

Date

Tuesday 14th July 2009

Title of session

Panel Session

Name of presenter/chair

Vanessa Lawrence CB, Director General and Chief Executive Ordnance Survey -
Chair

Panel members

Prashant Shukle – Natural Resources Canada

Dr Chukwudozie Ezigbalike – United Nations Economic Commission for Africa

Greg Scott – Geoscience, Australia

Magnús Guðmundsson – National Land Survey of Iceland

Anne Cathrine Frøstrup – Norwegian Mapping Authority

Dr Sang-Ki Hong – Anyang University

Name of rapporteurs

Martin Lea & Carolina Sanchez Hernandez

Vanessa Lawrence started the discussion by looking at the way forward for National Mapping and Cadastral Agencies (NMCAs) who are under increasing pressure in these uncertain times of economic turbulence, climate change, changing business models and pressures from the public and private sectors.

Despite these pressures there was consensus among the delegates that these times present more *opportunities* than threats to NMCAs including:

- Implementing e-government initiatives
- Proving the cost-saving ability of GIS
- Offering solutions to government departments and assisting them with their internal goals
- Bringing GIS up the government agenda
- Some NMCAs are even experiencing an increase in funding

Leading on from this, delegates agreed that, to realise these opportunities and survive the economic downturn, NMCAs needed to re-examine their *business models*:

- Reassess their role in the public sector
- No longer create mapping just for mapping's sake but rather mapping for a specific reason
- Focus on bespoke mapping linked to government priorities
- Demonstrate solutions and cost savings

Linked to this was the strong opinion that NMCAs should remain *flexible and adaptable* and continually reassess their position and role in the industry.

One of the other major themes of the conference was the need for *standardisation and integration* among NMCAs including:

- Striving to maintain the global standards of GIS as well as standards of interoperability (ISO, OGC, etc.)
- To speak a common language and use the same semantics
- To decrease GI-jargon and industry exclusive language
- Doing a better job of articulating the benefits of GI to clients

This was then linked to a greater need to *collaborate*:

- Break down the silos that exist in government
- Recognise that NMCAs are not the only players, there is a need to form partnerships to remain in the mainstream
- Need to build bridges by being proactive and stepping forward with value propositions
- Fund pilot collaborations to develop proof of concepts

The session ended with a discussion about the rise of internet mapping giants such as Google. Again there was consensus that these companies should not be viewed as competitors but NMCAs should seek to *partner* with them and work off each other's strengths.

It was also agreed that the responsibility of maintaining the base mapping of countries should remain with the NMCAs and in the public sector.

Questions/Comments	Answers
Vanessa Lawrence: Whose government has truly realised the potential of GI at the highest level?	Responded in the positive: India, Canada, Sweden, Finland, South Korea, Abu Dhabi and Australia