THE UNITED NATIONS COMMISSION ON SCIENCE AND TECHNOLOGY FOR DEVELOPMENT

15TH SESSION

21–25 May 2012
Geneva

Contribution by

Esri

Esri—our culture—what we (try to) do

Mr. Emanuele Gennai
Global Affairs Account Executive

The views presented here are the contributor's and do not necessarily reflect the views and the position of the United Nations or the United Nations Conference on Trade and Development

United Nations Commission on Science
and Technology for Development
Geneva, May 21 - 25

Esri – our culture – what we (try to) do

Emanuele Gennai
Global Affairs account Executive
egennai@esri.com

Esri — Serving Our Users

Understanding Our World

Our Goals

- Advancing GIS and Geographic Science
- Promoting Spatial Thinking

Our Status

- Financially Strong and Growing
- Many Strong Relationships

Making a Difference

. . . And Contributing to Society

You

a Network of ICT Professionals

from the UN System , Regional and Local Communities

Our World Is Changing Rapidly

Creating Many Challenges For Your Country And Your Organization

Climate Change

Population

Political and Social Conflict

Loss of Biodiversity

Energy

Water Security

Natural Resources

Economic Uncertainty

Urbanization and Land Use

Human Health

Security

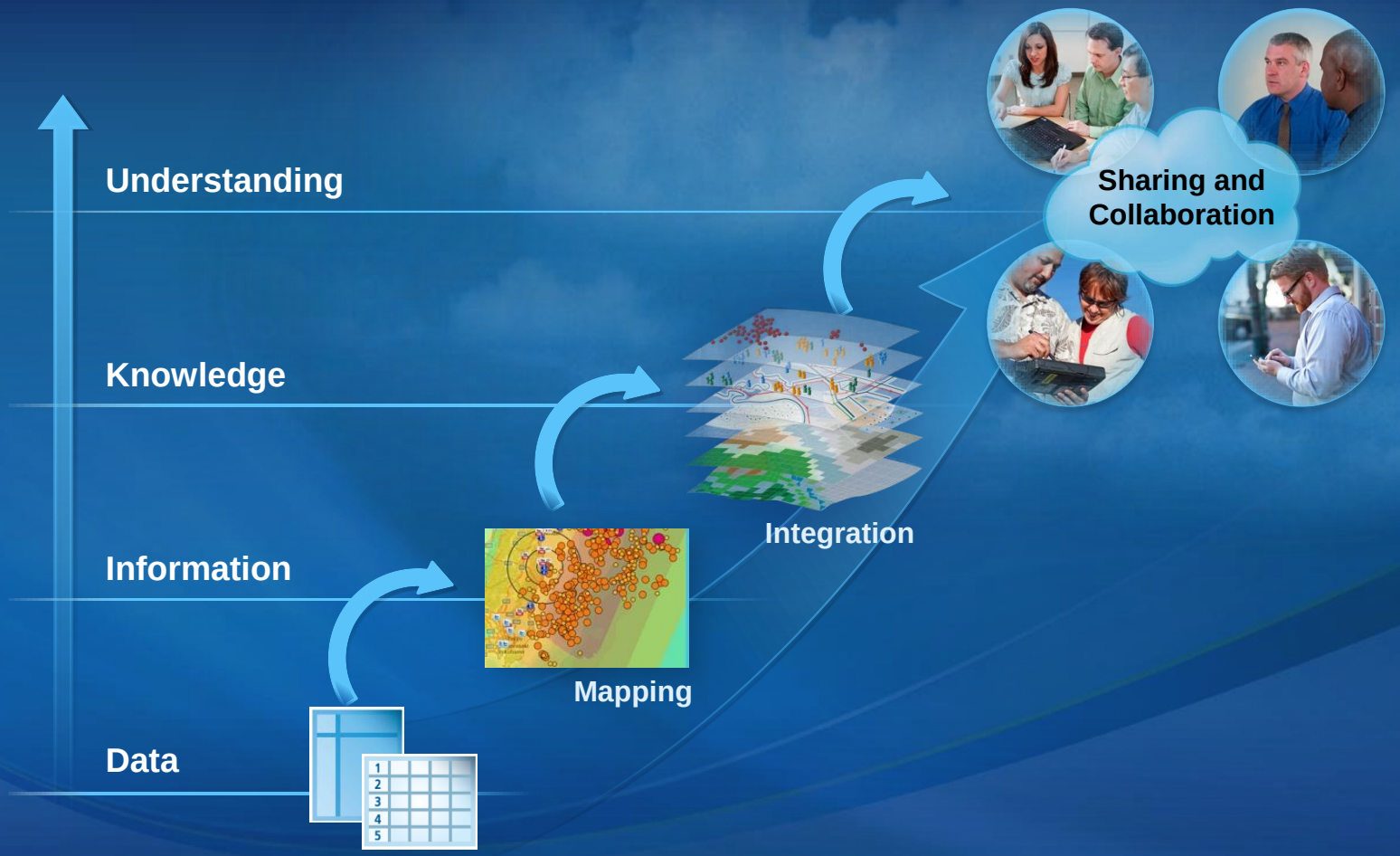
Technology Advancements

Poverty and Inequality

Globalization

. . . We Need Collective Intelligence and Understanding

Geospatial Systems Are Helping Us Understand



. . . Helping Us Make Better Decisions

Your Systems Are Already Successful . . .

across Organizations, Missions and Projects

- Humanitarian Response
- Public Health
- Agricultural Research
- Logistics
- Environmental Reporting
- Peace and Security
- Resource Allocation
- Biodiversity and Ecosystem Conservation
- Civil Aviation

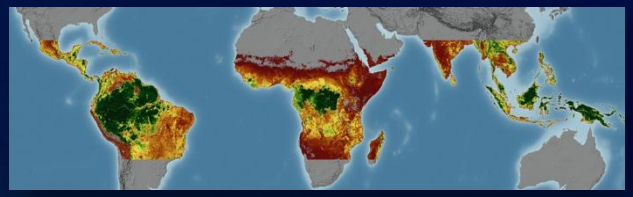
Your Work Provides The Evidence

Development planning

Slum Upgrading

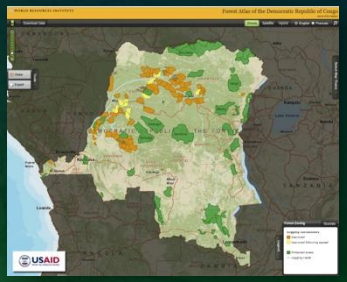
AT Sistemas – Rosario Giusti de Perez

Global Biomass



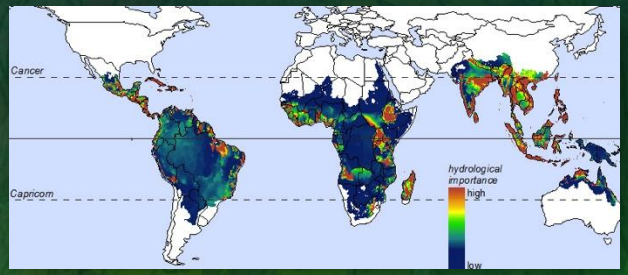
Woods Hole Research Center

Forest Atlas, DRC



World Resources Institute

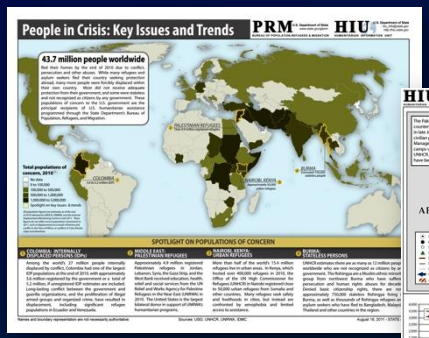
Hydrology and Biofuels



Conservation International

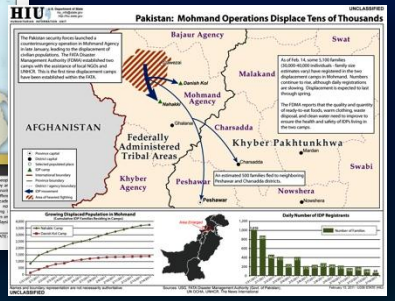
Humanitarian Affairs

Populations in Crisis

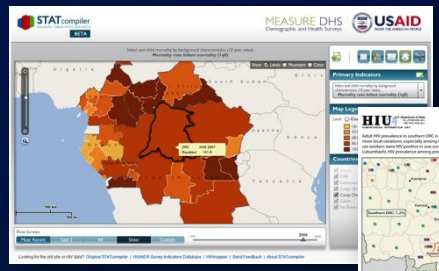


US Department of State

Population Displacement

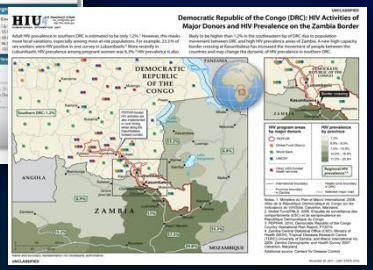


HIV Infected Population



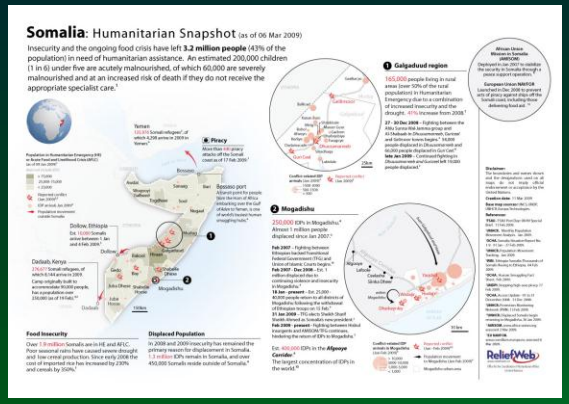
USAID/ICF Macro/Blue Raster, LLC

Spread of HIV–DRC



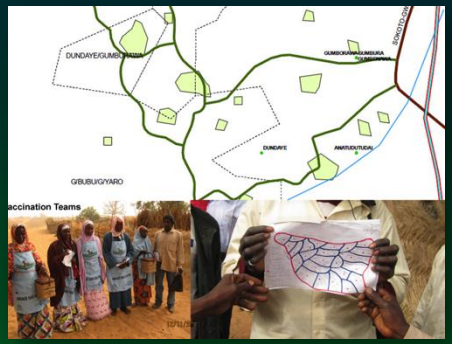
US Department of State

Humanitarian Snapshot



UN OCHA

Polio Eradication



Bill and Melinda Gates Foundation

This Work is Making a Difference . . .

WFP
FAO
UNDP
ICRC
UNEP
World Vision
ICAO
WHO
GICHD
AKDN
UNMAS
WMO
USAID
UNICEF
IFRC
UNITAR/UNOSAT
UN OCHA
IFAD
ECOWAS
IOM
CTBTO
UNOG
ITU
IUCN
UNECE
The World Bank
UNHCR
UPU
OHCHR
UNESCO
WWF
IAEA
OICT

GeoDesign

geographic knowledge

design process

plans

GeoDesign Is A Systematic Process

Measuring The Environment

Data Inventory

Modeling The Environment

Process Models

Interpreting The Environment

Suitability Models

Creating Alternative Plans

Designing/ Sketching

Measuring Environmental Impacts

Evaluation/ Analysis

Making Decisions

Values/ Judgment

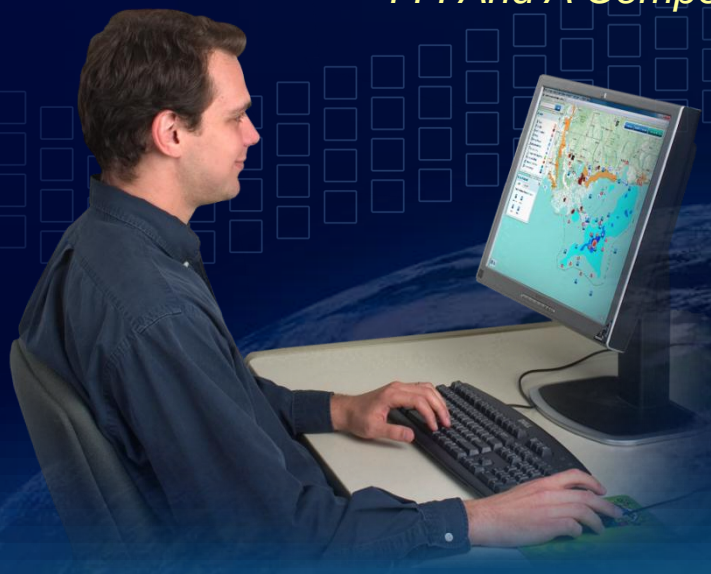
A Rapid & Adaptive Process

. . . Creating a Sustainable Future

Good GeoInformation Products Require Good Design

- **Understanding Issues**
- **Appropriate Data**
- **Analysis & Manipulation**

. . . And A Compelling Graphic Design



Good Products Help Us Understand . . .
. . . and Support Action

Good GeoInformation Products

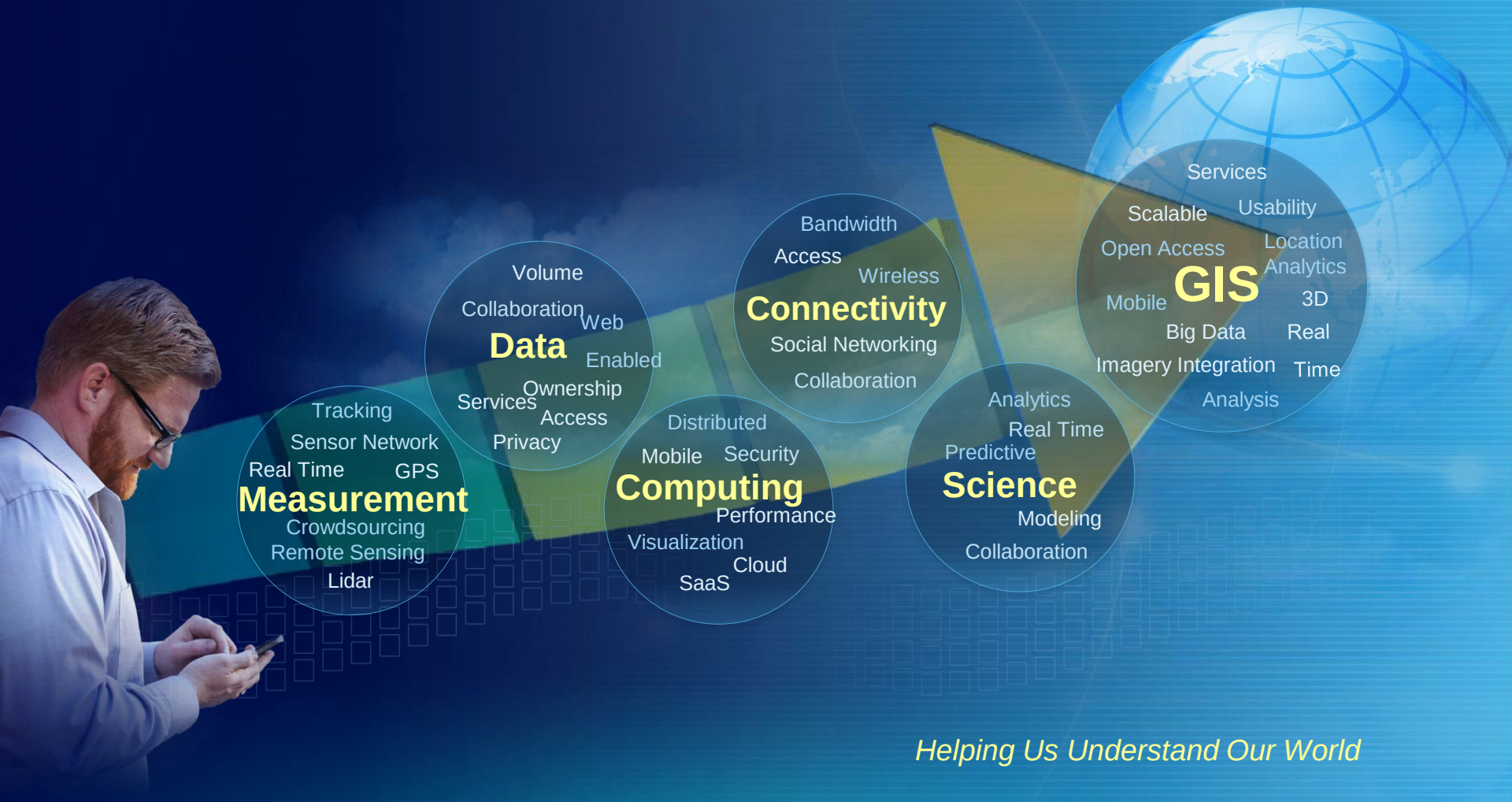
- Provide Timely Information
- Disseminate Knowledge
- Communicate Importance
- Support Decision Making
- Illustrate Time
- Show Status and Performance
- Show The Future

Effectively Telling a Story . . .

Helping Us Understand . . .
. . . and Make Better Decisions

GIS is Changing

Evolving Technology And Science Are Expanding Our Capabilities



Helping Us Understand Our World

A New Pattern is Emerging

An Intuitive Platform For Sharing, Discovery, Access and Use

Creating An Online Collaboration Framework

This Will Provide Access & Common Infrastructure

Connecting Organizations, connecting people

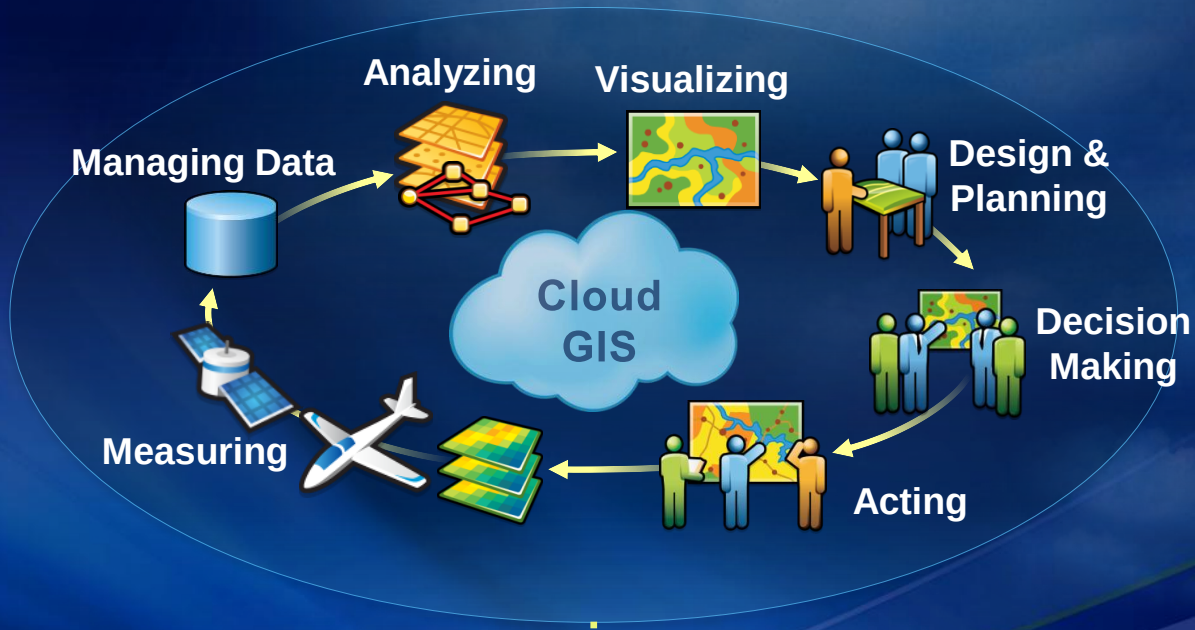
Integrating and Synthesizing Information from Many Sources

Facilitating Communication and Collaboration

Breaking Down Barriers Between Institutions, Disciplines and Cultures

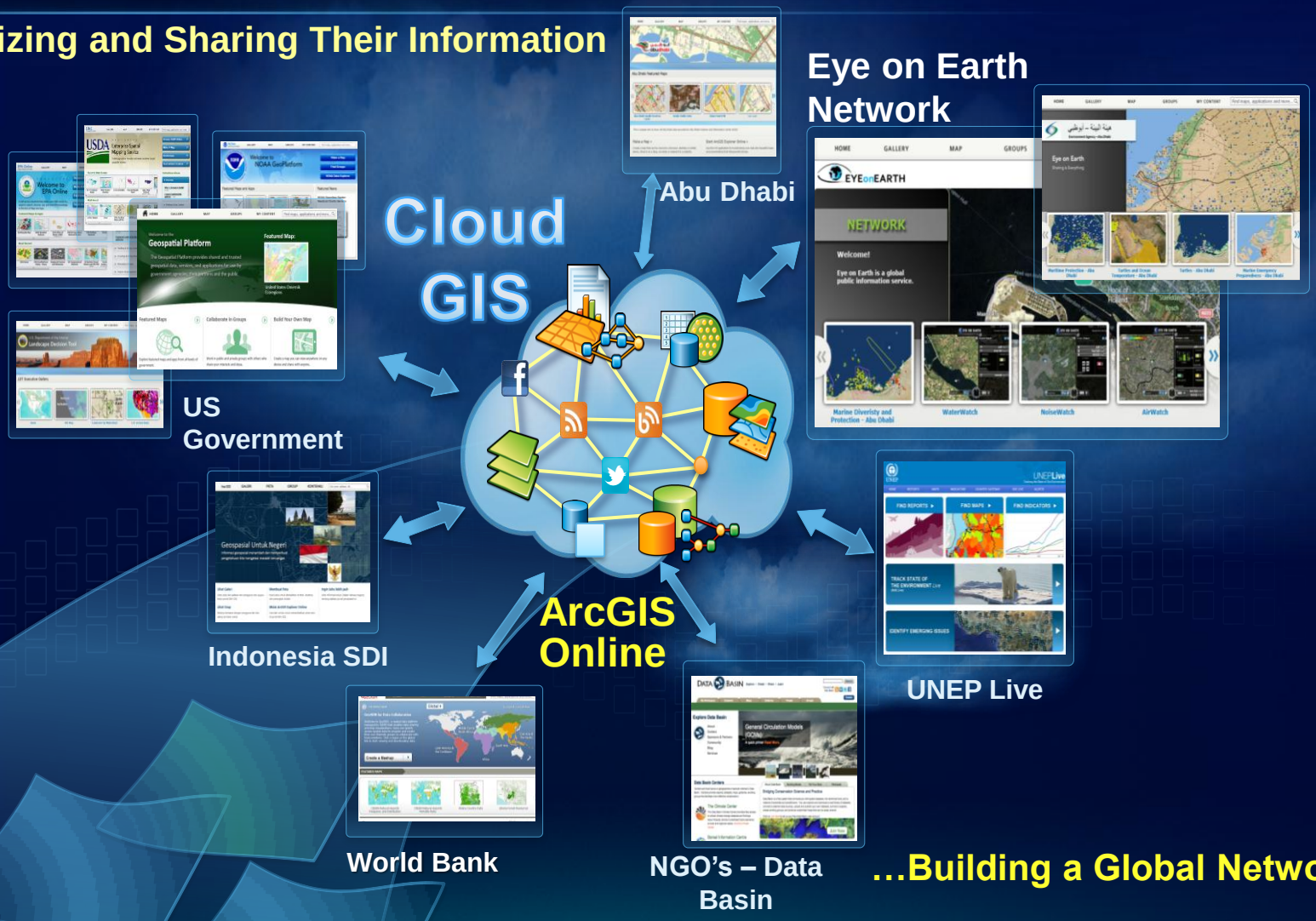
This Pattern Will Also Help Coordinate Work

Integrating Activities Across Organizations



Organizations are Rapidly Adopting This Platform

Organizing and Sharing Their Information



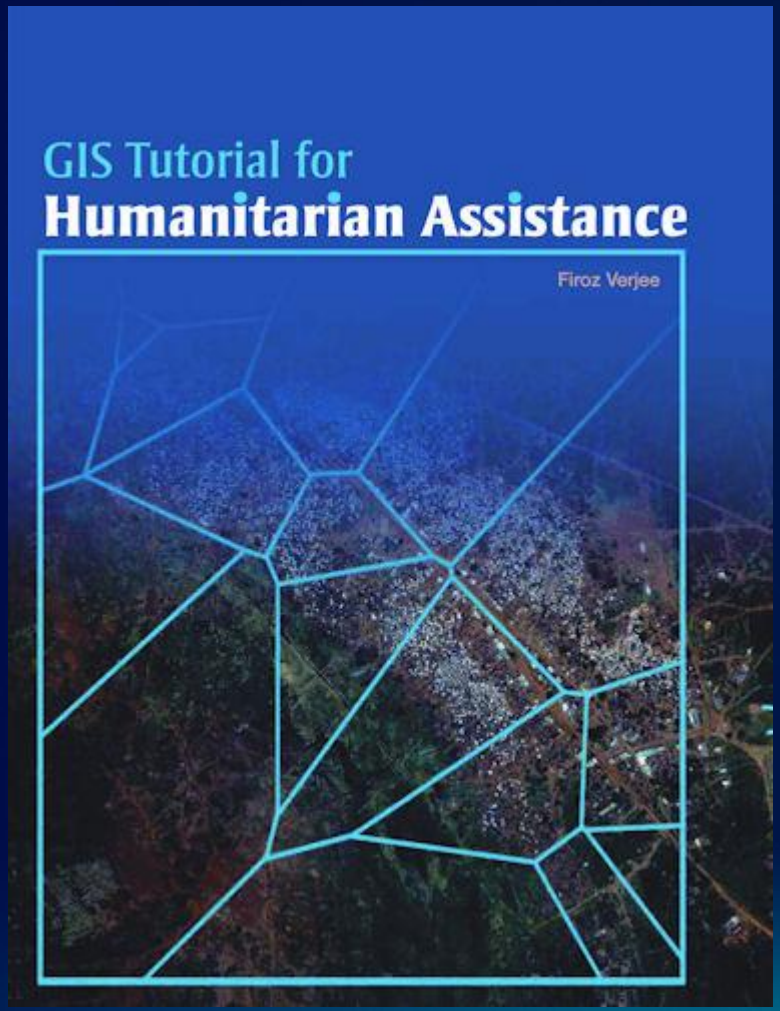
GIS in Education

Helping Students Think Geographically

GIS Day—November 14, 2012

GeoMentor

Esri press: tutorial series



Nine chapters – Nine Themes

1. **Earthquake – Pakistan 2008**
2. **Food security – Timor Leste**
3. **Flood Response – China**
4. **Major Flooding – West Africa**
5. **Food Distribution Model – Ethiopia**
6. **Mine Action – Kosovo**
7. **Optimizing Supply Chain – Ethiopia**
8. **Internally Dosplaced Persons – Uganda**
9. **Refugee camp Management - Uganda**

Learn how GIS is applied in the field

Non Profit Organization Program

Provides ArcGIS Training and Support

- **Thousands of Organizations**
- **80+ Countries**

. . . Helping Those Who Help Others

Making **Our World**
A Better Place
… thank you!

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