



AFIGEO's exploitation plan for ENERIG-OD

AFIGEO - June 2016

I- AFIGEO and its positioning in the project

Created in 1986, AFIGEO, the French Association for Geographical Information(GI) (Association Française pour l'Information Géographique) brings together the whole range of French players in the sector of geomatics: companies (from large ones to SME's , individual consultants...) public and paragonovernmental organisations (ministries, decentralized State services, local authorities, public interest groups, associations... at all levels of the French territory), as well as players in the research and training area (Universities, lecturers, researchers, trainers...).

Its mission, focused on **developing the GI sector in France and worldwide**, is carried out in the following areas:

- **observatories** (directory of geo-companies, of geo-trainings; catalogue of platforms promoting GI at regional level);
- **publications** (guides on careers and invitation to tender in the sector of geomatics, collection of testimonies from elected representatives...);
- **awareness raising** actions (attending professional or large public workshops/seminars, distributing brochures on French company know-how in the field of Geographical information);
- **communication** actions (regular updating of the AFIGEO website depending on national, European, international news; distribution of AFIGEO Newsletter; circulation of competitive intelligence...);
- **animation of the French geomatics community** through various actions (managing various thematic working groups, organizing national level meetings and collective participation to missions abroad...);
- **Capitalising on** its institutional place by the Geographical Information National Council, as SDIC¹ within the framework of **INSPIRE** and executive role within **EUROGI**,

¹ Spatial Data Interest Communities



the European Association of Geographical information of which AFIGEO is vice-president.

In the light of these activities, AFIGEO plays the following roles in the **ENERGIC OD project**:

- an **intermediary spreading upward-downward information** between the European project partners, its own national partners (and in particular key institutions and associations in the field of Open Data) and the whole of the geomatician community it represents (decision-makers, users, developers, integrators...);
- a **catalyst for ENERIGIC OD project User Communities** (identification of entities and companies potentially interested to develop applications relying on the broker, information brought to such communities...);
- a **partner cooperating in the organization of project-linked events**. AFIGEO can co-organise, manage or take part in events closely or indirectly linked to ENERIGIC-OD, bridges between Open Data and Geographical information closer, etc.;
- a **mouthpiece for ENERIGIC-OD by French and European institutions**.

Please note that AFIGEO is not, per se, a user of geographical data. Neither does it, whether at short, medium or long term, foresee to exploit open geographical data or use the broker developed in ENERIGIC-OD for its activities.

The objectives of AFIGEO when taking part to the promotion and valorization of the ENERIGIC-OD project are to:

- **encourage the exploitation of open geographical data**, and consequently contribute to the development of the whole of the geographical information sector;
- **propose its members and partners a broker architecture**, enabling them to develop new applications, new value added geoservices;
- **integrate a European partner network** to improve mutual knowledge between French operators and their counterparts in other European countries interested in GIS and Open Data issues (legal, organizational, technical aspects...).



II- The AFIGEO action plan in ENERIGIC-OD

To reach the above objectives in the near future, specially 2016 and 2017, AFIGEO build its action plan for ENERIGIC-OD project around 3 main lines : **(1) inform, (2) manage et (3) promote.**

1 INFORM

To inform its members and partners about the ENERIGIC-OD project progress (new applications, new development opportunities arising from the broker, project news and newsletters, Forum topics...), AFIGEO will use on **several communication channels:**

- its Internet website (www.afigeo.asso.fr), through its « [ENERIGIC-OD](#) » section in particular;
- the [EUROGI](#) Internet website;
- the [Lettre de l'AFIGEO](#) , a newsletter circulated to all AFIGEO members every two months;
- mass e-mailing campaigns (more than 1 120 associated contacts);
- the distribution of targeted mails to restricted user communities (e.g.: members of the OGC Open Data group);
- the distribution of brochures and posters prepared for the project.

In the coming years, since AFIGEO wishes to spread its action towards other activity sectors/ thematic communities, the number of persons targeted for ENERIGIC-OD communication is expected to further increase. In parallel, the work achieved to identify user communities within the frame of ENERIGIC-OD should enable AFIGEO to open to new categories of operators.

Besides, AFIGEO will continue **feeding the virtual spaces dedicated to ENERIGIC-OD:**

- [ENERIGIC-OD](#) Internet website (posting current news on French Geographical information and Open Data);
- ENERIGIC-OD Forum (maintaining a topic focusing on the European vision on Open Data, legal aspects regarding open data...);
- ...



2 MANAGE

AFIGEO is organized around 3 main competence streams: the Company-Industry Center, the User-Usage Center, the Research-Training Center. Each center is responsible for its own actions (an observatory, publications, meetings...) and may put forward **various thematic working groups**.

ENERGIC OD should have a particular impact on three of these Working Groups (WG// GT),

- **OGC Open Data Working Group** which works to develop (organizational, technical...) links between geographic information and open data;
- the **CRIGEs Network** which includes the main French platforms promoting GI at regional level and considered essential links to influence local operators (local authorities, companies, citizens...);
- the **internal AFIGEO Club** which bring together French companies in the GI sector having already or wishing to develop markets abroad.

On the short and medium terms, the managing role of AFIGEO with regards to ENERIGIC-OD will consist in:

- **identifying**, within these working groups, (1) operators in capacity to develop applications from the broker and (2) partners able to promote the ENERIGIC-OD project in their own networks of designers, developers, users...
- **rallying all of them** in favor of ENERIGIC-OD through adopting its objectives, developing applications and linked services, keeping on promoting the project.
- **managing these Working Groups** (preparation, ad-hoc leading and managing of the meetings, collecting feedback on discussions...) with the aim of keeping up member interest in ENERIGIC-OD project.

3 PROMOTING

To ensure ENERIGIC-OD sustainability, AFIGEO planned promoting the project through various actions.

- **Raising awareness of the large public:** taking the opportunity of large public events such as the Festival International de Géographie (International Geography Festival), AFIGEO will continue promoting ENERIGIC-OD on its stand (poster, brochures, oral presentation...) and in speeches regarding Open Data, geographical data exploitation...



- **Raising awareness of the geomatician communities through specific actions.** As far as possible, AFIGEO will present the project (information available on AFIGEO booth, conferences on ENERGI-OD) on the occasion of regional and national events focusing geographical information (e.g.: les Rencontres des dynamiques régionales en information géographique 2016, les Rencontres DécryptaGéo 2017...).
- **Raising awareness of the Open Data communities through specific actions:** Currently, AFIGEO is collaborating with most essential operators in the Open Data sector in France (Open Data France, Etalab, French OGC Forum (FOF)...). By the end of 2016, it plans to contact these operators in order to identify major events in the area, and propose targeted actions (e.g.: Big Data Hackathon, Smart City Workshops...) focusing on applications and developments made possible thanks to ENERGI-OD Virtual Hub.

III- Resources dedicated to ENERGI-OD project

Under the monitoring of its Board of directors, AFIGEO – which represents more than 200 organisations ranging from individual companies to State bodies – is committed to reach the above objectives through mobilizing its active members in working groups and networks.

Throughout **ENERGI-OD project duration and in the following years, the permanent team will keep assuming the following functions:** Yves RIALLANT as project leader for ENERGI-OD, in charge of the management and coordination of AFIGEO actions; Blandine DEWYNTER, responsible for implementing the ENERGI-OD action plan for AFIGEO; and Elise LADURELLE-TIKRY who deals with coordinating network activities.

To complete its mission successfully, AFIGEO also has **appropriate logistical resources** at disposal, such as office premises hosted by the National Geographical Institute (IGN), computers and IT equipment...