



# Strategy

- **Vision**

- Discussion around meaning of coast: Decided to leave it vague and therefore inclusive
- Need to include context so that newcomers can understand better where ICAN fits in.
- The purpose of ICAN is to encompass more than the developers, it is users (developers/customers/end users) . Developers may often be instigators/ users of atlases.



# Strategy

- **Goals**

- Developers may be users as well (network brings them together)
- Who end users are needs to be clear for funding bodies
- We need to incorporate local, regional, international levels
- Need to be clear on the difference between data and information. We can QA data, but info is more difficult.
  
- Some tidying up of the language used for various goals of the group
- Data providers also need to be involved and mentioned and how ICAN related to them.
- We could provide strategies on how to go about getting data.
  
- The strategy should be identifying end points rather than exactly how we get there. That happens behind the scenes.
- Goals need to be ordered in short medium long term.



# Strategy

- **Activities**

- Those identified are developer ones
- Should have an activity to assess how users are using atlases which can then lead to an evaluation of this use.
- Not aware that this has been done by existing atlases.
- Could produce an ICAN methodology for use assessment/evaluation for CWA.
- Examples are ESA's requirement for feedback on use of their data. Seazone can also provide assistance in this area.
- Geotools conference in March 09 could be an occasion for a session related to evaluation. There will be a significant US user community there.
- Cluster activities so that they are related to the listed goals.
- A potential activity is to provide guidance on conceptual data models. E,g what sort of data layer would you expect to see where. The idea of a super atlas could incorporate this.
- Adopt, adapt, develop standards;
- Raising awareness of ICAN is a key activity
- The regional development aspects should be mentioned



# Strategy

- **Funding**

- A laundry list of funding agencies would be useful, however organising this in a matrix: funder – activity area
- There are twin tracks for funding the international, and the national regional
- Strategy document should focus on the kind of activity we need funding for.
- Improved outreach and awareness of ICAN can help us in approaching funding agencies
- We need to be careful not to loose local users; they may go and develop their own solutions ignoring any “best practise” ideas ICAN may have.
- Need a working group that has the remit of finding funding. RL has experience of this in his current role with IODE.



# Strategy

- Other

- Useful to have a resource section in the ICAN web site. Helps to identify tools, people, expertise, contact points for what area, etc.
- A registry of information of people and tools. The Coastal WIKI developed by Simon Clause could be a good model.
- RL will be looking at how EUCC can become members of ICAN. This could help with profile raising.
- ICan should use resources of network to raise awareness – websites; newsletters...
- In kind contributions should be recognised ; investigate potential of sponsorship from industry
- Concern that as of yet nobody has stepped forward – like Ronan last year – to say they can help facilitate such a meeting next year. Such meetings seen as a vital activity (product) of the group and fundamental for its survival.