

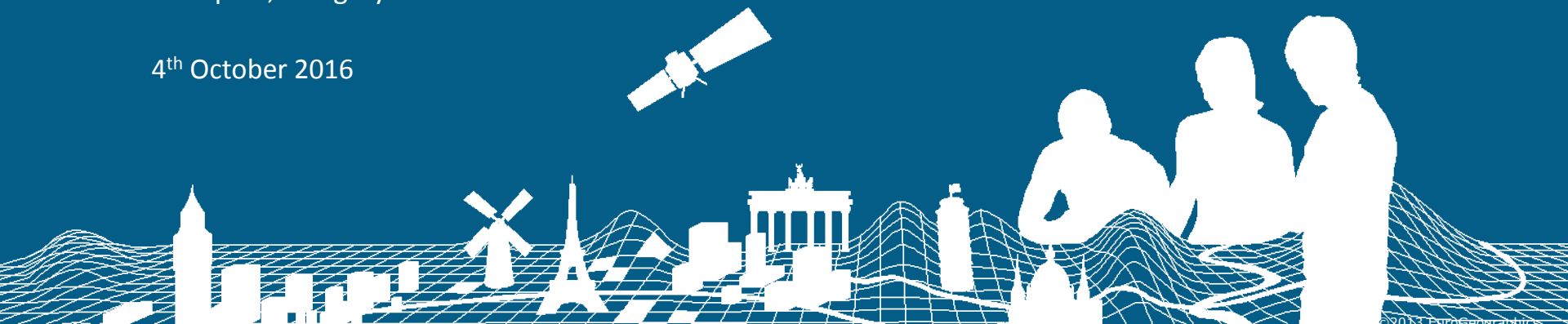
From ELF to ELS – Vision and future

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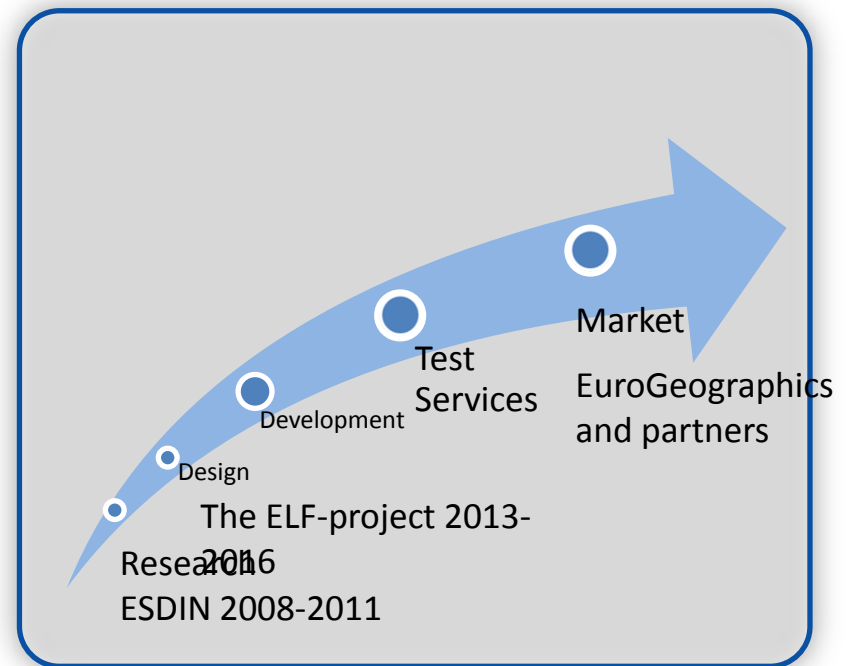
General Assembly 2016
Budapest, Hungary

4th October 2016

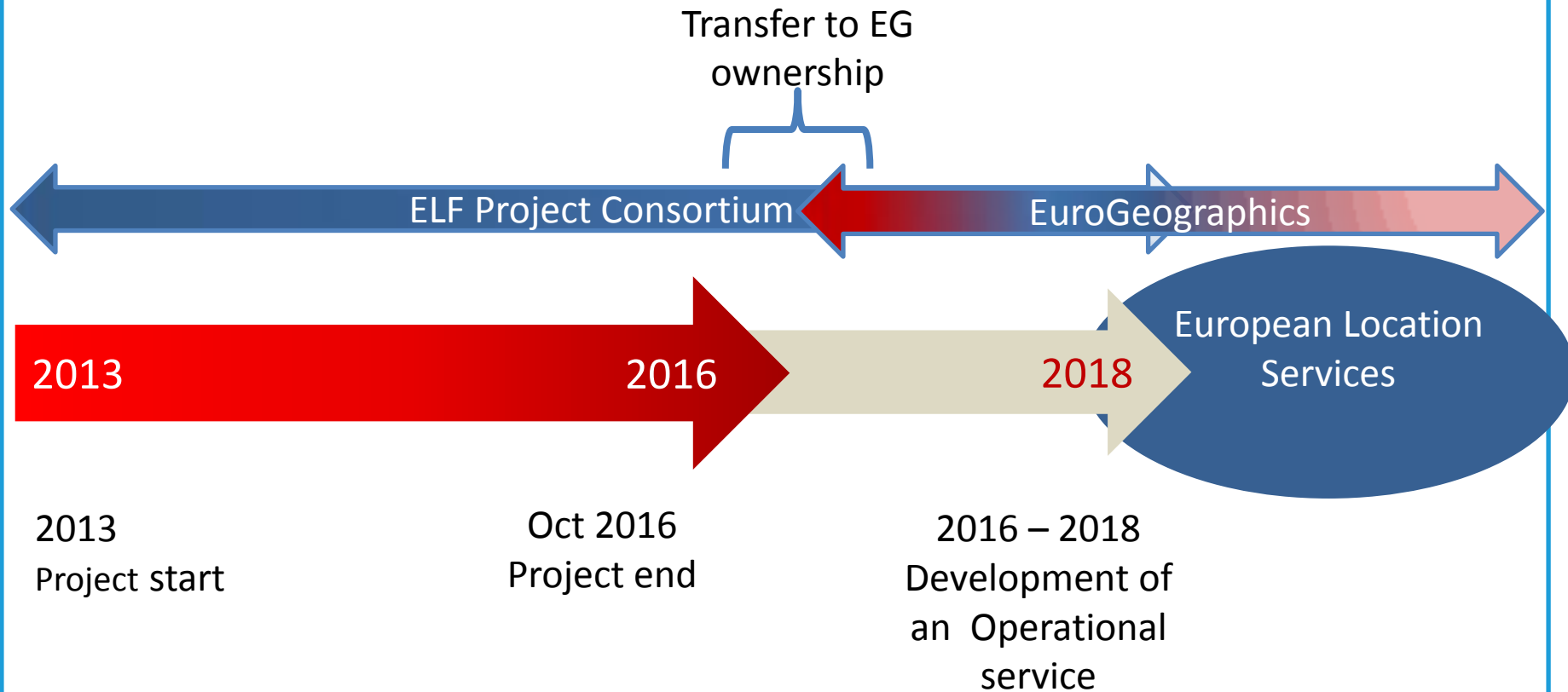


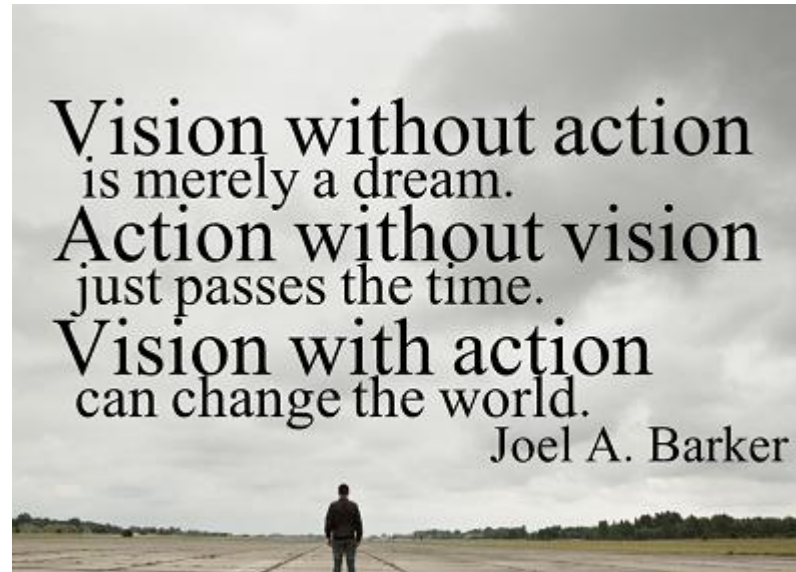
ELF is work in progress ...

- Has delivered technical infrastructure, tools and test services
- Has provided valuable feedback on INSPIRE specifications
- Will now transition to ownership by EuroGeographics
- Will require further development
- Products & services to be developed with partners & application developers



Timescales





Why a Vision and Strategy?

"In life, as in football, you won't go far unless you know where the goalposts are".

Arnold H. Glasgow

Background to development

- EG Management Board discussions about 'life after ELF' – Summer 2015.
- Director Generals' Round Table discussions - Belgrade General Assembly 2015.
- Directors' Forum - Marivaux Hotel, Brussels, November 2015.
- SWOT Analysis and Vision development - Programme Board workshops December 2015 to March 2016.
- Draft Vision presented at Extraordinary General Assembly, Leuven, May 2016.

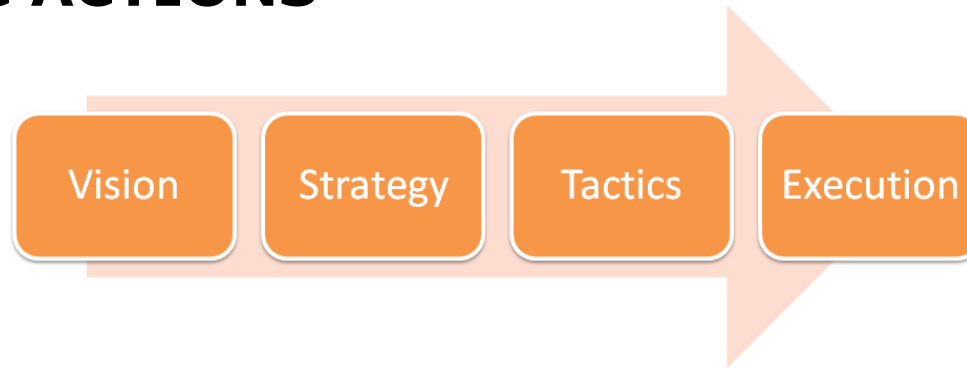
European Location Services Vision and Strategy



To provide the single access point for international users of harmonised, pan-European, authoritative geospatial information and services.

For National mapping, cadastral and land registry authorities to be recognised in our International effort to contribute to the wider public good.

STRATEGIC ACTIONS



- MARKET OFFERING
- SHOWCASE
- PARTNERSHIP
- OPERATIONAL SERVICE
- DATA CONTENT
- COMMUNICATION
- CAPACITY BUILDING / KNOWLEDGE EXCHANGE
- FINANCIAL PLAN

Showcase

- Demonstrator - Something to show, which demonstrates the potential
- Helps to communicate
- Free of charge
- A mix of basic services that create interest
- Test data, test accounts
- Focus on cross-border and pan-European use
- 'Quick Wins'

Market Offering



- Understand the market
- Define the products and services that the users want
- Identify the channels to market – what are the basic services required.
- How much to charge (€0 to €xx), what to charge for.
- Promotion, awareness raising and ‘marketing’
- Prioritisation – we cannot deliver everything from day one!
- Build partnership filling gaps we cannot otherwise provide – shared delivery

Partnership

- EuroGeographics cannot deliver this itself
- Must work with others to help make this happen:
 - NMCAs and others to deliver content
 - The EC to help them achieve their goals.
 - Private sector to deliver user solutions to the market
 - Academic partners to use our data.

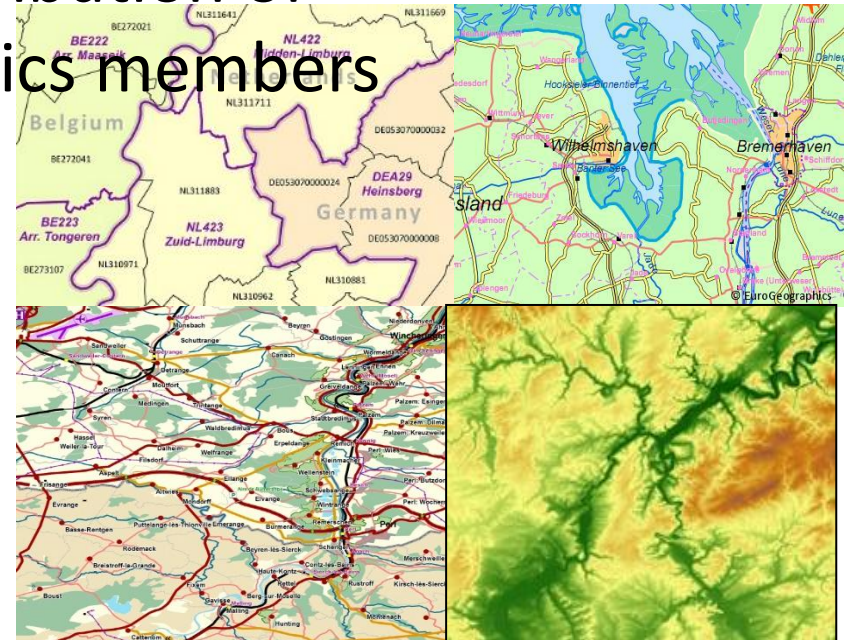


Operational Service

- A fully operational service that is:
 - Robust
 - Reliable
 - Stable.
- Segregated development, test and production environments
- Formalised Release planning and test management.
- Commitment from the key agencies delivering ELF during the transition phases – not just the data providers but also the service suppliers and coordinators
- Resources to deliver it!

It is all about the Content - Content is key!

- A European location Service is about the data content
- A clear programme for the inclusion of others will be developed. This must be a timeline.
- This is the success of the ELS Programme will be reliant with a timeline.
- Our intent is to provide full coverage across the whole of geographic Europe (not just the EU 28).
- We will initially achieve some coverage only



Communication

- A clear message, targeted at key stakeholders, about what ELS is.
- The messages will emphasise:
 - The Unique Selling Point (USP) of European Location Services
 - Non Profit Aspect (only cost recovery for the Platform owner is needed)
 - Long term sustainability of provision of data and services (protection of investment for customers)
 - Pragmatic commercial market offering where added value take place (will lower overall costs)
- Continuity in updating and keeping the defined quality
- Single Access Point and selection methods matching customer needs
- Authoritativeness of data



Capacity Building / Knowledge Exchange

- To share our experience with others.
- Capacity building with NMCAS and non-EU member States
- To develop SME sector.
- Signals our desire to help deliver compliant cross-border, pan-European geospatial data,
- There are also scope to assist international development.



Financial Plan

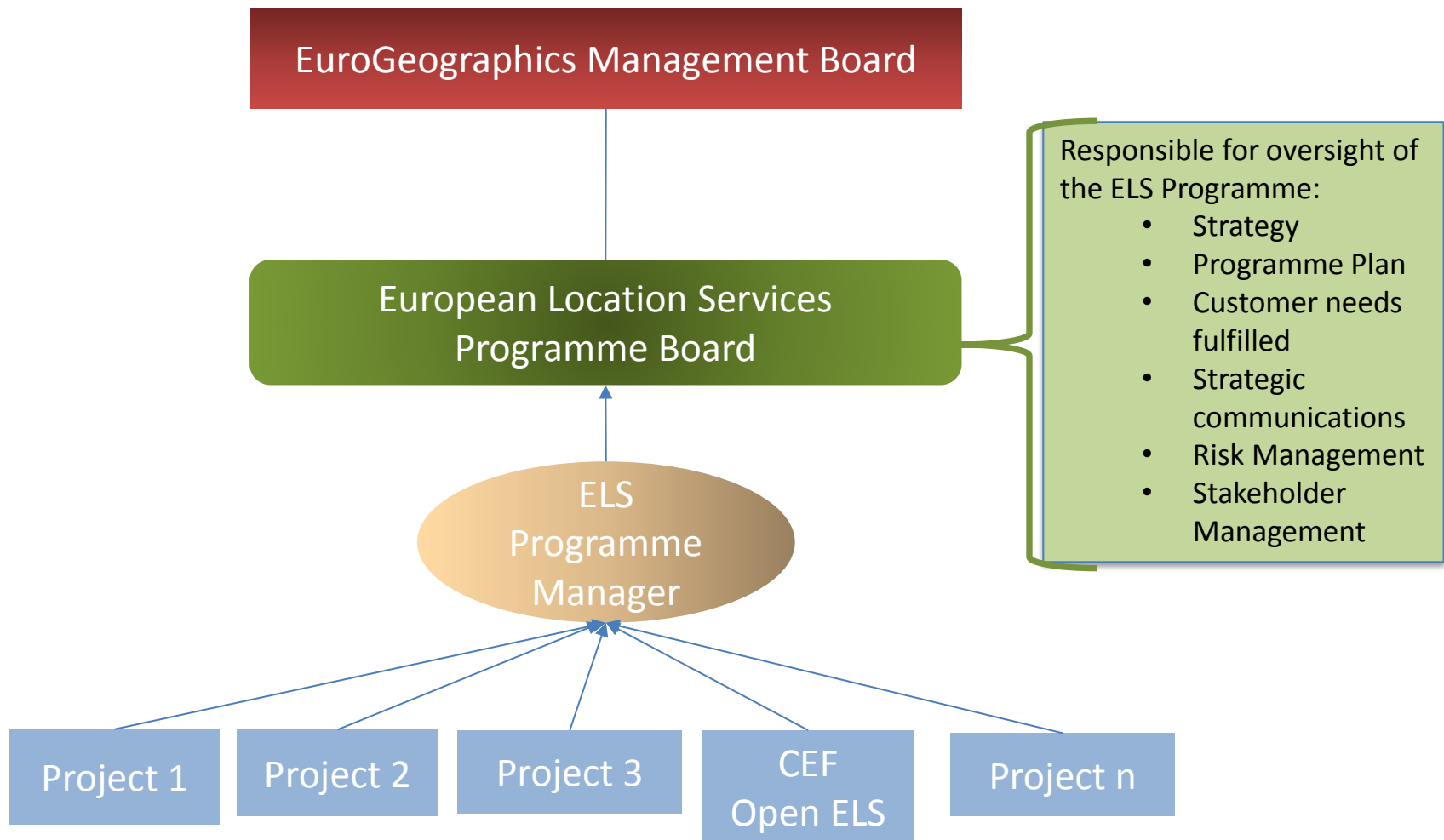


- Underpinning business plan
- A reliable determination of total costs and revenue potential
- Demonstrate financial sustainability over a long term period.
- A number of options may need to be considered, based on an underpinning concept.
- Funding sources must be identified
 - Commission
 - Commercial
 - Members
 - All of these
- Interim view on this (during the transitional phase) and
- A 3-year plan beyond the end of the transition period, for a stable European Location Service

Delivering Success

- Programme Plan
 - integrated time schedule with milestones
- Three activities:
 - Transfer ownership from ELF to EuroGeographics
 - Identify projects, activities and tasks
 - Implement the programme plan
 - Consider the long-term arrangements for operating the services
- Organised to deliver

Organisation



ELS Programme Plan

- The ELS Transition Programme Manager will develop an ELS **Programme Plan** to:
 - implement the transfer from the ELF project to EuroGeographics,
 - identify the activities and tasks required to take the ELF Platform services into a sustainable operational service, and then
 - implement the programme plan
 - consider the longer term arrangements for operating the services beyond the transition period.
- The Programme Plan will include an integrated time schedule with milestones. The intent is to achieve all of this within two years.

Funding!

- [2016 CEF Telecom Call - Public Open Data \(CEF-TC-2016-2\)](#)

CEF Public Open Data Objectives

- Facilitate the re-use of datasets generated by different authorities in cross- border areas
- Address technical and legal issues, including harmonised conditions for re-use, interoperability of licensing conditions taking into account the recommendations of the PSI guidelines, section 2
- Prioritises domains defined in the PSI guidelines at section 3.1 (geospatial data, earth observation and environment, transport, statistics, company and business registers);
- Streamline the metadata/data production process in view of a sustainable process to ensure long-term maintenance
- Liaises with ongoing activities at the EU and National level already providing assistance for fostering uptake on public open data supply
- Analyse foreseen benefits for citizens and/or businesses as a result of the proposed action

CEF – EuroGeographics OPEN ELS Bid - outline

- Develops pan-European Open data services from European NMCAs
- Builds on the ELF project, and what is already available
- Economic appraisal for Open data services, with an associated business model and plan for the sustainable provision of these services
- Takes account of the policy and legal context set by:
 - The EU (relating to Open Data and Public Sector Information)
 - The G8 Open Data Charter and
 - National policies
- User focussed - Helps users identify INSPIRE compliant pan-European geospatial data services from authoritative sources
- Provides certainty about:
 - what is free
 - what is charged for,
 - under what terms and conditions of use or reuse
- Includes:
 - Data supply support
 - Capacity Building
 - Programme of engagement to encourage the SME sector to take up Open Data services and develop innovative solutions for the market.
 - User support
- Establishes linkages to the European Data Portal
- Application was submitted : 13 Sept 2016
- 2-year budget:
 - €2.4 million Commission support €1.2 million
 - EGHO €976,692

CEF Bid Activities

Project Partners

EGHO

KARTV

KADNL

OSGB

Contributing Partners (Affiliated Entities): BKG, Cadaster Spain, CNIG, NLS-SE, BEV

1. Governance

- Project management
- Cross-border representation
- Open data policy
- Economic appraisal for a sustainability of Open ELS.

2. Arranging technical infrastructure

- Organising and running the technical infrastructure
- APIs and Linked data
- Arrangements for European Data portal.
- Explore opportunities for user defined visualization
- On-the-fly edge-matching service

3. Data supply content

- Data and metadata quality.
- Cross-border edge-matching
- Data contributors support
- Capacity building
- Extension of coverage and content plan
- Agreement amongst data providers

4. User orientation and requirements

- User Interface
- Open data products and services
- Licensing, terms and conditions of use and reuse
- SME engagement programme
- Demonstration of Open ELS value added and benefits
- Marketing and awareness raising

CEF Bid timescales

- Commission evaluates proposals - Dec 2016
- Consultation of the CEF Committee - Jan 2017
- Information to the European Parliament - January 2017
- Adoption of the Selection Decisions - February 2017
- Adoption of individual grant agreements - February 2017
- Provisional start of the project - April 2017

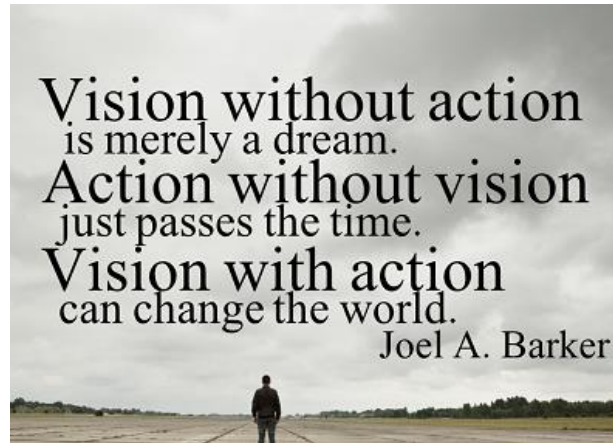
Next steps and long-term prospect

- All project work must be concluded to the satisfaction of the Commission
 - Handover to EuroGeographics following review
 - Date depends on final decision of EC
- Then:
 - Formal close down of the project
 - EuroGeographics leads development of ELS
- In the long-term
 - Who and how ELS operates in the long-term will have to be determined
 - What kind of organisation do we want EuroGeographics to be?

Commitment to deliver

- Ambition
- Long-term commitment
- Continue the constructive and collaborative approach
- Agreements required to underpin this approach
- We need to continue to receive content and services to present a pan-European offering as soon as is possible
- We need our members and other partners to support this and be flexible in their contributions and thinking to really do something very different and ambitious.

CONCLUSION



- ... now is the time to increase momentum to build a sustainable ELS and provide a value contribution to EuroGeographics' members, Public Administrations and the public ...
- Our vision is unique - there is no other solution, either existing or planned, which will do this. Join us in delivering this fundamental resource for Europe.

“If you are curious, you’ll find the puzzles around you. If you are determined, you will solve them.”

Erno Rubik

We are curious and we are determined!

