OneGeology Board Meeting #17
Telephone Conference - GoToMeeting

Date: 19 June 2019
Venue: GoToMeeting

Time:

Location	Date	Local Time
Nottingham (United Kingdom - England)	Wednesday, 19 June 2019	12:00:00
Ottawa (Canada - Ontario)	Wednesday, 19 June 2019	07:00:00
Paris (France - Île-de-France)	Wednesday, 19 June 2019	13:00:00
Lisbon (Portugal)	Wednesday, 19 June 2019	12:00:00
Canberra (Australia - Australian Capital Territory)	Wednesday, 19 June 2019	21:00:00
Saint-Petersburg (Russia - Saint Petersburg)	Wednesday, 19 June 2019	14:00:00
Rio de Janeiro (Brazil - Rio de Janeiro)	Wednesday, 19 June 2019	08:00:00
Washington DC (USA - District of Columbia)	Wednesday, 19 June 2019	07:00:00
Utrecht, Netherlands	Wednesday, 19 June 2019	13:00:00
Uppsala (Sweden)	Wednesday, 19 June 2019	13:00:00

ATTENDEE'S

Boyan Brodaric	Geological Survey of Canada
Grigory Brekhov	VSEGEI
Nicolas Mauroy	BRGM
Koen Verbruggen	Geological Survey of Ireland
Lars Christian Stolen	Geological Survey of Sweden
Dave Soller	USGS
Tirza Van Daalen	TNO
Aurete Pereira	Geological Survey of Portugal
Shinji Takarada	Geological Survey of Japan
Daniel Moreira	CRPM
Hiran Dias	CRPM
Matt Harrison	BGS
François Robida	BRGM
ADMINISTRATION	
Tim Duffy (TRD)	OneGeology Project Manager, British Geological Survey
Virginia Hannah(VTH)	OneGeology Administration Manager, British Geological Survey
James Passmore (JP)	OneGeology Technical

AGENDA

Item	Description	Lead
1	Welcome, apologies and meeting overview from the Chair	Matt Harrison
2	Outstanding Actions from final OneGeology Board meeting (see annex A) and formal agreement of minutes	Matt Harrison
3	Update from the Strategic Steering Committee meeting in March and actions arising (see annex B)	Tirza Van Daalen
4	LOOP project update	Matt Harrison
5	How does OneGeology link to the IUGS-DDE project?	Matt Harrison
6	Communications: • Draft Communications plan - feedback (see annex C) • Any updates on Principal Member OneGeology web service and promotional activities	Virginia Hannah
7	Membership and Finance – approval of formal budget 2019	Tim Duffy
8	Portal updates	Nicolas Mauroy/James Passmore
9	Portal statistics	Nicolas Mauroy
10	Data web Services : New services being planned and requested up to IGC 36 March 2020	Tim Duffy
11	Forthcoming OneGeology Meetings – including Technical Implementation Group 28th June 2019.	ALL
12	A.O.B	ALL
13	Date of next meeting	

Annex A:

OneGeology Board meeting 19/12/18, outstanding actions

Outstanding Action List			
15.03	MG to produce two letters, to be endorsed by OneGeology: one to INGEOMIN (the Venezuelan Geological Survey) and the other to the committee Intergovernmental of the Plata Basin (CIC), asking them to formally approve the authorisation to CPRM to process the maps (Geological Map of Venezuela and the Hydrogeological Plata Basin) to be available at the OneGeology portal. **Update 19/12/18: MG will work with VTH to prepare the context of the letters, which will be sent from the administration with endoresment of OneGeology.**	**MG**	**OPEN:**
15.10	Board members to share their organisational strategies via ongelogy@bgs.ac.uk		**OPEN:** **Outstanding** **BRGM** **VESEGI**
15.12	*Admin, along with the Chair, to work towards organising another workshop similar to that of the OneGeology kick off meeting Brighton, working backwards from the IGC meeting in 2020 and use this to help draft the Science strategy*	***ADMIN***	***ONGOING***
Vancouver Workshop Outstanding Actions			
ITEM	**ACTION**	**LEAD**	**DUE DATE**
WS.01	*Steve Richards was asked to speak to John Brock about the current USGIN maps and whether it can be added to the OneGeology*	*SR*	*Oct 2018*
WS.02	*Steve Richards to approach the relevant USGS contacts regarding the minerals programme 1:2 Geology product that could be added to the OneGeology portal as 2* compliant portal.* *UPDATE: BB gave update, at present no commitment from USGIN or the minerals programme.* *The Board agreed to keep this action on the list as a reminder to monitor the progress*	*SR*	*Oct 2018*
WS.04	AGS will work with OneGeology technical, to get their services up and running. JP and KM to encourage Newfoundland and Labrador and others, to republish their services along with N. West Territories and BC	**JP**	**ONGOING**
WS.05	MH to work with a dedicated group and prepare a simple draft collaborative agreement to present at the next Board meeting. Laurent Ailleres to update the current Loop proposal to include suggestions from OneGeology members.	**MH/LA**	**ONGOING**

WS.06	JP to approach Mark Jessell about OneGeology displaying the data shown in the WAC mineralisation map.	JP	CLOSED

Annex B:

Strategic Steering Committee Meeting 21-22 March, outstanding actions relevant to the Operational group.

Task	Description	Lead	Deadline
0.1	Each 'quick win' lead to gather together key people virtually in order to develop a digital twin concept for presentation at IGC and at the next OSSC meeting which will run alongside the 36th IGC meeting, being held in Delhi 2-8 March 2020	Quick Win Leads	Meet at least quarterly and report back on progress to the OneGeology Operational Group either in person or by correspondence with onegeology@bgs.ac.uk
0.2	A standards group should be set up to ensure consistency of approach ahead of any developments	OneGeology TIG Lead	September 2019

Quick Win suggested work packages and organisational leads

Quick Win	Responsible Person	Lead Organisation
Crustal scale minerals systems Mineral provinces Key stakeholders - Industry - Governments - Land use planners - Local community	Linda Richard Steve Hill Lars-Kristian Stolen	Geological Survey of Canada
High resolution energy corridor (multiscale) Leads to new knowledge of deep geology structures Key stakeholders - Energy companies - Local communities	Matt Harrison John Ludden	BGS
Hazards - Sea level rise - Coastal hazard	Matt Harrison Kwang-Eun Kim Steve Hill	BGS

- Landslides - Small islands - Multi-hazard Key stakeholders - Citizens - National emergency orgs - NGOs	Mashiko Makino	
Urban subsurface interations - Smart cities - Resilient cities - Construction/Building Information Models (BIM) - Cities – countries - Subsurface cadastre - Subsurface governance/legal/policy Key stakeholders - Government - Industry - Citizens – understanding of risk management Possible locations - Netherlands - UK- Glasgow - Switzerland - Slovenia - Varanasi - India	Tirza van Daarlen François Robida Matt Harrison	TNO
Catchment Scale e.g. Amazon Basin, Rhine-Meuse - Forestry - Aquifer management - Rise in river levels – river side communities - Oil companies	Maria-Glicia Tirza Van Daarlen	CPRM TNO

Mining companies		
Shallow Marine - Dogger bank - Multiple use of marine/sea bed - Sea bed mining - Ownership/governance issues	Matt Harrison John Ludden	BGS
Paektu Mountain, Korea – active volcano - Volcanic hazard	Kwang-Eun Kim	KIGAM
Coastal Hazard - Tsunami – past, present, future	Mashiko Makino	GSJ
Permafrost discussed but not likely to be ready for this year - Climate change	Linda Richard	GSC

Annex C:

OneGeology Communications Strategy

1. Statement of purpose

This communication strategy was developed to effectively communicate OneGeology Programs and the benefits of OneGeology membership.

This communications strategy shows how effective communications can:

- help us achieve our overall organisational objectives
- engage effectively with stakeholders
- demonstrate the success of our work
- ensure people understand what we do
- change behaviour and perceptions where necessary.

2. Your current situation

The introductory part of the communications strategy should briefly outline what your organisation does, what its main functions are and where it operates. It should also look at your organisation's communications strengths – what has been successful and what hasn't worked well over the last five years or so. The following tools can be used to help analyse your organisation's current situation.

Who is OneGeology?

OneGeology is an international initiative of the geological surveys of the world who are working together with the support of international organisations, regional organisations and industry sponsors to achieve this ambitious and exciting venture.

OneGeology's aim is to improve the WWW accessibility (including interoperability) and usefulness of global geoscience data needed to address many societal issues including mitigation of hazards, meeting resource requirements, and climate change.

OneGeology has adopted a simple mission statement:

'Make web-accessible the best available geological and other geoscience data worldwide at the best possible scales, starting with at least 1:1 million scale.'

OneGeology Communication Challenges

In recent years there has been dwindling participation from senior Directors at the National Geological Surveys.

There is also a very confusing landscape for collaborative organisations, committees and consortiums in the International Earth and Environmental Science Informatics Landscape committed to standardisation. What does OneGeology provide that is different? How can this be promoted effectively?

Some of these committees include (image courtesy of L.Wyborn 2018):

OneGeology Communication Opportunities

The active members of OneGeology believe in its aims but want to see a refresh of the mission to expand to broader projects beyond the original mission of making 2D maps accessible into making 3D data and more innovative tools to convert data to knowledge available. There are also massive opportunities in the AI and ML space to provide leadership for the International geological and geoscience community.

Traditionally OneGeology's members and associated organisations have been government led. There is an opportunity for more research institutions and technology vendors to partner in future OneGeology projects.

3. Organisational objectives and communications objectives

Any communications strategy should closely reflect your overall organisational plan. In this section you should look at your organisation's overall vision and core aims and objectives. You should then suggest how communications can help deliver these goals.

As well as referring to specific objectives, this section should give an overall sense of the principles of communications that underpin the strategy and the key messages that the organisation wants to convey.

It is important that your communications objectives should be seen to contribute to the achievement of the overall objectives of the organisation. In this way they will be recognised not as an "add-on", but something as fundamental as operational or policy objectives to achieving the organisation's overall mission.

The Objectives of OneGeology are:

1. To be the provider of geoscience data globally;
2. To ensure an exchange know-how and skills so all can participate;
3. Use of the global profile of OneGeology to increase awareness of the geosciences and their relevance.

The goal of OneGeology is to bring the three described objectives together underpinned by the commonly used geodata standards *for the benefit of the society.* On one side there are the geo-data providers that need, want or have to share their geoscience data, while on the other side of the chain there are end-users that need and want the reliable access to the geoscience data discoverable in one place and updated in the best possible way. OneGeology makes it possible for these two groups to communicate effectively and promptly.

The Brighton Accord

Participants agreed that the following 10 recommendations should be communicated to Geological Surveys and Organisations. Participants will encourage all Geological Surveys and Organisations not present in Brighton to embrace these recommendations and by doing so formally agree to participate in the OneGeology (www.onegeology.org) initiative.

1. The OneGeology initiative should proceed with the following mission:

    OneGeology is a Geological Survey initiative launched in the International Year of Planet Earth, which will make public and Internet-accessible the best available digital geological map data and all forms of relevant Geoscience digital data worldwide to better address the needs of society.

2. OneGeology will start on making accessible existing geological map coverage and it is recognised that this will catalyse scientific harmonisation of map data globally.
3. OneGeology will, as a priority, work to enable access to all geological map data. In addition, OneGeology will link to, and be interoperable with, applications for broad societal access and wider-resolution mapping.
4. OneGeology aims to benefit society and also improve the efficiency and effectiveness of the Geological Surveys and Organizations providing the map and other Geoscience data.

5. OneGeology and its participants will seek funding to support its work and goals and also develop strategies to provide mutual assistance to implement OneGeology and build participant capacity.
6. Participants recognise that map and Geoscience data distributed as part of OneGeology will remain in the ownership of the originating Geological Survey or Organisation, and ideally, but not necessarily, be available at no cost in accordance with the GEOSS data sharing principles.
7. OneGeology will be managed by a Steering Group composed of representatives from Geological Surveys and Organisations OneGeology will be cognisant of, and proactively interact with, the wider geo-spatial community. It will also set up task groups to achieve its goals. An administration, data provider support and WWW portal will be established to ensure the sustainability and continuity of the initiative.
8. The priority of OneGeology is to make available interoperable, Internet-accessible, scientifically-attributed data and to make progress at levels appropriate to participants' capability.
9. Geological Surveys and Organisations are encouraged to work together to develop and implement the required interchange standard to make their data interoperable.
10. The progress of OneGeology will be presented widely and at each International Geological Congress, to demonstrate the resulting increase in Internet access to the data.

This accord was produced and unanimously endorsed by participants at the OneGeology Workshop in Brighton, UK, 16 March 2007.

Objective 1: To be the provider of geoscience data globally

Operational or policy objectives	Communications objectives
Provide a useable portal for data discovery	To be known Internationally in academic, government and industry groups as the trusted source of geoscience data globally
Standards development	Engage in National and internationally standards bodies as a trusted partner to develop standards that make geoscience data accessible globally
Method and Tools development	To be known as a trusted partner for technical development of innovative methods and tools to enable geoscience data to be more useful

Operational or policy objectives	Communications objectives
	To regularly gather feedback to determine the usefulness and adoption of data standards, methods and tools.

Objective 2: To ensure an exchange know-how and skills so all can participate

Operational or policy objectives	Communications objectives
Ensure global participation by assisting countries with skills gaps.	Promote philanthropic skills and capacity building. Be known as an organisation that provides leadership in geoscience digital skills capacity building
Develop capability building in new standards development	Our data standards and tools are known, useful and easy to adopt
Rapid adoption of new standards and tools	

Objective 3: Use of the global profile of OneGeology to increase awareness of the geosciences and their relevance

Operational or policy objectives	Communications objectives
OneGeology is a participant in the global community of geoscience organisations	OneGeology is promoted Internationally by other organisations

Operational or policy objectives	Communications objectives
The OneGeology Board ensures its work is relevant to global geoscience challenges.	OneGeology Board Members promote the benefits of the work OneGeology does in Geosciences

4. Identifying stakeholders

Audience	Advice or geoscience information	Data Standards	Global Geoscience Strategies	Capability Building	Innovative Tools and Methods	Global Geoscience Success stories
Members's Staff	Yes	Yes	No	Yes	Yes	No
OneGeology Board	No	No	Yes	Yes	No	Yes
OneGeology Members	Yes	No	No	Yes	No	Yes
OneGeology Potential Members	Yes	No	Yes	Yes	No	Yes
Geoscience standards communities	Yes	Yes	No	No	Yes	No
Academics	Yes	No	Yes	Yes	Yes	No

Audience	Advice or geoscience information	Data Standards	Global Geoscience Strategies	Capability Building	Innovative Tools and Methods	Global Geoscience Success stories
Industry participants	Yes	Yes	No	Yes	Yes	Yes

Some simple examples of mapping stakeholders include looking at their influence on policy and resources and their interest in your organisation.

Top tip: Don't forget your internal audiences – staff, board members etc. Internal communications is a crucial part of any communications strategy.

Description of the diagram: The diagram shows a square divided into quadrants with each quadrant shaded a different colour. The x-axis (horizontal) shows 'interest in your organisation' whilst the y-axis (diagonal) shows 'influence on policy and resources'. The quadrants are titled (clockwise starting from top left) keep satisfied, key players, keep informed and monitor.

In each of the boxes, there is a suggested prioritisation of communications with these audiences. The key players (top right section) are clearly those you want to spend the most time communicating with. NB - it is likely that some of these audiences will become more or less influential and have a greater or lesser interest in your organisation over time and depending on their interaction with you. So it is worth revisiting this type of exercise periodically to see if the priorities are still the same.

5. Messages

Once you have identified your audiences, the next task is to break down your objectives into relevant messages for each of those audiences. Start with the audiences that are the highest priority.

Remember that your messages should be relevant and appropriate to the audience. You might want to speak to your supporters and donors in much more forthright language than you would use for local authorities or other funders. But it is very important that there is a continuity across the messages. It is important that all of your stakeholders understand what kind of organisation you are, so your messaging needs always to link back to your key organisational objectives and values.

The table below sets out some examples of how messages can be tailored to different audiences.

Audience	What they need to know	Key communications messages
Service users (Academia, Public, government and industry)	- What we offer them - How to access our services - Where to go for advice	- We provide useful, practical information and support - We are trustworthy and reliable - We put services users first and value their opinions
Standards community	- What we want to see changed in standard terms - Our strong evidence base and supporter base	- We have a strong evidence base and our advice on standards development is grounded in robust evidence - We have a good knowledge of the data standards environment - We are a well-respected, authoritative organisation
Technical Tools Development Community	- What development we want to do - We have the capability to do developments.	- We have a strong evidence base and our advice on tools and methods development is grounded in robust evidence - We have a good knowledge of the technical innovation environment - We are a well-respected, authoritative organisation
Members	- We have the ability to make change if they help us	- We need you to support OneGeology by promoting the benefits often.

6. Key communications methods

For each audience identified in your previous section, you should now indicate the most appropriate channels for communicating with them. These might include an e-bulletin, conference, workshop, leaflet, press release, event – or broader methods such as media and your website.

There are pros and cons to all of these channels, which once again will vary depending on your organisations needs and resources. Try a simple internal analysis of the channels you have at your disposal to see which are the best to use for getting specific messages to particular audiences.

Once you have looked at the channels you have, you can begin to construct your communications plan, linking audiences, messages and channels.

For example:

Audience	Key communications messages	Key communications channels
Service users (Academia, Public, government and industry)	- We provide useful, practical information and support - We are trustworthy and reliable - We put services users first and value their opinions	- Emails - Website - promote the benefits for service users who are keen to act as spokespeople
Standards community	- We have a strong evidence base and our advice on standards development is grounded in robust evidence - We have a good knowledge of the data standards environment - We are a well-respected, authoritative organisation	- conferences - technical papers
Technical Tools Development Community	- We have a strong evidence base and our advice on tools and methods development is grounded in robust evidence - We have a good knowledge of the technical innovation environment - We are a well-respected, authoritative organisation	- conferences - technical papers - website

Audience	Key communications messages	Key communications channels
Members	- We need you to support OneGeology by promoting the benefits often.	- Newsletter - Website - Annual workshop

7. Work plan

With your audiences and key communications methods identified, the next step is to draw up a table that indicates the key communications activities, budget, and resources allocated to delivering the strategy.

The work plan should also include proposed timescales and identify particular milestones within the strategy. This will allow you to measure clear steps towards ultimate goals.

There may be specific projects, events or publications that you know will take place, and these should be highlighted.

ACTIVITY	AUDIENCE	TIMESCALE	BUDGET	RESOURCES	VENUE
OneGeology 10 year Workshop	OneGeology Members – particularly North American involvement.	1 day		Staff	Vancouver, Canada
RFG 2018 Conference Participation: The Role of Big Data and Intelligent Technologies in the Geosciences	Academics Industry Public Government	1day		Presentations Staff	Vancouver, Canada
RFG 2018 Conference presence on BGS Stand:	Academics Industry Public Government	3 days		Staff Promotional Merchandise	Vancouver, Canada
Newsletter	Members Public Academics Industry	Bi-annually		Staff Email website	
Website Online shared global activity calendar	Public Members Academics Industry	Ongoing		Staff	

8. Evaluating success

Your communications strategy should conclude with a section on evaluation. What does success look like and how will you know when objectives have been met?

Here you should indicate the tools you will use to evaluate various sections of your communications. These could be simple measures such as the number of responses to e-bulletins, hits to your website or increases in donations following a mail-out. They could be focused on policy changes, for example have the key calls of your campaign been achieved? You could also include measures of media coverage; not only in terms of volume, but also breadth and depth. How often were your key messages mentioned and has there been a shift in public attitude on issues you've been campaigning for?

Top Tip*: include milestones in your evaluation section so that you can measure progress towards ultimate goals.*