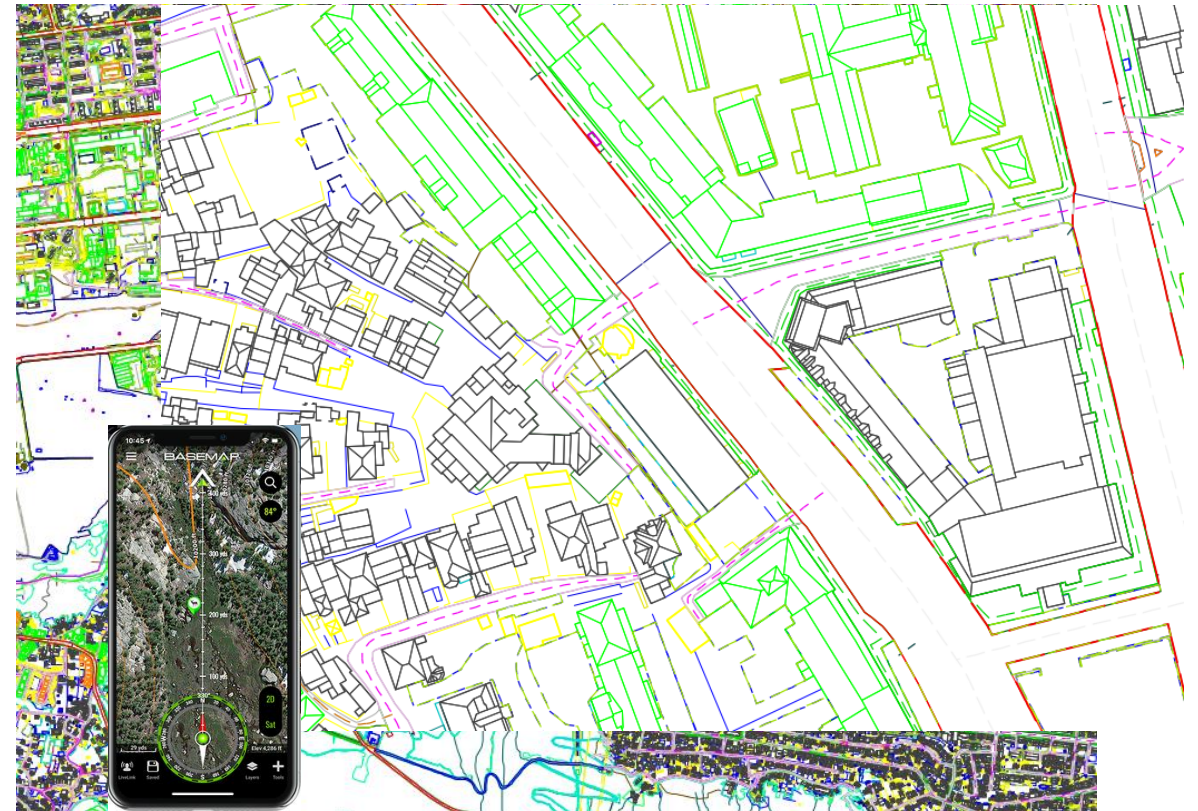
12/2017 – 09/2022  
25,550,000 NOK

Up-to-date **digital base map** supporting land/property registration and other uses in central and local governments and private sector – supporting economic growth and poverty reduction and contributing to e-government of Georgia.

## Development of Technical specifications

Creation of digital base map  
ca. 41000 km<sup>2</sup>

- Buildings
- Hydrography
- Nature
- Transport
- Utilities



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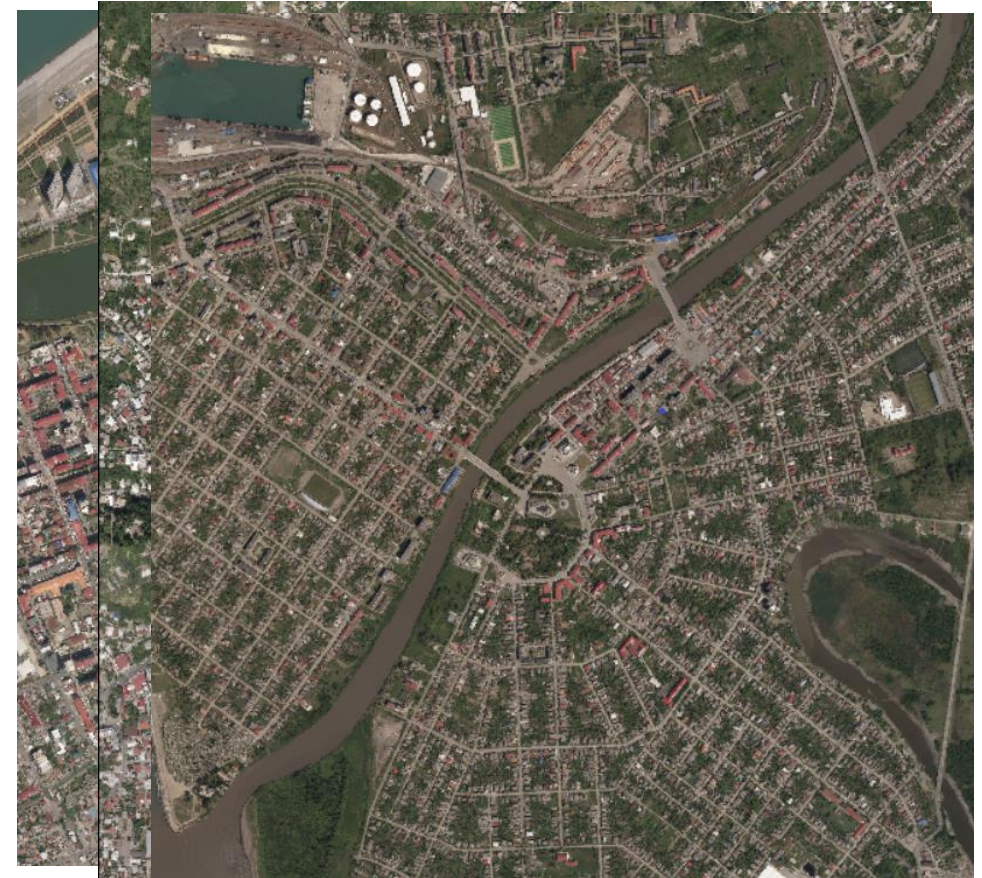
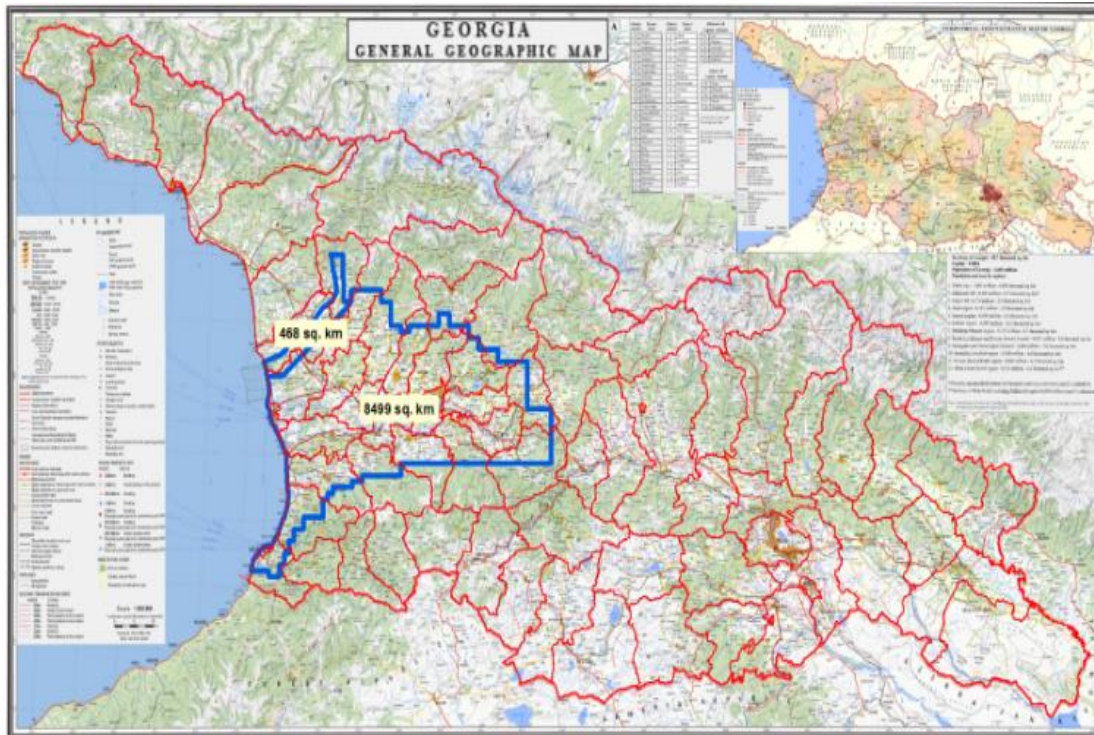


Kartverket



# Maps for Sustainable Development in Georgia

Additional orthoimagery and a Digital Terrain Model – ca. 9000 km<sup>2</sup>





# Maps for Sustainable Development in Georgia

Creation of IGIF-based Baseline Assessment, Geospatial alignment to Policy Drivers, Socio-economic Impact Assessment and Action Plan

February 2021 – IGIF Implementation



# Benefits and Impact on Customers

Primary Impact: Improved security of the private ownership of Land

## Wider Impacts:

- Availability and accessibility of high-quality, authoritative data
- Supporting implementation of the national priorities and SDGs
  - Increasing in efficiency
  - Improved e-services
- Supporting users to better leverage existing resources and improved decision making
- Meeting the demands of ordinary and professional users, government and private sector
  - Reducing costs, savings
  - Supporting EU accession process
- Facilitating development of innovation services



# Sustaining “Maps for Sustainable Development”

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- Making the data accessible for viewing and as data
- Training and awareness to increase the number of users who can benefit from the data
- Data update program to maintain its value to Georgia
- Complete Georgia coverage
- A process to integrate the geographic names database with the digital base map database
- NAPR institutional resilience

**Achieving this requires a communications and engagement plan**



# Communications Plan built using IGIF Implementation Guide

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- Review of existing NSDI and Project communications and engagement plans.
- Review the IGIF Action Plan documents.
- Understand the key stakeholders.
- Stakeholder engagement workshop.
- Engagement strategy.
- Communications plan including brief for senior stakeholders and social impacts brief.



# Stakeholder Analysis



## Range of Stakeholders

- Data producer.
- Value-adder.
- Business Users.
- Decision Makers.
- Decision Influencer.
- Government User.
- Education /Research.
- Funder.



# Maps for Sustainable Development

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## Communications objectives

Objective 1: Create widespread stakeholder awareness in the value and relevance of the Project outcomes to Georgia.

Objective 2: Increase user demand for Project data.

Objective 3: Create policy-maker awareness in the need to invest in sustainability of the project outcomes.

Objective 4: Link the Maps for Sustainable Development Project benefits to the IGIF Country Action Plan.





# Align messages with stakeholders and national priorities

## GEORGIA Government Program 2021-2024

### Toward Building a European State

- Foreign policy, security, conflict-resolution, and human rights
- Economic development
- Social policy and human capital development
- State governance



# Strategic Message 1

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The Norwegian gifted Maps for Sustainable Development mapping data enables Georgian organisations and people to understand the country's physical infrastructure and environment consistently, accurately and in line with European Union standards and norms. Consequently, it is important to complete the remaining areas and keep the base map accurate and up to date in the long term.



# Strategic Message 2

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The new digital base map of Georgia heralds a new era for the digitization of Georgia and supports broader EU integration. It allows accurate and consistent analysis of information that should deliver efficient and effective government. All organisations can benefit from using it.



# Strategic Message 3

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The new digital base map of Georgia will significantly improve the protection of property rights, land use planning and land management processes in the country. In addition, it will support national defence and security, environmental protection and the response to natural disasters. It is already enabling better achievement of some national priorities.



# The Communications Plan

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## Establish Governance and Coordination

- 1.1 Chairman agreement
- 1.2 Communication and Engagement Coordination Group
- 1.3 Re-Establish NSDI WG

## Preparatory Activities

- 2.1 Ensure easy access to the Project data \*
- 2.2 Working Map viewer \*
- 2.3 Partner Support for Communication and Engagement
- 2.4 Prepare NAPR website landing page \*
- 2.5 Prepare Communication materials (ppt and video)
- 2.6 Materials, translate, branded
- 2.7 NAPR Internal Communication



# The Communications Plan

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## Awareness campaign

- 3.1 Press Release
- 3.2 Social Media
- 3.3 News item on NAPR Website
- 3.4 Partners websites and case study promotion
- 3.5 Non policy-maker influencer-stakeholder awareness raising
- 3.6 User Workshop
- 3.7 Input to NAPR newsletter

## Policy-Maker Engagement

- 4.1 NSDI Commission Briefing
- 4.2 Inform International Agencies and Potential Development Assistance Funders
- 4.3 Briefing at Government Events

## Project Closure Event

- 5.1 Project Closure Event





# The Georgia IGIF Country Action Plan

			
<p>GEORGIA Baseline Assesment</p>	<p>GEORGIA Geospatial Alignment to Policy Drivers</p>	<p>GEORGIA Socio-Economic Impact Assessment</p>	<p>GEORGIA Action Plan</p>
			
			

# Action Plan – SP9 Communications and Engagement

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Action 9.1: Review and Implement the NSDI Communication Strategy and Plan

Action 9.2: Establish a policy engagement function in NAPR

Action 9.3: Establish a Government Engagement Team

Action 9.5: Establish a virtual library of Success Stories (Use Cases)

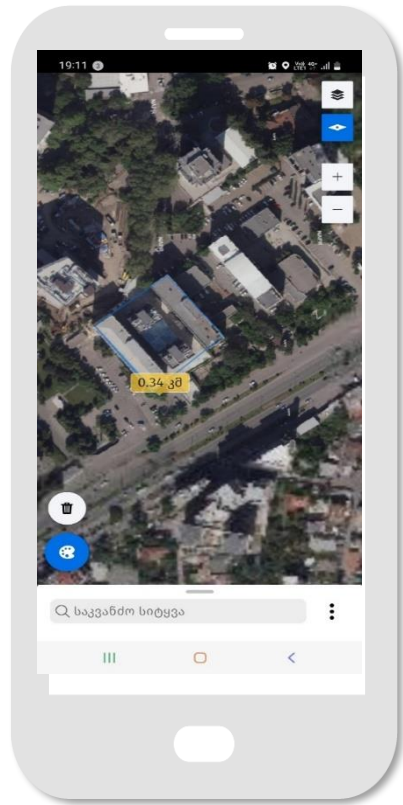
Action 9.6: Establish Effective Satisfaction Evaluation Mechanisms

**Action 9.4: Deliver the engagement campaign for GEO-17/0009: Maps for Sustainable Development**





# Communications and Engagement - Successes



Georgia now has its accurate detailed digital map of most of the Country, a digital twin of the physical country. It is available for all, saving duplication.

Promoting its adoption will help grow its value for the Nation.

National completion and future updates that reflect changes to Georgian land use and infrastructure will require investment. This is in the strategic interests of Georgia.

**გზადლობთ**

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