

WHAT IS GEOSPATIAL?



This tri-temporal image, using data from NOAA, shows nighttime lights in 1992, 2002, and 2012. Credit: McWilliams

- 1 Take a type of data you are interested in. It could be poverty rates, fertilizer sales, incidence of cholera per thousand inhabitants, maternal death rates, or access to improved water supply
- 2 Match this data type to a location. This could be a country, province, district, or municipality; even an individual house, 10m x 10m square, or specific x,y coordinates
- 3 Join the two together

Congratulations! You now have Geospatial data. This is the essence of what geospatial is: useful data, with a location element.

However, the world of geospatial goes beyond positioning existing types of data. Advances in technology (satellites, drones, cell phones) are causing new data types to emerge. Questions which couldn't be answered ten years ago can be answered today using this technology. So now it's time to ask:

“What do I need to know?”

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geospatial^{is} development happens somewhere
WORLD BANK GROUP



OUR MISSION

1 Efficient Spatial Data Management

We have leveraged numerous existing World Bank Group systems to manage and disseminate our geospatial data including DDH and the GeoWB. Additionally, we are developing GP-specific data models to simplify data collection and analysis. **Do you have a geospatial dataset you would like to contribute? Get in touch!**

2 Procurement Support

We have worked hard this year and last to establish Master Service Agreements with a number of trusted geospatial business partners. This has allowed us to simplify procurement of geospatial data and services, and standardized the data sharing and dissemination language contained in those contracts

3 Knowledge Capture and Dissemination

Under this objective, we will:



Integrate spatial data and analysis into SCDs through the development of a catalogue of geospatial data, maps, and analysis;



Establish the use of geospatial data for M&E indicators in lending projects;



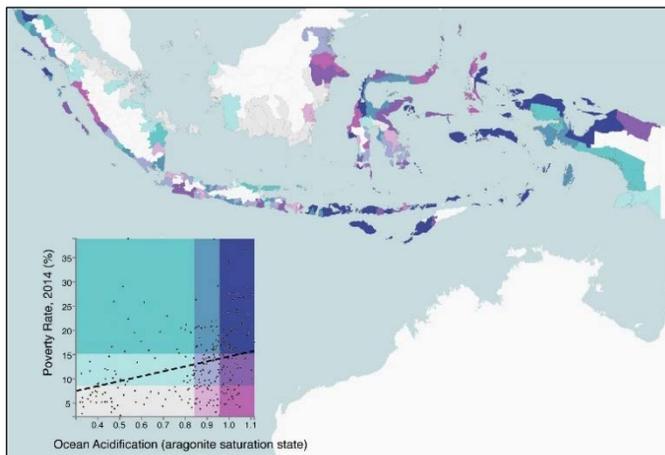
Help bring to scale promising pilot activities

We aim to help the World Bank Group carry out its development operations in the most cost-efficient and effective manner by making it a sophisticated consumer of geospatial and big data analytics

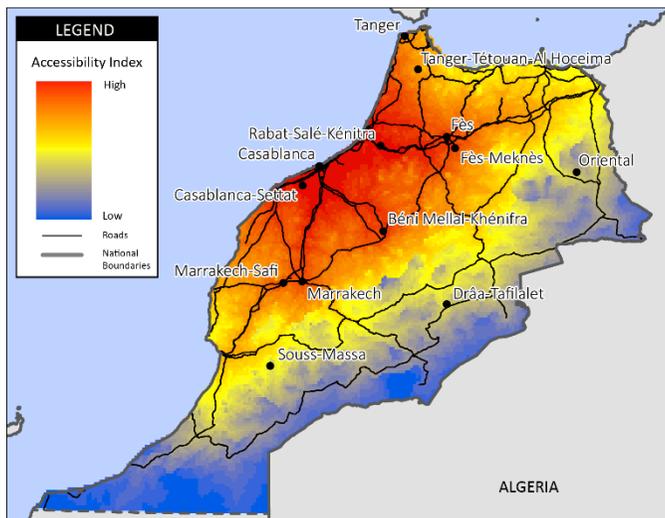
MC 10-200

CASE STUDIES

Hidden Dimensions, ENR GP: visualizing relationships between pollution (PM2.5) and GDP in Russia



Morocco Urbanization Review, SCD, and Maghreb Lagging Regions Task Force Project: GOST have been working with the Urban team to develop new spatial analyses



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SERVICES

GOST wants to hear about your project! We offer a wide range of services:

- **Advice** on how to approach a problem and what is feasible;
- **Purchasing support** for data and imagery via our centralized purchasing function (big discounts!)
- **Direct assistance** for task teams who need a hand

Should you require the services of the GOST team, we operate a tiered response system:

- **Tier 1 - Short Term Assistance:** The GOST team will connect you to people who can create basic maps for smaller projects and quick turn arounds.
- **Tier 2 - Institutional Knowledge Generation:** For longer projects (e.g. Zambia SCD collaboration), GOST can set up a more structured arrangement, involving a mixture of GOST core staff and STCs as appropriate and as within client budget.
- **Tier 3 - Geospatial Public Goods:** Even greater support from the core team for projects that help us deliver on our geospatial public goods mandate.



Land cover classification of Fortaleza, Brazil. Source: Antos Imagery: Airbus 2015 Pleiades (.5m)

URL: [geospatial](https://www.worldbank.org/geospatial)