



9.3 Report of ISPRS First Vice-President

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Implementation of the Strategic Plan

1. Background

The ISPRS Strategic Plan was approved at the Special General Assembly held at the Centenary celebrations of ISPRS in Vienna in 2010. In that plan actions were set up with the requirement that Council reports on progress at the General Assembly in 2012. At the Open Business Meeting, held as part of the Centenary Celebrations, the Strategic Plan was discussed and generally supported. Speakers made useful points about the implementation of the Plan which have been taken into account by Council.

2. General review of Progress

Council has set up Task Forces in the **five areas** proposed by the Strategic Plan. These are:

Task Force 1- Membership Development

Task Force 2 - Scientific Meeting Structure

Task Force 3 - Marketing

Task Force 4 - Outreach and Capacity Building

Task Force 5 - Scientific Vision

The task forces have reported to Council on a regular basis and Council has reviewed progress on the Plan at every Council Meeting. The specific actions taken by each task force and by Council are listed in **the appendix 1**.

Some of the actions required in the Strategic plan have been completed, others have been started.

3. Ongoing activities

There are a number of ongoing Council activities arising from the Strategic Plan. Especially liaising with other international bodies such as GEO; UNOOSA; ICSU; JBGIS and GeoUnions members.

In this area we have had notable success and ISPRS has achieved considerable impact. For example, the President worked very closely with the GEO activities and has developed good relations.. Together with UNOOSA and some JBGIS and GeoUnions members, we have published another booklet in 2013, in Vienna, on Disaster Management. A continuing success story is our relations with the ICSU. 1st VP was re-elected in 2014 to the Executive Board of ICSU and is now chairing now the Finance Committee.

4. Conclusions

Council considers that good progress has been made on the implementation of the Strategic Plan. Most items have been discussed by Council, and many have been implemented. The Plan still provides a blueprint for the future direction of the Society and Council will continue to implement the Plan and keep all items under review.

Appendix 1

ISPRS Strategic Plan Implementation

ISPRS Strategic Plan Implementation was discussed at the Council meetings and it was decided that several task forces should be formed to finalize the tasks. At the Teleconference Meeting in March 2013 5 task forces (TF) were formally installed. Below you will find the latest developments.

Task Force 1 “Membership Development”

Members: CH (lead), OA, JPM

The TF was formally installed at the CM in Hannover in spring 2013 with the following terms of reference:

1. Improve member management (ISPRS address database, harmonisation with web site, Silver Book and other listings)
2. Keep regular contact with members (letters, e-Bulletin, ...), revitalize relationship to members with little or no contact in the recent past
3. Devise strategy for increasing membership base, together with IPAC
4. Identify potential new members and strategically approach them – separately for ordinary, Associate and Regional members (NB: Sustaining members are dealt with by TF 3, Marketing, in concert with TIF)
5. Involve regional representatives in efforts to increase membership base
6. Set up list and publicize benefits for members (per category)
7. Set up and publicize policy for Individual membership
8. Prepare and distribute material on ISPRS activities

The following was accomplished:

Ad 1. The membership management was improved. The database is regularly updated by asking members for potentially new contact details. The Silver Book has been merged with the ISPRS web site and will not be published as a separate item any longer. Also the former Blue Book (member list) has been integrated into the web site.

Ad 2. Regular contacts are being kept. The eBulletin is issued about every 2 months, is distributed via the ISPRS mailing list and is available on the web, see www.isprs.org/news/newsletter/default.aspx. Letters to members are written whenever suitable. Revitalization of members is a continuous activity of all ISPRS officers. It proves to be a difficult task, but some success can be reported, as a number of members are actively participating in the activities of the society again.

It has been best to use personal contacts and to pay visits to interested members whenever possible and also the distribution of promotion material such as the ISPRS 2012 Vol. A, Archives, ISPRS Profile and ISPRS brochure has had some success in this direction.

Ad 3. Strategies for new membership have been discussed. Besides national scientific societies, National Mapping and Cadastre Agencies and Space Agencies have been targeted for membership. One effort in this direction is the introduction of the two ISPRS Fora planned for the Congress in Prague.

Ad 4. Some new members have been identified and have been approached, in a few cases successfully. Examples include AGILE and MOMRA. More efforts are needed, however.

Ad 5. Regional representatives have been successfully involved in updating the member data base trying to revitalize the membership base and to find new members. A new initiative, linking them also to ICSU regional offices, is under way.

Ad 6. Member Benefits and Advantages of Sustaining Membership pages are now publicized on the website, see www.isprs.org/members/benefits.aspx and www.isprs.org/members/adv_of_sust.aspx.

Ad 7. Individual membership has been formally introduced and widely publicized in all ISPRS channels.

The ISPRS Membership Policy is available online www.isprs.org/documents/guidelines/individual-membership-policy.aspx and requests for Individual Membership requests can be submitted at www.isprs.org/members/individuals/RegisterIndividuals.aspx.

Ad 8. This item has been accomplished in connection with item 2.

Task Force 2 “Scientific Meeting Structure”

Members: OA (lead), CH, JPM

The TF was formally installed at the CM in Hannover in spring 2013 and after receiving some feedback from ISAC, the experience gained from the Geospatial Week in October 2013, in Antalya, and the result of the Ballot Vote of the Ordinary Members regarding the restructuring of the Commissions, the following Scientific Meeting Structure has been agreed upon:

Year 1: ISPRS Congress
Year 2: ISPRS Geospatial Week (possibly C5 symposium)
Year 3: ISPRS Commission Symposia (except C5)
Year 4: ISPRS Geospatial Week (possibly C5 symposium)
Year 5: ISPRS Congress

Task Force 3 “Marketing”

Members: LH (lead), JPM

The mission of the Marketing Task Force involves ongoing processes which should be flexibly adapted according to the present situation in various technology types used by both ISPRS members and non-members across the world.

There are two ways to perform this task: passive and active approaches. Both approaches should help to inform an increasing number of potential supporters of ISPRS.

Terms of reference:

1. The passive way of marketing is based on email distribution of news from ISPRS. Participants of ISPRS events, including exhibitors and sponsors, receive such information (via link to eBulletin). ISPRS event organizers collect contacts of participants, sponsors and visited companies during ISPRS events. Collated contacts enlarge the ISPRS mailing list for subsequent distribution via the ISPRS eBulletin and other ISPRS communications.

Responsibility: ISPRS Council members, Technical Commission Presidents and WG Officers

2. The active way of marketing during and after ISPRS events is to be pro-active during ISPRS events themselves. ISPRS Council and event organizers:
 - 2.1. to address participants during all ISPRS events;
 - 2.2. to organize a short presentation at opening and closing ceremonies on ISPRS;
 - 2.3. to offer and organize Commercial Sessions;
 - 2.4. to hand over Sponsors an ISPRS Certificate signed by the ISPRS President;
 - 2.5. to organize personal meetings with Sustaining Members at various meetings;
 - 2.6. to send a follow-up email to all participants on behalf of the ISPRS President.

3. Active ways of marketing are also performed by Council members as an ongoing process during the period between ISPRS Congresses. This form of Marketing has the following components:
 - 3.1. To select important companies connected with photogrammetry, remote sensing and other parts of geospatial science in the world, especially in India, China, Russia who are not yet Sustaining Members;
 - 3.2. To send a personal letter to leading managers/directors and ask for a personal meeting with each of them;
 - 3.3. To meet and discuss individually with these top managers what ISPRS can do for their company and how they can support ISPRS.

4. Use the newly established ISPRS International Industry Advisory Committee (IIAC) and its program to assist in all issues mentioned in items 1 – 3.

Task Force 4 “Outreach and Capacity Building”

Members MM (lead), OA, CH, LH, CJ, JM, AP, EB

The TF was formally installed at the CM in Hannover in spring 2013 with the following terms of reference aimed to expand outreach, training and capacity building in developing countries

Promote holding workshops, training sessions and tutorials in developing countries.

Encourage young scientists from developing countries to participate in ISPRS activities.

Attend regional conferences in developing countries to promote ISPRS activities and opportunities for involvement.

The following was accomplished:

Training sessions and hands-on tutorials were supported by ISPRS through Summer Schools organized by the ISPRS Student Consortium, WG VI/5 and sister organizations including Summer Schools in Bali, Indonesia, Moscow, Russia and Addis Ababa, Ethiopia (2013); Myanmar, Indonesia and Wuhan, China (2014); Quezon City, The Philippines, Dehradun, India, Moscow, Russia and Curitiba, Brazil (2015) and planned in Prague, Czech Republic, Sao Palo, Brazil and Moscow, Russia (2016).

ISPRS worked closely with The ISPRS Foundation (TIF) to encourage young scientists from developing countries to participate in ISPRS activities by providing Travel Grants partially covering their expenses for travel, lodging and registration.

ISPRS representatives attended conferences in developing countries to promote ISPRS activities and opportunities for involvement including (to name a few) the Asian Association on Remote Sensing in Bali, Indonesia (2013) Myanmar, Indonesia (2014) and Viet Nam (2015); Latin American Remote Sensing Conference in Santiago, Chile (2013); African Association of Remote Sensing of Environment in Johannesburg, South Africa (2014); Interexpo GEO-Siberia in Novosibirsk, Russia

(2014); and the International Workshop on the Role of Land Professionals and SDI in Disaster Risk Reduction in Kathmandu, Nepal (2015).

Task Force 5 "Scientific Vision"

Members CJ (Lead), CH, Ian Dowman (ISAC), Zhilin Li, Mario Hernandez, Songnian Li

The TF aims to promote and coordinate the activities related to scientific vision development with the following terms of reference:

1. Promote the examination of the major scientific and technological challenges facing the society and identify of the key research issues to be addressed;
2. Encourage more high level/ significant research and application results to be published in ISPRS Journals and Book series;
3. Encourage and involve ISPRS community in the preparation and implementation of new international scientific initiatives/projects;
4. Issue more scientific voices from ISPRS to the world through different media s (vision paper, overview/ review / position papers, etc.) and on international occasions.

The following work has been accomplished in last three years:

- 1) Preparation of an overarching scientific vision paper of 19 pages which has been published in the ISPRS J of P&RS;
- 2) Preparation of an international declaration on supporting SDGs with global geo-spatial information, which has been
- 3) Organization of a special edition on the state-of-the-art of Photogrammetry, Remote Sensing and SISs, which will be published as the 3rd issue of this year by ISPRS J. P&RS;
- 4) Preparation of position papers and documents for specific topics which have been published in the e-bulletins, GIM, GeoInformatics;

Planned activities for the coming 4 years:

- 1) inviting more key persons (such as the 3 EiC of ISPRS Journals) to join the TF;
- 2) organize the 2nd special issue on the state-of-the-art in P, RS and SIS (including an overarching vision paper) before the 2020 congress;
- 3) promote the preparation of more special issues on cutting-edge issues for ISPRS Journals
- 4) promote the submission and publication of more author's books in ISPRS book series
- 5) assist the preparation and distribution of materials (brochures, papers...) issuing ISPRS scientific voices.