

## SWOT ANALYSIS - OpenStreetMap

<b><i>Strengths</i></b>	<b><i>Weaknesses</i></b>
<ul style="list-style-type: none"> <li>• Good quality and high level of detail;</li> <li>• Frequent updating (especially in northern Italy);</li> <li>• Wide coverage;</li> <li>• An added value compared to standard maps Very quick to update/change if new/additional features are deemed necessary;</li> <li>• Flexible, user-oriented map;</li> <li>• Versatility (other maps are primarily driving-oriented, while OSM features bus routes, cycling routes, secondary paths, but also benches, drinking fountains, kiosks);</li> <li>• OSM's community is devoted and there is great social identity among members;</li> <li>• Immediate re-use of OSM data (no complex data reprocessing like in Wikipedia);</li> <li>• Collaborations concerning OSM are already in place between WMI and Italian Regions and local authorities.</li> </ul>	<ul style="list-style-type: none"> <li>• Uneven coverage: e.g. some regions lack street names (especially in southern Italy);</li> <li>• Need for added tools;</li> <li>• Lack of business approach;</li> <li>• Mapping involves only a small number of people;</li> <li>• Internal users are difficult to control;</li> <li>• The community has always reacted to external stimuli but lacks an internal drive (e.g. towards universities that organize interesting mapping initiatives e.g. wheel maps);</li> <li>• OSM is not well known as a project/product and in its features: there is little awareness that OSM data can be used for different purposes, thanks to specific tools.</li> </ul>
<b><i>Opportunities – possible actions</i></b>	<b><i>Threats</i></b>
<ul style="list-style-type: none"> <li>• A certain demand for OSM data from private companies is emerging. These companies could use geographical OSM data for special maps (e.g. transport companies, logistics companies, tourism boards, event organizers) ;</li> <li>• Italian regional governing bodies have many projects which could benefit from OSM just like Regione Toscana did;Other public organizations (e.g. Civil Protection offices) could benefit from OSM data (e.g. for flood prevention)</li> <li>• Universities have many research projects (e.g. for the visually impaired, disabled, etc.) which could benefit from a cooperation with WMI on OSM.</li> </ul>	<ul style="list-style-type: none"> <li>• Google Maps and all other competitors are a threat;</li> <li>• Lack of trust towards a free and open tool</li> </ul>