User-Driven (FerryBox) Monitoring

Lessons learned in Finland

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Monitoring strategy 2020 (launched 2011)

- **Goals derived from customer/decision maker needs**
  - International and national agreements
  - More detailed analysis of clients/needs
  - New products for new customers
- **More and of better quality over the whole production-chain**
  - From sectors to integrated entireness
  - Prioritized and optimized systems
  - Making use of ”new technologies”
  - Citizen science and crowdsourcing
  - Labor division between public and private sector
- **From history writing to forecasting and real time estimation**

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MONITOR-2020

- Development program for monitoring
- Under preparation – 2012
- Officially launched in March 2013

- Main tool in the preparation phase:

  Value-chain analysis

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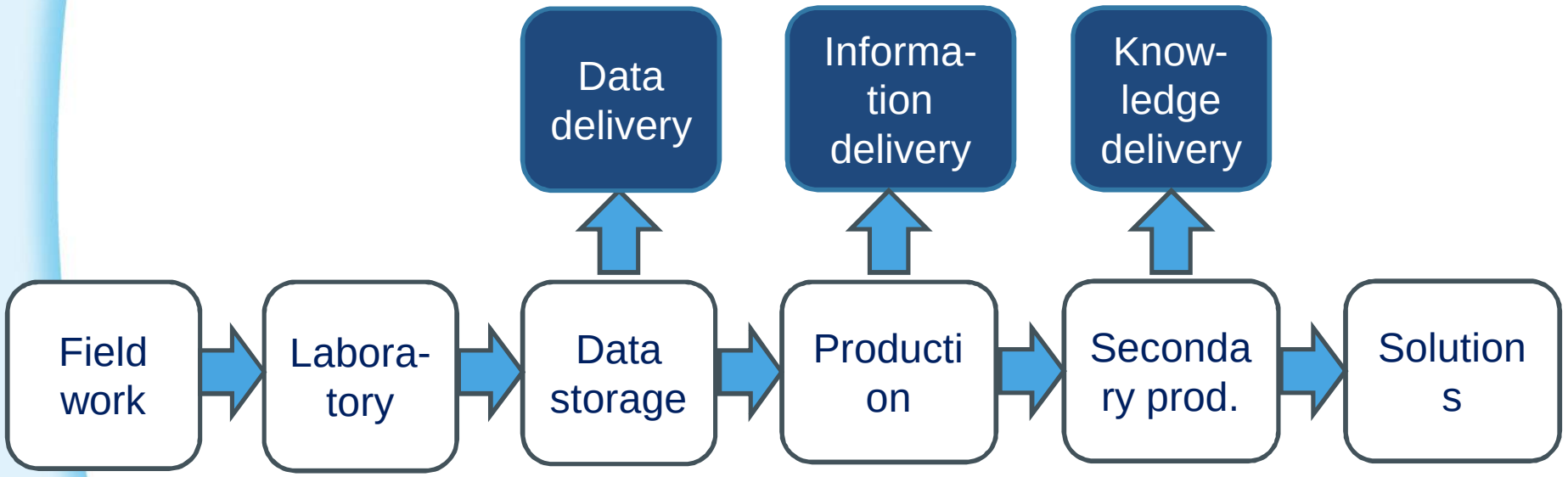
Value-chain analysis



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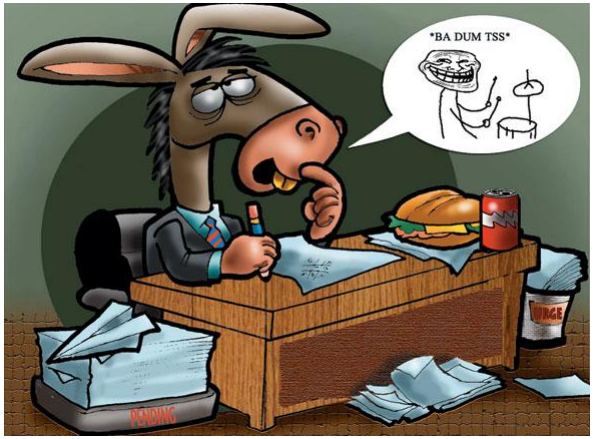
Main results



- Bureaucrats can be right (can you believe):
  - We are not good in serving our customers (hardly know them)
- We are at our best in spending money

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Value-chain: Data – Information – Knowledge – Solutions

Field sampling

Laboratory

Data handling

Information storaging

Knowledge

<u>Production oriented chain</u>

- Excellent quality
  - Certified sampling personal
  - Acredited laboratories
- A lot of information potential not used
- Far from real timeliness

Value-chain in ”figures”

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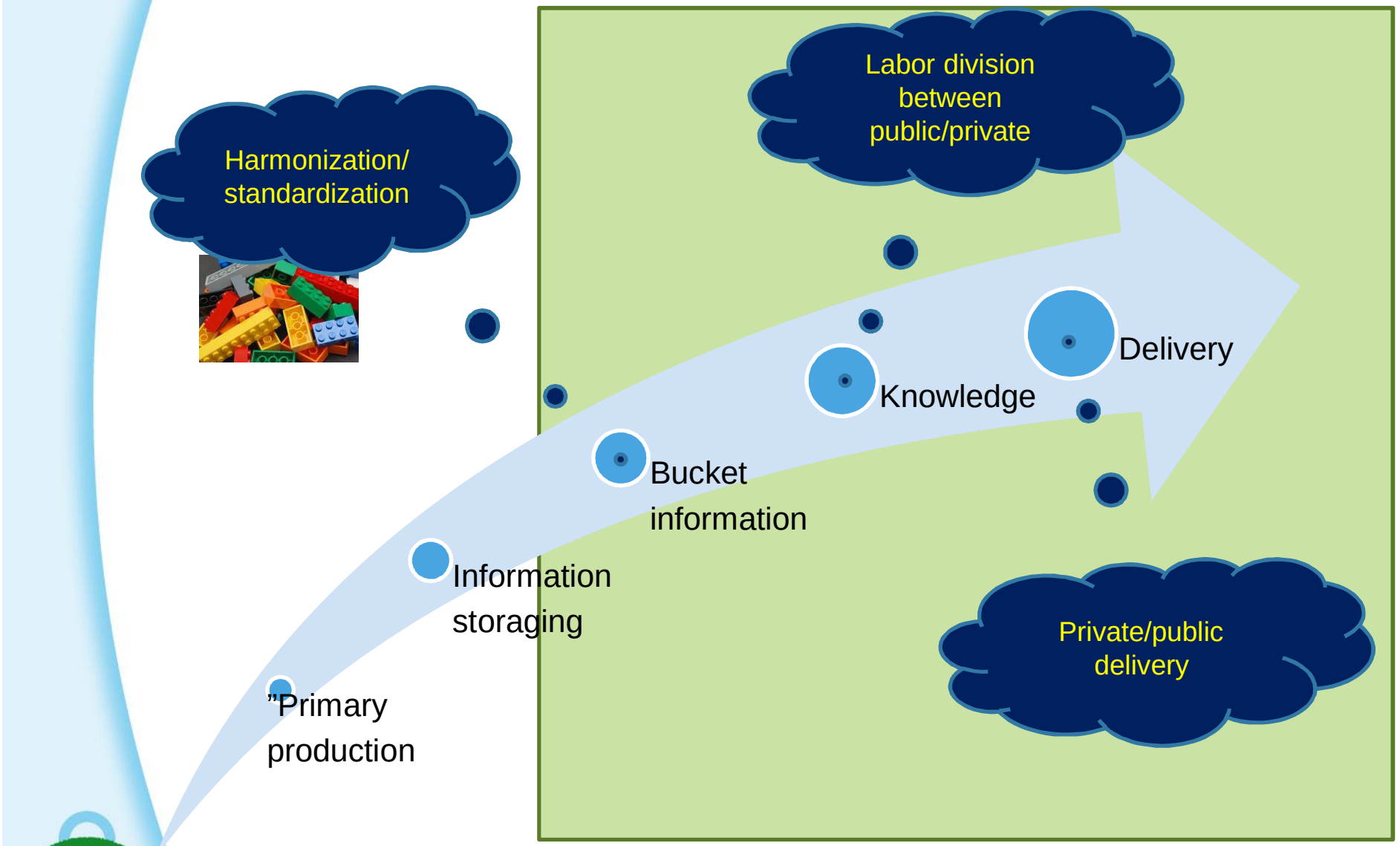
Solution: New roles of public and private actors



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Solutions

Feature of data

Presentation, layout

Consumer satisfaction

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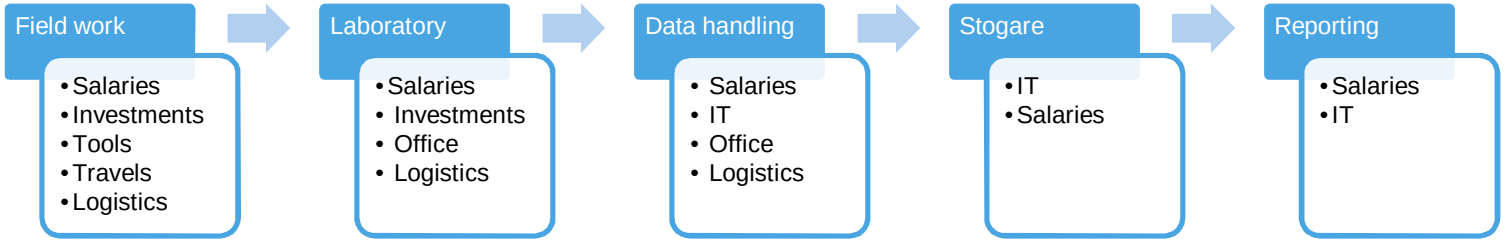
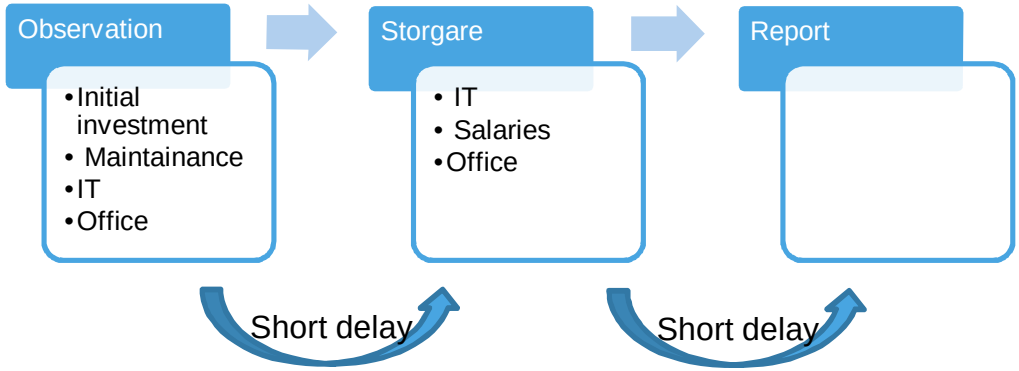
Traditional model



Alg@line-type model



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Other keys for new

- Open data-policy
- GIS
- Censor technology
- Remote sensing
- Mobile technology
- Crowdsourcing
- Data fusion/assimilation
- Models

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Decentralised stogaging saves and lowers risks

Knowledge

Information production

Information storage

Primary production

Open boundaries,
Rules of game,

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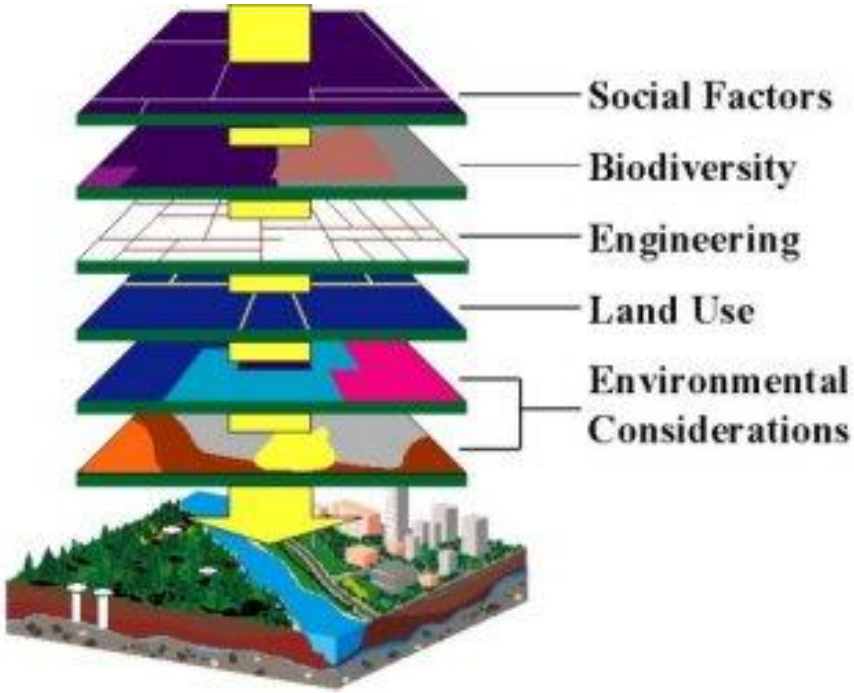
GIS combines data-sources



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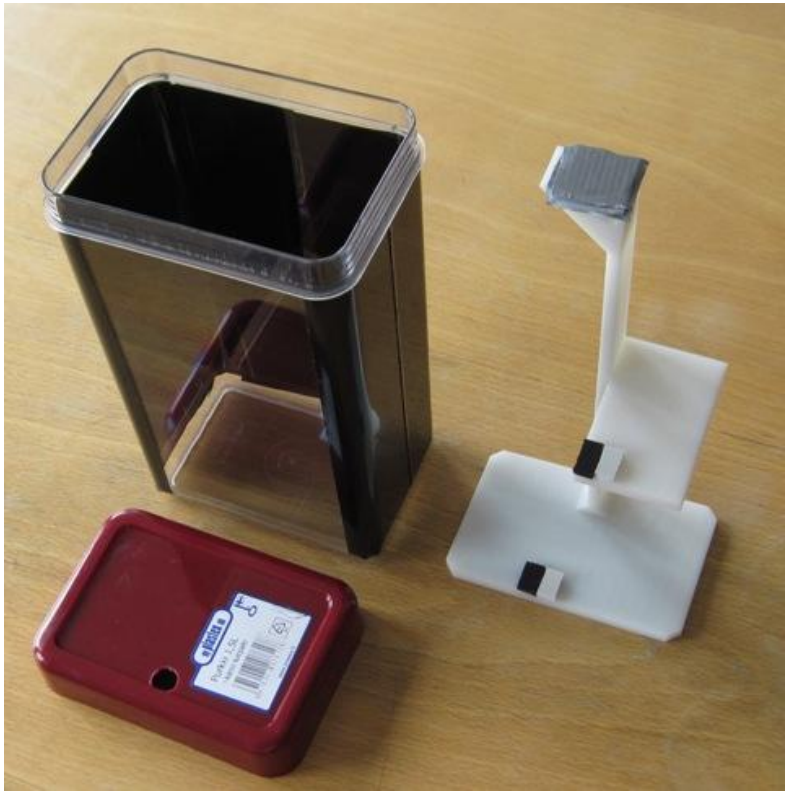
Mobile technology shortens value-chain and helps in crowdsourcing



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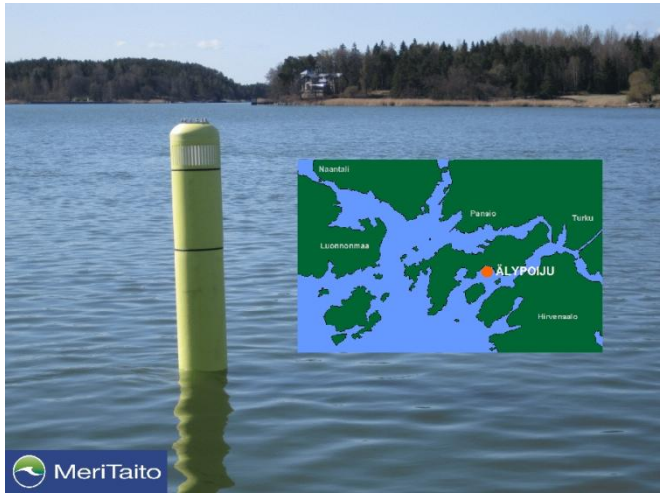
Censor-technology bring real-time and helps in outsourcing



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FERRY-BOX

Easily fulfils most of the criteria

Feature of data

Presentation, layout

Consumer satisfaction

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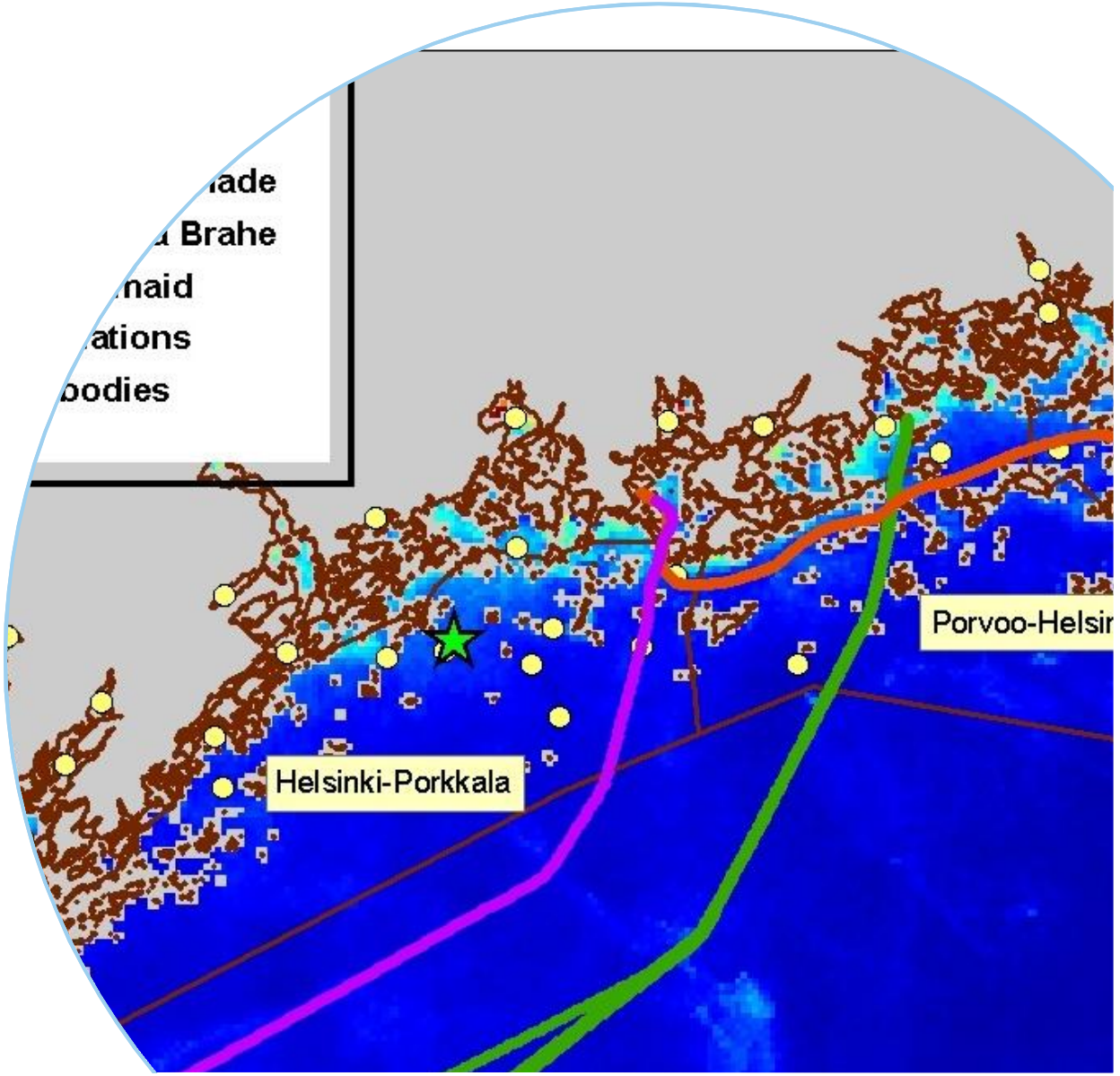
Congratulations Alg@line 20



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Thanks !

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