

Involving users in the process of sharing and using geo-information within the context of SDI initiatives

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Current situation

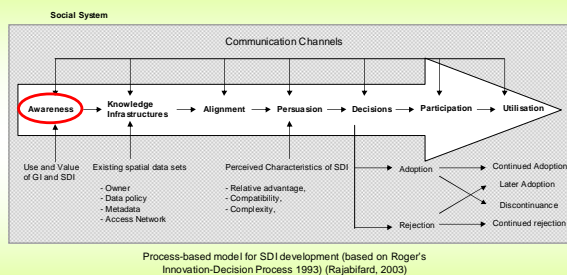
Considerable resources spent by governments on SDI

- Lot of successes exploring the potentials
- Second challenge to involve users

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Awareness of general public

1. Case study
2. Social structure within organization
3. Social structure outside organization

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Case study

1. Emergency management
2. Classification of different stakeholders within emergency management
3. Matrices created
4. Lessons learned for wider community

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Case study

- Small scope
 1. Only government and EM data experts see importance of sharing information
 2. Emergency managers on the streets, media and civilians do not bother whether information is shared or not
- Wide scope
 1. Indirectly SDI gives great benefits to all stakeholders by provision of good quality data
 2. Justification of the investments

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Social structure within organization

Process from trendsetters to wider community

SDI does not affect individual trendsetter but mainly whole organizations

preliminary increasing awareness of SDI organisation wide

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Social structure outside organization

By far not all decisions within an organization are based on advice from experts or knowledge within the domain

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Awareness of general public

Mass communication

- Common
- Tailor made

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Tailor made

- Properties of SDI
 - About geo-information
 - Not producers but enablers
 - gains for general public

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Geo-game

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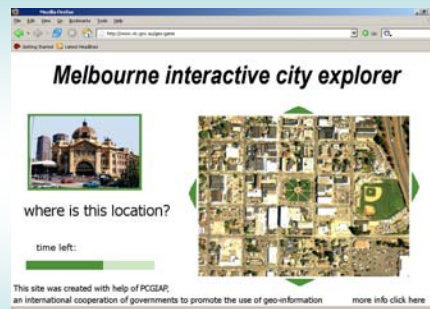


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output



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Conclusions & Recommendations

- Lack of awareness is an important bottleneck to involving users
- Not only focus on known potential users, but also the wider community
- Mass communication is one of the useful ways
- This could be done traditionally, but also tailor made

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Thank you for your attention