



NORWEGIAN MAPPING
AUTHORITY

OUTREACH ACTIVITIES IN THE ENDAVOR FOR FINANCING AN UPGRADE OF THE GEODETIC OBSERVATORY IN NY-ÅLESUND

SPATIAL DATA – FOR THE BENEFIT OF SOCIETY

Line Langkaas
7th IVS General meeting
March 4-9.2012. Madrid

status

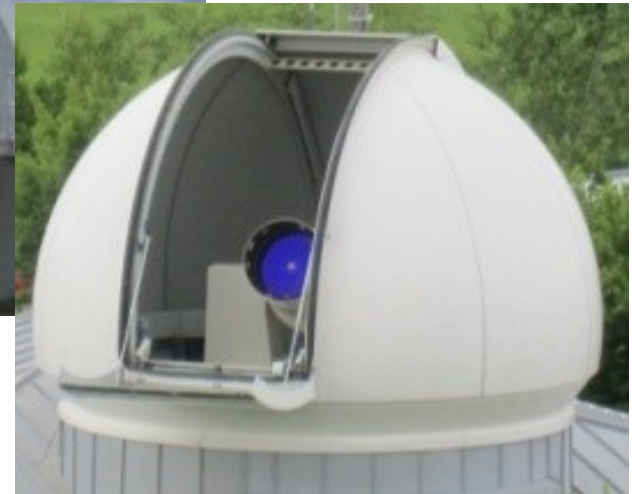


- **The Norwegian government has allocated 28 mill. EURO for a modernization**
- **More details will be clarified during May 2012**
- **Plans may not be exactly in accordance with our proposal**



Fundamental Station

- VLBI2010 x2
- SLR
- GNSS
- DORIS
- GRAVIMETER



Need for a new site in ny-ålesund

Airsafety reasons



Foto: Bjørn-Owe Holmberg



The New SITE

- § Klikk for å redigere tekststiler i malen
- § Andre nivå
- § Tredje nivå
- § Fjerde nivå
- § Femte nivå



How should we manage to raise funds

We realized that we had to achieve:

- § Highest priority in our division
- § Convince NMA's director and her leader team
- § All segments in our Ministry had to be convinced
- § The majority of the Central Government has to be convinced
- § Make a good calculation of the costs
- § Understandable arguments
- § Correct timing



Communication plan – a living document

- § Arguments
- § Who are the decision makers
- § How to reach them
- § Obstacles/opportunities
- § Which tools do we have
- § Enough resources/expertise
- § Who can help us
- § When does things happen
- § Substantial applicaton
- § Close collaboration with our department



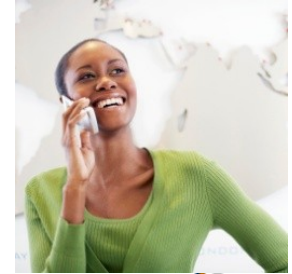
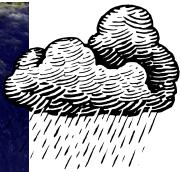
Communication adviser



Arguments



The Benefit of society



WHY NEED FOUNDS -----NOW?



Foto: Bjørn-Owe Holmberg



Ny-ålesund, a spesial place



Foto: Bjørn-Owe Holmberg



first Breakthrough in our department



Presentation in Ny-Ålesund



Second Breakthrough in our department



Foto: Bjørn-Ove Holmberg



"The need for accurate measurements from satellites"

fugro, norwegian space centre, and FFI



lobbying

- § Meetings
- § e-mail
- § calls



SUPPORT LETTERS

IVS

IAG

IERS

NASA

ESA

GFZ

NGA

Norwegian Space Centre
Defence Research Institute
Norwegian Polar Institute
Norwegian Research Council

Norwegian University of life
science

Kings Bay

NySMAC

Some send directly to three ministres – effective





NTK

Nyheter

23:05

Tell the good stories

Features articles about land uplift (Halfdan P. Kierulf)
- Added on importance of geodetic infrastructure

Presented in:

- § Aftenposten – Norways most readed non tabloid newspaper
- § Forskning.no –researchers and journalist read this
- § Teknisk ukeblad- Norways most readed technical journal



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Kommentar Del

NR.3 / 2011 www.statkart.no

NYHETSBREV

Statens kartverk Ny-Alesund Geodetiske Jordobservatorium STATENS KARTVERK

**KVALITETSSIKRER EUROPAS
SATELLITTEKNOLOGI**



Statens kartverks geodetiske observatorium i Ny-Alesund, 79 grader nord.

FOTO: BJØRN-OLAV TUN, ABERG

Statens kartverk mottar bred støtte internasjonalt for sine planer om å oppgradere det geodetiske jordobservatoriet på Svalbard. Nye antenner i Ny-Alesund vil bidra til et mer nøyaktig utgangspunkt for satellittbasert jordobservasjon, mener den europeiske romfartsorganisasjonen ESA.

NO 100% 21:47 03.03.2012

**Keep in
touch
with
contacts**



Make alliances



Foto: Bjørn-Owe Holmberg



Global outreach

- Outreachgroup in IVS?
- Make a strategy and a communication plan with actions on a global level?
- § Make alliances with those who really need us?
- § Statement from UNITED NATIONS would be effective



Thank you for your attention

