How Can Maps be Relevant for the Global Sustainable Development Goals?

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ICA’s Member and International Cartographic Conferences

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The Commissions and working Groups over time

- Commissions are core to ICA’s success
- Commissions follow their ToR to reach ICA’s objectives
- Commissions act globally
- Commissions might execute specific ICA tasks incorporated in their ToR
What do we do?

- The mission of the ICA is to promote the disciplines and professions of cartography and GIScience in an international context.
About Cartography (tools)

- the art, science, and technology of making and using maps

Many 'correct' design options

Bertin’s Data Analysis

But ... some off my nightmares

...worst nightmares

Color for absolute numbers

Admin. areas for continuous phenomena

Color in choropleth map

Absolute numbers in choropleth map

Weather warning June 15, 2016

Color in choropleth map
About Cartography (tools)

- ...the art, science, and technology of making and using maps

Internet, Displays, Mobile

About Cartography (process)

- ...the art, science, and technology of making and using maps

update coastline

Professionals & Crowd

About Cartography (process)

- ...the art, science, and technology of making and using maps

Everyone

a to b = 50km

Sustainability of the definition

Societal needs and technological innovation

Designers

InfoVis

D3

Internet

LBS

Professionals

MAPS

CARTOGRAPHY

art

science

technology

Data Visualizers

GIScience

GPS
What about Maps and Sustainability

Oxford dictionary of english:

Map
• a diagrammatic representation of an area of land or sea showing physical features, cities, roads, etc

Sustainability
• able to be maintained at a certain rate or level
• conserving an ecological balance by avoiding depletion of natural recourses

What about Maps and Sustainability

Maps
• A map is a visual representation of an environment
  • maps tell
  • maps invite
  • maps show patterns
  • maps reveal relationships
  • maps explain
  • maps provide overview
  • maps offer insight
• Maps that matter should raise interest, be engaging, instantly understandable, and be relevant to society

Maps

Changes

• Yesterday
  • Carefully crafted ‘authoritative’ products (cartographers)
  • Filling gaps to present the essence of the message

• Today
  • Participatory perspective (cartographers & mapmakers)
  • Big data

What about Maps and Sustainability

Global Development Goals

Cartography / Maps
ICA's International Map Year [mapyear.org]

- How can maps be relevant for the global goals?

WE MAPS
INTERNATIONAL MAP YEAR 2015–2016

THE GLOBAL GOALS
For Sustainable Development

Example: Goal 4 Education

- Goals

- Targets

- Indicators

http://www.un.org/sustainabledevelopment/education/

How can maps be relevant for the global development goals?

Start of the poster project - Vienna, November 2015
The sustainability goals and their targets can be mapped based on their indicators.

Seventeen Commission have mapped each of the sustainability goals. They have done this often as a multi-commission effort from their particular perspective.

The resulting poster collection created gives an overview of the strength of cartography. It shows how maps can give insight in the data.

Obviously not all indicators are available as of today, so in some cases the maps are based on fictional or older data.
An example

Map design makes a difference because it is key to effective communication

Exhibition Catalog

At the UN-GGIM

Lessons learned: sensitivity

- Language
- Base map
- Content
- Cartographic representation
- Graphic Quality

South Sudan

Western Sahara
The posters as well as the catalog for the poster exhibition can be found on icaci.org/maps-and-sustainable-development-goals.

You want them?

Updates are coming!

What is next

- ‘Atlas’ of best practice to avoid my nightmares
- Not an atlas in the traditional sense, nor an atlas mapping all SDG indicators, but an ‘atlas’ with all kind of bad versus good mapping examples using SDG indicator data
- A very pragmatic map book in which ICA explain others the importance of proper maps by showing bad and good examples
- This again through the eyes of the Commissions
- Workshop with Commission (co)chairs at ICC2017

Sustainable maps

- The map has become an interactive, mobile, dynamic and collaborative interface between a human, groups of people, and the dynamically evolving environment
- Cartography is ready for tomorrow. However, we have to remain innovative and open, so we can handle societal and technological change, without compromising on fundamental cartographic values

Let’s make the world a better place with maps