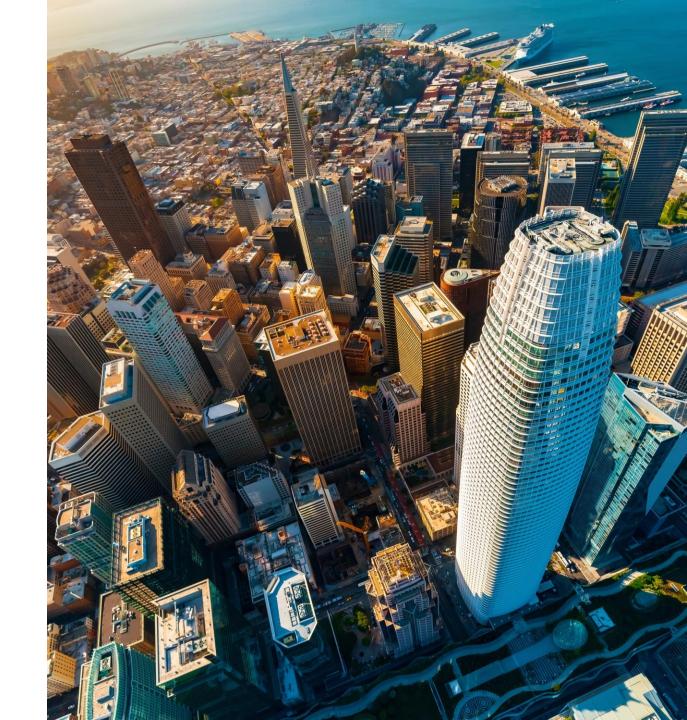
Q tomtom

TomTom cooperation and contribution in OpenStreetMap

Tomasz Kozłowski

SoTM Baltics 2023





Our cooperation

Our contribution

TomTom projects

Questions



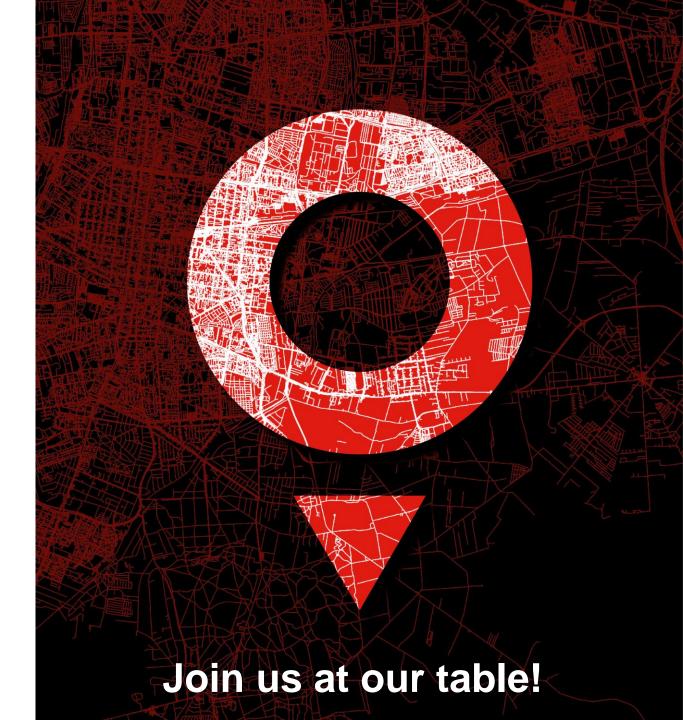


About us

The Community & Partnerships team is creating an ecosystem to build and strengthen relationships with the OSM community and partners.

These partnerships enable us to collectively pull together our strengths and build a richer map by combining experience, local knowledge, on-the-ground insights and data from around the globe.





Our team

Core team

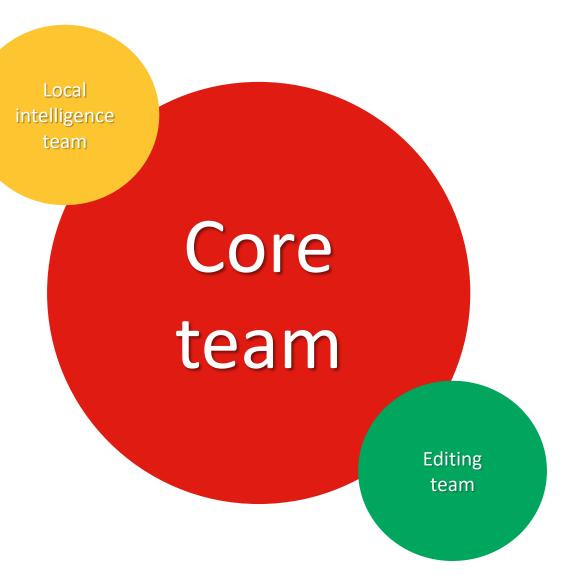
Responsible for the program definition, setting up strategy and collaborate with community by sharing the leads, organizing meet-ups, being a part of State of The Map conferences and more

Local intelligence team

Supporting us with local knowledge, language and sources analysis

Editing team

Team supporting community requests based on their interests





Our cooperation

OSM Engagement and Editing Program





Map Improvement Projects

TomTom sponsors projects improving the OSM map



Data & Leads – Share back

TomTom generates data from various sources (e.g., user route deviations) and data (e.g., road centerlines (RoadRunner))



Training

TomTom recruits new OSM editors and does basic onboarding re: tools & data – we build TomTom OSM community



Map Editing Parties & Meetup Events

Sponsoring of events to promote map improvement projects (Challenges) and build cooperation



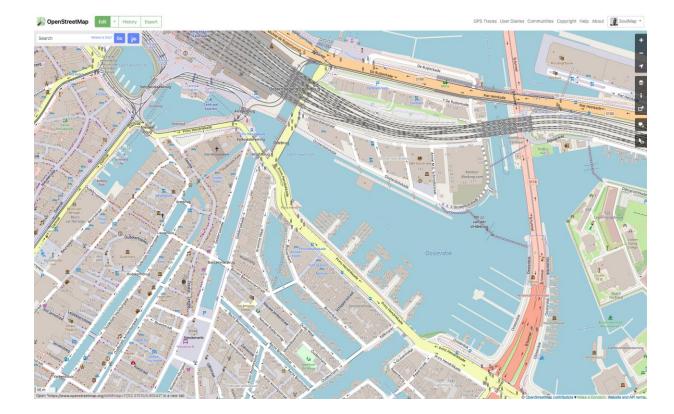
OSM Conferences

Sponsoring and participation at OSM conferences, other local and regional events and sponsorships where possible to show we share and care



Collaboration

Working with OSMF & OSM chapters, plus other external organizations interested in the OSM map like HOT OSM to make a better map together



Support for Women in OSM and GIS Helping build and grow representation in OSM

TomTom supports career development in the Brazilian Meninas da Geo and Geochicas group by extending technical skills and knowledge during our workshops related to OpenStreetMap data.



We supported Ghana OSM and Nigeria OSM via partnership with the Unique Mappers Network group to protect children and support girls through mentoring, education and skill

development.





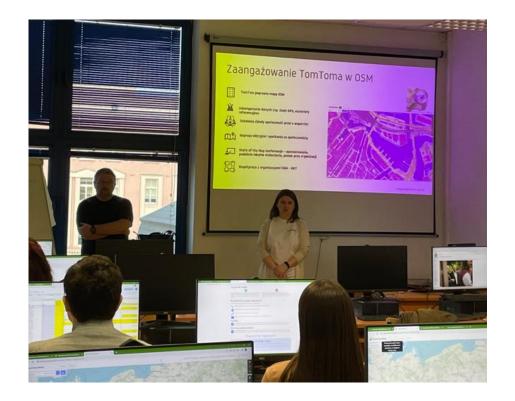
Cooperated with Katalyst India which is an NGO working for Women's Empowerment and Gender Equality to improve The OSM map of India.

Poland

Opening doors to new opportunities

We have developed a good relationship and cooperation with Łódź University – TomTom was invited to assist spatial geography lessons to promote both OSM & TomTom.

We plan to engage students each quarter and organize mapping parties, and other joint activities.





Na tegorocznej edycji MAPOFAKTURY będziecie mieć okazję bliżej poznać TomToma i dowiedzieć się jak wygląda praca w dużej międzynarodowej firmie, współpracującej ze społecznością - porównywanie danych przestrzennych, mapowanie, koordynowanie projektów, kontrola jakości. Będzie też można porozmawiać o ofercie STAŹU

Pamiętajcie więc, aby jak najszybciej się ZAREJESTROWAĆ - https://forms.gle /q5uHRgEGehNY7ARg9



TOMTOM.COM Offices | TomTom Careers For you to map the world, we built workplaces around it.

Egypt Growing mapping communities in OSM



Our team conducted a live, on-site training for GIS students in Egypt to launch a collaborative model to build a "new" community of GIS and OSM map enthusiasts in the area



Tanzania Development Trust

Improving maps to support vulnerable communities

- We joined forces with the <u>Crowd2Map</u> <u>Tanzania</u> project, founded by Janet Chapman of the Tanzania Development Trust.
- The goal is to map rural Tanzania and consequently support the fight against female genital mutilation, since a better map makes it easier to find and rescue vulnerable girls before these atrocities take place.
- TomTom supported by:
 - providing a training session on how to create projects
 - teaching the basics of map editing.



Rwanda and Ghana MapRoulette Training Sessions

Enabling more OSM community members to target map improvements.

In May 2023, TomTom and the OSM Rwanda community jointly launched a MapRoulette training & editing challenge.



Osm Rwanda presents MapRoulette challenge in Rwanda.



OSM Ghana recently teamed up with TomTom. We generated leads for potential map improvements, provided a MapRoulette training, and shared knowledge on using the tool for targeted map improvements.



Our contribution

Our contribution

So far in 2023...

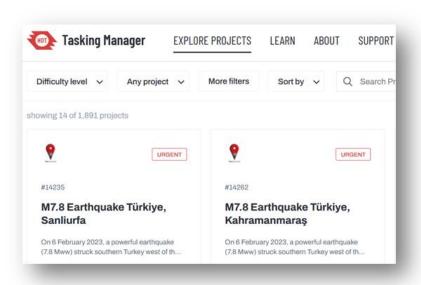
- 772 unique OSM contributors have collaborated with TomTom
- **115** countries were updated in OSM from TomTom leads
- 12 OSM community meet-ups have been hosted at our local offices (with more to come)



Humanitarian OSM

Helping in a time of need

TomTom worked on projects hosted by the Humanitarian OpenStreetMap Team (HOT) and a Local Turkish OSM Community group (Yercizenler).



Partnering with HOTOSM, Yercizenler Meta, Maxar, and many others, TomTom was able to provide critical support. In total, TomTom's efforts contributed to almost 100K OSM map changes mainly related to buildings and road features/layers.

Salim A. Baidoun, I.E., M.E · You Partnerships | Community Engagement | Strategy | Operations | Product Por... 1mo · Edited · (S) I am very proud and thankful to all my wonderful colleagues in #tomtom who volunteered along with me to answer the "Call to Action" for mapping the areas in Southern Turkey devastated by the earthquake. Together, we: Added 3,730 buildings. Modified 97 buildings. - Created 26,050 nodes. - Modified 1,049 nodes. - Created 380 "highway" features - Modified 150 "highway" features When you edit on #openstreetmap , you're not just fixing roads and buildings. You're saving lives. We have all seen the aftermath of the disaster - people trapped under rubble, roads blocked, homes destroyed. Your edits can help emergency teams reach areas that are hard to access and provide relief to the displaced. Join the Project:M7.8 Earthquake Türkiye: https://lnkd.in/eRqZQDPb #turkeyearthquake #turkeyearthquake #humanitymatters CC Anna Mc Namara Taylor and 168 others 18 comments · 16 reposts

TomTom projects

Possible challenges to be shared

What types of issues does TomTom generate?

Highways

- Missing
- Isolated
- Missing surface tag
- Missing access tag
- Inconsistent intersection

Buildings

- Missing
- Crossing highway
- Crossing water
- Spiky buildings

Bridges and tunnels

Incorrectly tagged

General tagging issues

Structural issues

- Non-closed polygon
- Self-intersecting polygon

MapRoulette projects

Local projects

Latvia – Data Improvements

https://maproulette.org/browse/projects/52474

Lithuania – Data Improvements

https://maproulette.org/browse/projects/52589

Estonia – Data Improvements

https://maproulette.org/browse/projects/48742



Other ideas? Share them with us!

Interested in learning more? Reach us at: <u>osm@tomtom.com</u>

> Dominika Armatys – DomiAr – dominika.armatys@tomtom.com

Tomasz Kozlowski – Tomek_Koz – tomasz.kozlowski@tomtom.com **Questions?**

Thank You!