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

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

Users • Citizens • Access

Geospatial data has no value unless used to solve a problem

GKI White Paper
IGIF – Communication and Engagement
Nino to insert a slide on The Norwegian and Georgian Partnership approach
Norwegian sponsored projects in Georgia

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

Norwegian Support to Georgia - 2014-2022

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

- Aerial Photography – 40 000 km²
- Digital Terrain Model (DTM)
- Digital Orthophotos
- LiDAR pilot

Geo 17/0009: Maps for Sustainable Development in Georgia

- Additional aerial photography, DTM, orthophoto imagery – 9 000 km²
- Data specifications
- Digital base map (vector mapping - database) – 41 000 km²
- Dissemination – development of mobile application

IGIF-based Country-level Action Plan for Georgia

Capacity building - software and hardware procurement, training courses
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 km²

- Buildings
- Hydrography
- Nature
- Transport
- Utilities
Maps for Sustainable Development in Georgia

Additional orthoimagery and a Digital Terrain Model – ca. 9000 km²
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”

• 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

- 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.

Diagram:
- High Influence:
  - 18 organisations
- Low Influence:
  - 39 organisations
- High Interest:
  - 13 organisations
- Low Interest:
  - 23 organisations
Maps for Sustainable Development

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.
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

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

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.
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

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

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

GEORGIA
Baseline Assessment

GEORGIA
Geospatial Alignment to Policy Drivers

GEORGIA
Socio-Economic Impact Assessment

GEORGIA
Action Plan
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.

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