HLG Communications Working Group Update January 2024

“Putting our stamp on it”
1. Improve Communication

- Develop and implement a communication strategy.
- Create awareness on the importance and relevance of the UN-IGIF for policy- and decision-makers as well as for other key stakeholders normally outside the geospatial community.
- Identify inclusive communication channels for the UN-IGIF.
- Initiate UN-IGIF forums at global and regional levels to create awareness and realize the benefits from implementation of the UN-IGIF and relevant frameworks such as the GSGF and FELA.
- Convene consultative meetings on implementation and operationalization of the UN-IGIF.
- Share and communicate the UN-IGIF in relevant forums as a key umbrella for the many activities under the purview of UN-GGIM.
Impact since 2022

• Strong regional and global collaboration and engagement on UN-IGIF.
• UN-IGIF featured strongly at regional events, workshops, meetings.
• IGIF featured in joint meetings between the UN Stats community and the geospatial community in Europe as well as other regions.
• The 5C process has done an excellent job in raising awareness of IGIF and geospatial in general amongst Missions and committee members with use of the elevator pitch used to support those conversations.
• Our Co-Chairs and HLG members have promoted IGIF to the global geospatial community on every continent except Antarctica.
• Awareness has grown significantly, and with that the needs and expectations of Member States for support has grown significantly.
Activity to date: Create awareness on the importance/relevance of UN-IGIF

✓ Created a UN-IGIF case study template
✓ Finalized the first case study
✓ Trying to develop a pipeline of case studies
✓ Additional materials under development
✓ UN-IGIF brochure for decision makers
Initiate/support/promote global and regional UN-IGIF forums
Creating Awareness, Sharing Lessons Learned, Building Capacity

1. UN-GGIM: Arab States UN-IGIF Workshop – February
2. 54th Session of the UN Statistical Commission – February
3. IGIF Caribbean Workshop – April
4. Geospatial World Forum – May
5. International Federation of Surveyors (FIG) Conference – May
6. 31st International Cartographic Conference – August
7. UN-GGIM: Americas UN-IGIF Forum – October
8. UN-GGIM: Asia Pacific UN-IGIF Workshop – November
9. UN-GGIM: Europe UN-IGIF Workshop – November
Identify inclusive Communication Channels for UN-IGIF

HLG-IGIF Newsletter, Twitter, Website

1. Check out our HLG-IGIF newsletter.

2. Follow us on Twitter: @UN_IGIF.

3. Explore our website: UNSD — UN-GGIM

UN Integrated Geospatial Information Framework

Enabling a better future with location data
Convene consultative meetings on advancing and implementing the UN-IGIF

Convened strategic meetings with:

✓ ESRI
✓ PVBLIC foundation
✓ UN Global Communications Lead

✓ Looking to continue consultations with the UN-GGIM Regional Committees to build on and promote the excellent work undertaken throughout the regions and to share best practices and materials wherever possible.
What has not yet been done…yet

- A central repository for the outputs of all the working groups is critical and needs to be the first priority for the communications group following this session with the Secretariat
- Finalise the stakeholder brochure – just put something out and refine through feedback
- Case study library
What I want, what I really really want…

• Back to basics:
  • Centralised place to access logos, images, templates?
  • A place to share the work of the other working groups, or at least so it is easily accessible to the whole community
  • Guidance and templates on how to draft:
    • Press releases
    • Engagement materials
  • Materials to support stakeholder engagement such as invitations and visual collateral

• Guide on tools and approaches
  • UN GGIM vs. World Bank vs. SDG data alliance
Lessons learned

• Content generation is hard – identifying the case studies and securing the time with those that are leading the way to tell their story is challenging
• Co Chairs are key – Anton, I miss you!
• Resource is critical
Thoughts for the future

• ChatGPT and LLM offer us some interesting opportunities to create content that we have yet to explore. Areas that it could really help:
  • Creating clear and simple engagement materials
  • Evaluating different methodologies