

Location – Essential Integrating Infrastructure for the Digital Single Market

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Geography – the master framework for data integration

Everything we do happens somewhere, and somewhen!

• Location is critical to improving decision support, situational awareness and quality of consumer and business services

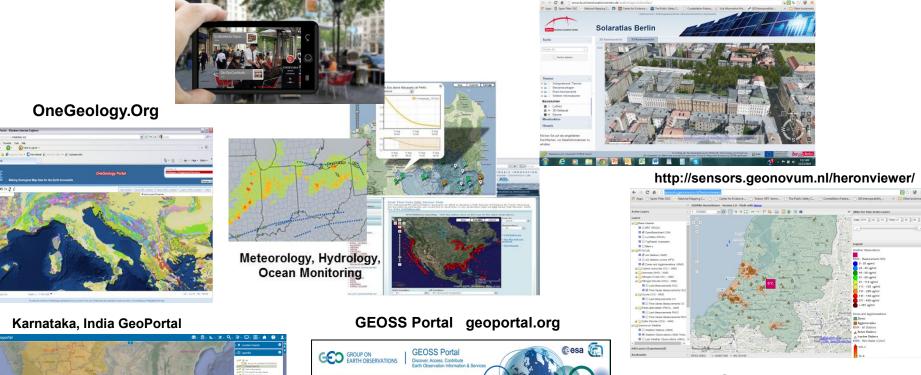






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Hundreds of thousands of geospatial data sets and sensor data accessible through thousands of services – running OGC / ISO Web Services Standards



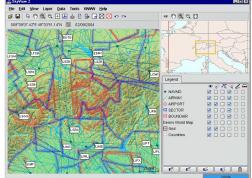


OGC®

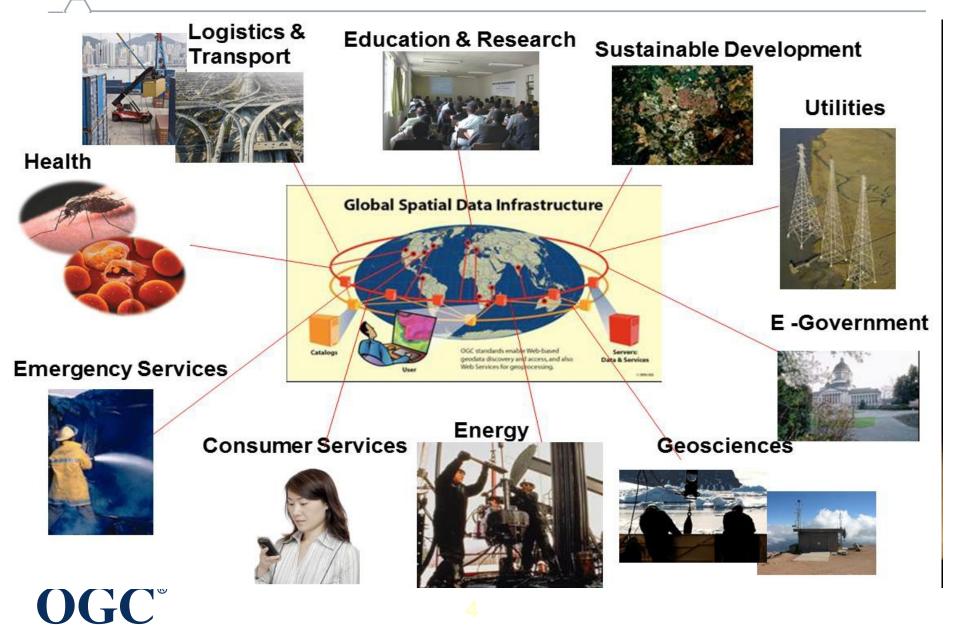


http://www.opengeospatial.org/standards

Skyview2, Eurocontrol

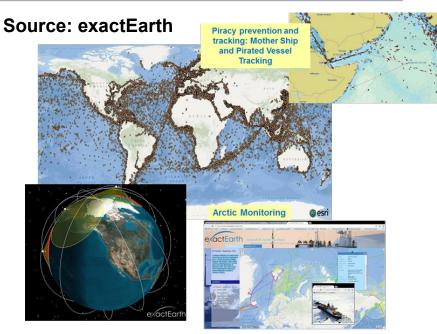


Common Standards Based Geospatial Infrastructure Worldwide



Geospatial Information and analytic services from Commercial Providers





- Standards-based Web services
- Delivery into SDIs worldwide
- Broad interoperability with OGC/ISO implementing products

Standards Benefit Economies German DIN Study

Standards promote worldwide trade, encouraging rationalization, quality assurance and environmental protection, as well as improving security and communication. Standards have a greater effect on economic growth than patents or licenses.

- "Economic Benefits of Standardization"
- Benefits to German economy of 17 billion Euros in 2010!



Economic Value of Geo Services

- Oxera report on geospatial economic impact, commissioned by Google 2013
 - Global geospatial yearly revenue: \$150-\$270 billion (2013)¹
 - 3.5 billion litres of gasoline/year saved globally (more than 0.1% of total world gasoline production) (2013)¹
 - Faster emergency response estimated 152 lives saved in England (2012)¹
 - Other savings (2013): Travel time: 1.1 billion hours. Reduced prices of infrequently bought goods: \$1.1 billion. Agricultural irrigation: \$8-\$22 billion/year. Shipping costs: GPS alone saves \$10 billion.¹



Economic Value of Geo Services

- Contribution of Geo Services to the Canadian GDP through productivity improvement: \$20.7 billion or 1.1% of the Canadian GDP in 2013.²
- Ireland: Geo Services' direct contribution to Irish economy in 2012:
 € 69.3 million. Value of time savings: € 279 million.³
- In Australia, Geo Services contributed \$6.4 \$12.6 billion to the Australian gross domestic product (GDP), or 0.6% - 1.2% of the Australian GDP in in 2006-2007.⁴
- In U.S., Geo Services annual revenue 2012: \$75 billion. Economic impact: \$1.6 trillion in revenues (efficacy) and \$1.4 trillion in cost savings (efficiency)⁵



Technology Providers and Users Aligned by



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Case postale 2300 CH-1211 Geneva 2

🕄 Done



www.virtua berlin.de

Energy conservation / efficiency Sanitation Intelligent Buildings Intelligent Transportation Public Safety and Security Environmental Monitoring Emergency Services Education Urban Planning

Consumer apps Real Estate

DUIDING SMART Active Aging Many other uses.

W3C

European Commission Climate Action 2030

- 40% reduction in greenhouse gas emissions from 1990 levels
- Increase renewable energy to at least 27%
- Increase energy efficiency by 27% -30%

http://ec.europa.eu/clima/policies/2030/index_en.htm







Summary

- Geospatial standards policy reinforces the broad implementation of common standards to aid in:
 - Easing the sharing of geospatial information and improve interoperability of ICT tools / services
 - Reducing ICT costs and the time to mobilize new technologies
 - Avoiding ICT procurement vendor lock-in
 - Innovation and competitiveness
 - Expand vendor market reach regionally / internationally
 - Fast track research transfer to broad community use

