



Geospatial Strategy Proposal

Internal Draft, August 2022



Geospatial Strategy: Case-in-use



(McGinnis, ESRI Solutions Architect)

A Geospatial Strategy is a business-oriented plan that defines how an organization will use GIS to achieve its goals and desired outcomes



(GIS Strategy Handbook)

GIS strategic implementation plan provides a framework for organization to achieve its goals. During planning process, it identifies areas of improvement and then develops **metrics** that rate the process of improvement.



(United Nations Geospatial Strategy)

The Geospatial Strategy sets the direction to improve integrated information flow, enable a coordinated situational awareness for crisis response, enhance information-sharing and collaborative interactions between information providers and analytical entities



(Pardue, ESRI Geospatial Strategist) 

A geospatial roadmap shows what you want to achieve and how and when you are going to achieve it: a development framework from Vision to Strategy to Implementation



(Precision Forestry Strategy, McKinsey & Co.)

Four Ds include the crucial elements to GIS and digital transformation: Discover, Design, Deliver, De-risk...



(Sky City Geostrategy, ESRI)

A geospatial strategy will help you align your people, processes, and technology to your organization's business needs by taking a business-first approach, resulting in a higher return on your investment in geospatial technology.



(GIS People Ltd, Microsoft Partner)

A spatial strategy determines how your business can exploit location data to improve decision-making, reduce risks and optimise operations.

Geospatial Strategy on a Page

Date:		Version:	
1. Vision (How we define success) Enter your vision statement here. Your vision statement should define the scope of your aspiration and the benefits it creates. Goals Enter your supporting goals here. Goals should link to your vision statement and be measurable.		2. Value Proposition (The value delivered to stakeholders) List your key stakeholders. For each stakeholder define the specific benefits the strategy provides.	
3. Strategy (How we achieve our vision) <div> <div>Technology & Data</div> <div>Processes & Governance</div> <div>Workforce & Culture</div> </div> Describe your technology and data strategy. List the key decisions and desired business outcomes that define your strategy.		Describe your processes and governance strategy. List the key decisions and desired business outcomes that define your strategy.	
4. Roadmap (Our plan of action) <div> <div>Year 1</div> <div>Year 2</div> <div>Year 3</div> <div>Year 4</div> <div>Year 5</div> </div> Enter your Year 1 activities. Group according to the strategic theme they support			

(ESRI Geospatial Strategy Template)

Geospatial Strategy: Veon's Proposed Design Process

Geospatial Strategy Draft

Guiding Principles: Data accuracy, integrity, and currency

1.1 Vision

Develop GIS infrastructure and toolset to:

- manage client's forest and landscape properties to the highest standards adhering to best forestry and environmental practices.
- add value to our client's investments by leveraging state-of-the-art digital tools and analytics that maximise the commercial benefits of their assets.

1.2 Goals

- Enable precision forestry through improved data collection, digital inventory, and GIS interoperability.
- Empower forest certification through data management and geotagging of VALMS system (jpgs, pdf, sharepoint)
- Reduce risk through advanced analytics and real time observation of climate events, forest health, big data.
- Support e-dashboard visualization of indicators to identify constraints, solutions, and strengthen communication.
- Improve mapping standards and workflow efficiencies

2. Value Proposition to Stakeholders

- Forestry - Maximise value of timber assets with precision data.
- Ecology - Ensure GIS & mapping services meet CIEEM standards.
- Arboriculture - Ensure best practices in survey & CAD outputs.
- Staff - Improve self-service capability in real-time spatial analysis
- Management - Improve access to geodata services, apps and GIS infrastructure for optimized decision making.

3. Strategy

Technology

- Develop strategy for standardized projection and data formatting across FieldMaps, Arc, QGIS, CAD.
- Develop mapping framework and template library according to requirements & preferences.
- Compile SOP & training library for GPS processes.
- Customise ArcGIS Hub and WebMap/FieldMap labelling to increase use of surveys and resources.
- Develop approved library for site discovery

Process

- Scan full inventory and migrate/project data
- Document geodata governance priorities & develop storage rules accordingly.
- Develop GIS data model to support business processes and improve efficiency.
- Develop GIS scheduling webpage to coordinate mapping jobs and track quarterly workloads.
- GIS Maturity Matrix to monitor & manage adoption

People

- Highlight early adoption success and reduced GIS burden
- Host feedback sessions on FieldMaps and identify GIS needs
- Offer training on AGOL resources & in-field mobile mapping.
- Build geospatial community of practice (MTeams & AGOL)
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4. Roadmap

2022 Q3 - Q4

- Share draft 'Forestry Mapping Guidelines' & feedback
- Conduct training on F2 Roads surveys in FieldMaps.
- Complete & review mgt issues and asset digitization
- Complete reviews on ecology & arbor GIS standards.
- Share draft 'Ecology Mapping Guidelines' & feedback
- Document Arboriculture mapping needs & procedures
- Develop survey-specific SOPs for FieldMaps & GPS data

- Identify common map requests for template solutions
- Develop official list of standard mapping products
- AGOL cleanup & maintenance (track access points)
- Review PEFC updates & FS Circulars for GIS/mapping.
- Prepare activity plan and data inventory for PEFC audit

2023 Q1 - Q2

- Track milestones to GIS maturity matrix and report.
- Create onboarding training package of Veon GIS tools
- Build spectral library of cloud-free (<?%), normalized Sentinel tiles for disturbance mapping needs & tools.
- Develop data backup and security policy for GIS data and applications that is reliable, controlled and, consistent.

[illegible]

<p>High value</p> <ul style="list-style-type: none"> - Backlog of DAFM information request - Build in-house national soil layer - Launch GIS ticketing system - Expand PEFC membership through declaration portal - - 	<p>Quick wins</p> <ul style="list-style-type: none"> - Road survey training and case testing - Decode & reclassify from SIS data protocols - Curate theory of change workshop on the above - - -
<p>Lower value</p> <ul style="list-style-type: none"> - Geo-library of government mapping standards - Web tiles for appropriate assessments & publicity - - - - 	<p>Harder wins</p> <ul style="list-style-type: none"> - Operational dashboards: GIS to PowerBI rules - Expand VALMS fields to empower forest certification - Monitor GIS data traffic and staff storage habits - Build multispectral library & integrate into pipelines - -