Global Citizens Mapping The Future
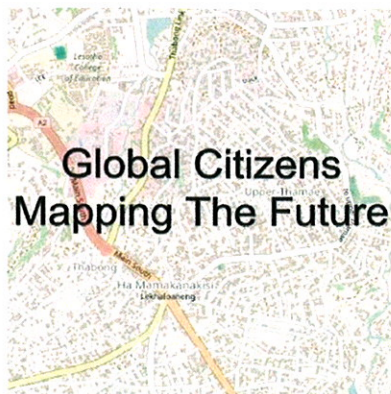
Global Citizens Mapping The Future

A NON-PROFIT ORGANISATION

Our Mission:
Mapping To Change The Future

Our Vision:
To Make Our World One World

Criteria 1: MEASURABLE AND PROVEN IMPACTS

Problems	Our Solutions
1) Having achieved independence 50 years ago, Lesotho lacked adequate geographical information systems (GIS). This meant a lack of geographical data that is needed to plan effective infrastructure.	Due to our contributions Lesotho now has over **20 million edits**, making it the most mapped country in Africa. The Minister of Communications in Lesotho has praised our work and is bringing it to Cabinet and all government departments.
2) 30% of the world's agricultural land over the last 40 years, has evaporated due to soil erosion. This threatens food security and job security for farmers.	We have put together comprehensive plans for combating soil erosion in Lesotho. It is recognised by the U.N. that effective tree planting is crucial to tackling soil erosion. We have created specialised maps for strategic tree planting in Lesotho. Our tree-maps are being reviewed by the Ministry of the Environment in Lesotho.
3) Unemployment is a key issue that must be addressed in the developing world as to ensure a sustainable society and economy for all.	By creating maps, we have enabled the creation of jobs in new industries. For example, many new projects like the building of hydroelectric power stations that have been planned with the aid of OpenStreetMap help to employ many. Potential investors will benefit from the existence of accurate and highly detailed maps. Tourism in Lesotho has significantly increased due to the creation of detailed maps. Tourism is a sustainable industry and a pathway out of poverty.
4) Crises like avalanches, earthquakes and disease outbreaks that occur frequently in less developed countries are difficult to tackle without accurate before and after maps.	Medicines Sans Frontières and The World Bank have recognised OpenStreetMap as a crucial tool for tackling natural disasters and epidemics. We advocate and teach the necessary skills for Crisis Mapping. For example, OpenStreetMap was used for the Ebola Crisis in West Africa.
5) Lesotho had inadequate emergency callout service. Failing to meet the life or death needs of the people.	We have developed a web app, Mobile Emergency. It is extremely useful for the emergency services. Many places do not have consistent addresses. Mobile Emergency can get the coordinates for the dispatcher, making it easier and quicker to save lives.
6) The mapping community was once a closed community limited to Data Analysts, Geographical Scientists, and Civil Engineers. Although their work was valuable, there were very few innovations or examples of enterprise.	We have added over 1000 new mappers to the mapping community. We have simplified mapping into a transferable and easy to learn skill. We have built this through our PEER TO PEER education system

Criteria 2: COMMUNITY RESOURCES

We are energised and inspired by our work, and so are our community and partners. We have partnered with organisations like OpenStreetMap Ireland, IBM, Failte Ireland (National Tourism Organisation), Smartcities Dublin, our Local Enterprise Office (LEO), Governmental Departments in Ireland and Lesotho, Action Ireland Trust, and our local Fingal County Council.

Our main Community Resources came from our Mapathons where we held Mapping Marathons to Raise Funds and Generate the Data. We hold Mapathons throughout the year. We employ our Peer to Peer programme here in order to increase our community resources each year.

Income and Expenditure Account

Income 2016/2017 Opening Balance: €995.00		Expenditure 2016/2017	
Earned Income		**Mapathon Expenses**	
October Mapathon (400 x €5)	€2500	October Mapathon	€514
May Mapathon (284 x €5)	€1420	May Mapathon	€389
Total Earned Income	**€3920**	Promotional Material	€850
Optional Fundraiser for ECDC	€6950	**Total Mapathon Expenses**	**€1753**
Grants and Donations from Community		**Donation for ECDC**	**€6950**
Fingal CC (Travel)	€2000	**Travel Expenses + Unofficial Delegate**	
YSI Den	€500	Travel Expenses	€1907
Table Quiz Fundraiser	€1007	Unofficial Delegate	€1370
Total Grants and Donations	**€3507**	**Total Travel Expenses**	**€3277**
Total Income	**€15,372**	**Total Expenses**	**€11,980**
		Income over Expenditure	**€3392**

Criteria 3: SUSTAINABLE BUSINESS PRACTICES

Our business model is simple. We hold Mapathons to create maps and to raise funds. We organise this data into information that can be used to create Web-Apps, reports and specialised maps to tackle challenges across the globe. We invest our funds into these to make our work possible.

We are a Non Profit Organisation and we are proud of it. We have developed innovative partnerships to ensure our continued success and development. We are currently gaining advice from our Local Enterprise Office to develop our Entrepreneur website, "EnterpriseWise" as well as consultation for our Social Enterprise Business.

We encourage a strict verification process on OpenStreetMap. Lesotho for example, is on it's third phase where maps are run through computer software programmes that ensure Total Quality Management, so that our work is of a Gold Standard. Many modern companies use OpenStreetMap as a more detailed alternative to better known maps, for example, Snapchat uses OSM for some of its features. OpenStreetMap is a credible and respected source of information.

To ensure our business model is sustainable, we are continuously training new mappers through our Peer to Peer education system where students that we teach, teach other students. This ensures that our work is efficient and can be sustained into the future.

Criteria 4: SUCCESSION PLAN

As our project continues to grow, so do we! We have created a template for moving developing countries into the developed world, starting with Lesotho. This model can be adapted to meet the needs of other countries. We are determined to keep innovating and finding new uses for quality maps.

We're building a foundation for a newer, sustainable and brighter future for Mapping by reaching out to thousands of students through our Peer to Peer education system. Our project expands out to the younger years in our school, who are keen to carry our good work forward. Younger students are coming up with their own innovations using our maps. We are building leaders from the ground up.

Criteria 5: MEDIA

We have gained widespread attention on national and international news outlets. We have reached over 750,000 people through RTÉ (the national news channel of Ireland) and TV3, we were also featured on the South African Broadcasting Company, 350,000 people through Radio channels like NewsTalk and NearFm and all of Ireland through newspapers. Reaching numerous online local and national newspapers, we have effectively spread our message.

Being of the social media age, we have used this very effectively. We have over 900 followers on Instagram, 250 likes on Facebook, 500 followers on Twitter and over 1,000 views on our Facebook videos. Our plan in the near future is to start a series of YouTube videos teaching people how to map. We will send our links to these videos to all secondary schools in Ireland reaching a potential 36,000 students. This will be an effective way of communicating our message and reaching our audiences across the world.

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