

From Development to Implementation: Changing INSPIRE Communication Needs

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Outline

1. Communication and coordination
2. New requirements stemming from implementation and survey
3. Current activities



4 statements



Communication (for SDI) is:

- Essential
- Omnipresent
- Changing and progressing
- Complex



Back in time .. 2003




- Communication is the key component of **coordination**
- **Coordination** is main pillar of SDI/INSPIRE implementation
 - Coordination as most work intensive of four components (Harmonisation, Metadata, Legal Framework)
 - Identified 2003, *Results Task Force XIA*
- Communication is essential



Back in time .. 2007



- Directive 2007/2/EC
 - *Article 18 and Article 19* regulating coordination and networks on national and European level
 - *"Member States shall ensure that appropriate structures and mechanisms are designated for coordinating, ... , the contributions of all those with an interest in their infrastructures for spatial information."*
- Communication is omnipresent 



INSPIRE development – A collaborative effort underpinned by coordination and communication



- Transparency and inclusiveness
- Stakeholder consultations
- Support to Member States on the implementation
- Extend INSPIRE to and ensure consistency of different policy domains
- Promote INSPIRE in international standardisation



Communication progression

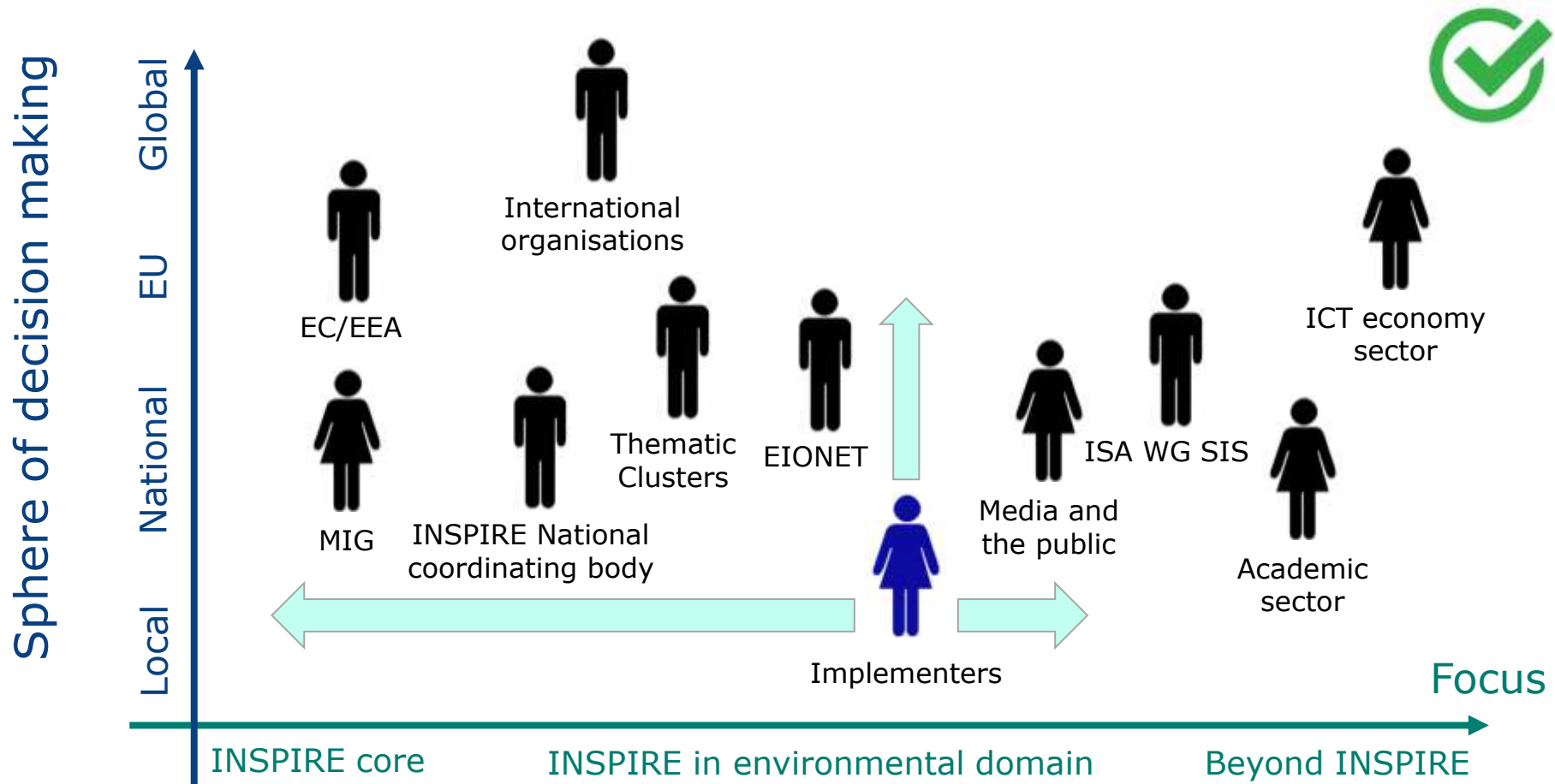


Each step has a certain scope:

- Processes are changing
- Stakeholder are changing
- Communication has to adopt and progress



Communication to support INSPIRE implementation - Actors and their sphere of influence



Communication in stakeholder survey



- INSPIRE Stakeholder Survey 2014
- Coordination/Communication a.o. mentioned as
 - #2 in the list of perceived obstacles
 - #1 in the list of suggested changes or improvements

But also as

- #3 in the list of INSPIRE benefits



Perceived obstacles - Concrete quotes from the survey..what “you” said

lack of use cases “and a lack of communication of potential benefits has made it very difficult to secure appropriate resources ..”

“Lack of communication and assistance about implementation of technical rules”

“.. 2. Lack of understanding how INSPIRE would benefit us locally. 3. Lack of clear communication and tight deadlines.”



suggested changes or improvements

- Concrete quotes from the survey..what "you" said

"Better communication to the public, currently INSPIRE is not really known and for "specialists" only. A broader public could, and should, use INSPIRE, it is a great source of information on a gigantic scale!"

"Better communication and knowledge sharing between institutions that use GIS"

"More communication and specifications on the quality of data on which we have a good experience. INSPIRE also needs a better organization at all the geographical scales, as we can see it from the very local to the regional level, and how all of these interact. We can share our experience: ... "



Benefits - Concrete quotes from the survey..what "you" said

"better communication about data and who produces these data"

"Inspire forces new ways of communication and cooperation among organisations involved in the harmonisation of data"

"INSPIRE supports communication and cooperation between different bodies of public administration on different levels (international, national, regional, local)"



Future challenges:



- Implementation is ongoing, implementers become most important actors
- Annex III implementation bring new challenges and stakeholders
- Feedback from implementation must be gathered and channeled to trigger improvements



We have listened - List of ongoing activities

- INSPIRE MIF (MIG – collaboration platform)
- Social networks and media
- Supporting thematic communities - Thematic clusters
- Collecting reusable tools, apps, improvements – Are3na Reference platform
- INSPIRE in your country
- INSPIRE website
- Inspire Trainings
- INSPIRE Forum
- Inspire CONFERENCES....

But, is it enough?



We are still listening

- Your feedback – INSPIRE stand
- Learn about our communication more
 - Monday
 - Tuesday – lunch talk
 - Wed – Thu - lunch talks – INSPIRE Thematic clusters activity...
- Get in touch with your national representatives and join the Thematic clusters



Thanks!

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