UN-GGIM Americas in collaboration with the Academic Network Americas, ConsultingWhere, Enumanation, and EuroSDR invites you to attend:

eLearning & Webinar

The socio-economic benefits of geospatial information

earth observatory, NASA

Context

Senior decision makers, whether in government or the private sector continually weigh up competing investment opportunities in the realization of policy objectives or profits. To argue the case for investment in geospatial information and systems you need to be well prepared. Recent work in the new field of geo-economics has focused on assessing socio-economic benefits in the context of use cases that align with organizational or National policy drivers.

This course will focus on introducing geospatial professionals to a simple methodology for identifying and articulating economic, social, and environmental benefits in terms decision makers can understand and estimating the return on investment in monetary terms.

This free course is delivered in two parts. The first is a self-paced e-learning module of slides plus narration, illustrated with case studies drawn from multiple domains including urban planning, flood modelling and surveying. It takes about 30-40 minutes to complete.

The second part is a webinar that builds on the e-learning module through a question-and-answer session with a panel of specialists, allowing participants to gain insights relevant to their challenges and gaining executive-level buy-in for investment plans.

You will learn to:

- List key economic and social benefits of geospatial information and systems
- Identify the policy objectives that geospatial information and systems align to
- Explain how to quantify the costs and benefits of geospatial information systems; and
- Describe how to build a business case for geospatial information systems.

The course schedule is as follows:

1. First part: Self-paced e-learning module **(available from October 15 to November 5, 2021).** This has been developed by Nigel Edmead, Principal at Enumanation, specialists in e-learning for the geospatial sector. This introductory course will be sent to participants to complete in advance of the second part of the course. The e-learning module is in English and Spanish version.

2. Second part: Side event Webinar **(November 9, 09:00 a.m. Mexico time – UTC-6, 10:00 a.m. EST)** under the framework of the Eighth Session of UN-GGIM: Americas. This second part will include short presentations highlighting practical experience from experts. The bulk of the webinar will however be given over to answering questions posed by participants concerning their challenges influencing decision makers and identifying socio-economic benefits.

Target group
Everyone interested to learn more about the socio-economic benefits of geospatial information.

Registration
Please register for self-paced e-learning module in the following link:
https://forms.gle/6e2taVWJSzfnBVq77

There is a limit of 100 delegates, so early registration is recommended.

Following registration, you will receive details of how to access the e-learning module and the link to to the Webinar session.

About the course organizers:

Paloma Merodio is President of UN-GGIM: Americas and she has recently been elected Co-Chair of the Committee of Experts of UN-GGIM. She has a background in economics and has acted as a consultant for international organizations such as the World Bank working on water projects in Indonesia, and for the International Finance Corporation (IFC) on evaluation issues. Previously, she had roles in the Mexican government in social development.

Rosario Casanova is full professor at the Land Surveying Institute of the University of Republic, Uruguay. She holds the chair on "geomatics". She is the chair of the Academic Network of UN-GGIM: Americas and vice president of Land Surveying Association of Uruguay.

Joep Crompvoets is full professor and research manager at KU Leuven Public Governance Institute (Belgium). He holds the chair on 'information management in the public sector' and is Secretary-

General of EuroSDR – a European spatial data research network linking national mapping agencies with research institutes and universities for the purpose of applied research in the domain of geospatial information management.

Andrew Coote, CEO of ConsultingWhere, has over thirty years in the management of location-enabled applications. He has held senior management positions in both the public and private sector in the UK and Africa. His expertise lies in strategy development and implementation, return on investment and market assessment.

Nigel Edmead is a geo-focused learning development specialist with over 25 years' experience in the geo-spatial sector. He has worked on numerous donor-funded programmes in Southeast Asia and Africa in land administration and environmental domains and supported the launch of new geospatial products and solutions to the market in the UK.