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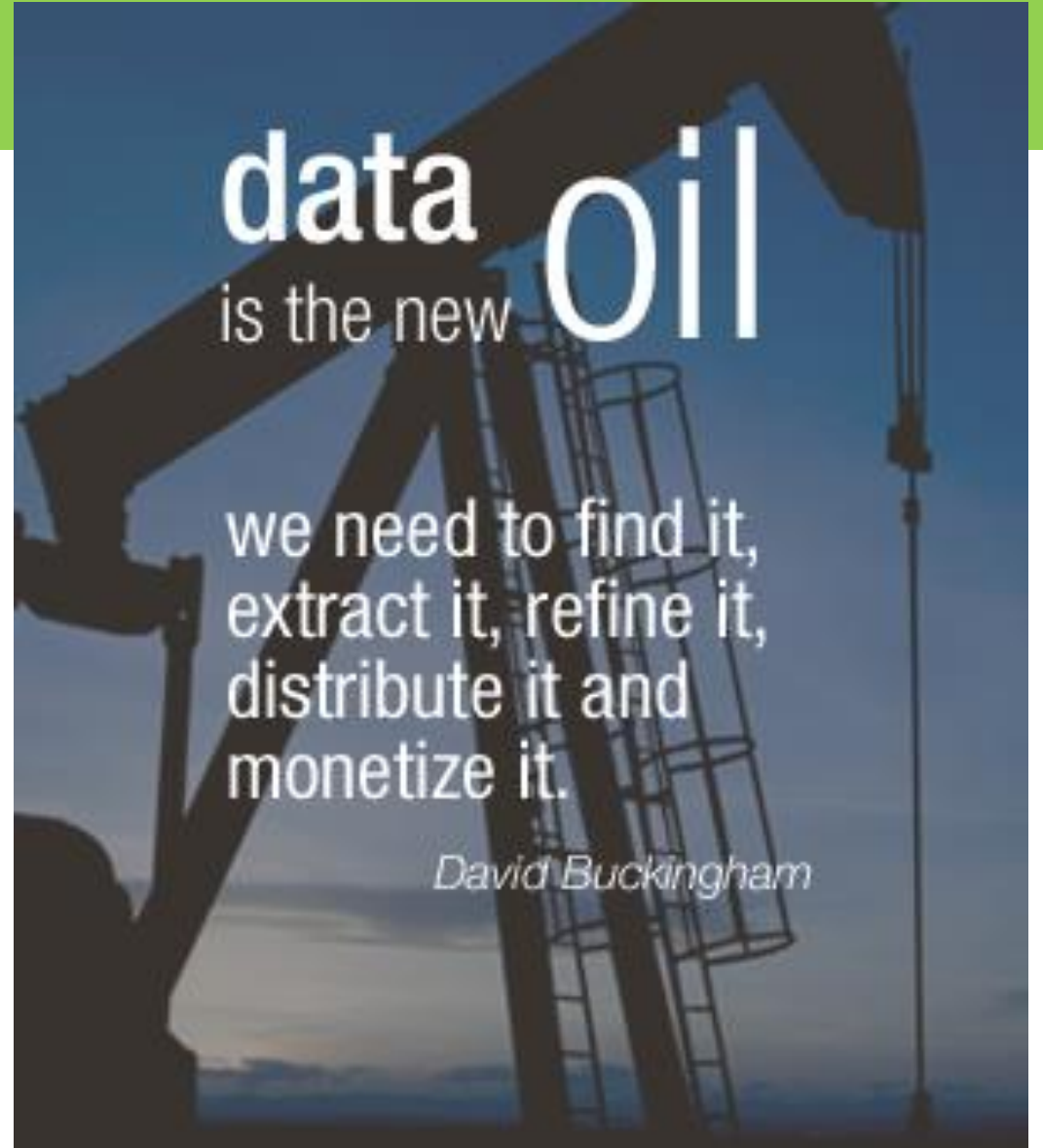
Source: [medium.com](https://medium.com)

Dr Lesley Arnold  
Geospatial Frameworks

**DATA**  
**IS THE NEW OIL**

# Data 'is' the New Oil

- Valuable Asset
- Powering Economic Growth
- Transformative Technology
  - Artificial intelligence
  - Advanced analytics



Source: Dell Technologies



# Enormous Satellite Data Archives





Cloud Infrastructure to use it









Google

IQUITOS PERU  
1984

Earth Observations





# Data 'is' the New Oil

*“Data Needs to be processed – just like oil needs refining, before its true value can be unlocked”*

*Clive Humby*

Google

ARAL SEA  
1984

Create Knowledge from Data



# Global Landsat Timelapse Animations



Columbia Glacier Retreat, 1984-2011



Saudi Arabia Irrigation, 1984-2012



Las Vegas Urban Growth, 1986-2012



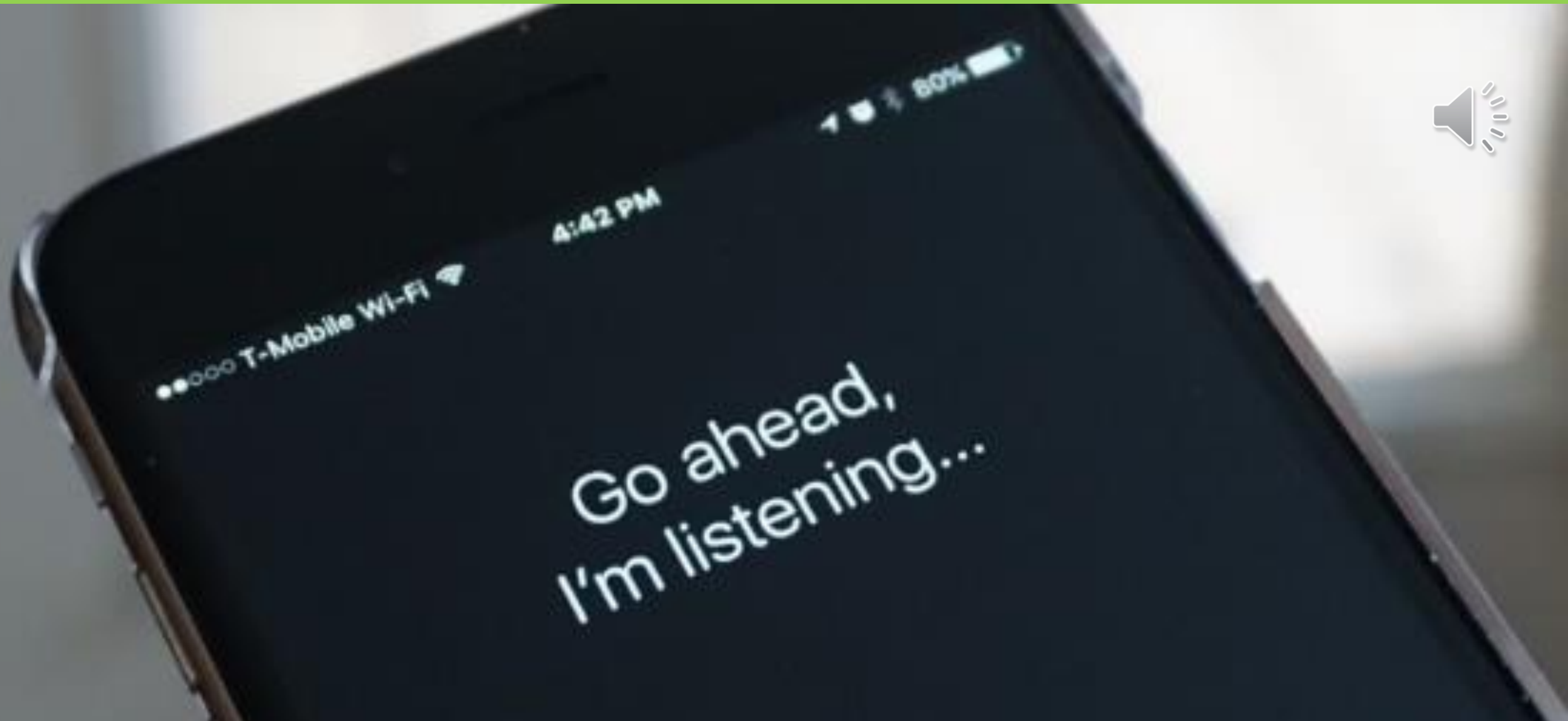
Brazilian Amazon Deforestation, 1984-2012

**Address\_**





# Knowledge On-demand



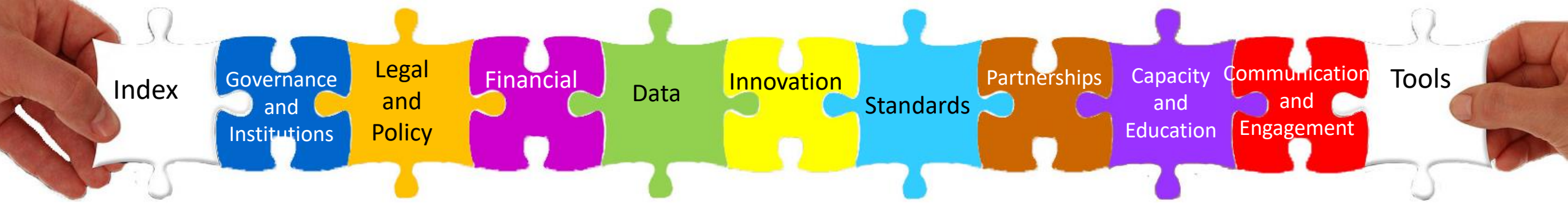


# Data 'is not' the New Oil

- Hoarded and stored in silos
- Scarce Commodity
- Outdated technologies
- Not reusable



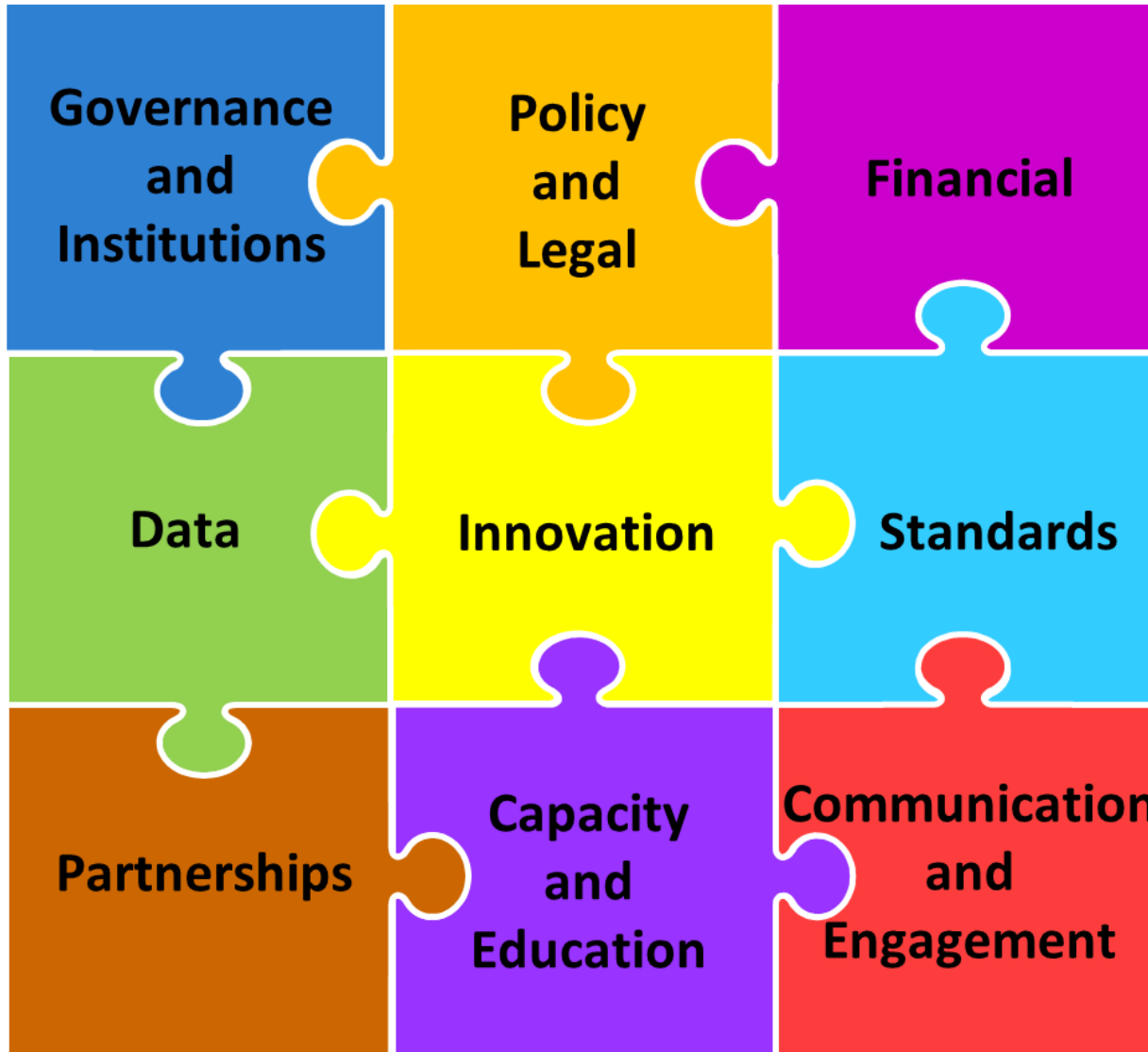
Source: Pixabay





*Knowledge ▪ Decisions ▪ Development*

*Technology ▪ Applications ▪ Value*

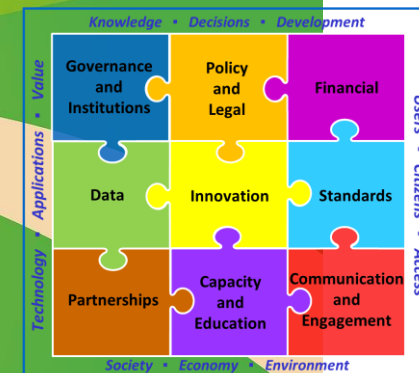


*Users ▪ Citizens ▪ Access*

*Society ▪ Economy ▪ Environment*

# IGIF is an Enabler

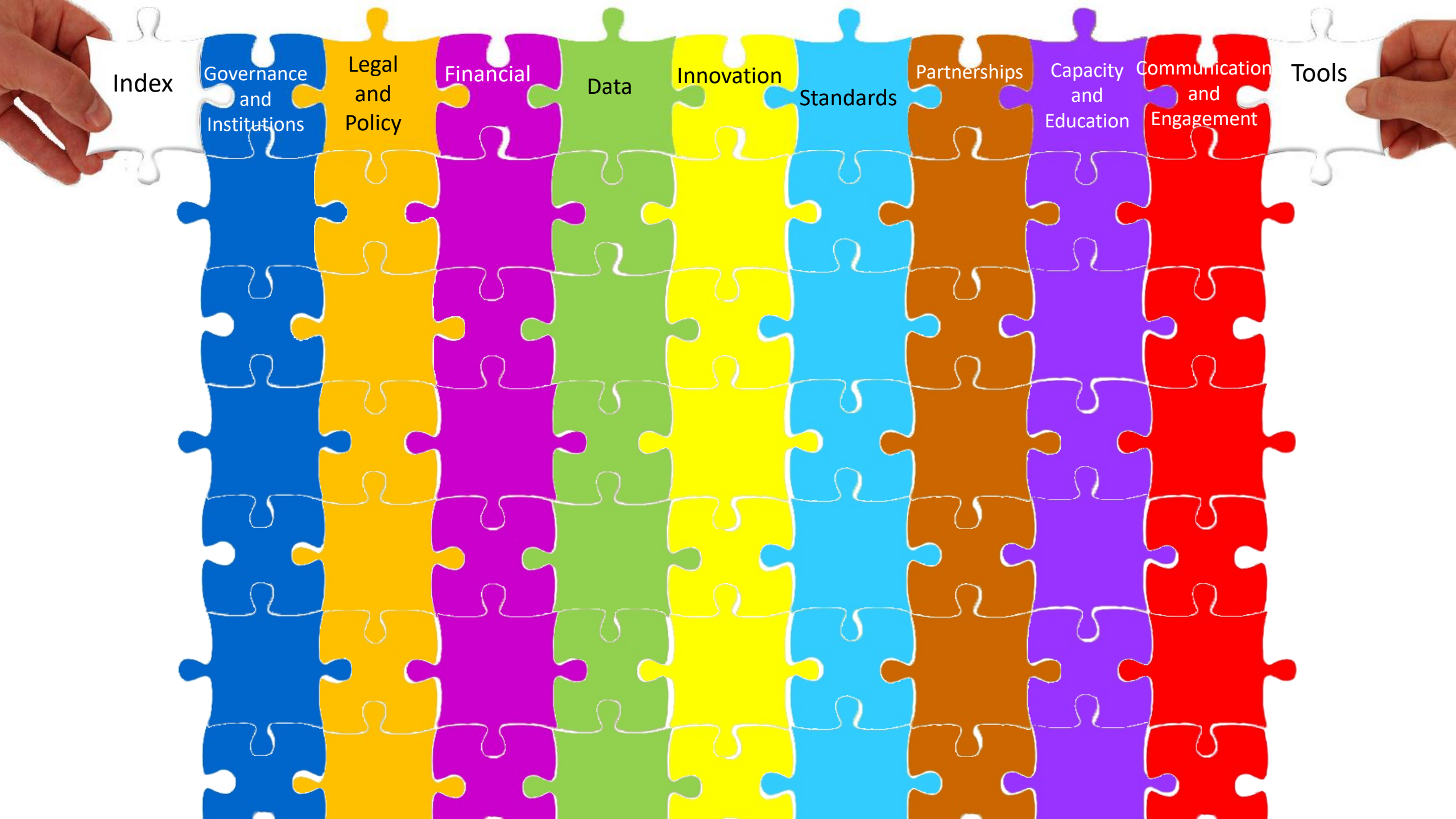
Smart Cities  
Disaster Risk Management  
Urban Planning  
Agriculture  
Forestry Management  
Commercial Fishing



**Start of Journey**







Index

Governance  
and  
Institutions

Legal  
and  
Policy

Financial

Data

Innovation

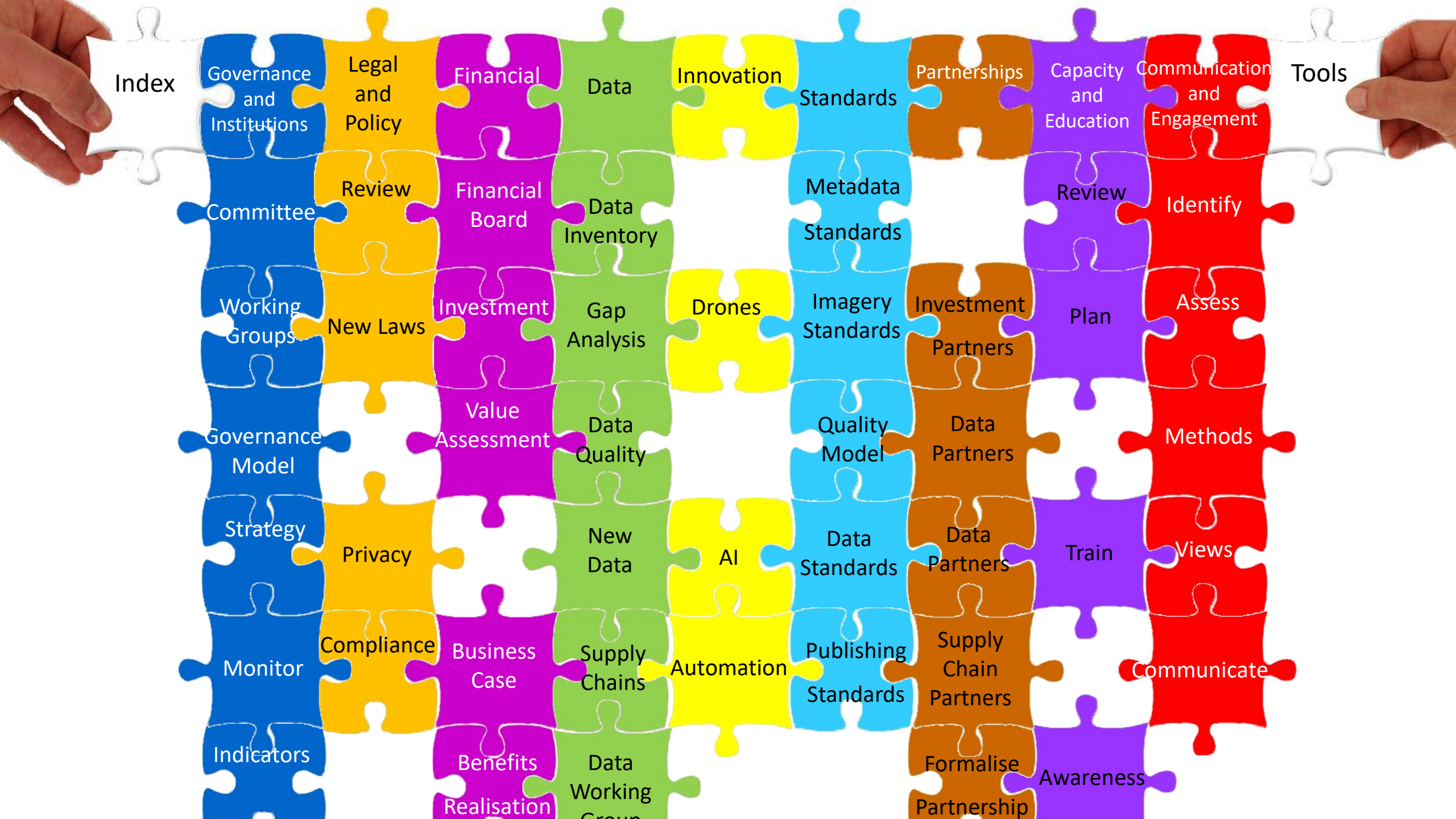
Standards

Partnerships

Capacity  
and  
Education

Communication  
and  
Engagement

Tools





# Communication and Engagement

Communication  
and  
Engagement

People have different requirements of data



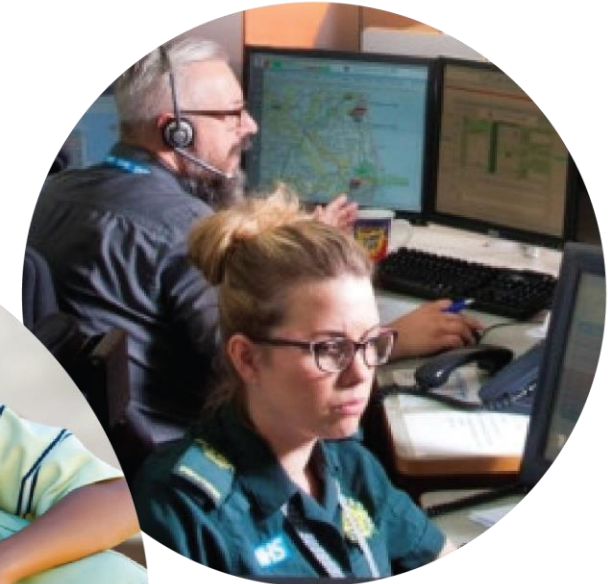
Urban  
Planner



Insurance  
Broker



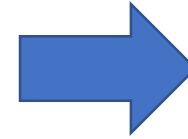
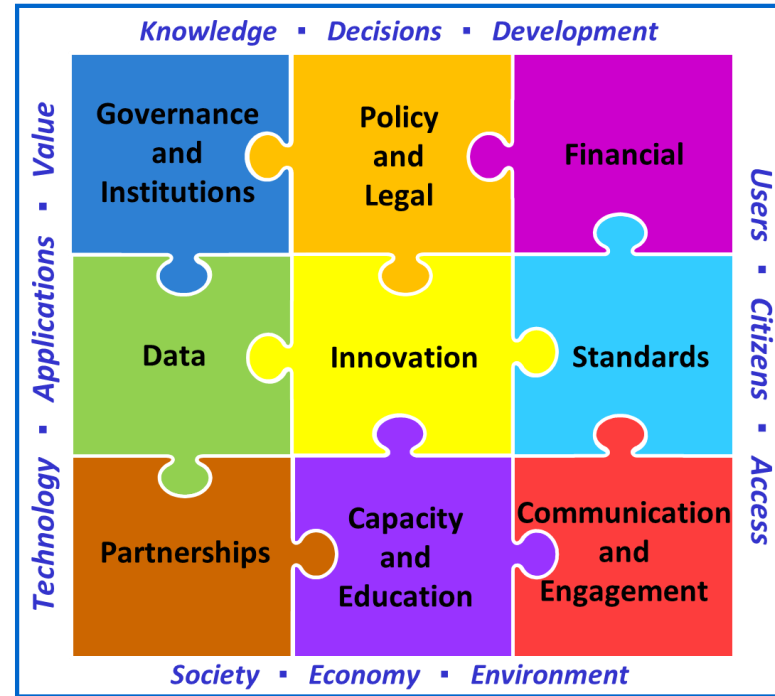
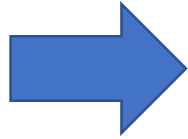
Home  
Buyer



Emergency  
Responder



Data is the new Oil



Data is NOT the new Oil

Thank you