Peter ter Haar (on behalf of Andrew Coote, vice chair of PSN for Europe)

6 June 2019
UN-GGIM PSN – update 2018-19

• Private Sector Network: approx. 50 registered members
  – Large Corporate and SME
  – Software, Hardware, Data, Services

• Partly overshadowed by WGIC
  – Not an official UN-GGIM Network
  – Mostly large corporate
  – Paid membership structure ($1,000 - $30,000 annually)

• Confusion led to inactivity
Private Sector Network Board meeting 7 May 2019:

- Recognised difference between WGIC and PSN:
  - WGIC: majority of large companies who are also technology providers to UN and UN Member States’ organisations;
  - PSN: neutrality will ensure market neutral contribution at GGIM forums and meetings.
  - Especially small companies have an issue with the exclusive nature of the WGIC

- GGIM 9 Activities:
  - PSN will contribute to GGIM sessions, specifically related to Land Management and Open Data
  - Activity overview at Plenary
PSN and UN-GGIM: Europe

Question: *how can the PSN (and the wider private sector) better support UN-GGIM: Europe and its Working Groups.*

- PSN has not really provided as much support as it could in the past
- But: growth of the industry is a common objective

Some ideas:
- vendor neutral briefings on technology and market trends;
- workshops on communication strategy, particularly how to more effectively engage with senior decision makers;
- business case / business model advice