



Outreach Plan

Mission: Promote the awareness, adoption, and advocacy of ISO/TC 211 standards in user communities.

Currently, work items are reaching publication as International Standards; ISO/TC 211 has initiated an outreach activity to user communities to enable them to take advantage of the considerable international investment in the development of these standards.

Awareness of ISO/TC 211 standards is known within many but not all global geographic communities, however, awareness is absent among most potential user communities.

The full realization of the benefits of ISO/TC 211 standards will only occur when they are adopted for all forms of human endeavor when using geographic information.

As a strategic investment to ensure the long-term viability of ISO/TC 211 standards, there is a need for advocacy – to establish agreements between ISO/TC 211 and global organizations that will recognize ISO/TC 211 standards as the foundation for the standardization of their geographic information.

Consequently, the ISO/TC 211 outreach activity seeks to promote the awareness, adoption, and advocacy of ISO/TC 211 standards.

Terms of Reference:

- Create awareness
- Enable education and training
- Facilitate adoption and implementation
- Capture user requirements and feedback
- Generate outreach resources
- Maintain the ISO/TC 211 Business Plan

For further information on this standard and its implementation, please contact ISO/TC 211 secretariat via www.isotc211.org.