

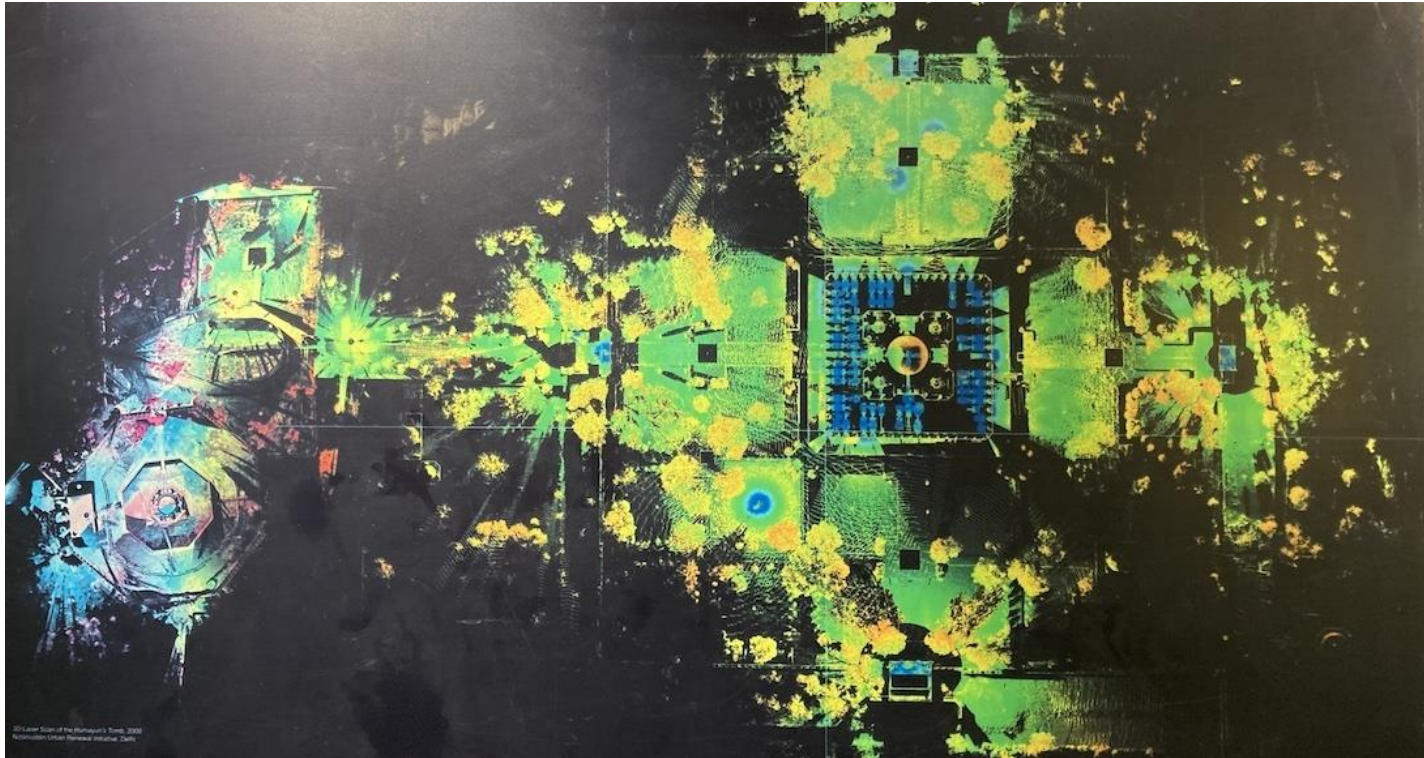


Leveraging a love of maps to tell the story of data in a digital world

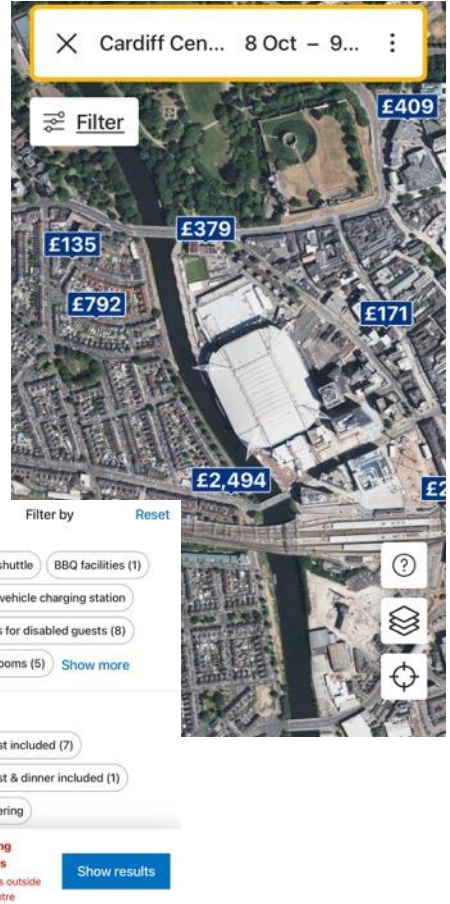
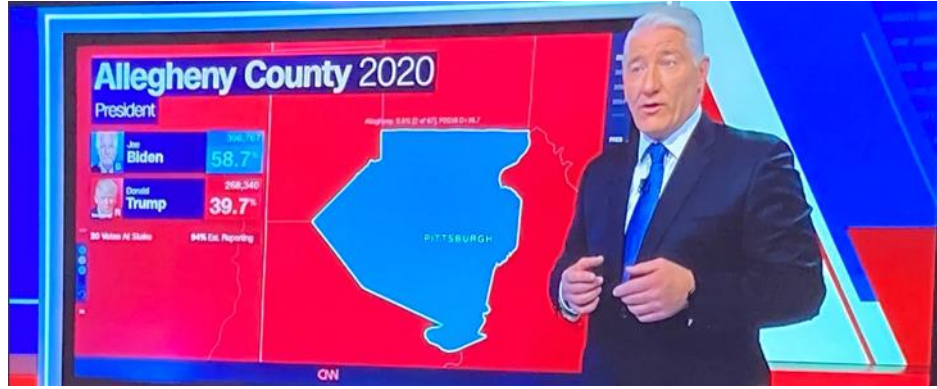
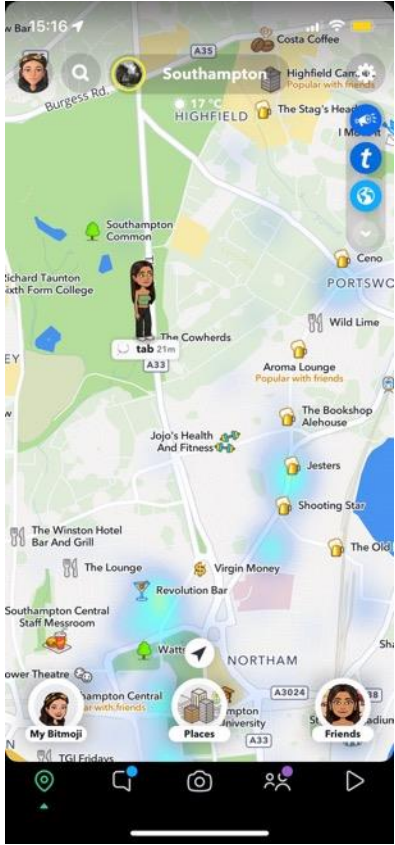
Rhian French



From this ...



.... to this



Key messages

- Meaningful and compelling.
- Memorable and easy to repeat.
- Relevant to your target audience.



Why are you telling me this?

Geospatial data is more than a map

Location is a powerful tool it:

- **Joins up information** from different sources.
- Provides the **link between information and action**.
- Provides **context and clarity** for decision-makers by providing the digital connection between people, their place, their activities, and their environment.



Storytelling and the UN IGIF



IGIF can be applied by any country to bridge the digital data gap

Opportunity to raise awareness of:

- Importance of a comprehensive, integrated approach to, & wider importance, of location-based data.
- Benefits of integrating and strengthening geospatial data to effectively measure, monitor and achieve sustainable social, economic and environmental development.

Conversation starters and the national 'ask'

- Did you know geospatial data is being used to connect and share information for **(examples)**
- We're now further improving and strengthening it by implementing the Integrated Geospatial Information Framework, developed and endorsed by the UN.
- Can we count on your support as we bring together the technology, tools, and methods to integrate all types of national data to meet meets our national priorities and future challenges **(examples)**.



Key takeaways

- Develop your narrative - tell the 'story' of your data.
- Take your stakeholders on a journey - challenge perceptions.
- Give examples – create case studies

Use people's love of maps to grab attention & show how geospatial data is now a digital tool for connecting information to reveal 'how', 'what', 'why' as well as 'where' things happen.

