

Date

Tuesday 14th July 2009

Title of session

Plenary – Mapping: Our role in a turbulent world

Name of presenter/chair

Chris Parker, Propositions Portfolio Manager, Ordnance Survey – Chair
Stew McTavish, GeoVation Champion (mo.jo) - Presenter

Name of rapporteurs

Gillian Horner & Jevon Snell

mo.jo are collaboration experts who help people use their ideas to change the world. They are currently looking at innovative ways to raise money for Cancer Research UK. Their aim is to raise £10 million for Cancer Research UK through three new business ideas which have been shortlisted from over 150 ideas submitted by people of all ages and backgrounds through an innovative website which has had over 40,000 visits.

Ronald Coase – Theory of the Firm – uses transaction theory to study why firms exist.

Robin Dunbar – People can only maintain up to 150 meaningful relationships.

As William Gibson said “The future is already here - it is just unevenly distributed” the web changes the established theories of business and relationships. This can be demonstrated with a few examples:-

- Wikipedia – has so far taken 1 million donated man hours, around the same amount as needed to put a man on the moon.
- Amazon – seen as a book company, but allows anyone to use their system to fulfill orders, payments etc.
- Barack Obama – coordinated over 2 million volunteers through the website to run the election campaign.
- Goldcorp Inc– A Canadian mining company, invited the public to ‘help us find gold’ through sharing their geographic information on their website. Found 44

gold deposits in a year. Turnover increased from \$100 million to \$9 billion over the course of two years.

- Also... 'buy a football club', 'sell a band' etc.

As GeoVation champions, mo.jo hope to widen out our preconceptions as to what can be done with mapping.

Questions/Comments	Answers