

# Communicating UN IGIF

Communication Strategy & Plan Pack  
in preparation for the HLG Communication session

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Geospatial  
Commission

# Objectives

## Policy aim

We want to...

**Increase IGIF implementation across nations**

## Overall objective

We need to...

**Convince governments of the benefits and value of geospatial data**

## Objectives

We will do this by...



Developing the narrative of the “power of where” through clear, consistent and compelling messaging that demonstrates the political, fiscal and operational value of geospatial data.



Promoting the benefits of integrating geospatial data and strengthening geospatial information management with the IGIF for sustainable social, environmental and economic development.



Supporting Member States in their national, regional and global activities by providing messaging and strategic direction that can be adapted and aligned to national requirements

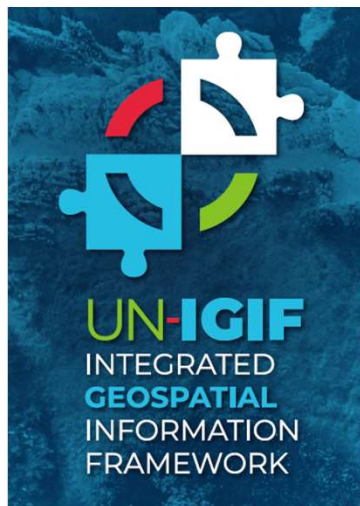


Leveraging United Nations “ownership” of the IGIF to foster trust in government information and giving stakeholders confidence in its authority and thereby increasing its use.

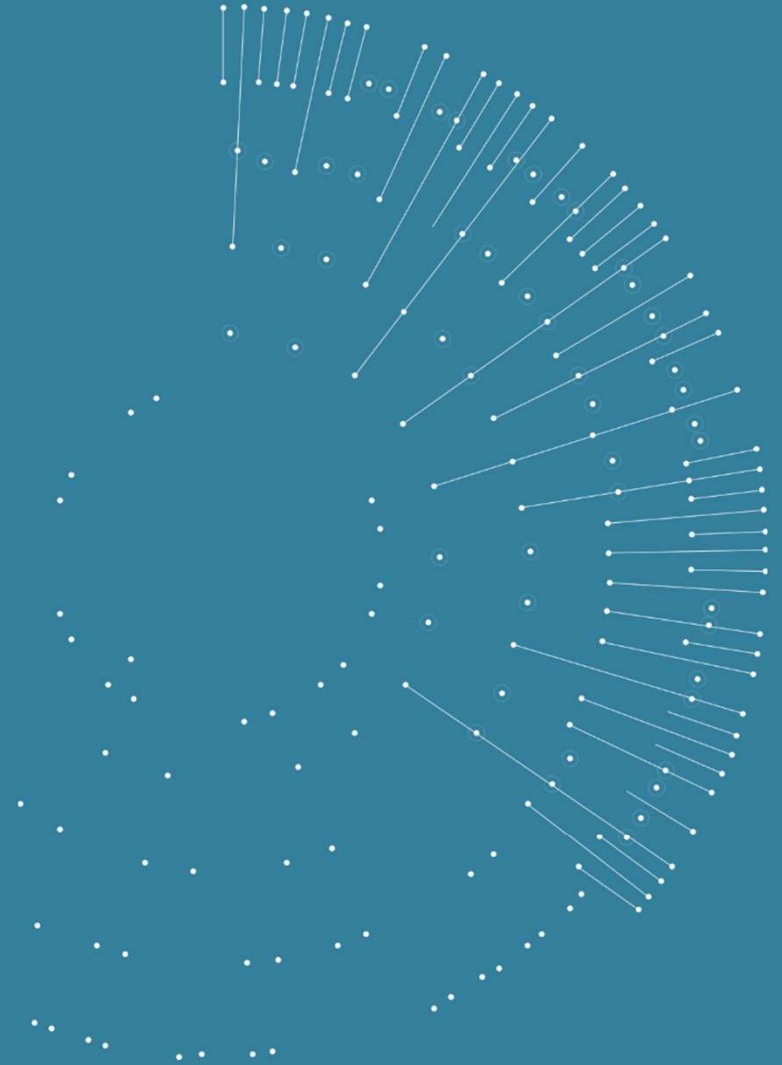
## AGENDA ITEM #9

### Advancing the HLG-IGIF Plan of Work

A new logo for the Integrated Geospatial Information Framework – three options



# Who are our audiences?



# Power and Influence Grid

Least powerful/influential

Most powerful/influential

More  
Supportive

**Collaborate**

UN secretariat  
National Mapping Agencies  
Geospatial Community  
Industry Media  
Academia

**Motivate/Advocate**

Cross-regional collaboration/projects  
World Bank  
System Suppliers

Less  
Supportive

**Inform**  
Citizens

**Influence**

National Governments  
Ministers/Politicians/Decision Makers  
Funders



# Audience

Creating an emotional reaction as part of our message.

**THINK**



**FEEL**



**DO**



What do we want  
our target audience  
to...

...as a result of hearing  
our message?

# Strategy for audience

1 Audience	Think	Feel	Do	How (what we do)
<b>Minister / senior decision-maker</b>	<p>The investment in geospatial data will be worth it for economic, societal and environmental benefits</p> <p>The UN knows what it's doing - following the UN's lead is advisable and it's for global good</p> <p>Other countries have already proven that IGIF implementation works, and we don't want to fall behind or miss the opportunity</p> <p>Geospatial data is fundamental data</p>	<p>Convinced that this is a positive and progressive decision for the country and world overall</p> <p>Clear that streamlined and effective use and management of data will result in better outcomes</p> <p>Confident in UN framework and the power of the collective (including for future transnational partnerships)</p> <p>Excited to announce the new commitment and be seen as future-looking, modernising etc.</p>	<p>Mobilise funding to implement IGIF in their country</p> <p>Ensure long-term resourcing to maintain the changes needed</p> <p>Discuss the decision with counterpart ministers from other countries (e.g. using case study examples)</p>	<p><b>Case study examples</b></p> <p><b>Quantified cost-benefit analysis?</b></p> <p><b>Funding examples? (e.g. Public-Private Partnership approaches?)</b></p>

## Slide 7

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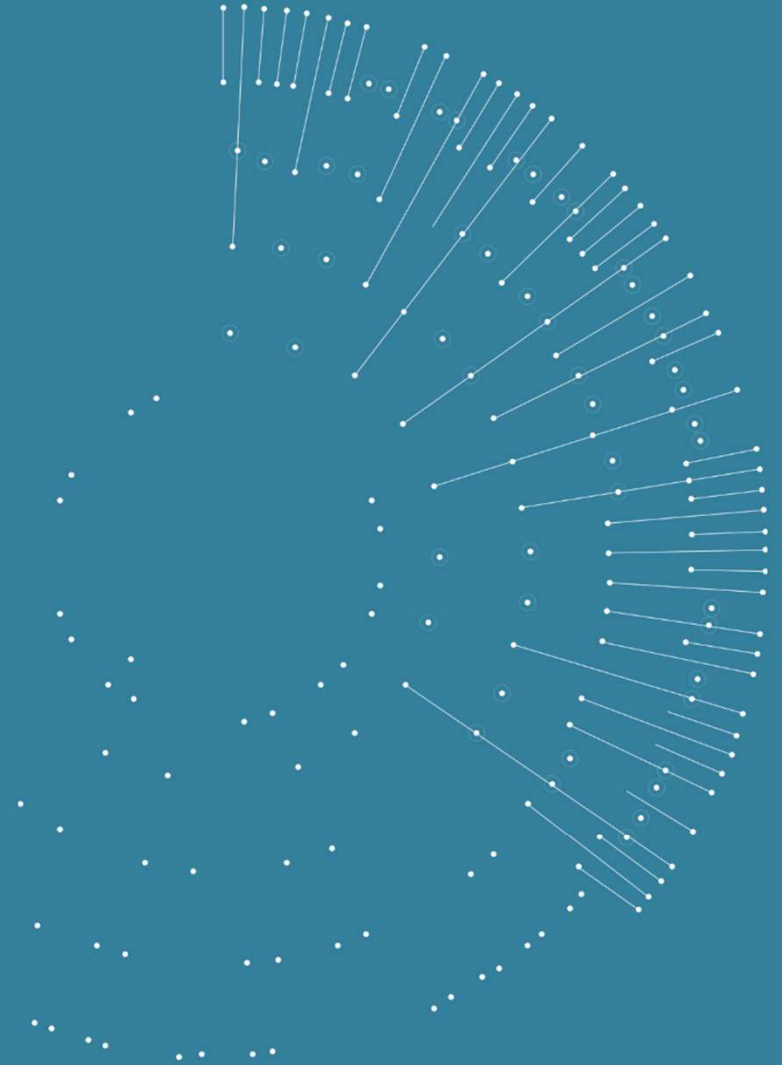
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These I'm not sure about!

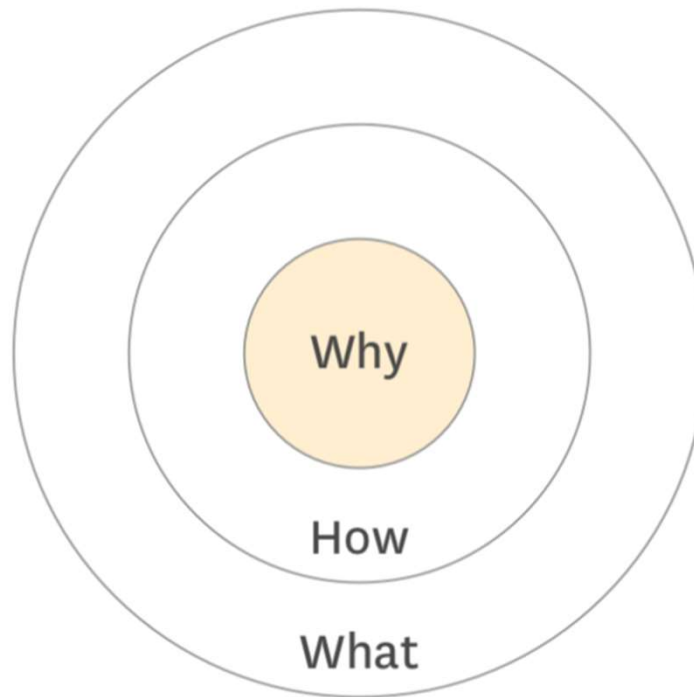
Caitlin Ballard, 19/04/2022



# Our message



# Starting with why



## Why - Your Purpose

*What is your cause? What do you believe?*

## How - Your Process

*Specific actions taken to realise your Why.*

## What - Your Process

*What do you do? The result of Why. Proof.*

***Source: Simon Sinek,  
[www.freshworks.com](http://www.freshworks.com)***



# Our key messages - why?

- It is a fact that better data drives better outcomes and data transformation will be crucial for the delivery of key national and global goals, such as the Sustainable Development Goals.
- Location data is fundamental to making sense for most other data - *everything* happens *somewhere* - so it is the obvious place to start for effective transformation, integration and management of 'big data'.

# How?

- The outcomes will be achievable with the help of a step-by-step roadmap which sets out how to effectively manage national location datasets.
- By strengthening nationally integrated geospatial information management it provides:
  - **Connections:** A more comprehensive approach to data integration by providing the digital connection between people, their place, their activities, and their environment.
  - **Context:** A clear, accurate and consistent analysis of information by identifying relationships and patterns, predicting outcomes and taking preventive measures.
  - **Clarity:** Sustainable solutions for social, environmental and economic.

# What?

- The United Nations has developed a framework guide which helps nations strengthen their digital transformation journey via location data asset improvements.
- It provides a step-by-step roadmap to implement effective location data management, utilisation and integration with other data sources.
- There are three sections to the framework: a strategic overview, an implementation guide, and a country-level action plan.
- There are also subsidiary guidance documents designed especially for the integration of geospatial and statistical information, for land administration, and for marine geospatial data.
- The Integrated Geospatial Information Framework is freely available and there are many experts who can help with implementing its guidance.

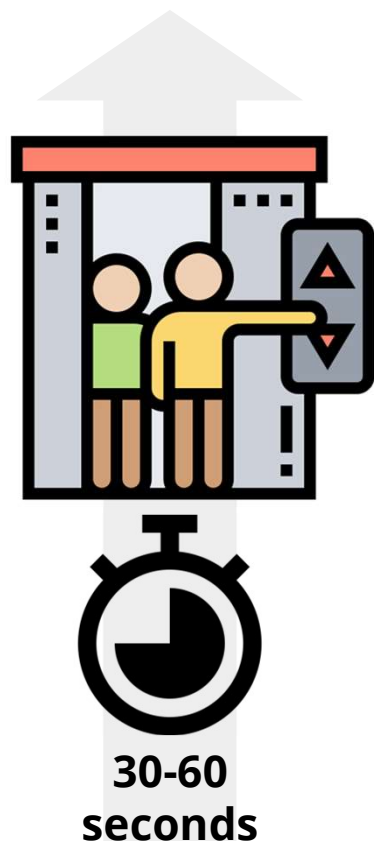


# Current strapline options

IGIF:

1. Connecting people and place for a sustainable future
2. Digital foundations for sustainable development
3. A digital transformation to enable global transformation
4. A roadmap for solving the data integration puzzle
5. Solving the data integration puzzle using the power of where
6. Leveraging location to solve the data integration puzzle
7. Enabling digital transformation via location data to accelerate achievement of global and national goals.
8. Enabling countries to strengthen and streamline data assets using location as the grounding...
9. Harnessing the power of location data to advance global and national priorities
10. A framework for creating a better future

# Current elevator pitch



Test it on a colleague / partner:  
Can you say this in 30 to 60 seconds?

Does it make sense?

- Time is running out, the planet is facing multiple and complex challenges which can only be solved through a holistic approach. Location data connects everything and will be the foundation on which our solutions can be delivered.
- The **United Nations** has developed a framework which helps nations start and strengthen their digital transformation journey through the building and enhancing of digital location data capability.
- The **Integrated Geospatial Information Framework** provides a strategic overview, an implementation guide, and a country-level action plan. IGIF is freely available, with many countries having realised significant benefits and competitive advantage through implementation of a national framework.

# Starting of a One Pager

**Achieving the Sustainable Development Goals by 2030 is critical to both the survival of the planet, as well as to creating a fair, equitable and prosperous societies.**

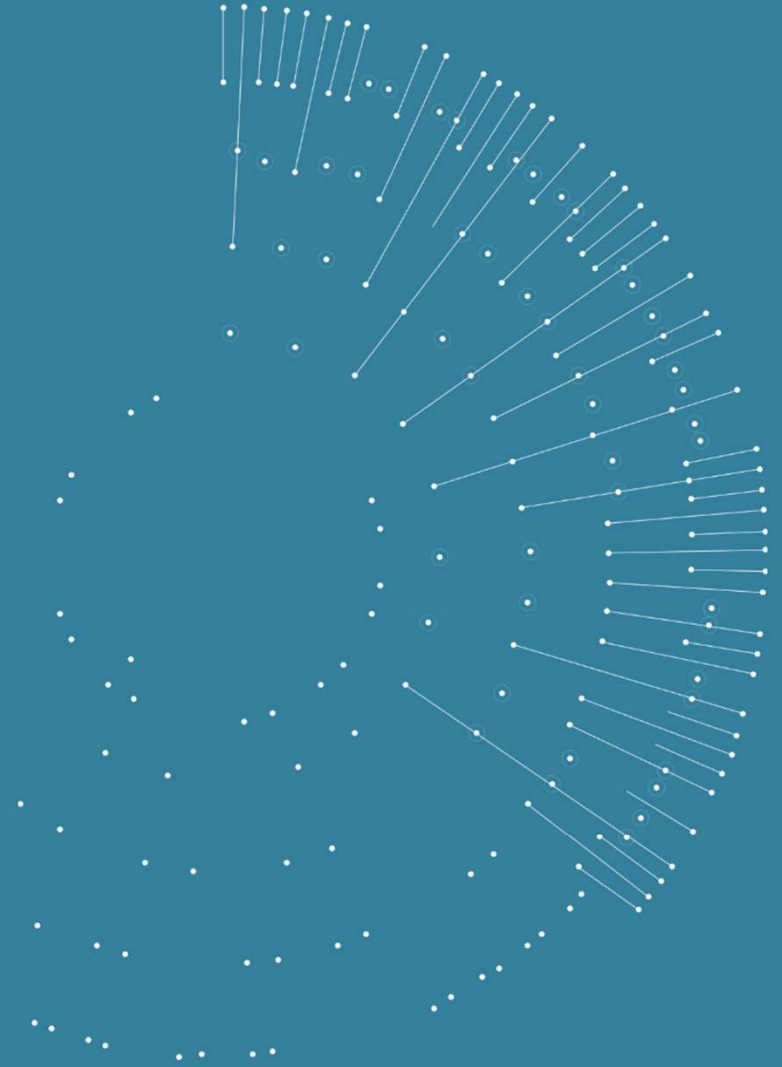
**Better use of data is key to realising these objectives. Data provides us with the opportunity to understand the current situation, identify where action is needed, monitor implementation, and measure our progress towards achieving a sustainable future. Location data acts as the glue that allows all other data to be connected, providing the context within which everything happens, and enabling us to understand what is happening nationally, regionally and globally.**

**The IGIF provides is a tried and tested location data framework that enables nations to create, manage, integrate, connect, and analyse the core data that is needed to understand where action is needed to deliver the economic, social and environmental outcomes their citizens and the planet needs. Developed by the UN the IGIF provides a framework for effective land administration, integration of statistical and geospatial information, and disaster risk reduction and emergency management.**

**There are three sections to the IGIF framework: a strategic overview, an implementation guide, and a country-level action plan. These provide a step-by-step guide, resource materials and toolkits for building and strengthening national integrated geospatial information management.**

**This has been successfully used by [member state] who have seen [outcomes]...**

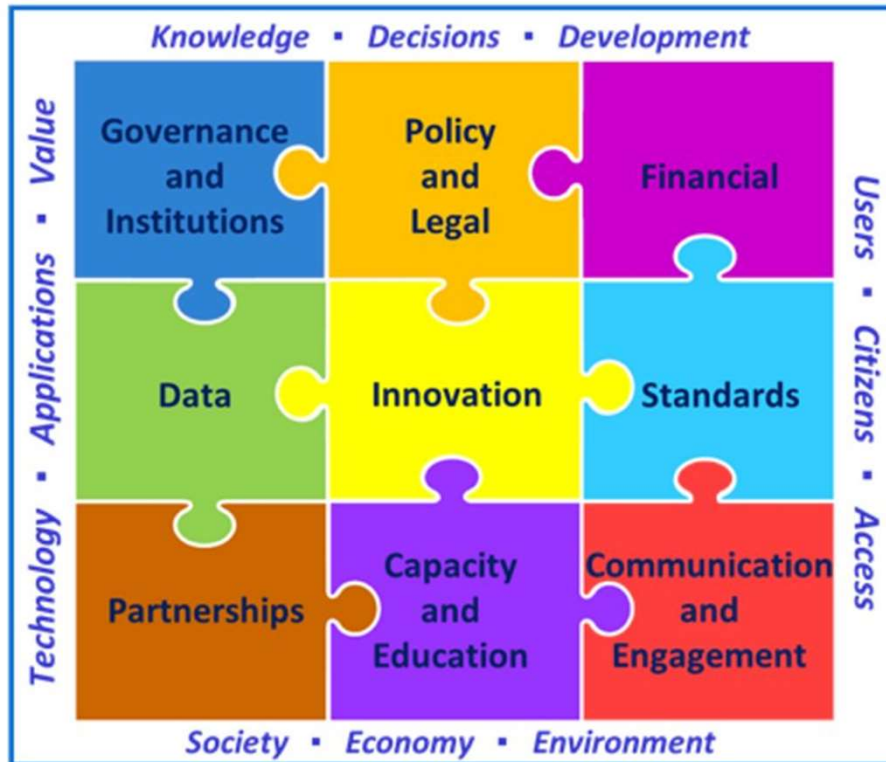
# Sharing experience



# Evidence - user stories



Do you know inspiring or compelling stories for IGF pathways



**We need to find stories / case studies:**

- for each of the pathways
- in a variety of countries
- with a variety of benefits

# Case study template

Case Study Template	
<b>Case study</b>	
<b>Situation and issue to be resolved</b> Outline the project or piece of work/problem to solve	
<b>Stakeholders involved</b> Who was involved in the projects? Who made the decision (body/organisation) and who needed to be consulted?	
<b>Legal framing</b> What legal framework was being considered, if any?	
<b>Action taken</b> Details of processes and steps undertaken or implemented including tools, or resources, and initiatives that were useful.	
<b>Results</b> Outline the results of the implementation. For example, what was produced and how was the work received? How are you able to monitor the success of this work?	
<b>Benefit realisation</b> What benefits were derived following the implementation of the pathway/framework? Do you have a measure of success for the project? Do you have any statistics to illustrate the benefits?	
<b>Lesson learned</b> What went well through this work/process? What could be improved?	
<b>Next steps</b> What is the next step for this work? Any further actions?	
<b>Any other information</b> Please details any further information you would like to add or to be included in the case study	

United Nations IGIF: Case Study Template	
<b>Overall impact</b> Which sector, industry was positively impacted by the work? And how?	
<b>Details / Background</b>	
Name of country	
Name of company/organisation involved	
IGIF Strategic Pathway #	
Name & email of contact (if we need more information)	