



Report of IIAC to the General Assembly for 2012-2016

1. A Decision To Form The ISPRS Industry Advisory Committee I²AC

The ISPRS Council communicated on 2 May 2015 its plan to improve the relationship with the Geo-Industry by means of an ISPRS Industrial Advisory Committee I²AC. The plan referred to the need to have a group of people who sympathize with the ISPRS and are willing to advise it in various matters. These include sustaining membership benefits, marketing of commercial exhibits, improving existing and inventing new ISPRS-events of interest to industry and business, perhaps installing a pool of international experts to speak at industry events or be available as referees | consultants should conflicts need to get resolved.

In short, the professorial “learned” Society wishes to reach out to industry.

The author of this report was invited to take initial action to get such a committee off the ground. This report reflects actions taken in preparation for a formal I²AC installation at the 23rd ISPRS-Congress in Prague.

2. The ISPRS-Relevant Geo-Industry

Preparation for the committee-work included a characterization of the industry that is to get represented and should get addressed by ISPRS. Table 1 is a preliminary summary of the industry-segments.

Of particular concern to the ISPRS is development of a rapport to not only large and mid-size, but also small businesses, and to reach businesses wherever they might be, thus also in the developing world.

Surprisingly, the geo-science businesses and industry occupy a high-dimensional space, considering the specializations, the size and the geographic diversity.

3. Review Of The Pre-Existing ISPRS Sustaining Membership Program

Number of Sustaining Members

There exists an outreach program of the ISPRS to the industry by means of its sustaining membership program. It is not addressing industry specifically, but seeks the support from academia, governments as well as industry in one single monolithic program. That program seeks to classify membership by the size of the businesses, not by the size of the geo-science segments or geo-science staffing. Categories A and B are considered very large and large businesses, Categories C and D small and very small businesses. Table 2 is an overview of the current 2016 pre-congress situation.

<p>SENSING</p> <ul style="list-style-type: none"> Satellite remote sensing sensors and systems Aerial cameras Unmanned Aerial Vehicles and Sensors Laser scanning SAR and SONAR Sensor platforms <p>GEO-SCIENCE AND MAPPING SOFTWARE</p> <ul style="list-style-type: none"> Data acquisition Photogrammetric software LiDAR processing 2D and 3D information extraction, classification Geographic information systems GIS software Geo-science applications software in the brown, green, white and black geosciences <p>MAPPING SERVICE PROVIDERS</p> <ul style="list-style-type: none"> Mapping companies Database and GIS companies Drone surveying Specialized geo-science applications providers <p>CLOSE RANGE SURVEYING</p> <ul style="list-style-type: none"> Manufacturing support Site surveys Special applications in medicine, construction, deformation tracking <p>SPACE OPERATIONS</p> <ul style="list-style-type: none"> Space agencies Aerospace industry Space research centers Extra-terrestrial operations <p>GEO-INDUSTRIAL JOURNALISM AND MARKETING</p> <ul style="list-style-type: none"> For-profit journals and event management
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TABLE 1: Segments of the ISPRS-relevant geo-industry and world of business.

Number of sustaining members	64
Of those the number of industry members	27
Number of “large businesses” [member categories A & B]	8
Number of “small businesses [member categories C&D]	19
Number of countries from which these industries hail	23
Number of exhibitors at 22 nd ISPRS congress in Melbourne in 2012	69
Of those 2012-exhibitors, number of sustaining members	10
<u>For comparison:</u>	
Number of American Society for Photogrammetry and Remote Sensing sustaining members	74
Number of members of the MAPPs organization [US Geospatial lobbying association]	180
Number of ISPRS national member associations [countries represented by ISPRS]	92

TABLE 2: Key numbers characterizing the current ISPRS sustaining membership.

The data in Table 2 suggest that there is room for improvements in the interaction of the ISPRS with industry.

ISPRS Presentation of Current Benefits from Sustaining Membership

Table 3 is taken from the ISPRS website to list the currently suggested benefits to sustaining members

World-wide exposure for your company!
Preferential treatment and reduced Exhibitor rates in the ISPRS Congresses, Symposia and Workshop!
Free digital copy of the society's flagship journal, the ISPRS Journal of Photogrammetry and Remote Sensing
A company profile each year in the Society's electronic newsletter *ISPRS eBulletin*.
Receive bi-monthly electronic newsletter *ISPRS eBulletin* with news of ISPRS activities.
Notification of ISPRS opportunities - Working Groups, tutorials, seminars
Invitation to Sustaining Member meetings.
Entitlement to use ISPRS logo.
Publicity of Sustaining Member user group meeting in the ISPRS Event Calendar.

TABLE 3: From the ISPRS website at http://www.isprs.org/members/adv_of_sust.aspx. List of benefits of sustaining membership.

Industry's input may in the future help with an improved set of benefits to increase the participation in the sustaining membership program.

4. Defining The I²AC

A committee with 20 seats has been defined. The broad purpose of that committee, in the words of the Secretary General of the ISPRS, Prof. Christian Heipke, consists of the 5 ideas in Table 4.

Improve the benefits of its *industrial* sustaining membership program – simply provide industry with a better voice in ISPRS and thereby widen the base of ISPRS industrial sustaining members;

Advise Council in strategic matters regarding the cooperation of ISPRS *industrial* sustaining members with the society;

Enable an improved response to the incredible dynamics of the geo-industry;

Define requirements which should be fulfilled by ISPRS for companies of different sizes to participate in the exhibition of ISPRS events, and in particular in the quadrennial Congress exhibition;

Coordinate ideas and policies with other ISPRS committees [www.isprs.org/structure/committees].

TABLE 4: Five core ideas for the I²AC in the words of the ISPRS Secretary General

The new entity's name is to be the ISPRS Industrial Advisory Committee I²AC.

The committee chooses a Chairperson from its midst and that Chairperson interacts with the ISPRS Council via its Congress Director. At the current time this will be Prof. Lena Halounová [Prague].

One of the 20 seats will be reserved for the Chairperson of the ISPRS Foundation TIF.

5. Issuing Invitations To Assume An I²AC-Seat

Of the 20 I²AC-seats, 2 are currently reserved for non-businesses [ISPRS TIF-Chairperson, and the initial I²AC-organizer]. Invitations went out to the 18 businesses listed in Table 5. At the time of writing, 9 of these businesses have accepted a seat and in 9 cases the decision-making process is still ongoing. They are meant to represent larger as well as smaller entities, various industry segments and a reasonable range of geographic regions.

6. Terms Of Reference And The Organization – A Draft

Attached is a statement regarding the organization and terms of reference of the I²AC.

Once the decisions by the I²AC invitees have been received, and the I²AC can thus be called to order at its inaugural meeting, a first action item will be the review and approval of statement by the IAC-members.

#	BUSINESS	COUNTRY
1	Airbus	Germany
2	Blom	Norway
3	Digital Globe	USA
4	ESRI	USA
5	Fugro	Netherlands
6	Google	USA
7	Leica	Switzerland
8	Open Geospatial	USA
9	Pasco	Japan
10	PhaseOne	Denmark
11	pix4d	Switzerland
12	Racurs	Russia
13	Riegl	Austria
14	Teledyne Optech	Canada
15	Trimble	USA
16	Urthecast	Canada
17	VisionMap	Israel
RESERVED SEAT FOR TIF'S CHAIRPERSON		
18	ISPRS Fund	International
YET TO GET CONFIRMED		
19	Geoway	PR China
20	Here	Germany

TABLE 5: Entities who have received an invitation to assume one of the 20 seats on I²AC. 17 businesses had accepted the invitation at the time of this writing. Note that the organizer/reporter is not counted as a member.

7. Sustaining Membership Program – A Draft

Also attached is a draft invitation to join the ranks of corporate sustaining ISPRS members. This represents a description of the sustaining membership program for businesses. It differs from a previous ISPRS-version since the program now is specific to industry and businesses.

Again, the I²AC will have to get called to order at its inaugural meeting for this second action item to get reviewed and approved.

8. I²AC Action Plan

A simple course of action needs to get followed:

- a. Completion of the list of businesses accepting responsibility for a seat on I²AC, and clarification of the business’s representatives;
- b. Presenting (1) the Terms of Reference and (2) the Corporate sustaining membership programs to the I²AC -members;
- c. Collecting responses to the papers, and proposing a revised set for approval;
- d. Inaugural meeting of the I²AC during the Prague-congress on the day of and prior to the Exhibitor reception with election of a 4-year I²AC-chairperson.



Attachments

- The Organization and Terms of Reference of the I²AC
- The Corporate Sustaining Membership program of the ISPRS.