

AGI Foresight Report 2020



THE ASSOCIATION
FOR **GEOGRAPHIC**
INFORMATION

The AGI's mission is to serve the needs of society, environment and the economy by bringing geography and information together.

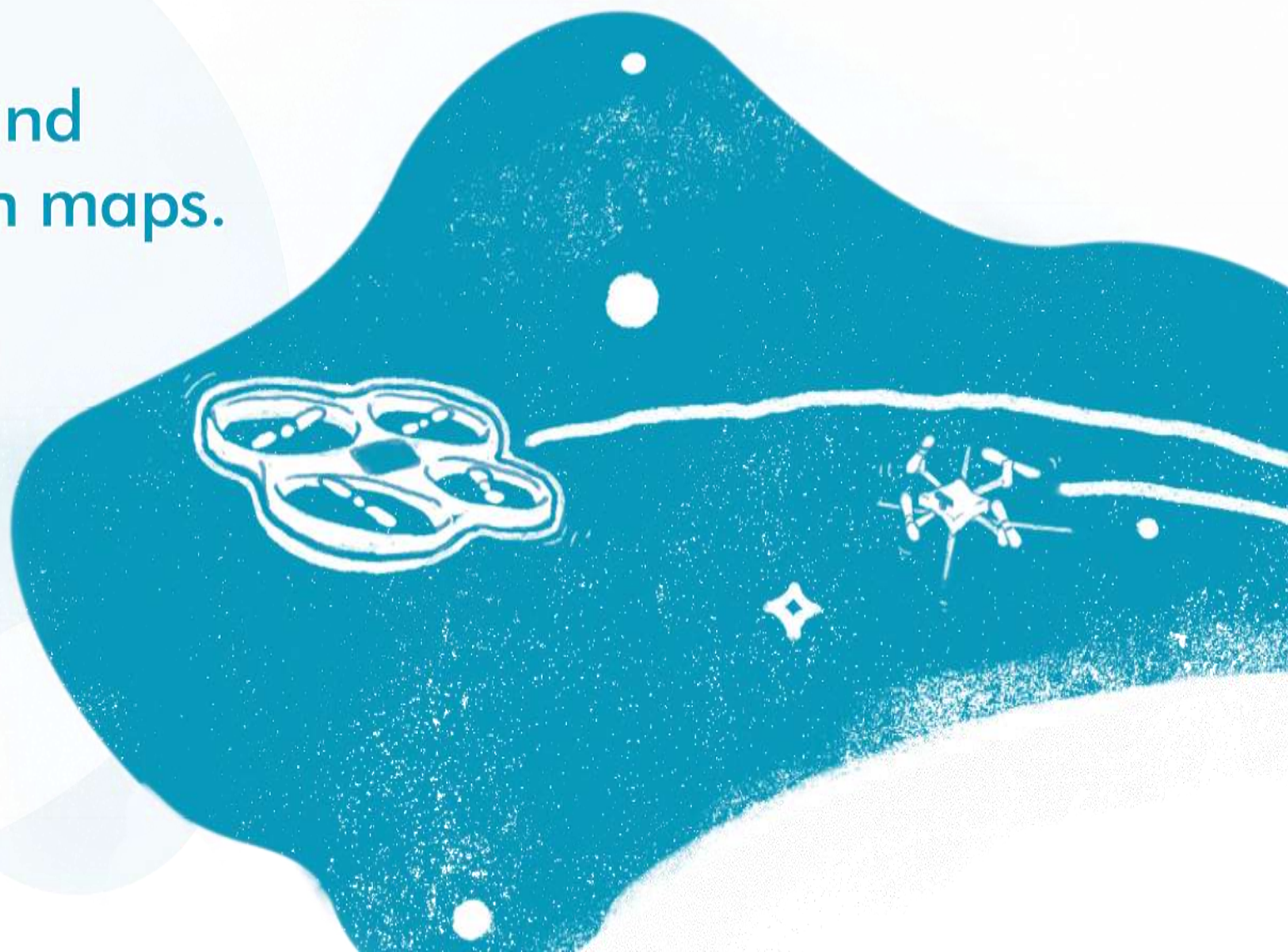
This Foresight Report endeavours to address how the GI industry can make a difference during an era of massive change and incredible need.



Providing a sense of place is extremely powerful: as humans, we gain comfort from knowing our place and position in the world. This becomes even more important as our world moves online and becomes more intangible.



There is far more to GI and location intelligence than maps.



The geospatial industry has to understand how to switch from being a data provider, to being a data service.

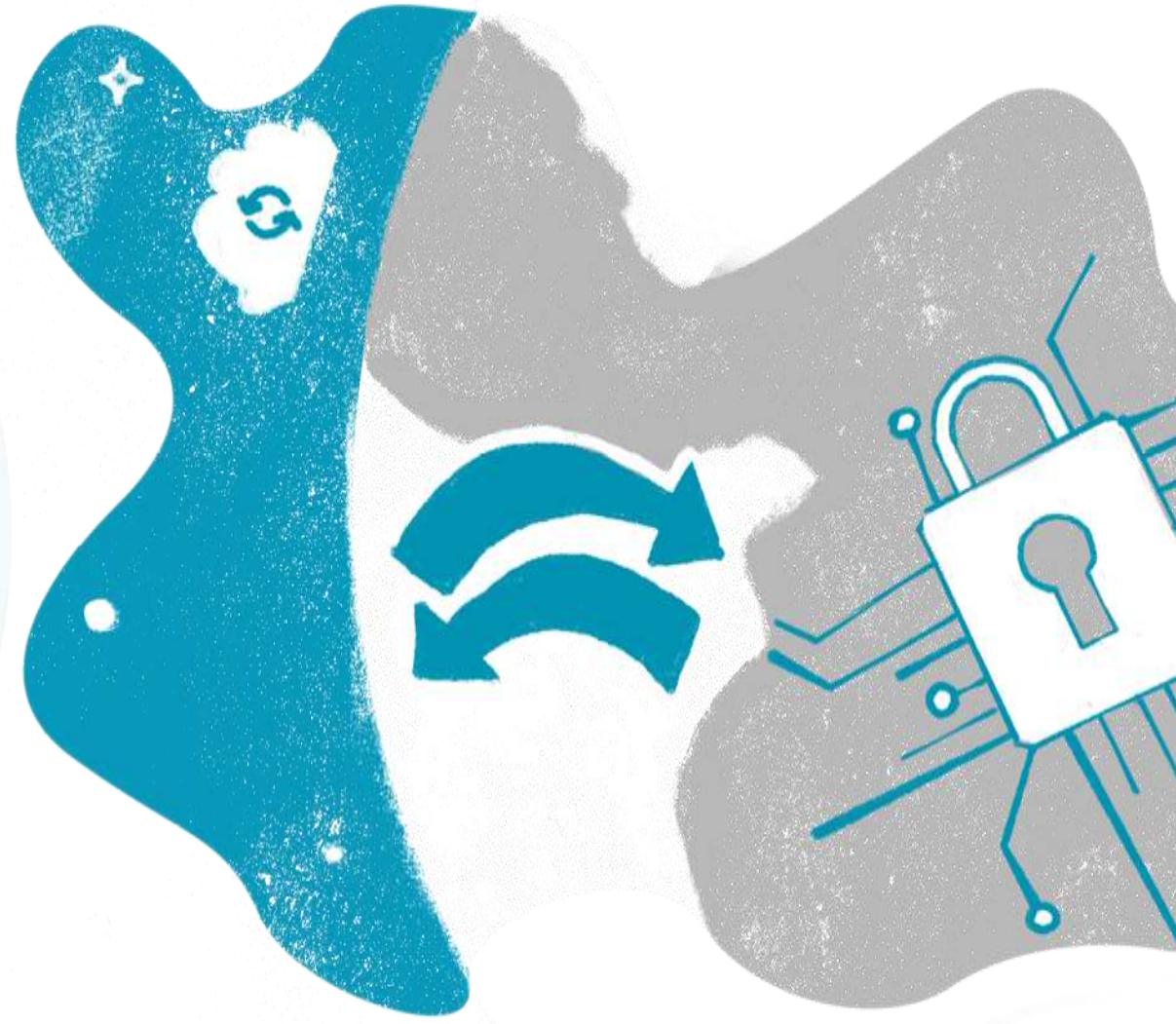


We have to adopt language which easily conveys our value to potential collaborators, clients and end users.



We need to open up the industry and make it more accessible, better understood and less exclusive.

Become part of a parallel processing data driven architecture, and overcome the technology translation gap.



One of the biggest latent and untapped opportunities for the geospatial industry: Not maps, not 3D – but recognising the latent possibilities of data and the value-add services that we can and should deliver from it.



We intend to use this Foresight Report as a catalyst for further debate.

...not for the GI community on its own, but in collaboration and understanding of the much wider community which can contribute to the fascinating digital world that is evolving so rapidly around us.

