



Danish Ministry of the Environment
Danish Geodata Agency

Changing the strategic direction

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Surrounding Conditions

- Financial crisis
- Greening the economy
- Increasing demand for free data
- Increasing focus on efficient administration
- Increasing awareness of geodata's potential in public administration
- Increasing need for cooperation and coordination across the public sector (common solutions)
- Increasing demand for easy access to data for enterprises and citizens



Which direction ?



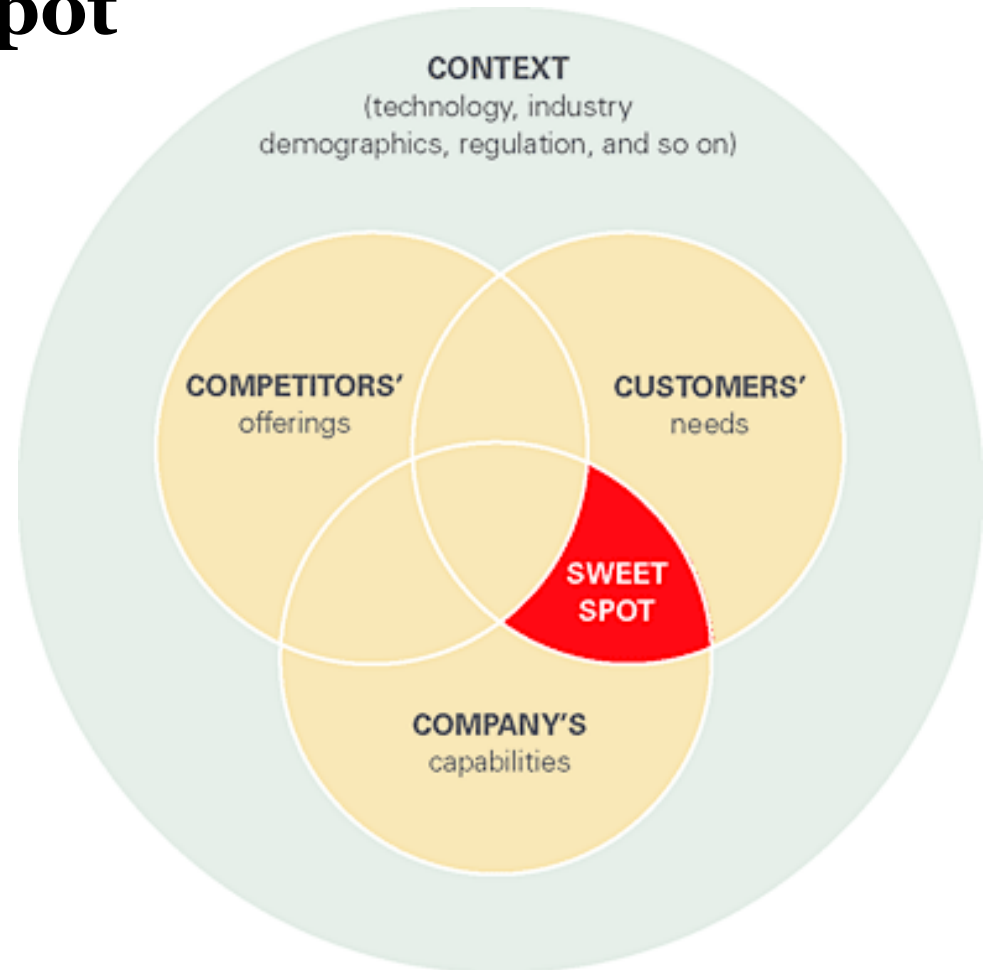
Strategic Sweet Spot

Where are we ?

Where do we want to be?

Seen in relation to our:

- customers' needs (and governmental users')
- competitors (and collaborating partners)
- capabilities (personal, organisational and as an authority)



Ref.: David J. Collis and Michael G. Rukstad: "Can You Say What Your Strategy Is?", in Harvard Business Review, April 2008



Our new strategy – key elements



The Danish Geodata Agency will:

- address needs of the public sector
- expand the use of geodata to support digitization of the public sector – and thereby achieve greater efficiency and lower costs
- harmonize internal workflows and processes (across data covering land, sea, property, etc.)
- collaborate with the private sector and access its innovative capacities
- distribute big data (robust and high-velocity)
- take responsibility for coordination of geodata- related issues on behalf of the public sector
- take advantage of international knowledge and experience



An important platform for Danish Geodata Agency new strategy



Strategy for eGovernment in Denmark 2011-2015
-  led by the Ministry of Finance

Strategy for eGovernment in Denmark 2011-2015

Four key areas/perspectives:

- A shared digital infrastructure (safe and sufficiently robust to meet future requirements)
- Effective and reliable sharing of reference data between authorities
- Legislation adapted to the opportunities and challenges of a digitalized society
- Stronger coordination of public sector digitalization



Basic Data Programme – Core registers data



October 2012

Basic data are the high-quality common foundation for the public sector administration

- efficiently updated at one place
- and used by everyone (including the private sector)



Basic Data Programme



Initiatives in the geospatial field

1. Properties, cadastre, buildings and dwellings registers
2. Adresses, administrative units, geographical names
3. Basic data for watercourses and climate change adaptation
4. Free and open access to spatial information (e.g. cadastre, land map data, digital terrain model) – from 1.1.2013
5. Common solution for accessing data from core registers – common distributor
6. Efficient governance of basic data



How did we get there?

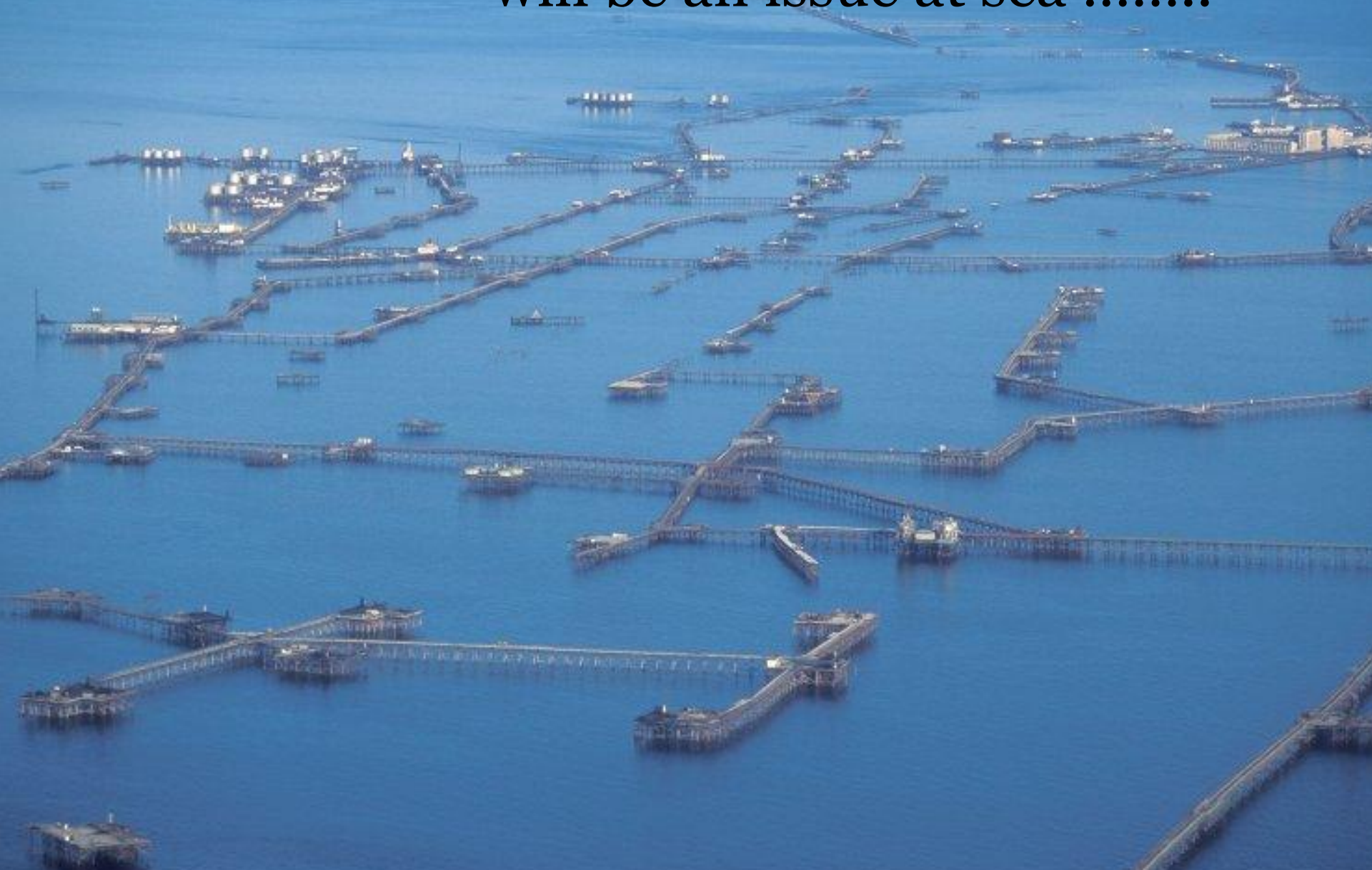


Several years (6-7) of preparative work:

- Closer to the political decision process
- Business cases – validated with MoF
- Good contact with the Ministry of Finance (Agency for Digitisation)
- Good cooperation with local municipalities on data generation
- Standardization (INSPIRE, etc.)
- Illustrated that we can process and distribute large amounts of data
- Cooperative programme with private developers (showing agility)
- Increasing knowledge about governmental needs for geodata



All tasks we know from land
will be an issue at sea



SWOT – the national hydrographic offices

Strength

- Nautical charts across national borders
- Profound experience with navigation and nautical sector
- Well-established international cooperation and organization

Weakness

- Less knowledge about other sectors at sea (fishery, environment, natural resources, underground, windmills, pipe lines etc.)
- Less knowledge about coastal zone management (planning and analysis)
- At a distance from political decisionmaking

Opportunities

- Future digital basis for planning, analysis and administration: nautical routes, installations, environment, transports, fishery etc.
- Supporting digitisation among maritime authorities

Threats

- Financial resources usable to implement new initiatives
- Pressure for free data / enforcement of copyrights



Geodata for the sea – seen from a Danish perspective

Needs for:

- Planning across sectoral interests
- Planning across sea/land (coastal zone)
- Nature and environment
- Emergency response
- Assuring rights at sea (“maritime cadastre”)
- Accessibility for citizens, firms and organizations
- Supporting digitisation among maritime authorities



Good advice – from our experience

success success success

Governance

Efficiency

Business cases

Cooperate

Closer to political
decision makers

Harmonization

INSPIRE-directive -
inspiration



There are many actions to be taken.

