Challenges and Opportunities in the European GI Sector

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European Umbrella Organisation for Geographic Information

EUROGI

- Foundation under the Dutch Law established in 1994
- Membership fee funded
- Independent and non-aligned
- Europe-wide organisation
- Network of networks

Key Features

- **Diverse membership** base (public, private, research, NGOs...)
- **Extensive network** of members and their members (more than 4000 'members members')
- **Connected** to other thematic European networks and associations - MoU
- Member of various **international organisations** (GSDI, observers in UN GGIM – Europe)
- In **constant communication** with relevant EU stakeholders (EC, DGs, Agencies, CoR, EESC,...)
- **Member of Big Data PPP initiative**

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GIS Industry at global level

- The big players are not European
  - American ESRI is market leader
  - Google, Oracle, Trimble are all American
  - Hexagon is Swedish but the companies below like Intergraph, Erdas are also American based except Leica Geosystems

- This is a general trend for most software sectors

- Some innovation is created by European SME's but shortly after bought by the 'Big Brothers'

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Reasons behind this

- One big American market – also for services

- Free and open Public Sector Information for decades

- One common language

- Access to risk venture capital

- US is very good in attracting innovative abd highly skilled people from East Asia and from Russia and Ukraine – perhaps the most important reason!!

What are we doing in Europe 1

- The European Union is working for an Open Market for services

- No roaming fee for mobile communication from 2017 ???

- Recognising GI as a prerequisite for an efficient public administration

- Open and free data

What are we doing in Europe 2

- Europe has a very well developed SDI (INSPIRE)
  - Currently we can observe a slower adoption of the INSPIRE Directive in the Member States than expected – but is is moving forward

- Copernicus and Galileo projects are going ahead – and with free use

- Open and free data is moving ahead – Particularly in the Nordic countries

- Several EU funding mechanisms for supporting SME growth – particularly within ITC

Challenges...

- Lack of Awareness of the benefits of GI in business and e-Government and business

- Lack of skilled people within GeoICT

- Lack of common and harmonised European GI infrastructure – although we have the INSPIRE Directive

- Lack of clear rules for use and reuse of data

- Lack of investments: banks of today do not take any risk and no long term investments

EUROGI Policy Position Papers

- Open data, Linked Data, Big Data, Internet of Things, SME promotion, Sustainable Urban and Regional Development

- Bottom-up approach

- Involving EUROGI members, and stakeholders from the European Commission (incl. Copernicus), private companies, and domain experts

- Officially released and presented at a EUROGI Workshop during 25 May 2016 at GEOSPATIAL WORLD FORUM in Rotterdam

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What is a GeoSME?

- A company supplying geo-information, analytical geo-services, selling geo-software

- Employing less than 250 persons, annual turnover not exceeding €50 million or annual balance not exceeding €43 million

- Location along with time are common elements in all data providing a fundamental basis for linking or integrating data from health, finance, welfare, agriculture, transport, and the environment

The current situation

- A report published in 2013 estimated that the global geospatial sector was growing with 30% annually!

- By 2012 the global geo-sector was estimated to be worth about $200 billion annually

- Back in 2009 there were about 7000 GeoSME's in the European Union

- All countries in Europe incl. the EC (DG GROW) have policies supporting SME growth

Benefits of promoting GeoSME

- The creation of significantly more skilled jobs

- Strengthening the knowledge and skills in geoICT to obtain significant efficiency gains new areas of businesses in the public and private sector

- Providing a strong platform for enhancing the location aspect in the expanding collaborative economy

- Improving capacity for the European GeoSME sector to obtain contracts outside Europe
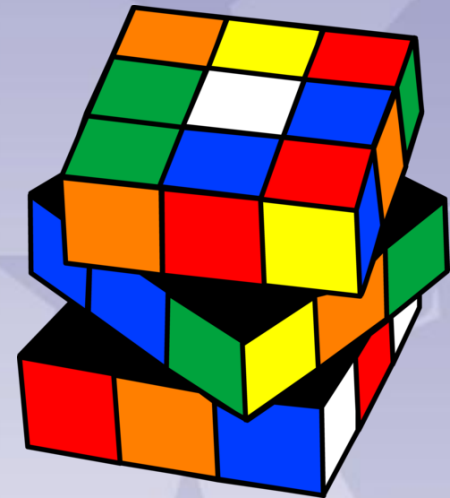
Challenges of promoting GeoSME

- Lack of appreciation by non-GeoSME's and many public sector entities regarding the use of location information into their operations

- The lack of preparedness in many SME's to bid successfully for contracts related to larger projects due to their small resource base

- Insufficient number of experts within the GeoICT field

EUROGI Policy Proposals

- *1. Policies* -> National governments should be encouraged to establish policy frameworks supporting growth and development of GeoSME's

- *2. Expertice and Networks* -> EU funded projects should specifically target training and development for GeoSME's in virtually all broadly defined domain areas – also focusing on emerging business trends

EUROGI Policy Proposals

- *3. Procurement* -> Consideration should be given when drawing up tender specifications to adopt modular approaches with components, which would be biddable from GeoSME's

- *4. Awareness raising* -> Both private and public sector bodies could play a supportive role by highlighting cases where use of GeoICT have created benefits

Other EUROGI Activities

- Investment in awareness raising and training
  - Workshops, Hackathons, Gaming events

- Involvement of in European funded projects

- Expand use cases beyond research

- More showcase projects in e-Governance

- Close cooperation with several Directorate Generals in the European Commission to affect policies on GeoICT

EUROGI Contacts

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Comments or Questions

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