



INSPIRATION – Spatial Data Infrastructure in the Western Balkans



Activity 3 – Awareness raising and communication

Presentation of Regional Public Awareness Study and Regional Public Awareness Recommendation Report (Act. 3.1 and 3.2) and Proposals for Communication Activities during 2013

**2nd National INSPIRATION Workshop Croatia
February 20, 2013**

A multi-country project funded by the European Union and implemented by




INSPIRATION – Spatial Data Infrastructure in the Western Balkans



Activity 3 Awareness Raising and Communication - Agenda

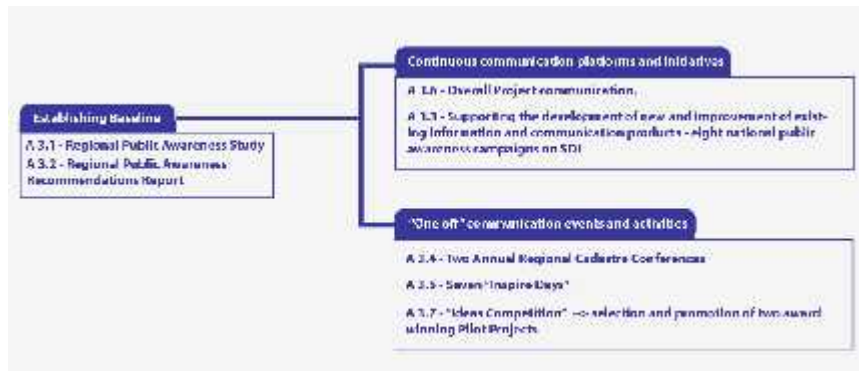
- **Regional Public Awareness Study and Regional Public Awareness Recommendation Report (Act. 3.1 and 3.2)**
- **Recommendations**
- **Ongoing and proposed communication activities**
- **Proposals for communication products**
- **Implementation Plan**

A multi-country project funded by the European Union and implemented by





Activity 3



A multi-country project funded by the European Union and implemented by



Activity 3.1 – Regional Public Awareness Study

Regional Public Awareness Study

Assessment as base for recommendations and the implementation of awareness measures

- April – September 2012
- Situation analysis and problem identification
- Actor analysis – stakeholders, target audiences, intermediaries

Structured in two parts

- Part 1: „KAP Survey“ - Knowledge, Attitude, Practices (KAP) analysis regarding SDI
→ Questionnaire and Interview Survey
- Part 2: Study on Beneficiary Communication Activities
→ Study – Investigation, document and internet research,



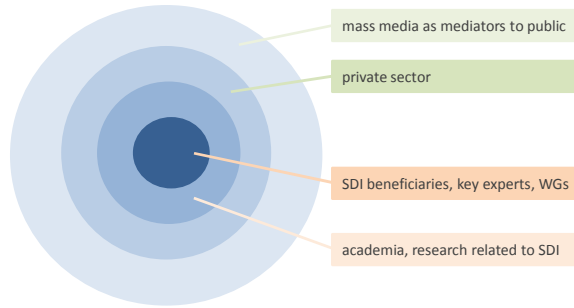
A multi-country project funded by the European Union and implemented by





KAP (Knowledge, Attitude, Practice) Survey

Target group classification



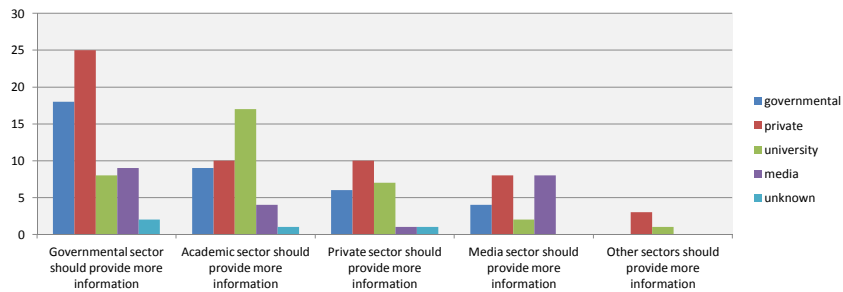
A multi-country project funded by the European Union and implemented by



KAP (Knowledge, Attitude, Practice) Survey

Questionnaire result example

Who should supply more information on SDI?



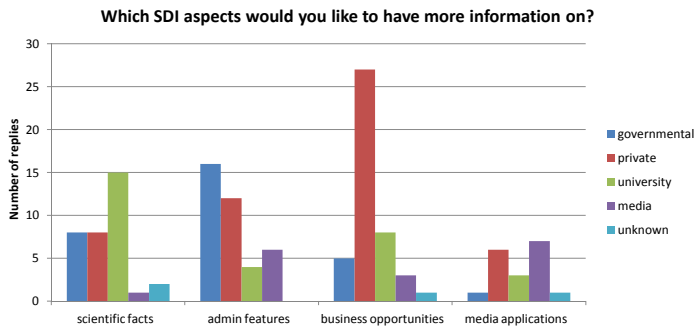
A multi-country project funded by the European Union and implemented by





KAP (Knowledge, Attitude, Practice) Survey

Questionnaire result example

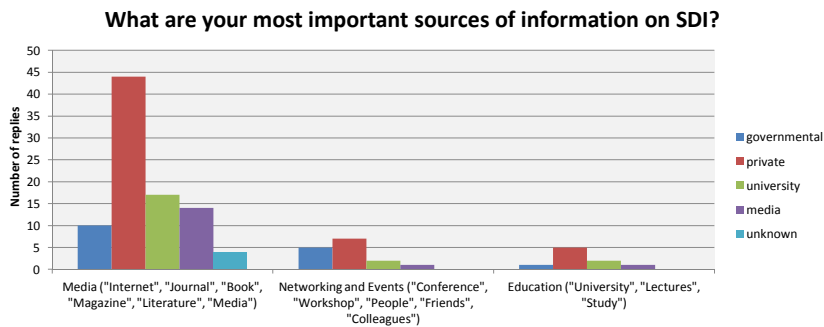


A multi-country project funded by the European Union and implemented by



KAP (Knowledge, Attitude, Practice) Survey

Questionnaire result example



A multi-country project funded by the European Union and implemented by





KAP (Knowledge, Attitude, Practice) Survey – Key results

124 filled questionnaire templates and 47 interview reports were analysed

- 1 Website is a key communication tool**
A very strong focus should be placed on very well developed websites and web-based services and applications, designed to serve in particular the interests of the private sector. This is the number one issue!!
- 2 Specialised publications are the direct link to the private sector**
Attention should be given to strengthen the flow of communication through **specialised publications** that address specific groups of the private sector like e.g.: publications of chamber of commerce, chambers of trade and crafts, forestry, tourism, agriculture, companies working in environmental sector, real estate sector....etc....
- 3 Government institutions are main responsible for communicating SDI**
The governmental sector together with the academic sector carry the highest load of expectations referring to set topics and to become proactive in communicating about SDI and in initiating activities to promote better SDI and SDI applications – nearly 70% consider them as mostly responsible for supplying more information on SDI
- 4 Cross sector communication should be strengthened**
Most sectors are focused to receive SDI information strictly related to their specific sector. There is however the need to communicate sector specific information across all sectors in order to develop new approaches, products and applications.
- 5 The general attitude to SDI is very positive**
Over 80% see the future in their line of work positively and over 75% see the future of SDI in their country positively
- 6 Potential willingness to invest**
When receiving the right conditions and reliable information about investment opportunities **the great majority of the private sector would be willing and interested to invest in SDI related business opportunities!**
- 7 Still relatively low use of SDI elements**
Only 30% apply actively SDI elements in their line of work.



A multi-country project funded by the European Union and implemented by



Study on Beneficiary Communication Activities

Eight micro studies about beneficiary communication activities

1. State Geodetic Administration of the Republic of Croatia
2. Immoveable Property Central Registration Office of the Republic of Albania
3. Federal Administration for Geodetic and Real Property Affairs of FBiH
4. Republic Authority for Geodetic and Property Affairs of the Republic of Srpska
5. Kosovo* Cadastral Agency
6. Agency for the Real Estate Cadastre of the Republic of Macedonia (FYROM)
7. Real Estate Directorate of the Republic of Montenegro
8. Republic Geodetic Authority of the Republic of Serbia

We researched two main topics:

- A. Conditions for communication (capabilities, financial and human resources, organisational conditions)
- B. Communication activities and products

→ Starting point for individual and tailor made support on communication and Public Awareness activities about SDI, NSDI and INSPIRE during 2013



A multi-country project funded by the European Union and implemented by





Study on Beneficiary Communication Activities - Key results

Eight national studies about beneficiary communication activities

1	Dedicate and reserve necessary resources for doing professional communication work <ul style="list-style-type: none"> • Dedicated person / professional for communication needs to be hired • Communication department needs to be created • Dedicated budget needs to be reserved for Communication and Public Awareness
2	Develop Communication Strategy and annual Communication Action Plans <ul style="list-style-type: none"> • Communication activities are often done "by occasion" and are not strategically planned
3	Integrate communication work better in overall organisation <ul style="list-style-type: none"> • Better internal flow of communication • Better internal coordination • Stronger position of PR officer
4	Improvement of collaboration with press and media / Increasing the importance of PR work <ul style="list-style-type: none"> • PR work can be very powerful and also very cost efficient. • PR work has to be built up on medium and long term vision and plans • Reliable relationships with interested journalists have to be developed.
5	Organise events that can be used to facilitate and intensify collaboration with press and media and PR work <ul style="list-style-type: none"> • Identify achievements and activities that can be presented during an event (minimum one per year, better two or three) • Use these events to communicate about the work of the organisation and NSDI / INSPIRE through press coverage
6	Due attention is given to the importance of website



A multi-country project funded by the European Union and implemented by



Recommendation: National Round Tables

National Round Table - independent communication platform facilitating an open and continuous communication process with different stakeholders

- **Why – Rationale and Objectives**
 - Cross sector communication should be strengthened (see KAP study results)
 - Facilitate communication and exchange of administration, business, NGOs, educational sector and other in an organised way (thematic, topic oriented)
 - Create synergies between different actors and facilitate the development of new applications
- **How – Possible Design and Structure**
 - Two connected communication channels in parallel
 - Event based (4 times a year) open meetings on dedicated topics
 - Open web platform: Forum, Blog, linked with facebook, youtube, twitter
 - Set of basic information material to promote the national round table (leaflet, poster...) to be used and distributed during meetings, workshops, conferences
 - Annual national round table meeting, working group meetings in between according to needs, reporting back to web platform



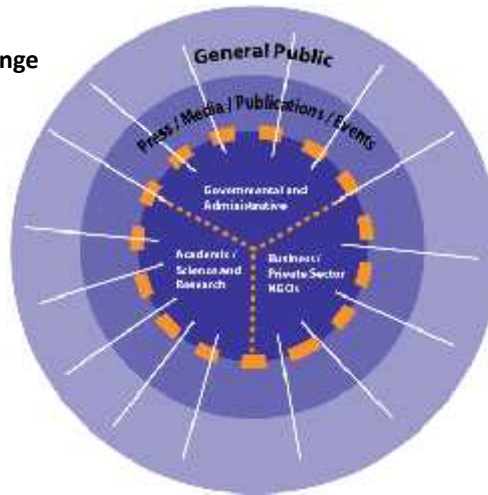
A multi-country project funded by the European Union and implemented by





Recommendation: National Round Tables

- Open communication and exchange across sectors and closed “communities”
- Develop together new ideas
- Start up new collaborations
- Reach the general public



A multi-country project funded by the European Union and implemented by



Recommendation: National Round Tables

National Round Table - Example Runder Tisch GIS e.V., <http://www.rtg.bv.tum.de/>

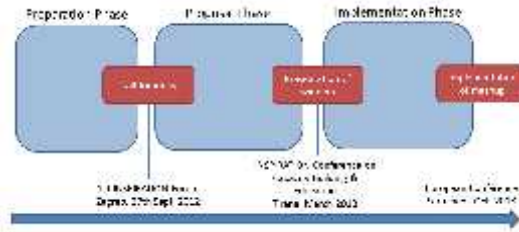


A multi-country project funded by the European Union and implemented by





Ongoing and proposed communication activities – Ideas Competition



• Promoting the two pilot projects

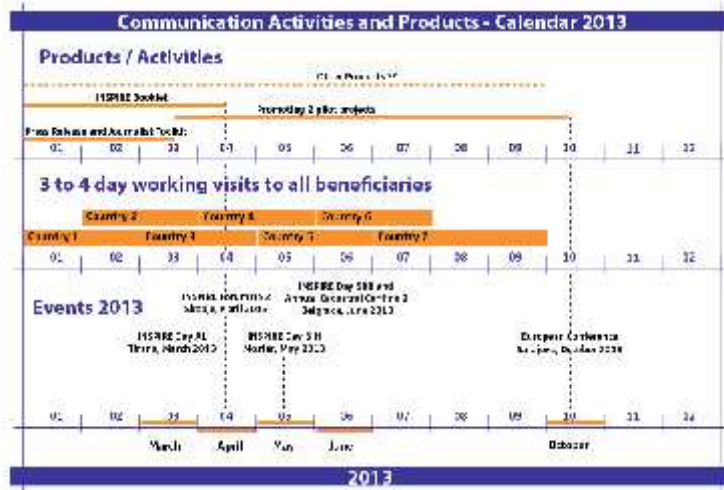
- Organise interviews of winners with press, TV and radio
- Prepare short video portrait of projects including interviews with winners for web distribution
- Prepare an exhibition of the most interesting proposals that would travel to following visibility events
- Invite winners to the European Conference to present their projects



A multi-country project funded by the European Union and implemented by



Implementation of Activities - Timeline



A multi-country project funded by the European Union and implemented by

