

# European Forum for Geostatistics

## EFGS as a Market Place

Mr. Erik Sommer, EFGS Expert Group for Business Models, Denmark.

# EFGS as a Market Place - Disclaimer

Please note that this presentation  
is only an expression of  
**my personal view and observation**  
and not necessarily the general opinion  
or strategy decided by the  
European Forum for Geostatistics.

# EFGS as a Market Place – About Me

Erik Sommer:

## **Current position**

Chief Adviser Statistics Denmark (1996-today).

## **Other Engagement:**

I have asked to be member as an Expert in EFGS,  
Expert Group for Business Models (2010).

In this capacity I act as an Expert  
and I don't represent  
Statistics Denmark.

# EFGS as a Market Place – To be Member

**It's not a requirement that you are employed by a National Statistical Agency**  
to be a member of the  
European Forum for Geostatistics.

However in order **to vote or take an active part in the Steering Committee**  
you have to be employed by a  
National Statistical Agency.

# EFGS as a Market Place – My Focus

I have a special interest and some **experience in selling statistical data** both directly and indirectly through partners.

I'm a great believer in **working with the market** both the public and the private sector.

**Let's call them users** (free data or not)!

# EFGS as a Market Place – About Data

Statistical data on grids should hopefully  
**be used by as many users  
as possible for the benefit**  
of both the public and the private market

on a **national level and also across  
the borders** on an European level.  
The use of data depends very much on the  
accessibility.

# EFGS as a Market Place - Questions

## National Statistical Agencies

- 1) How well do we **promote the use of grid data** on our own website?
- 2) If we promote the use of grid data – do we then only do it in our own language or do we also include **foreign languages such as English in our communication**?
- 3) Do we **provide data free of charge** – and if so are they easy to obtain and how?
- 4) Do we **provide data on a pay to use basis charge** – and if so are they easy to obtain and how?

# EFGS as a Market Place - Eurostat

## Questions for Eurostat

- 1) What kind of **communication and promotion** can we expect?
- 2) What should the **future strategy** be?



# EFGS as a Market Place

## Questions for other National and European Actors

1) What kind of **communication** and promotion can we expect?

2) What should the future **strategy** be?

# EFGS as a Market Place – Roles

Should the  
**office of European Forum for Geostatistics**  
**be in charge of coordinating**  
or  
is this a task (only) for the National Contacts?

# EFGS as a Market Place – Considerations

- 1) In regards to the work with Business Models then the **European Forum for Geostatistics could have a possible interest in promoting national and European griddata sets** by linking to the National vendors (public agencies) covering both the data made available free of charge and the data made available on a payment basis.
- 2) The **European Forum** could in order to promote the use of grid data **take a more active role in making data available** for the public and the private market.
- 3) The actually invoicing of the data sold would be done by the owner of the data but **European Forum could provide help on consultant basis** in order to cover it's expenses.

# EFGS as a Market Place - Tomorrow

Thursday, October 7th, 2010  
in Session 5 at 15.00 – 15:40  
we will have a Round Table Discussion  
in regards to this topic.

The title for the open discussion is:

**Business Model.**

**What are the best solutions for distributing the  
grid based statistics to the customers?**