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EGN

Implementation Plan

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eContentplus

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¹ OJ L 79, 24.3.2005, p. 1.

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Table of Contents

1	Change summary	3
2	Executive Summary.....	4
3	Glossary.....	5
3.1	Abbreviations.....	5
4	EGN Implementation plan.....	5
4.1	Background.....	5
4.2	EGN as pilot implementation of an INSPIRE service.....	6
4.3	Scenarios for the Future of EGN after 2012	7
4.4	Project funding and costs	9

1 Change summary

Version Revision	Date	Author	Notes
0.1	01/12/08	Antti Jakobsson (AJ)	First draft
0.2	12/01/09	AJ	Second version for discussion
0.3	15/01/09	Pier-G. Zaccheddu (PZ), Bernhard Weichel (BW), Andreas Illert (AI)	Third version for discussion
0.4	15/03/09	AJ	Fourth version for comments
0.5	17/03/09	Dave Lovell (DL), PZ	Fifth version for comments
1.0	20/03/09	AJ	Final version

2 Executive Summary

EGN sets a milestone in the process of changing EuroGeographics from a focus on products to a service delivery organisation. EGN is, probably, the first INSPIRE compliant service in Europe and provides excellent opportunities for EuroGeographics and its members to meet future requirements in their role as reference information providers for national and European spatial data infrastructures.

This implementation plan recommends that in the period 2009 – 2012 EuroGeographics has overall responsibility, together with BKG, for ensuring the continuation of the EGN service. In this period, the first priority will be achieving at least EU27 coverage. Additionally a business plan for sustainability from commercial income will be prepared, bridge-funding opportunities sought and a test service with pilot customers developed.

After 2012 the ambition is for the EGN to become a component in EuroGeographics services infrastructure.

3 Glossary

3.1 Abbreviations

Abbreviations used in this document are listed and explained below, in alphabetical order.

BKG: The German Federal Agency for Cartography and Geodesy

EBM: EuroBoundaryMap 1:100 000 providing administrative boundaries of Europe

EG: EuroGeographics

EGM: EuroGlobalMap 1:1000 000 topographic dataset for Europe

EGN: EuroGeoNames

EGHO: EuroGeographics Head Office

ERM: EuroRegionalMap 1:250 000 topographic dataset for Europe

GA: General Assembly of EuroGeographics

INSPIRE: Infrastructure for Spatial Information in Europe

MB: Management Board of EuroGeographics.

NMCA: National Mapping and Cadastral Agency

PMT: Programme Management Team. Team responsible for co-ordination of EuroGeographics programme including project, products, services and knowledge exchange networks.

VAR: Value Added Reseller

4 EGN Implementation plan

4.1 Background

EGN will be the first pan-European gazetteer service with official geographical names. It will implement a service needed for INSPIRE and is probably the first INSPIRE compliant web service in Europe. EGN has been a pioneer project for EuroGeographics in many ways. It will be their first web data service based on a distributed service architecture. It will also be their first service to test the concept of free to end-users data supply from the NMCAs in Europe for a limited number of searches (at the moment 50) per day. The limitation can be easily extended or adapted to user-specific requirements through the user license management component. For business and industrial users the service will be provided based on EuroGeographics commercial licenses.

The EGN funded period ended in February 2009. This plan proposes a roadmap for the following period which will be funded from EuroGeographics resources or with additional Commission funding. This period, 2009-2012, will require:

- extension of geographic coverage to at least EU27
- setting up the service infrastructure and associated technical support
- development of a sustainable plan for the future of EGN
- meeting the commitment for the provision of EGN beyond the EC funded period.

4.2 EGN as pilot implementation of an INSPIRE service

The pilot service will consist of the EGN local and central services based on the results of the EGN project. EuroGeographics together with its members will provide the service for a number of users as a pilot service to test the functioning of the distributed service infrastructure. This period is expected to last until the following conditions have been met:

1. a EuroGeographics *business plan* for distributed services has been adopted by the General Assembly and Management Board.
2. an EGN Service Infrastructure has been *tested and evaluated* by a sufficient number of pilot users
3. *sufficient numbers of members* have agreed to participate in EGN. This will be assessed by the number of members signing the EuroGeographics EGN distribution agreement.
4. *stable financial arrangements* are in place to guarantee funding of the service and the development needed. This might be dependent on member states considering EGN as providing their INSPIRE requirements for “download” (gazetteer) and “view” services. Another possibility might be for EuroGeographics to establish a contract with the European Commission to support free at the point of use services.

During this implementation period EGN will be branded using the current logo as part of the EuroGeoinfo services www.eurogeoinfo.eu and also found at www.eurogeonames.com. Access to the EGN services infrastructure can be facilitated either through the *gazetteer service interface* (URL to be published soon) or through the *end-user interfaces* EGN Reference Application (www.eurogeonames.com/refappl) and EGN ArcGIS Extension developed by ESRI (available as a free download through ESRI ArcScripts, <http://arcscripts.esri.com/>). Other applications, developed by third parties, will be encouraged.

EuroGeographics will establish the necessary agreements with its members for provision of the service during the EGN implementation phase. It is expected that this period will last until 2012.

The following basic infrastructure has to be established in 2009 including:

1. **Implementation of project management.** EuroGeographics will take overall responsibility, leading to the employment of a project manager and establishment of a co-ordinating committee consisting of representatives of the EGN Service Centre provider, local service providers and stakeholders.
The EGN project manager will be responsible for making a detailed EuroGeographics business plan, encouraging involvement from new NMCA data providers, managing pilot user testing and overseeing technical developments.

2. Adopting **pricing and licensing policy and distribution agreements**. The EuroGeographics Business Manager will be responsible for these.
3. Establishment of the **EGN Service Centre**, responsible for running and hosting the **EGN Central Service** (the central point of entry to the EGN services' infrastructure connecting national and EGN Local Services), the **EGN Reference Application** (one of the EGN user interfaces) and the **Exonyms and other variant names database** (linked to the EGN Central Service). The "Service Centre" will support and assist the NMCAs willing to be connected to the EGN infrastructure according to the set up of February 2009. BKG has confirmed their willingness to continue this responsibility.
4. Establishment of **EGN Local Services**. There will be at least 10 NMCAs running the EGN Local Services in 2009. Currently 18 members of the EGN Reference Group are willing to be connected to the EGN infrastructure in 2009. This will require members to sign a EuroGeographics **EGN distribution agreement** with service level objectives.

The following calendar of events is expected in 2009-2012:

- | | |
|------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2009 | MB (April) approval of the pilot project phase (EuroGeoNames) including a decision to fund the project manager
Programme management team (PMT) suggestions (June)
Project manager appointment and co-ordinating committee (July)
GA (Sept) Commitment from members to provide geographical name data for the service by 2012 and approval of the project implementation plan 2009-2012
Project coordinating committee meeting (Oct)
PMT suggestions (Nov) |
| 2010 | PMT suggestions (Feb, June, Sept, Nov)
Project development proposal to ICT PSP (June)
MB Project interim report and suggestions
GA follow-up and budget 2011 |
| 2011 | MB project interim report and suggestions
GA follow-up and budget 2012
MB/GA Final decision on how to continue |

4.3 Scenarios for the Future of EGN after 2012

EuroGeographics is the coordinator of the ESDIN project (partly funded by eContentplus programme of the Commission), which aims to establish INSPIRE compliant data services based on a distributed service infrastructure. Together with 20 partners EuroGeographics will map the current EuroGeographics small scale reference data products (EBM, ERM, EGM) to provide a set of INSPIRE compliant specifications (ExM). The project will also provide operational services and an environment for testing the specifications and functionality in practice. EGN will provide the

geographical names component of the project. The project will end in March 2011. EuroGeographics has to decide on its business model before 2012. Figure 1 depicts a possible model of EuroGeographics services and how these would be provided to the market.

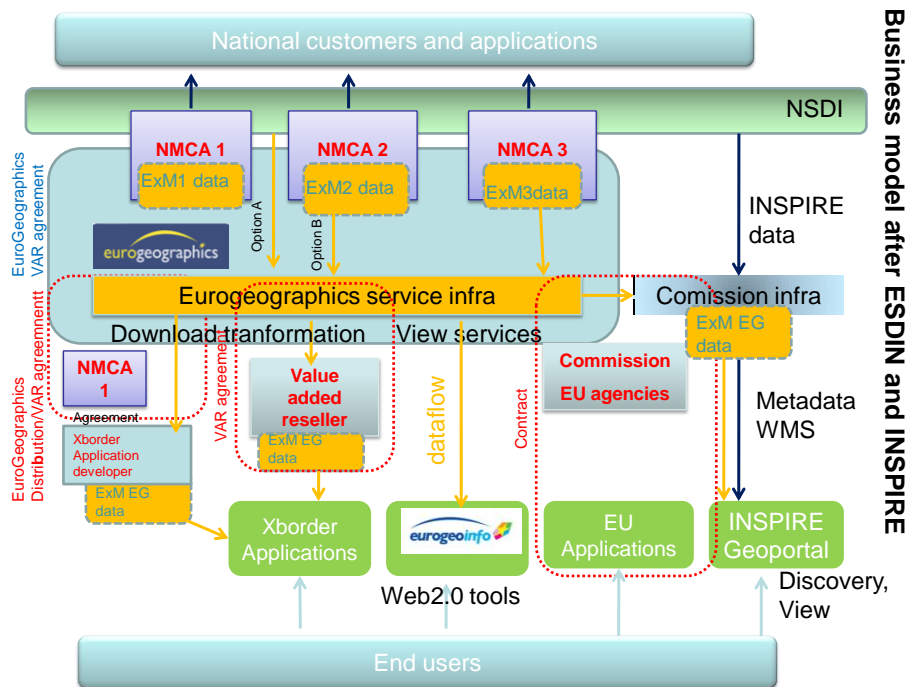


Figure 1: Possible model of EuroGeographics services

It is envisaged that EuroGeoNames would be part of the EuroGeographics service infrastructure. A web site, EuroGeoInfo, would provide some end-user services and provide access to members' products and services. From the EGN point of view the current reference application would be merged to the service application provided through the EuroGeoInfo site. EuroGeoInfo would provide the basic reference infrastructure level service based on members INSPIRE services. Business partners (VARs) would provide applications for number of users including:

- emergency services; health and safety
- cross border market analysis & asset management
- border crossing routing; transport and delivery service networks
- hotel reservation services, tourism
- private sector map and atlas producers
- educational establishments, libraries
- mass media (broadcast, TV)
- location based services (LBS)
- other

A market study (D10.1 Cost/benefit analysis) conducted within the eContentplus funded period shows a potential value of the market of 69 mill. euro/pa, of which EuroGeographics share could be 10-20%, which would lead to 6.9 mill. euro revenue annually. However EuroGeographics considers the marked study to be far to optimistic and will be revised according to the findings of tests of the

EGN infrastructure conducted within the implementation phase.

4.4 Project funding and costs

It is envisaged that EuroGeographics would seek support from possible sources to finance future development of the service and to ensure that European coverage is met. The following different possibilities are currently envisaged:

1. To seek funding from future ICT-PSP programmes. EGN is considered to be part of the INSPIRE basic infrastructure and there are many potential users in Europe that would benefit if these services would cover the whole Europe.

Some of the members of EuroGeographics might need support to implement the required infrastructure for geographical names. As INSPIRE specifications will mature there might also be a need to update the EGN specifications. Other projects such as EURADIN might also stimulate a need for future development.
2. To seek funding related to some potential applications. This might include ICT-PSP related to digital libraries or some other programmes. INSPIRE geoportal is potentially a user for EGN and depending on how the EU geoportal activities are funded in future, EuroGeographics might look at possibilities related to this.
3. To agree funding related to potential customers including European Commission, its agencies such as Eurostat and also commercial actors like Google, Microsoft, Teleatlas, Nokia etc.
4. To agree funding with EuroGeographics members during the project implementation phase. The following plan has been made to cover at least minimal support to the project during 2009-2012.

Related to EuroGeographics members (NMCAs):

During the implementation phase 2009 – 2012 the project support and any further extension would be based on the voluntary participation of member organisations. Thus, in this implementation plan no expected revenue is considered.

Related to EuroGeographics Head Office:

For the implementation phase 2009 – 2012 it is intended that the project manager will be financed from the EuroGeographics budget. The project manager's tasks will consist of:

- Overall co-ordination and management of the project
- Acting as the primary contact person for EuroGeographics Members at the Head Office
- Be pro-active in establishing relations with potential users in the European Commission and contact with other potential customers
- Arrange and chair the meetings of the EGN co-ordination committee
- Participate in and contribute to meetings of the EuroGeographics Product and Projects Co-ordinating Group and the Programme Management Group
- Prepare and decide on a suitable methodology for the work to be done

- Stimulate the connection of the target number of participating NMCAs, i.e. EU 27
- Attend conferences and write articles for publications to promote the service
- Assist the EG Business Manager in elaborating marketing actions in order to reach other customers than the European Commission
- Assist the EG Business Manager in evaluating if and how costs of the EGN services' infrastructure can be covered by customers beyond 2012
- Assist the EG Business Manager in elaborating the administrative support for potential customers (e.g. issues related to service level agreements, licensing and billing) according to an adopted pricing and licensing policy

EGHO will provide administrative support for potential customers (e.g. issues related to service level agreements, licensing and billing) according to an adopted pricing and licensing policy.

Related to BKG as the “Service Centre”:

During the implementation phase 2009 – 2012

- BKG will host the EGN Central Service, the Reference Application (as one end-user interface) and the Exonyms and other variant names database
- BKG will provide continuing technical support for NMCAs (connection of EGN Local Services)
- BKG will provide technical support for potential pilot customers (first restricted to EC only) in integrating the EGN Central Service
- BKG will not claim any costs for the “Service Centre” activity if this is restricted to the EGN infrastructure set up of February 2009 (limited free access)