TomTom Growing Open Mapping with Universities

Today's Speakers

Priscilla

OSM Community Engagement Lead Europe

Based in Paris, France

Vlada

Project Manager

Based in Krakow, Poland

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Project Manager

Based in Łódź, Poland

Today's agenda

15:40	TomTom's introduction
15:45	TomTom Community & Partnerships Program involving students
15:55	Quality assurance
16:00	Time for questions

Let’s get started with a quick poll…

Raise your hands for a Yes

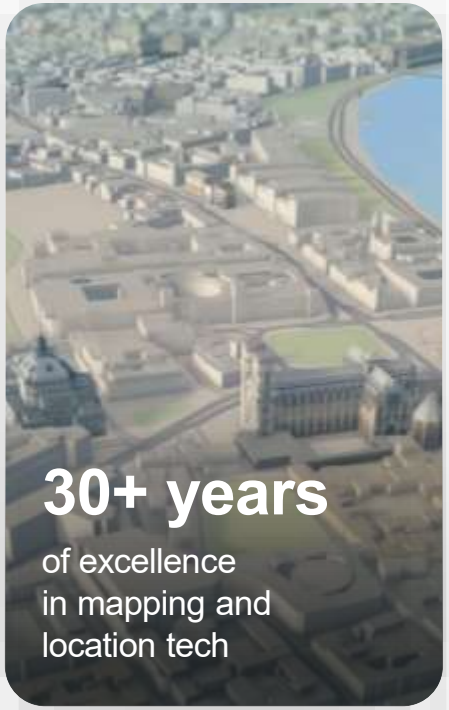
Have you ever heard about TomTom ☺ ?

Have you ever used a TomTom product or service ?

Have you ever used one of these app ?

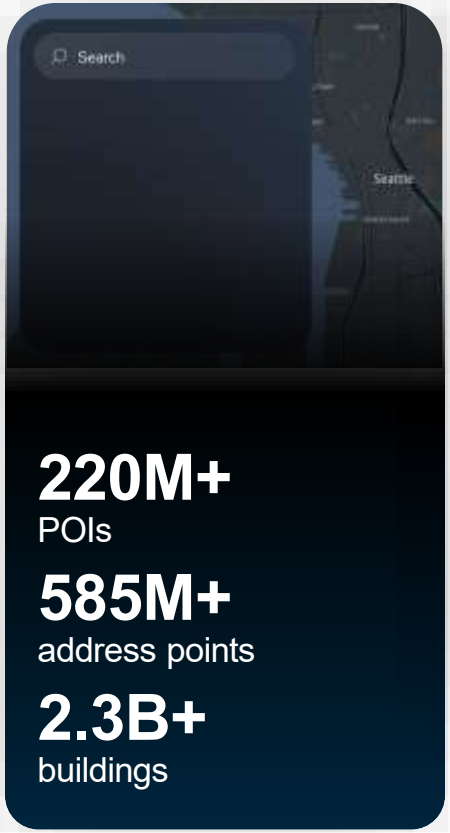
- Uber
- Bolt
- Apple Plans
- Petal Maps from Huawei
- Azure Maps from Microsoft

We are TomTom



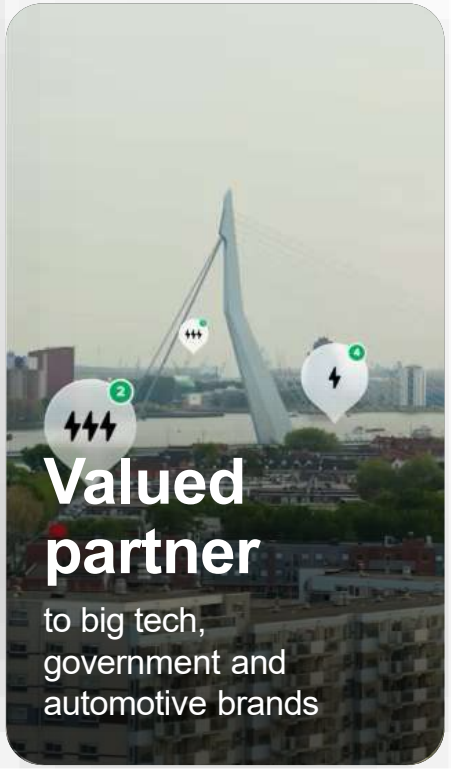
30+ years
of excellence
in mapping and
location tech

235+ countries mapped
with 5B+ eyes
enriching and
validating the map



220M+
POIs
585M+
address points
2.3B+
buildings

#1 in traffic data
with real-time and
historical data



Valued partner
to big tech,
government and
automotive brands

Trusted by our partners to accelerate innovation

Future-proof products and services for every use case

TomTom Community & Partnerships

It takes the world to map the world

TomTom & OSM: Redefining Maps, Together

Powered by the community

How TomTom collaborates with OSM communities

Sharing leads and challenges with communities globally

Events Encouraging Collaboration & Community Building

Sponsoring & Presenting at Major OSM Conferences: SOTM Global, USA, Europe, Africa, Latin America, Asia and many FOSS4G conferences globally

Introduce and Train New Contributors (University visits, YouthMappers partnership)

Map Editing, Validation and Quality Checking

Humanitarian editing support and mapping inclusiveness efforts

How TomTom collaborates with students

LEARN

- Lectures
- Onboarding material
- Off-site training in universities
- On-site training in our offices

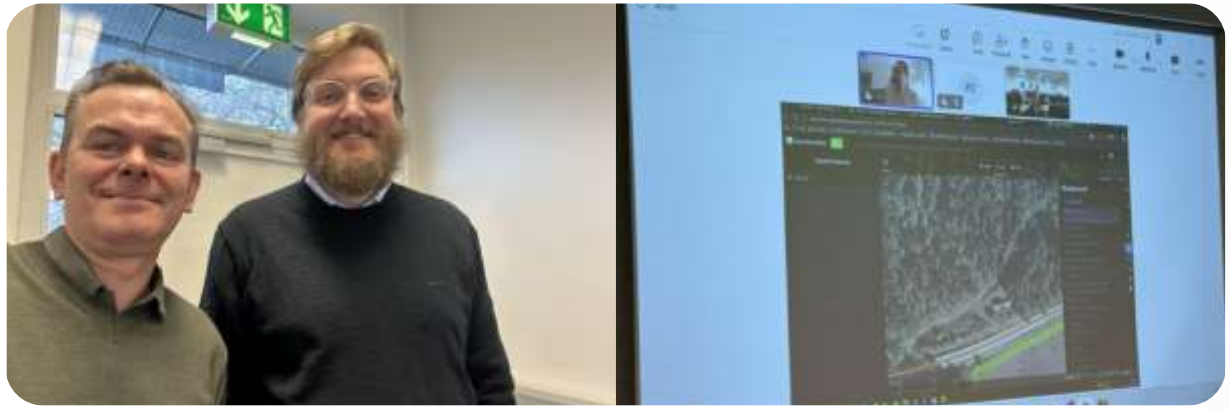
MAP

- Mapathons
- Tournaments
- Quality assurance

CONNECT

- Partnerships
- Internships
- Job opportunity

Training and Mapathon UiO Oslo



- We hosted a Mapathon with training for graduate students at UiO, the university of Oslo, Norway
- Half-day event, twice a year
- Students with varying levels of map editing experience received training on OSM attributes and mapping challenges
- Editing across different regions in Norway to update landuse features
- Event benefited from the students' background and interest in mapping and spatial data

Co-hosting activity in Nepal with YouthMappers

- 20K+ Mapillary images captured, boosting map quality in Nepal's Far West
- Strong collaboration with Far Western University YouthMappers and local teams
- Hands-on mapping with real impact across APAC on HOT TM projects

On-Job Training (OJT) in our Pune office

- OJT TomTom program offers practical industry exposure and hands-on geospatial experience
- Latest edition: 35 Pune University students, 120 learning hours
- 1.12M MR edits, guided by Crew mentorship
- Improved map quality by fixing overlaps and building highway incorrect intersections

Africa Map Cup tournament

- **Over 16 Million** Edits in Africa
- **2,639** Contributors
- **16,982,039** Buildings
- **16,6** Kilometers of Highways
- **4,192** POI
- **81** countries Impacted

Most popular Hashtag in Africa!

Turkiye OSM League tournament

- 5 Universities, 7 teams!
- Coordination: TomTom, OSM-TR, Wikimedia TR
- Continuous check-ins, data quality discussions on dedicated Whatsapp Community space.
- Monthly team leaderboards, monthly university leaderboards, edit sprints.

Top Contributors

OSM Username	OSM Edits
burakonder	34729
kncw5154	1719
ElifCanan	1714
barisyurtman	1058
unenTT	839
BilalBülbül	759
nazaykan	701
Özleem	601
Oykuu_	545
Habil_	472
nisanurr	390
zatak	380
betulgeo	345
BerkerTurkis	344
Total	**48661**

Top Feature Types

Feature Type	OSM Edits
building	**9854**
yes	7380
apartments	2017
residential	227
construction	58
house	44
school	44
commercial	27
industrial	17
greenhouse	9
garage	6
kindergarten	6
hotel	4
retail	3
Total	**48661**

Training and Mapathon at Technical University in Lodz

- TomTom Lodz office established relation with two Lodz Universities
- Dominika and Poland Community – VP OSM and community members cooperate to deliver best quality of the training
- Students from Geographical field from Lodz University and IT in environmental protection from Technical University are gathering for OpenStreetMap training sessions and maphatons
- We promote usage of open data

Training and Mapathon at GeoNight on Lodz University

As mentioned in the previous slide, our collaboration approach emphasizes shared responsibility, knowledge exchange, and continuous improvement between industry and universites.

- As part of the GeoNight Initiative, we actively engage with students by providing training and hands-on learning opportunities.
- We focus on sharing practical expertise in open data usage, working with OpenStreetMap data, and utilizing open-source tools such as QGIS to build real-world mapping skills.

Source: https://www.geonight.net/2026/

Source: https://www.openstreetmap.org/

Quality Assurance in Community challenges

As a company, we all share responsibility for maintaining quality in our work. By contributing and sharing improvements to the map, we must ensure every change is accurate and reliable.

Quality Assurance Guidelines

- Conduct manual revision of all implemented edits to ensure accuracy and completeness.
- Review and resolve all validation warnings and errors before finalizing changes.
- Verify proper and compliant usage of all data sources.
- Ensure all edits are executed in line with established capturing rules and standards.

What is valuable for us except Official and Global Capturing Rules

- Ensure that all edits respect local capturing rules and reflect region-specific guidelines.
- Appreciate and incorporate feedback from community users who actively maintain and improve maps in their local areas.
- Foster collaboration with the community to enhance accuracy, leveraging local knowledge to validate and refine map updates.

Who is a target of our Quality Assurance?

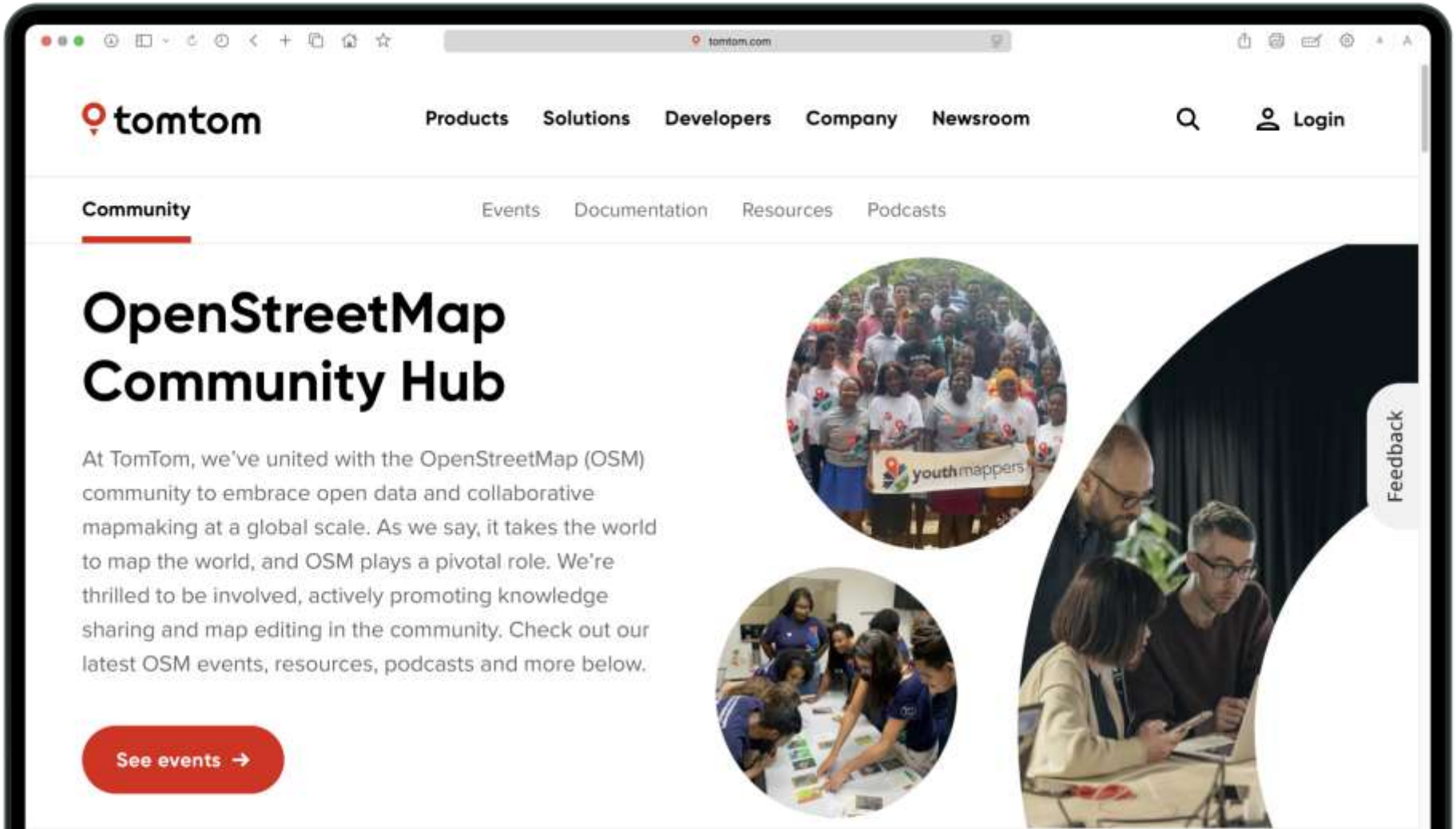
- Paid Editor groups who contribute to the map within challenges created by TomTom or different parties.
- New editors (Newbies) who are trained during our Maphatons / Mapping Parties
- Community Members who contribute to our project / challenges

Interested in learning more?

osm@tomtom.com

Visit our webpage

… and join our workshop !



Thanks for joining us. Any question?