TomTom cooperation and contribution in OpenStreetMap

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SoTM Baltics 2023
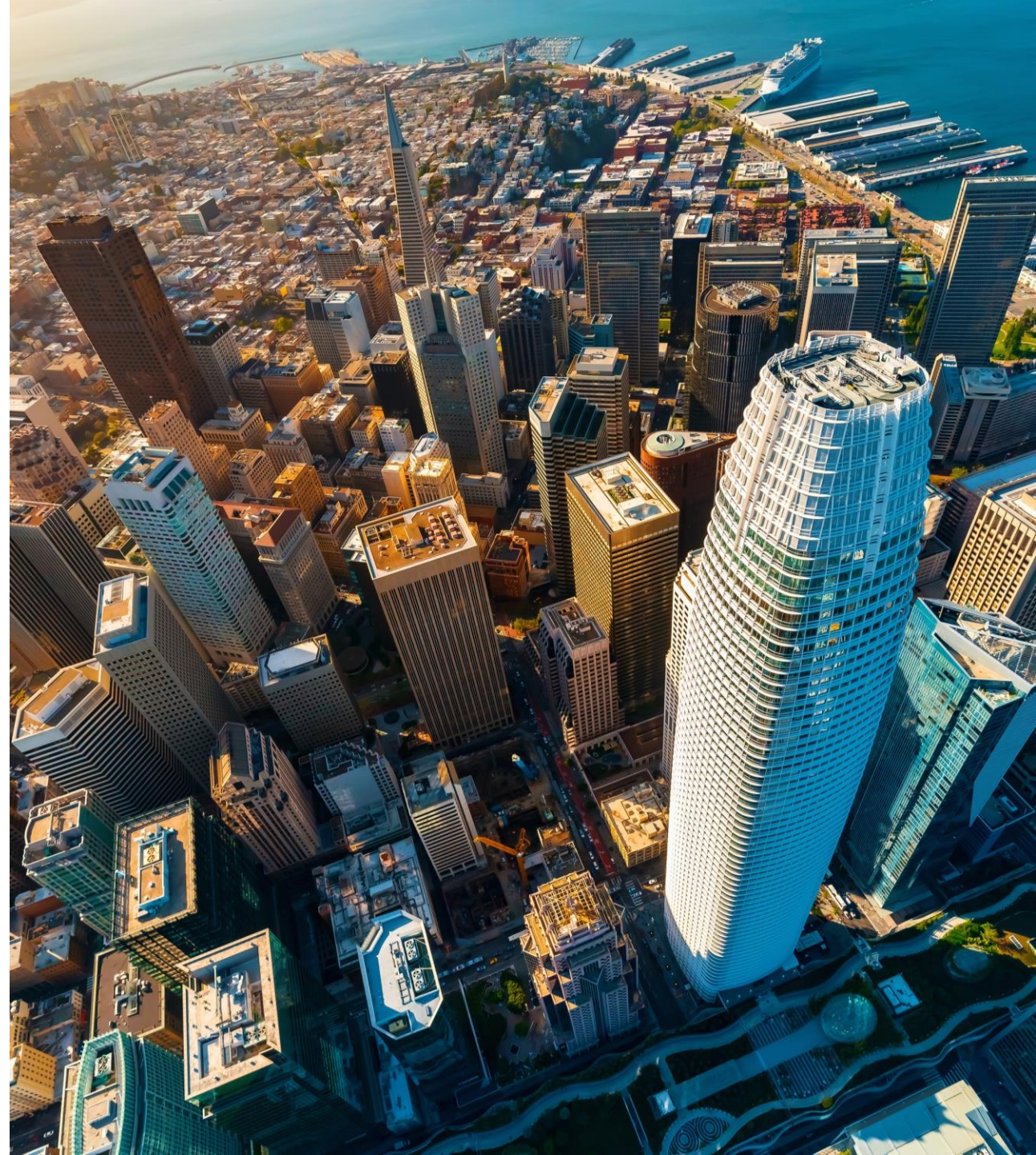
Agenda

tomtom

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.

tomtom

Join us at our table!

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

Local intelligence team

Core team
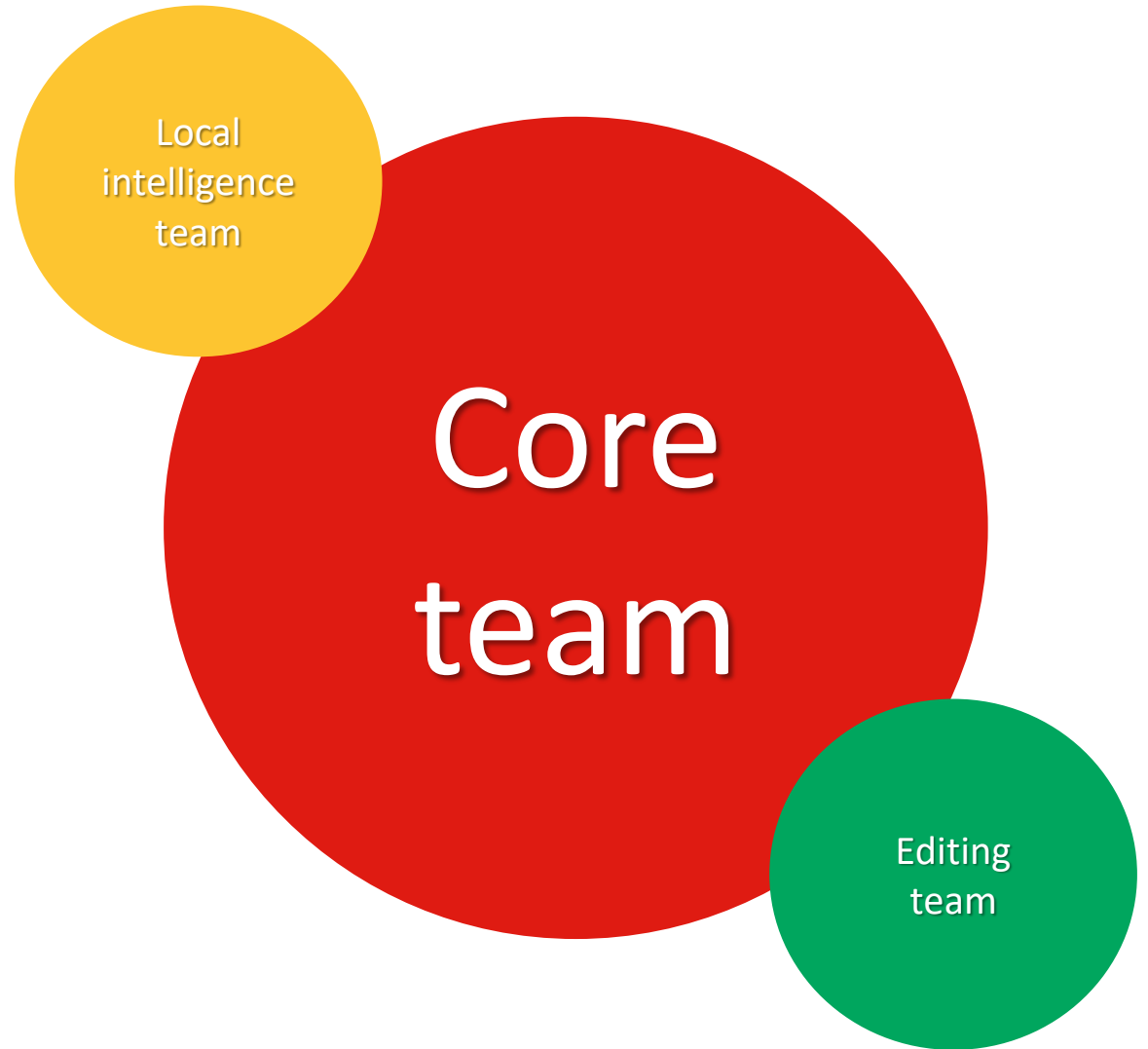
Editing team

C&P OSM Editing and
Engagement team

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
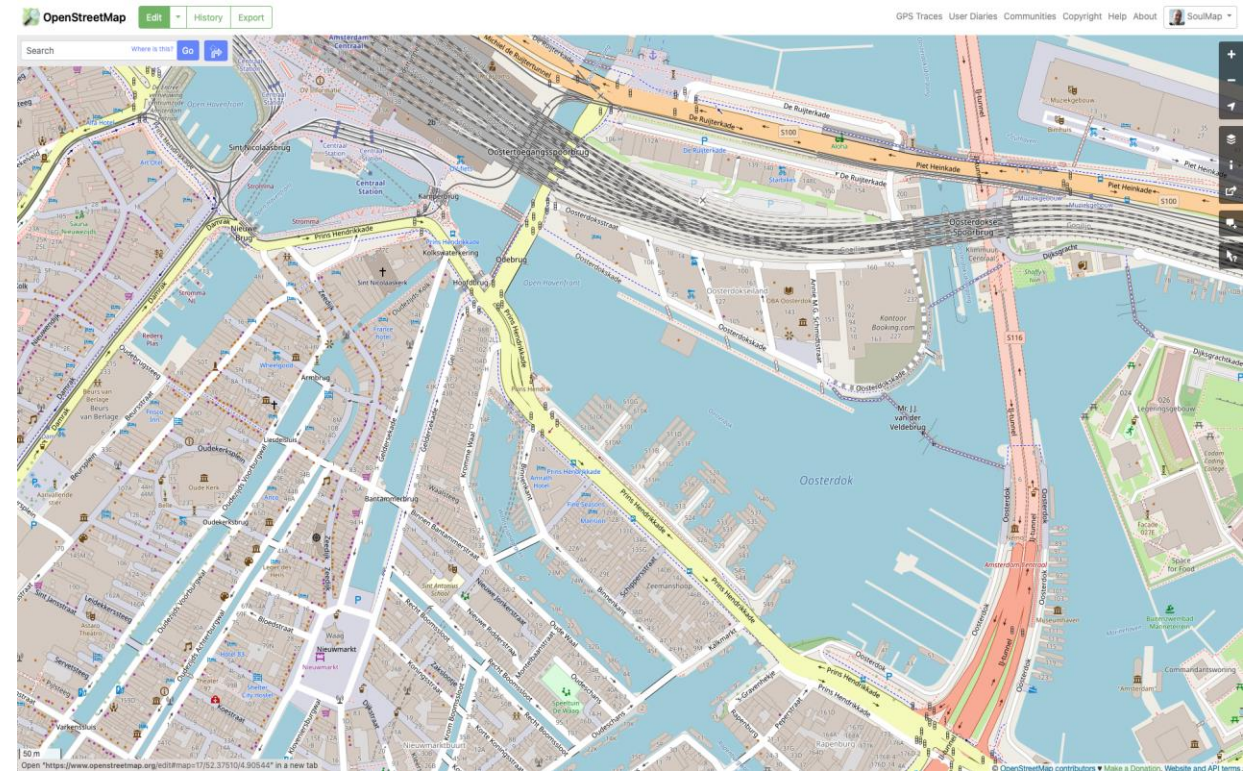
Support for Women in OSM and GIS

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.

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 [Crowd2Map Tanzania](#) 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 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)
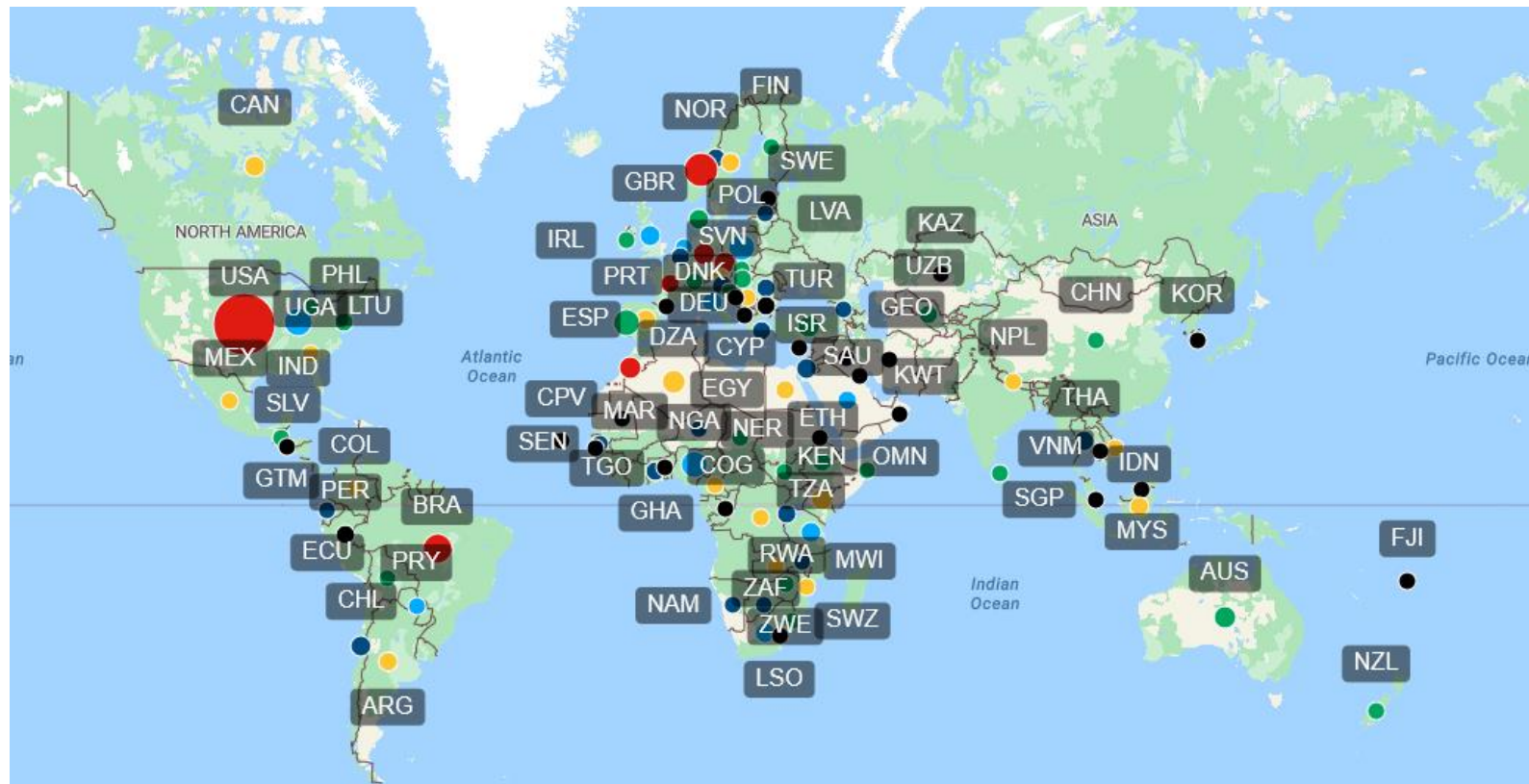
Humanitarian OSM

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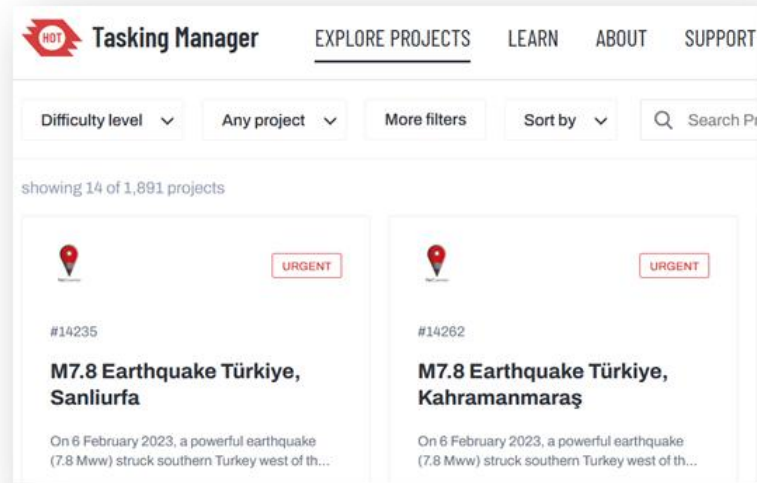
Partnering with HOTOSM, Yercizenler Meta, Maxar, and many others, TomTom was able to provide critical support. In total, TomTom's efforts contributed to almost 100K OSM map changes mainly related to buildings and road features/layers.
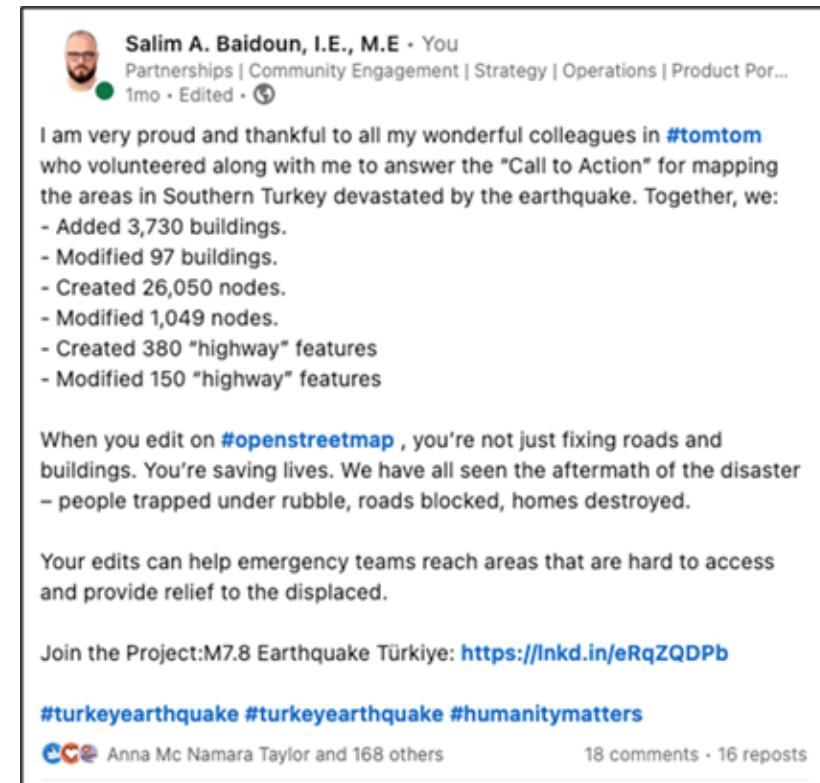
TomTom projects

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:
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Questions?

Thank You!