

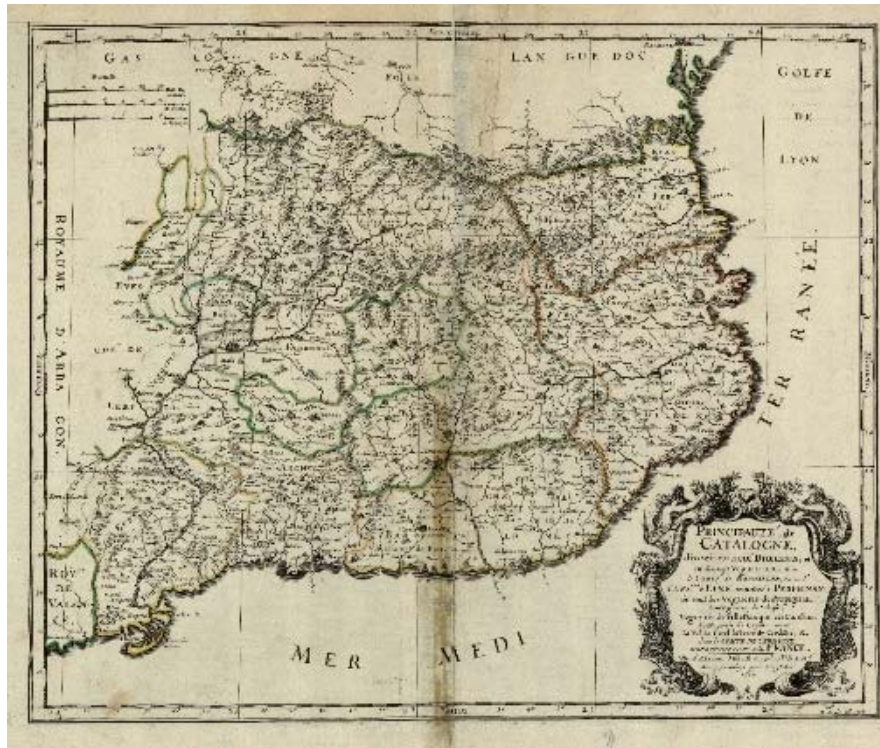
# Commercializing geoinformation today

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# Institut Cartogràfic i Geològic de Catalunya (ICGC)



**Human resources: 265**  
83% of them devoted to production & R+D



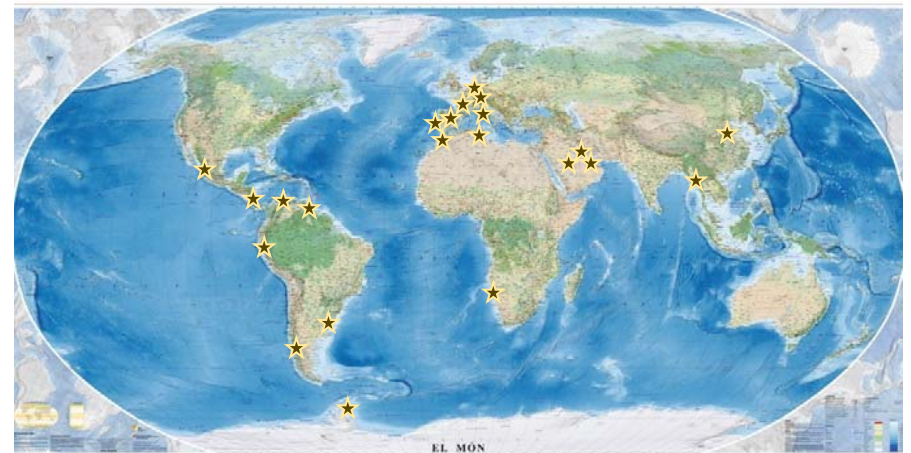
## Institut Cartogràfic i Geològic de Catalunya (ICGC)



- Geodesy and flights
- Data acquisition, geo-processing and remote sensing
- Topographic and data bases
- Topographic and thematic cartography
- Geology and Geological engineering
- Hydrogeology
- Geo-energy and Geological resources
- Geological hazards
- Soils

- Geophysics prospection
- Seismology and tectonics
- Support to the Cartographic Coordination Commission of Catalunya, Catalan SDI.
- Development of geo-technologies
- Dissemination of cartographic and geological knowledge
- Cartoteca de Catalunya (Map Library)
- Geological heritage

Projects conducted in more than 40 countries



## Commercializing geoinformation

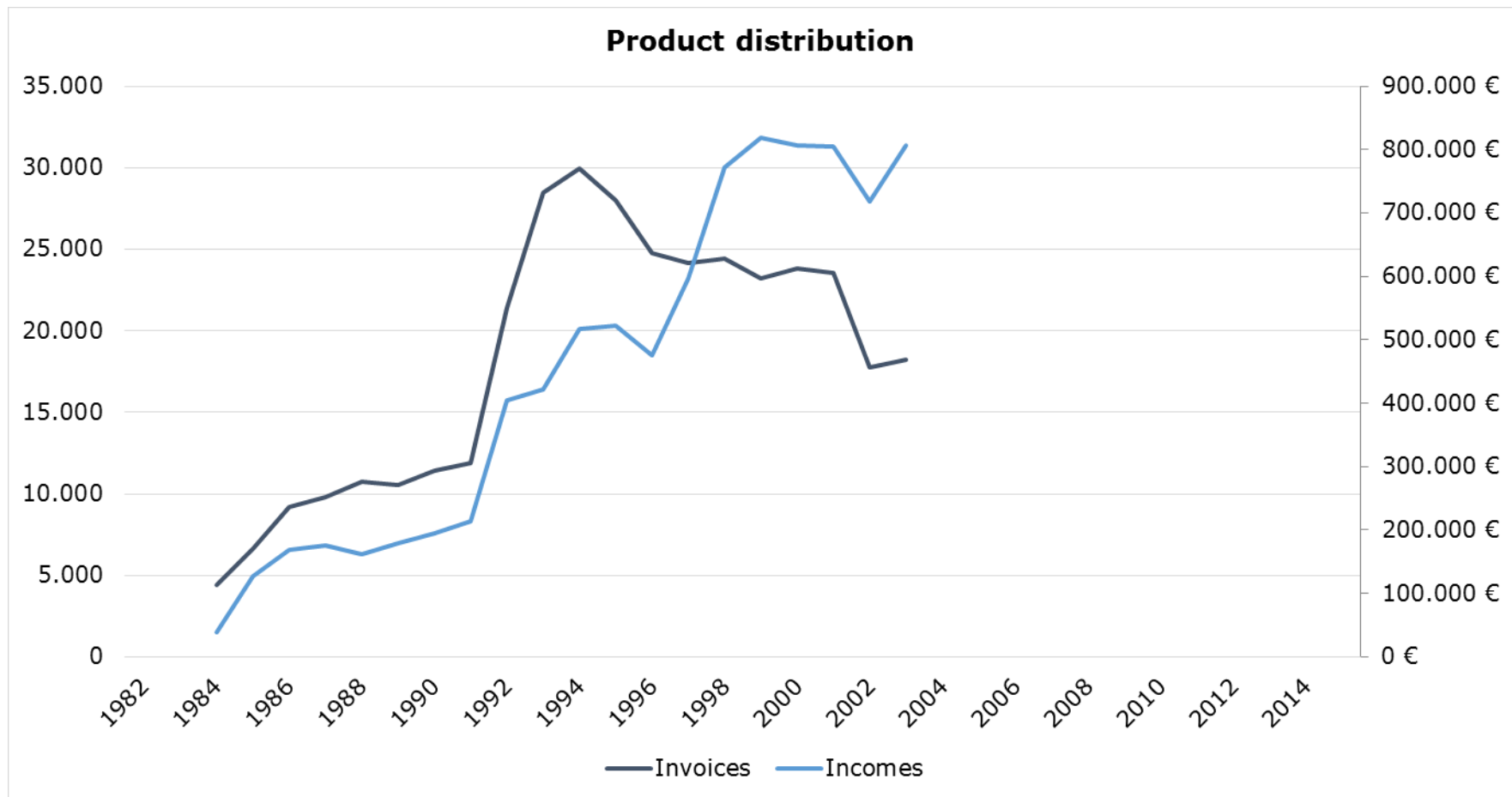
Wasn't very long ago...



Price per sheet to  
amortize a project

## ICGC case: Rise of commercialization (i)

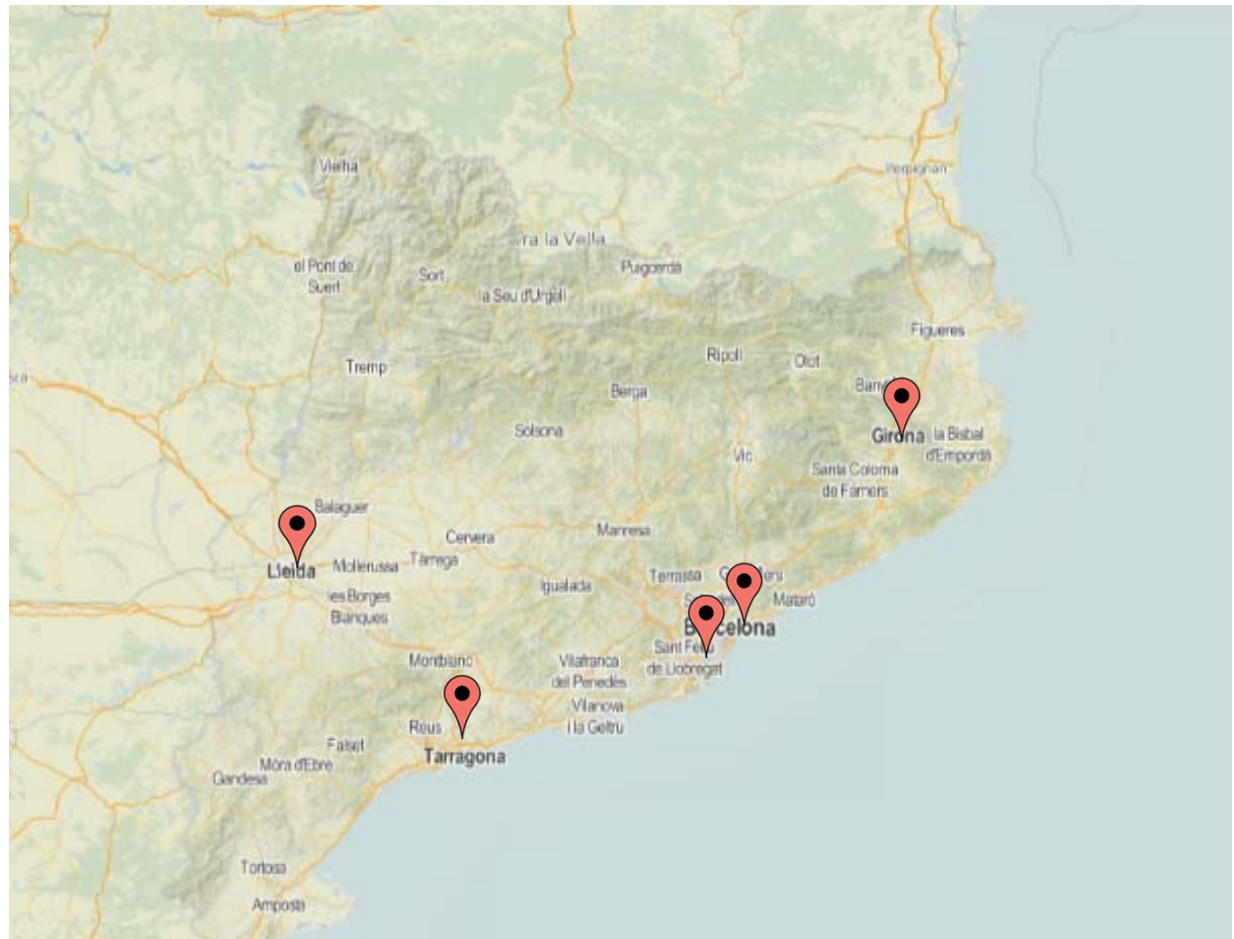
After ten years, digital information was also sold.



## ICGC case: Rise of commercialization (ii)

1996 – 2000

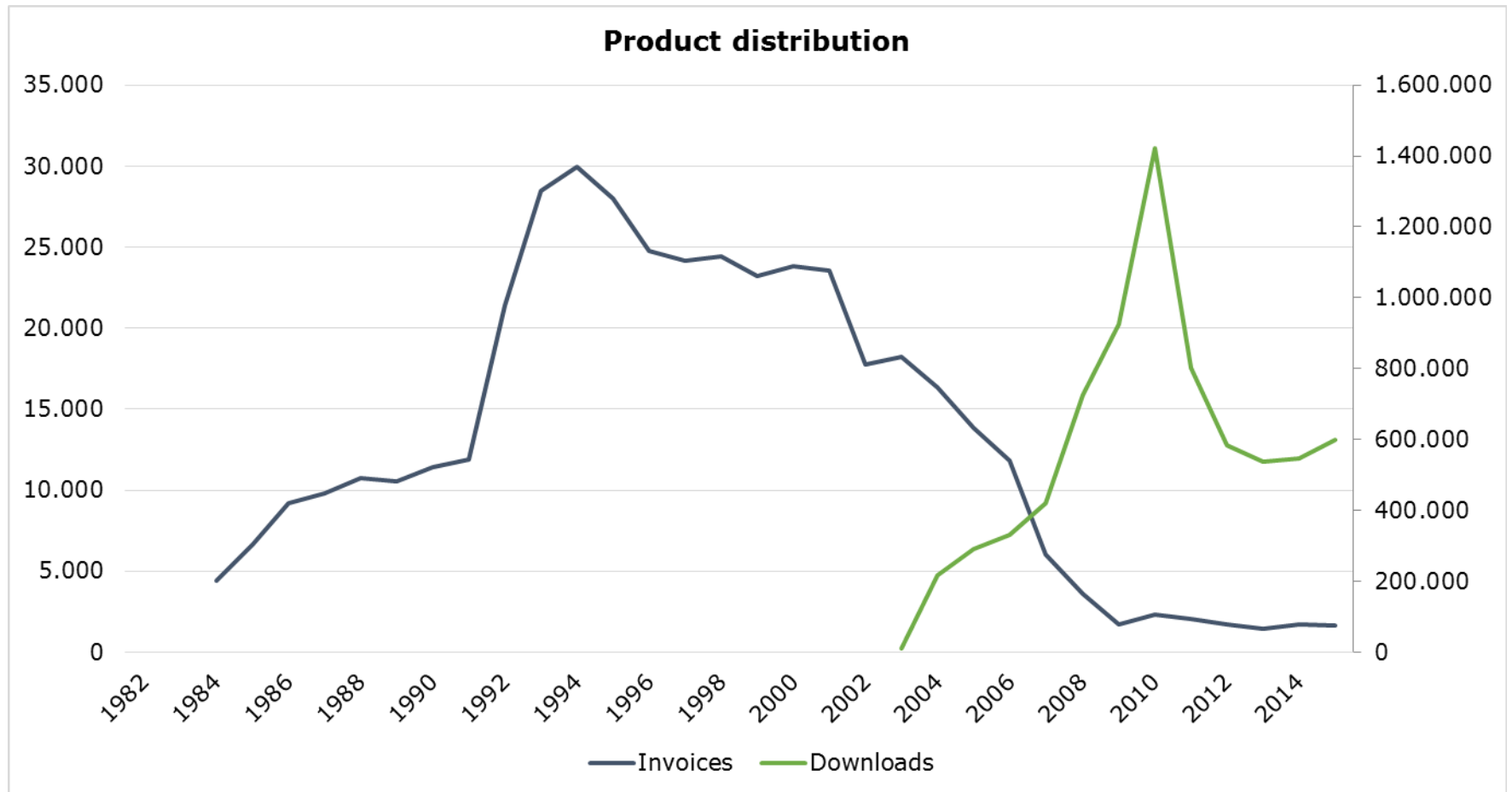
5 map shops  
2 in Barcelona  
1 in Girona  
1 in Lleida  
1 in Tarragona



# ICGC map shops distribution over the territory



## Changing the paradigm: users' rise



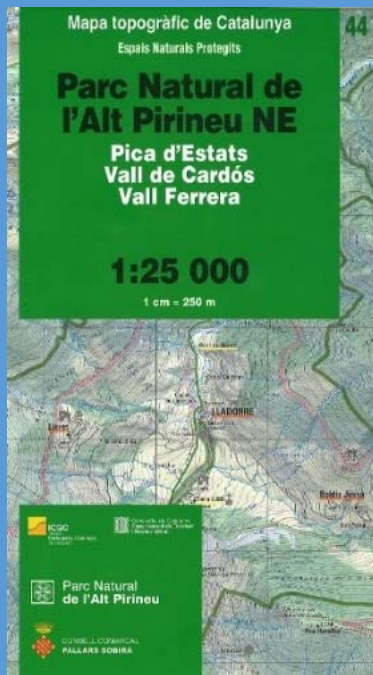


## ... and promoting the use of geoinformation

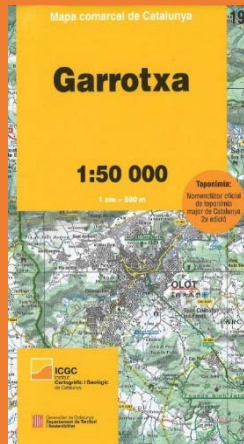
- From 2002 on: digital information available free of charge but licenses applied for commercial use. **More than 8 millions downloads accumulated.**
- From 2015 on: Delivering geoinformation under CC BY license: ICGC's data can be used with commercial purposes just quoting the ICGC as its author.



# Best sellers at the ICGC



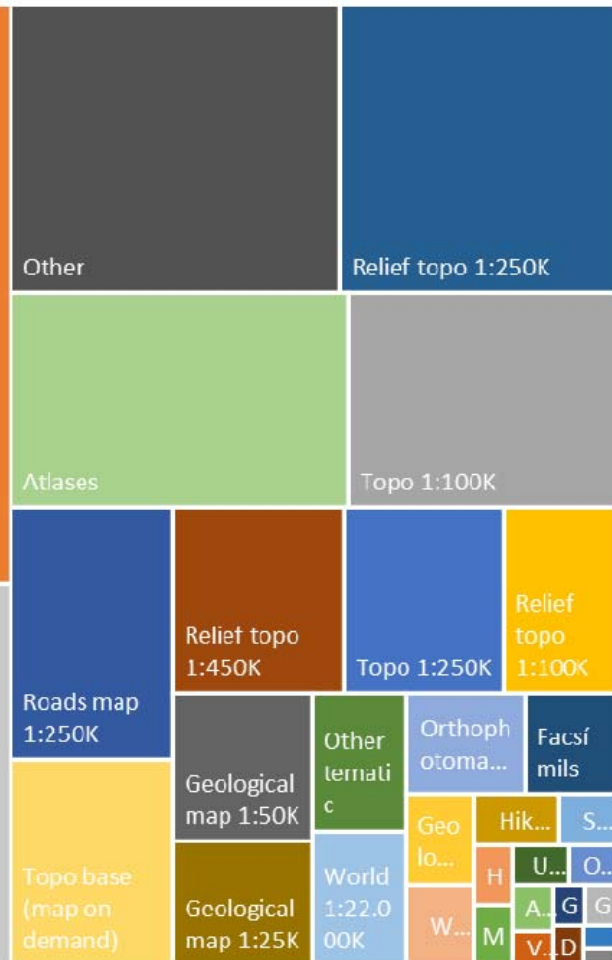
Topo 1:25K



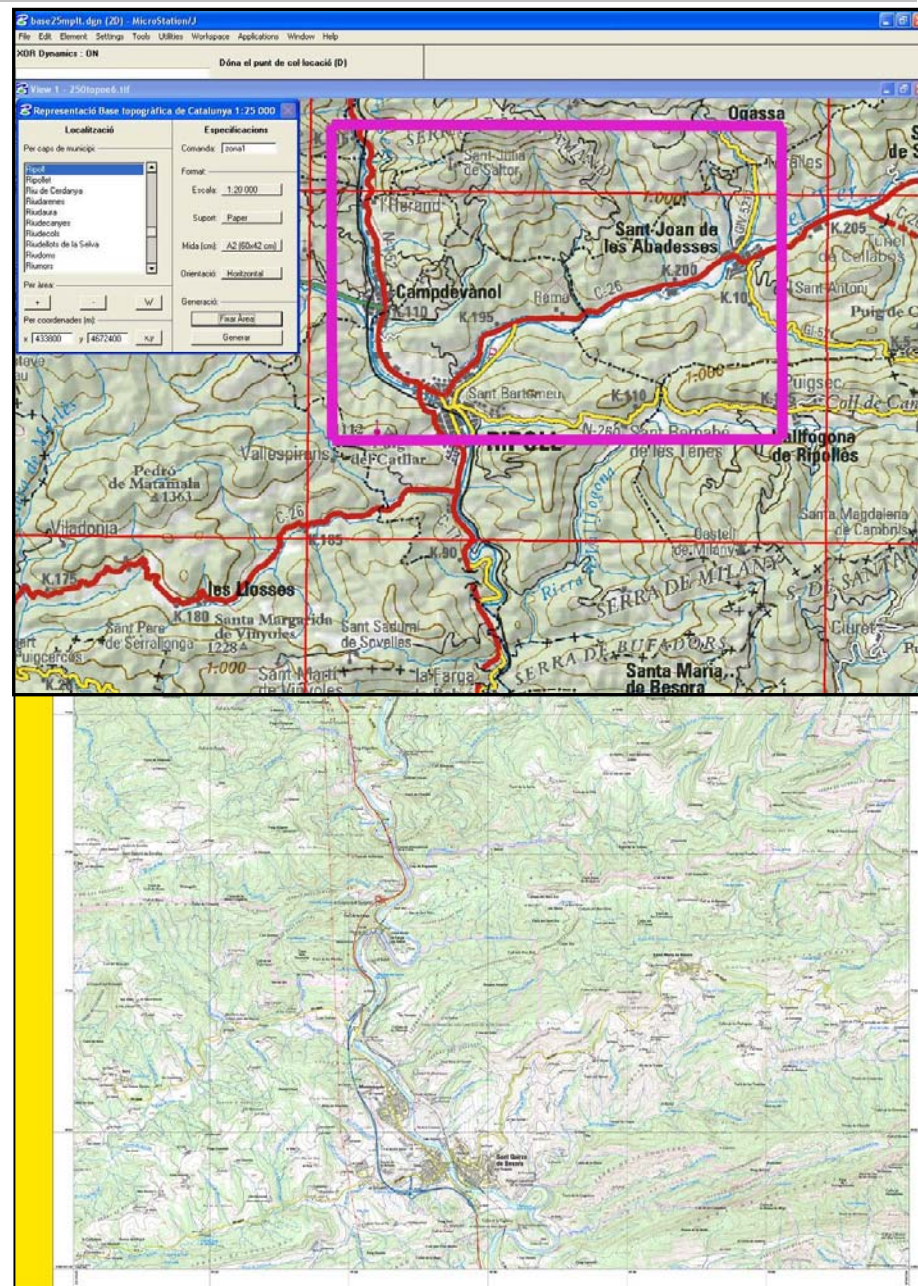
Shire map 1:50K



Aerial photo



## Tools: Map on demand (2004)



Topo	Ortho
1:5.000	1:2.500
1:10.000	1:5.000
1:25.000	1:50.000

# Tools: Digital library (2013)

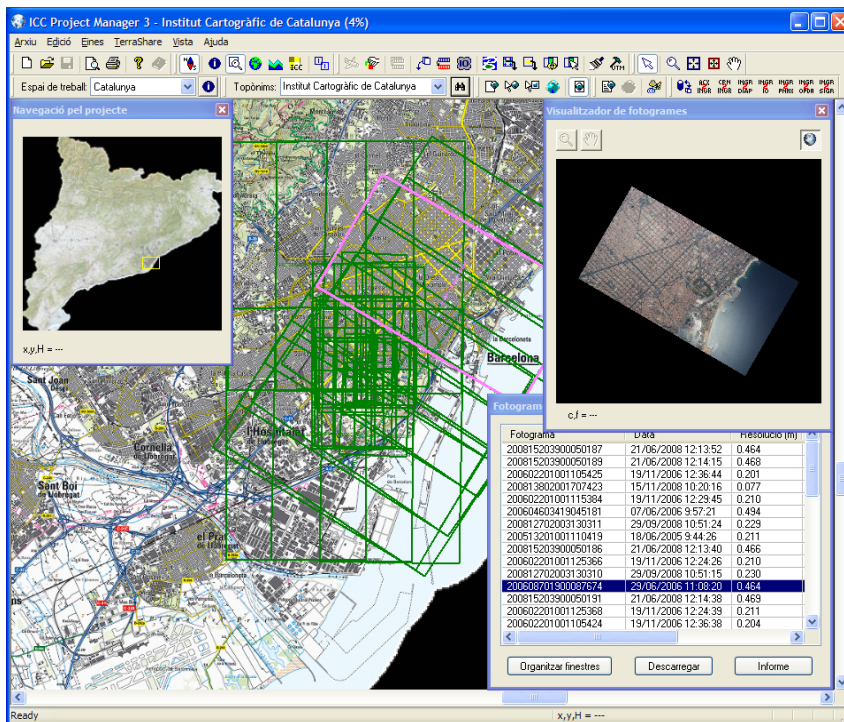
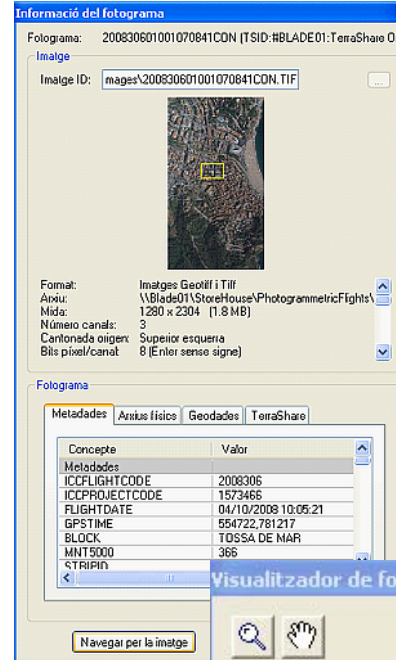
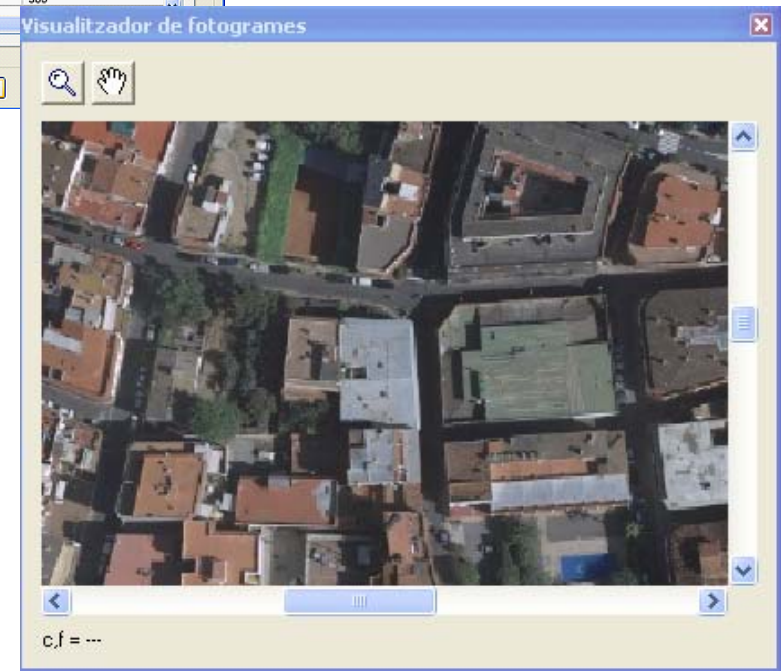


Image navigation  
Metadata information

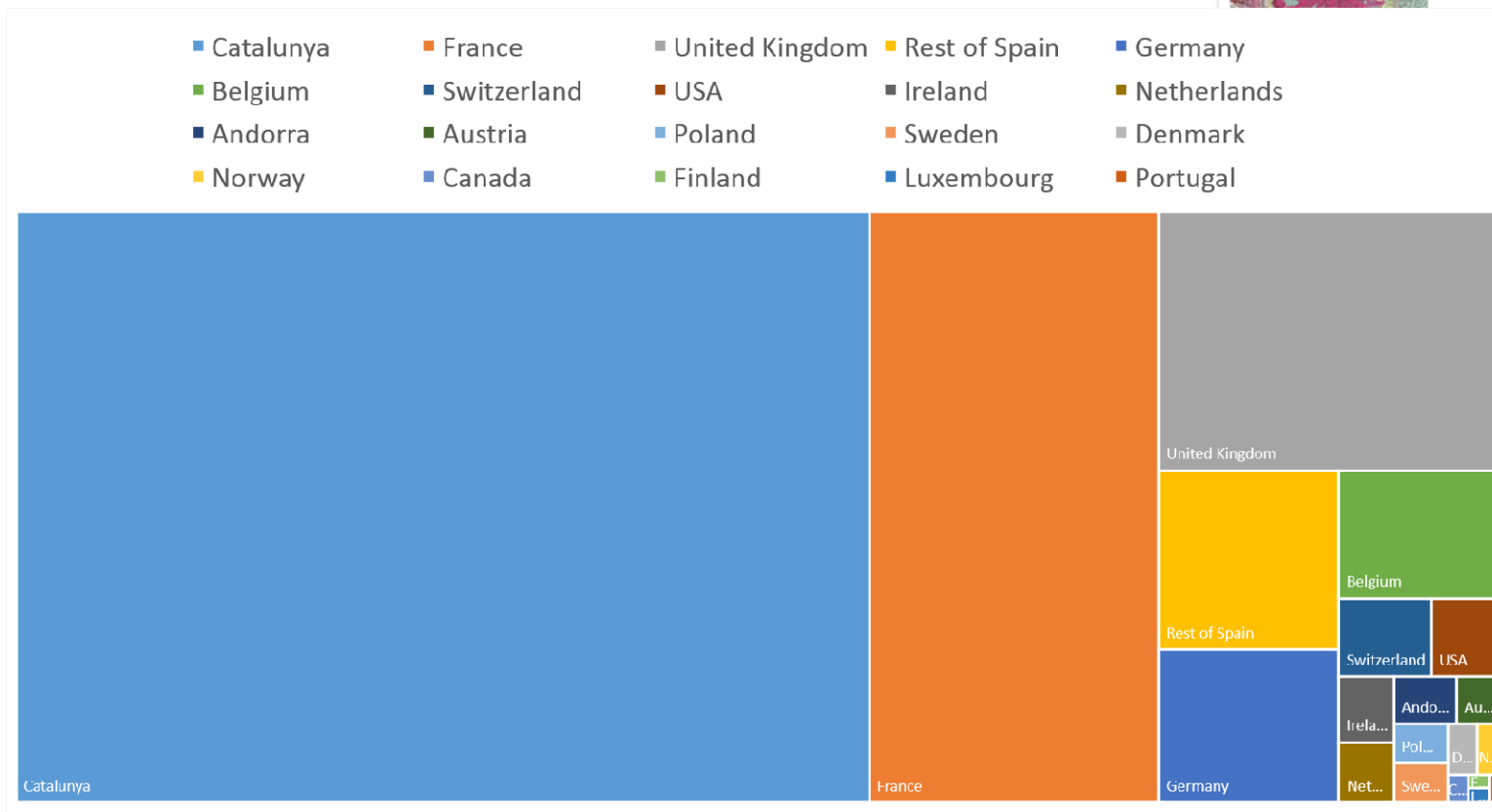
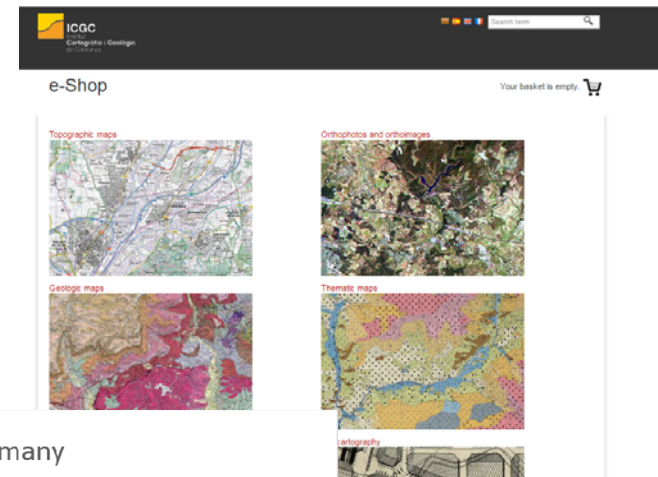


At the early stages took up to 4 weeks to deliver aerial photography.

Digital library allows now to deliver immediately in 95% of the cases (5 to 15 minutes).



# Tools: e-shop (2014)



## Current distribution channels at the ICGC

- ICGC mapshop
- ICGC e-Shop
- Mapshops and bookshops
- Web downloaders
- Web viewers
- Web (map) services
  - WMS, WMTS, WMS-T, WCS, REST, WPS
- Embedded viewers
- Mobile applications
- ICGC Data Cloud



## New role of the staff in touch with the public

- Staff that used to work in face sales, now is oriented to have direct contact with the users.
- Thousands of e-mails and phone calls with technical requests answered yearly.

### “And now, what do I do with this?”

- More than 16K attendants to seminars and workshops carried out at the ICGC to assist users to have better experience.
- Promote the use of ICGC data by launching friendly platforms.



Browse and analyze information

ICGC Institut Cartogràfic i Geològic de Catalunya

Map gallery >

Make your map >

EXPLORE

CREATE

VIEW

SHARE

## Conclusions



- New role of technical staff that use to be in front to the public. Continuous training.
- Promotion of open data, following INSPIRE standards.
- Printed maps co-exist with digital geoinformation.
- Dramatic evolution of the use of geoinformation.
- Social ROI. Strategy to create value added to the society.
- Promotion of platforms to help users to use ICGC's data.



**Thank you very much!**

**Institut Cartogràfic i Geològic  
de Catalunya**

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