

Date

Monday 13th July 2009

Title of session

Plenary: Challenges of economic turbulence on mapping and how mapping can help solve it

Transitional World

Name of presenter/chair

Professor Željko Bačić, Director General, State Geodetic Administration Croatia - Chair

Name of rapporteurs

Jenny Green & Danny Hyam

Transitional World

- Transitional world is made up of mainly former socialist countries such as Croatia, Czech Republic, Slovenia and the former Yugoslavia.
- Newly established mapping agencies in the transitional world have implemented a model where production of mapping is outsourced due to the low internal capacity of the new institutions, a very different model to most 'traditional' mapping organisations.
- Huge land administration reforms resulting from the existing systems being unable to cope with the degree of change required during the boom market.
- Financial indicators show investment in organisations in Croatia increased five times in eight years.

Transitional world and crisis

- Many transitional countries took loans for development which are resulting in severe economic problems.
- Main crisis influence from the secondary and tertiary problems. Secondary being those that are not directly involved in the banking system and property market that failed. Tertiary problems being those of credit dependencies.
- Projects are lasting 2-3 years whilst budgets are uncertain for the next few years.

Challenge

- The crisis can be understood as a challenge, both with potentially negative but also positive potential aspects.
- The way out of the current problems is connected with improvement of quality of real estate. The municipality in Croatia have had problems with land registration so development went to places where they could get registration details about space. With better information about an area there will be more

scope for its use/development by investors/companies that are put off by lack of definite registration.

Actions required

- Satisfying needs of customers as fast as possible.
- Intensive promotion and communication to others, to society, to stakeholders even so far as saying aggressive promotion.
- Leadership becoming even more relevant to make decisions, to lead, even when ideas are not popular.
- Promotion - Promoting products and services that are being delivered.
- In Croatia regional authorities are raising public awareness through the Wallmap project, making mapping visible and available to the public.
- Services - Geoportal released last month, trying to provide for customers.

Questions/Comments	Answers
<p>Geraldine Ruane - Ordnance Survey, Ireland.</p> <p>Customers are asking for more now than they were three years ago. How have you adapted your organisation to cope with this?</p>	<p>Professor Željko Bačić: Developed an IT system for alphanumeric and geographic data</p> <p>We have a quicker update cycle.</p> <p>Currently creating infrastructure to integrate MIRACLE and data.</p> <p>Delivering accurate and up-to-date data in digital form, in a simple manner, not with paper work.</p>
<p>Muhammad Bashar Nuhu – Federal University of Technology, Nigeria</p> <p>How do you integrate your data?</p>	<p>Professor Željko Bačić: All development is outsourced.</p>
<p>Muhammad Bashar Nuhu – Nigeria</p> <p>Do you outsource to companies only within Croatia or also internationally?</p>	<p>Professor Željko Bačić: There is some international tender, but it depends upon the work that is to be undertaken.</p>
<p>Professor Fraser Taylor – Geomatics & Cartographic research Centre, Canada</p> <p>Where does the money come from to meet financial obligations within 45 days?</p>	<p>Professor Željko Bačić: The budget is held by the government and is transferred to the mapping agency in less than 45 days allowing the money to be sent on to meet this target.</p> <p>There was also a budget of 3 million Euros of co-financing money at the start of the year. This has been spent on work in the private sector to ensure that money is available.</p>