

# EuroSDR Communication Plan

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## Objective

The communication plan addresses how to convey the right messages, from the right communicator, to the right audience, through the right channel, at the right time. It is the road map for how EuroSDR communicates about its activities and results, supporting its vision of being the recognised provider of research-based knowledge to a Europe where citizens can readily benefit from geographic information.

## Audience (who)

The target audience is the community of EuroSDR stakeholders, i.e.:

- Governmental mapping and cadastre agencies
- Universities and research institutes
- Supranational bodies
- Related geo-associations
- Industry
- Professionals

## Messages (what)

The messages from EuroSDR concern the recognition of research-based knowledge regarding methods, systems and standards for the acquisition, processing, production, maintenance, management, visualization, and dissemination of geographic data and their applications, and the importance of such knowledge to society.

To maximize the impact of communication, messages should target the following three key points about the value of the topic being communicated:

- How results from spatial data research can support governments, citizens and enterprises in decision making.
- How citizens benefit from the use of high quality spatial data
- How EuroSDR provides research-based knowledge that advances Europe

## Communication vehicles (how)

The communication vehicles used by EuroSDR are

- Web-page
- Newsletters
- Annual reports
- Articles
- Meetings and presentations

## Web-page ([www.eurosd.net](http://www.eurosd.net))

Content: Provides information about the EuroSDR structure, people, aims, direction, activities, achievements, and publications

When: On a daily basis

Channel: Web

### **Newsletters**

Content: Provide information about the activities, achievements and publications of EuroSDR  
When: Bi-annual  
Channel: Email

### **Annual reports**

Content: Provide information about the EuroSDR achievements and direction  
When: Yearly  
Channel: Printed / laid-out document

### **Articles**

Content: Provide information about the EuroSDR aims, direction, activities, research issues, and results  
When: Ad hoc  
Channel: Professional magazines

### **Meetings and presentations**

Content: Provide information about the EuroSDR aims, direction, activities, research issues, and results  
When: Ad hoc  
Channel: Face to face or at professional conferences

In addition to the above mentioned communication vehicles, notifications are offered via Email, Twitter and RSS-feeds to inform subscribers about EuroSDR events and communication activities.

## **Activities (who, how, why and by whom)**

In the following sections, the communication activities are described for each target audience group:

### **Governmental mapping and cadastre agencies**

How: Web-page, newsletters, meetings, and annual reports.  
Why: Management and professionals must be aware of EuroSDR in order to contribute to the activities of EuroSDR and to benefit from the outcome.  
By whom: National delegate from the agency should support the dissemination of communications within their country and collect feedback.  
Other: Communication will also be supported by a presentation at the annual EuroGeographics General Assembly (see Related geo-associations).

### **Universities and research institutes**

How: Web-page, newsletters, meetings, and annual reports.  
Why: Management and researchers must be aware of EuroSDR in order to contribute to the activities of EuroSDR and to benefit from the outcome.  
By whom: National delegate from academia should support the dissemination of communications within their country and collect feedback.  
Other: Communication will also be supported by a presentation at the annual AGILE conference on Geographic Information Science (see Related geo-associations).

### **Supranational bodies**

Such as: European Union, United Nations

How: Annual reports, meetings and presentations.

Why: Management in relevant initiatives (e.g., Horizon2020, INSPIRE, ISA (EU) and GGIM Europe (UN)) must be aware of EuroSDR in order to benefit from the outcome of EuroSDR activities and to influence and support future activities.

By whom: President, Vice President and Secretary General must support dissemination of communication and collect feedback.

### **Related geo-associations**

Such as: AGILE, EuroGeographics, EUROGI, ICA, ISPRS, OGC, UVS International

How: Annual reports, meetings and presentations.

Why: Management must be aware of EuroSDR in order to identify potential areas of cooperation.

By whom: Commission chairs, secretary general, vice president and president must support the dissemination of communications and collect feedback.

Other: In order to strengthen communication with government mapping and cadastre agencies and with universities and research institutes, the president, vice president and secretary general should address the annual EuroGeographics General Assembly and the annual AGILE conference on Geographic Information Science with presentations (subject to agreement with EuroGeographics and AGILE).

### **Industry**

Such as: Trimble, Leica, ESRI, 1Spatial, ...

How: Annual reports, meetings and presentations.

Why: Management must be aware of EuroSDR in order to benefit from the outcome of EuroSDR activities and to influence and support future activities.

By whom: Commission chairs, vice president and president must support the dissemination of communications and collect feedback.

### **Professionals**

How: Web-page, newsletters and articles.

Why: Professionals must be aware of EuroSDR in order to benefit from the outcome of EuroSDR activities.

By whom: Secretariat.