

# HLG Communications Working Group Update January 2024

“Putting our stamp on it”



**UN·IGIF**  
INTEGRATED GEOSPATIAL  
INFORMATION FRAMEWORK

# Improve communication

## 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



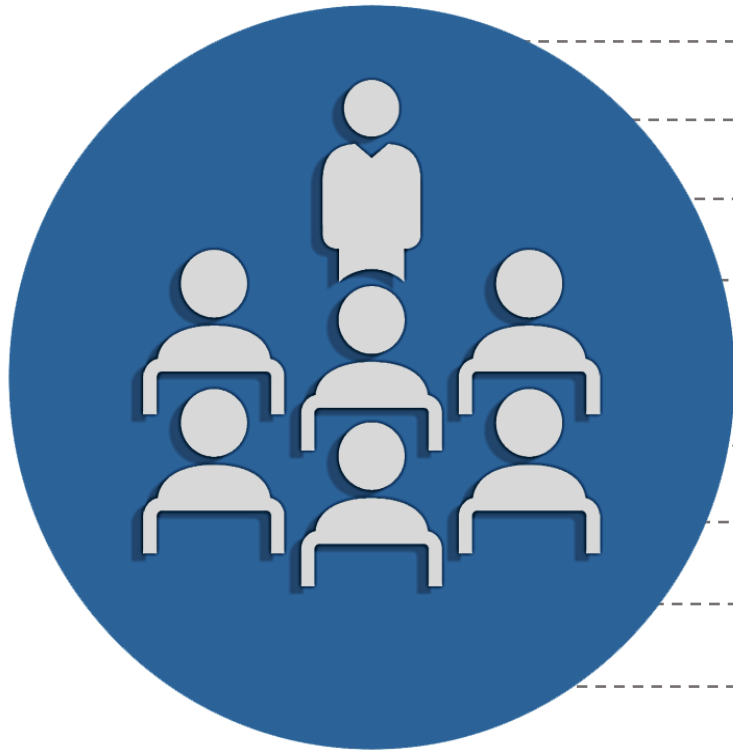
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# Initiate/support/promote global and regional UN-IGIF forums

Creating Awareness, Sharing Lessons Learned, Building Capacity



- 1 UN-GGIM: Arab States UN-IGIF Workshop – February
- 2 54<sup>th</sup> 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 31<sup>st</sup> 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



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# Identify inclusive Communication Channels for UN-IGIF

HLG-IGIF Newsletter, Twitter, Website



The newsletter cover features a large group photo of the High-Level Group of the IGIF members. The text on the cover includes the UN-IGIF logo, the title 'HIGH-LEVEL GROUP OF THE IGIF', the date 'May 2022', and the subtitle 'Highlights from the first plenary meeting'.

**HLG-IGIF CO-CHAIRS MESSAGE**

Co-Chairs Dr. Tulu Beshu Bedada and Ms. Deirdre Bishop were thrilled to have the HLG-IGIF together for the first time. We were thankful so many were able to attend in person. For those that were not able to attend, we missed you and hope to see you at the UN-GGIM 12<sup>th</sup> session in New York August 3-5 (with side events August 1 & 2).

**A WORKING MEETING**

The HLG-IGIF met in person for the first time April 26-28. The focus was on advancing the Plan of Work for the three priority goals:

- Improve Communication
- Strengthen Capacity Development
- Mobilize Sustainable Funding

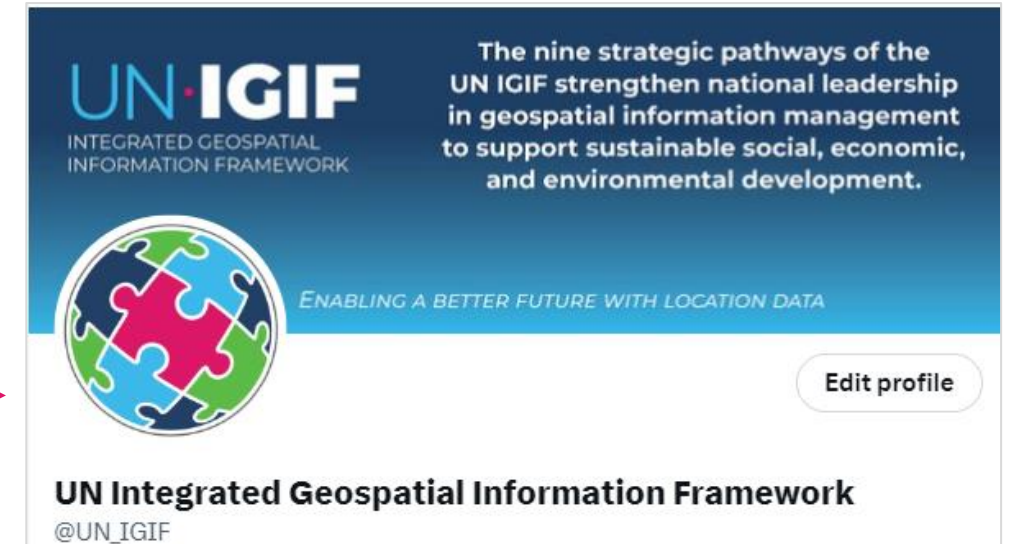
**BREAKOUT SESSIONS**

The HLG broke out into three groups to review and discuss the tasks for each of the three priority goals and to assign tasks to HLG members. We hope all HLG-IGIF members will participate in advancing the Plan of Work.

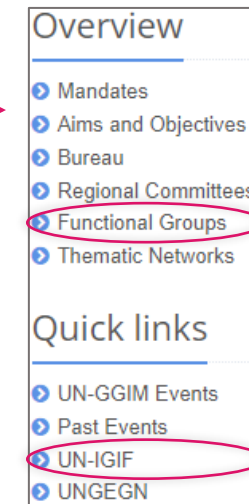
1. Check out our HLG-IGIF newsletter. ◀

2. Follow us on Twitter: ▶  
[@UN\\_IGIF](#).

3. Explore our website: ▶  
[UNSD — UN-GGIM](#)



The Twitter profile for UN IGIF features the organization's logo and a blue header with the text 'The nine strategic pathways of the UN IGIF strengthen national leadership in geospatial information management to support sustainable social, economic, and environmental development.' The bio states 'ENABLING A BETTER FUTURE WITH LOCATION DATA'. The name is 'UN Integrated Geospatial Information Framework' and the handle is '@UN\_IGIF'.



The website overview section lists various navigation links. The 'Functional Groups' link is circled in red. The 'Quick links' section lists 'UN-IGIF' and 'UNEGN', both of which are also circled in red.

**Overview**

- Mandates
- Aims and Objectives
- Bureau
- Regional Committees
- **Functional Groups**
- Thematic Networks

**Quick links**

- UN-GGIM Events
- Past Events
- **UN-IGIF**
- UNEGN

# 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

