

**Proposal**

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# FOSS4G 2021

Buenos Aires



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# 1. Your reasons for hosting the conference, and your goals for FOSS4G.

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## (a) How will your conference succeed financially (making a profit)?

*We have designed a budget that is scalable. Once basic payments are warranted, we will add the optional items.*



The local organizing committee (LOC) is confident that it can be financially successful in running this conference. The LOC has years of experience running conferences and has been successful at managing unexpected and hidden economic risks. The LOC is being conservative with regards to expenses estimates in order to keep a balanced budget. We know that FOSS4G is the main economic source for OSGeo and we want to avoid a negative outcome.

### Conservatively estimated budget

In order to have real contingency for unexpected costs, the LOC has rounded up all prices. There are some optional expenses we can waive unless we reach a minimum income. For example, we can cut down expenses on the Ice Breaker or Gala Dinner entertainment.

We are confident we can lower several expenses once we start signing contracts and the date comes closer. Providers in Argentina are always keen on signing contracts in dollars. That will give us a clear advantage when the final negotiation comes.

### Sponsors

We want to make the conference more attractive to sponsors by adding more perks for business. See section **4.c** for more details.

### Ticket price

We are going to offer different ticket prices depending on the country of origin being the highest ticket at US \$499. We want to adapt the price to attendee needs in order to enable low income citizens to attend the conference. See section **4.d** for more details.



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(b) How will your conference succeed socially (giving people the unstructured space and time to meet and engage with one another)?

*There will be cozy and safe places in the venue to encourage interaction between our attendees.*



Previous editions of the FOSS4G in Argentina have strengthened the OSGeo network by allowing stakeholders to relate in both formal and casual ways. We are planning several meetings for networking using different approaches. There will be a B2B session and we will help GeoForAll organize a meeting with representatives of regional universities.

The social events after the schedule are described in detail in section **5.c**. We will have a Pub Race as in previous years along with an Ice Breaker, a Gala Dinner, and GeoChicas event.

This year the codesprint will take place during the week, allowing a better integration with the rest of the conference. See more details in section **1.c**.

The venue has many unstructured spaces to meet or work in between sessions.



We plan to setup such spaces to encourage casual encounters. We will also encourage networking using experimental dynamics like a Gymkhana (see section 4.c). We will try to gamify the network and interaction of different stakeholders to amplify their outreach.

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### (c) How will your conference provide open source education (providing good training opportunities to new users)?

We understand the importance of getting new users and contributors to OSGeo, so we have planned some strategies to attract them.

*The codesprint will be scheduled in parallel with the conference. It will include some sessions where newcomers can be mentored and learn how to contribute to OSGeo.*





## Sessions

We will develop a program that is balanced between beginner, intermediate and advanced experience levels. We will clearly advertise sessions based on these experience levels to make it clear for our attendees which session will best suit them. We will curate the selection of sessions carefully to ensure we plan sessions for everyone at all times.

We will also classify each talk based on its type (technical, educational, panel,...). We will have lightning talk sessions, which can help newcomers to get a good overview of many topics.

## Codesprint

In order to promote the power of our community of contributors, we will include the codesprint within the main conference. By having the code sprint in the main venue during the conference we can encourage new members of the community to begin contributing while attending the conference.

To help newcomers join OSGeo, there will be sessions with a mentor. This mentor will help them join the codesprint and understand how FLOSS works. Some of these sessions will be specially focused on under-represented groups, creating a safe space to engage and ask questions.

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(d) How will your conference promote open source geospatial software (bringing new organizations into the open source community)?

*We want to invite people that are not yet aware of the possibilities of OSGeo.*



## Indigenous People

There are many organizations, both NGO and Government related, that do important spatial data collection and analysis for sustainability. There are cartographers doing important tasks like mapping to stop deforestation or reaching Indigenous people with a traditional lifestyle. Some of them use software, but many don't even know that there is specific geospatial software for their needs.

We want to invite as many of these organizations as possible to come to share their story and their struggles, and at the same time, help them learn how to improve their workflows using FLOSS. This could be a very beneficial symbiosis for our community with the ultimate goal of sustainability for our planet.

For example, we are already discussing with UN-GGIM on having shared projects, similar to the ones they have already implemented. We plan to extend the invitation to other organizations already working on this area.

## **Socio-territorial Integration**

More than 100 million Latin Americans live in informal settlements. In addition to the precariousness of buildings, there is a deficit of urban infrastructure, and especially a lack or deficiency of urban services.

The existence of these settlements is the crudest expression of the inequality that characterizes Latin America.

There are several initiatives throughout our region to visualize, develop and integrate these sectors. These initiatives often use mapping, no matter if they are led by government institutions, or by the local communities themselves.

We want to invite those initiatives to our event to share knowledge and strengthen their actions in the territory.

## **Universities and research institutes**

We will invite local and regional universities related to geospatial and software to come to the conference and learn about GeoForAll. We can organize a meeting with GeoForAll and representatives of the universities parallel to the conference to help build relationships. Details will be discussed with GeoForAll when the time comes.

## **Companies**

We will contact local and regional companies. We will start with those that have already sponsored previous FOSS4G events. This will include industry associations and freelancers, to make sure we have as much outreach as possible.

## **Public Entities**

We are aware that Public Institutions are relevant stakeholders to promote a change in the industry. Thus, we will invite related Public Entities to attend the conference and all business related sessions. We have been working already with some entities which have shown their public support to the conference through letters of support like the local government of Buenos Aires and the National Geographic Institute.

## Communities

We are going to invite regional communities to participate in the event. We want to attract communities like Wikimedia or Python-Ar (Argentine python community that provides data processing tools such as geodjango).

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(e) How will your conference promote inclusivity (welcoming a diverse community, students and those from lower income countries)?

*We are going to experiment with new strategies to make our conference the most inclusive ever.*



## Local Language Tracks

See section 2.j about Translating Services.

## Travel Grant Program Extension

We have a very ambitious Travel Grant Program Extension which may increase the number of attendees beyond usual estimates. We intend to improve the scalability of this program to try to reach further, while, at the same time, avoid adding extra efforts to the TGP committee or the LOC.

### Increase donations

Although donations for the TGP are recurrent every year, we want to get more people involved. We are going to offer conference swags (i.e., t-shirts, cups) that attendees can buy to donate money to the TGP.

Attendees can then proudly wear their shirts to show they contributed to the Travel Grant Program. These goodies will have a minimum price which attendees can increase at will. All revenue will go directly to the TGP.

This won't help on the scalability of the TGP program, but can contribute to its sustainability.

### Specific Travel Grant for Underrepresented groups

There will be a special category of the TGP for underrepresented groups. It will have a specific focus on local targets: Indigenous People, Women and Non Binary People. People

belonging to those groups will automatically opt for a second round of TGP, now focused specifically on them.

A similar idea was used in FOSS4G 2018 and proved to be a complete success. We want to help people come to our conference who otherwise would have never been able to.

### **Special “TGP Sponsor” Category**

The main innovation this year will be the special TGP Sponsor category.

Anyone (company or individual) can pay for the costs of someone from an underrepresented group they want to meet. Those donors will automatically enter a special sponsor category to show their effort to make FOSS4G a diverse and inclusive conference. They will be promoted as a company that cares for diversity.

We may also open a social website where entities that want to contribute can search for speakers that need sponsorship.

## 2. The hosting location.

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(a) What city will the conference be in, what is interesting about it?

*Buenos Aires is Argentina's capital city. It is one of the largest cities in Latin America and a travel hub.*



The city of Buenos Aires, located at 34°36' S and 58°26' W, and the capital of Argentina. It's part of an urban agglomeration with more than 12 million residents. This number increases by approximately 8 million people if we consider commuters and tourists.

The climate is mild all year round, with a mean annual temperature of 18°C (64°F). Extremely hot or cold days are very rare, so tourism and visits are agreeable at any time.

The city has already successfully hosted international events<sup>1</sup>. Buenos Aires hosts about 1000 thematic events among congresses, conferences and forums every year. The city is open to all proposals for cultural, scientific and technological exchange.

### Cultural City

Buenos Aires is a cultural reference in the region.

The city was declared World Capital of the Book by UNESCO in 2011. It has hundreds of libraries, commercial bookstores, and literary cafes, providing an exceptional cultural framework. The "Café-Bar" is the meeting place in the literary and philosophical life of Buenos Aires. Nothing describes Buenos Aires better than sitting in a typical bar to enjoy coffee and reading in the company of friends.

Buenos Aires has always been an open-hearted city, a modern, dynamic and radiant city that features the European architecture of its founders. Buenos Aires is proud to be a cultural melting pot with over 50 long-established communities of various ethnic origins<sup>2</sup>.

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<sup>1</sup> such as the Youth Olympic Games in 2018 with almost 4000 athletes from 260 countries

<sup>2</sup> Spanish, italian, armenian, chinese and sino-libanese, jewish, catholics and mormon are the most represented communities.



## Transportation

Buenos Aires public transportation is fast, cheap and accessible, with the usual crowding during rush hour. There is a large range of bus routes and several suburban railways used by commuters. Trains, metro and buses are most easily paid for with a single SUBE card.<sup>3</sup>



*Street Market on Buenos Aires*

## Flying to Buenos Aires

We've created a map with tentative prices to fly to Buenos Aires. It is an estimate of prices that will vary depending on how far in advance flights are booked:

<https://malena-libman.carto.com/builder/9e68c911-9136-4a1d-8ca3-afd0684e157d/embed>

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<sup>3</sup>Published by [https://en.wikivoyage.org/wiki/Buenos\\_Aires](https://en.wikivoyage.org/wiki/Buenos_Aires) (CC BY-SA 3.0)

(b) Are there any legal or cultural restrictions to attending the conference? (VISA, unsafe environment, religious restrictions, can a woman travel alone, cultural specifics, LGBTQi+ laws,...)

*Argentina is a friendly country and we don't block visitors from any country by default.*



There are numerous visa-waiver agreements with a number of states<sup>4</sup>.

Buenos Aires City is a multicultural city, enjoying all sorts of authentic and genuine love expressions without taboo. Empathy and respect are most important values.

With over fifty ethnic communities, the city is a place to celebrate cultural diversity. It's important to note that Freedom of Religion is a right by law as established in Argentina's Constitution. Therefore there are no belief-based restrictions to visitors and newcomers of any sort.

As of July 2010, same-sex marriage is legal (known as equal marriage law). Thus Argentina became the first Latin American country in doing so. Buenos Aires has one of Latin America's biggest LGBTQi+ communities. There is a receptive attitude towards LGBTQi+ culture in the city.

In 2012 the Gender Identity Law passed, allowing everyone to officially change their name and gender on ID and Passport. This law also states more major advances into gender equality.

All public servants are required to be aware of gender equality and violence against women, with a vigorous fulfillment control. The feminist movement in Argentina is in constant growth as well as permanent fight for women rights vindication and realization.

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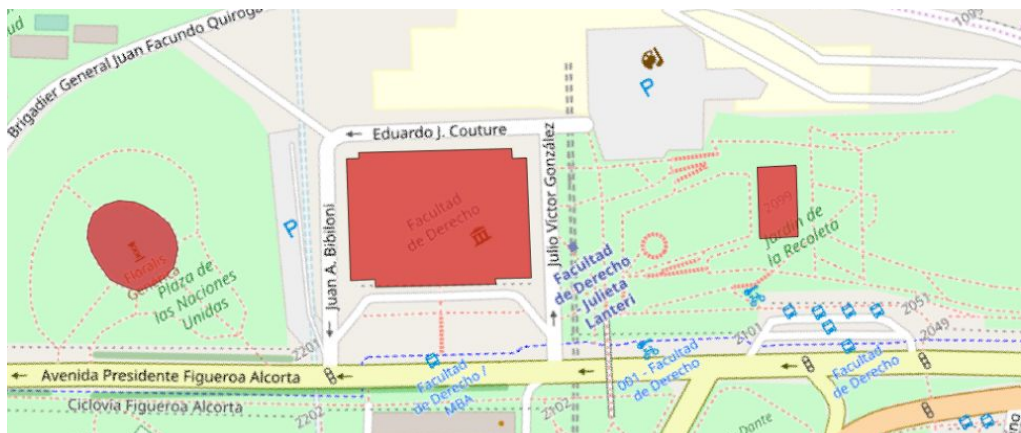
<sup>4</sup> Check full list on <http://www.migraciones.gov.ar/accesible/indexdnm.php?visas>. Visa requirements for countries with no visa-waiver agreement are described at: <http://www.migraciones.gov.ar/ave/index.htm>

(c) What venue will the conference be in, what are the number of rooms available, seating, and associated pricing?

We are going to use two nearby buildings: the Facultad de Derecho (Law School) and the Convention Center (CEC) of Buenos Aires.



The main venue will be the fairly new Buenos Aires' Conference Center (CEC)<sup>5</sup>. It includes the extension of one of the metro lines, which is connected to four other metro lines.



OpenStreetMap image

Aligned with the latest global trends in sustainability, the CEC was built following sustainable policies. Those policies minimize the impact of the activity and allow for long-term resource savings. By choosing this venue then, we try to minimize our impact on the environment.



The CEC is an underground building with special windows to optimize lighting and air conditioning. The facilities have also been designed to reuse natural resources of rainwater and generate savings in drinking water. It has a waste management program, with infrastructure to separate waste, and strategies to reduce waste production. It also has an

<sup>5</sup> <http://www.cecbuenosaires.com.ar/>



accessibility certification, based on architectural accessibility in common and specific spaces, security and staff training, and the installation of a haptic map and a magnetic ring.

The main room in the CEC can be extended up to 4000 attendees if needed. The CEC will host the bigger rooms while the Law School will host the workshops and main sessions.



*Facultad de Derecho, with United Nations Square behind*

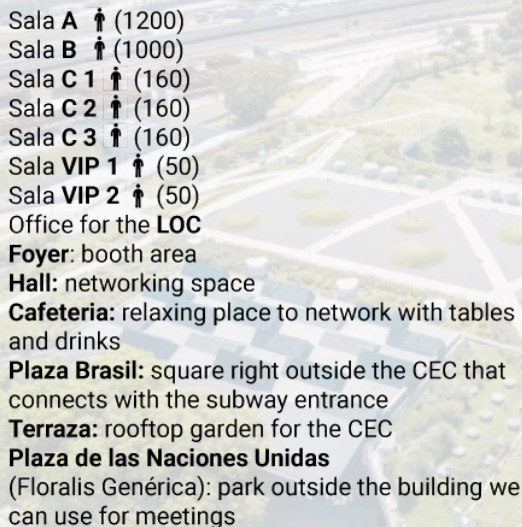
The second venue is a majestic Greco-Roman style building used as the Law School (*Facultad de Derecho*) of the University of Buenos Aires. A column portal gives access to the emblematic Hall named *Salón de los Pasos Perdidos* (English: Hall of the Lost Steps) that has an area of 1200 m<sup>2</sup>.

It is undoubtedly one of the most iconic architectural landmarks of the City of Buenos Aires. It is located approximately 160 m away from the CEC. It is the ideal place to carry out the activities of the event fluently.

As the Law School (*Facultad de Derecho*) has rooms of different sizes we will book them based on the number of tickets we sell. We estimate 9 rooms for workshops and 11 rooms for the main sessions. For the sponsor booths we will have a foyer in the CEC. There will be a dedicated space for Code Sprint activities, too.


The rooms and capacity we will use are:

## CEC



Sala **A** ↑ (1200)  
Sala **B** ↑ (1000)  
Sala **C 1** ↑ (160)  
Sala **C 2** ↑ (160)  
Sala **C 3** ↑ (160)  
Sala **VIP 1** ↑ (50)  
Sala **VIP 2** ↑ (50)  
Office for the **LOC**  
**Foyer**: booth area  
**Hall**: networking space  
**Cafeteria**: relaxing place to network with tables and drinks  
**Plaza Brasil**: square right outside the CEC that connects with the subway entrance  
**Terraza**: rooftop garden for the CEC  
**Plaza de las Naciones Unidas**  
(Floralis Genérica): park outside the building we can use for meetings

## Facultad de Derecho



Salon **Azul** ↑ (180)  
Salon **Rojo** ↑ (110)  
Salon **Verde** ↑ (100)  
Aula **217** ↑ (110)  
**Sala de Audiencias** ↑ (60)  
Salon **Dalmacio Vélez Sarsfield** ↑ (50)  
**Hall**: unstructured space for meetings

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(d) Available workshop facilities, number of rooms, computers per room, pricing, strategy for providing workshop facilities.

*The Workshops will be held at the Law School on event rooms and classrooms.*



We plan to have 9 parallel rooms (capacity in parentheses):

- Blue room (180)
- Red room (110)
- Green room (100)
- Classroom 217 (110)
- Hearings room (60)
- Dalmacio Vélez Sarsfield Room (50)
- 3 classrooms (130)

Tech support in all rooms includes Screen, Projector, PC and power outlets. The rooms will have Wi-Fi for attendees and a wired connection for speakers.

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## (e) Available rooms for additional small business meetings.

*Some of the rooms will be booked for additional meetings.*



Sponsors and other entities will be able to book rooms in advance for their own events. The Law School has more rooms than what we need, so there is no problem scaling the venue to our needs.






## (f) What accommodations are available? Where are they relative to the venue? Pricing? Quantity?

*Buenos Aires is a very affordable city. An attendee that stays at a 3 star hotel room spends less than \$40/day on accommodation, transport and food.*



The planned conference location is centric and it's well-connected to all parts of the city. There are hundreds of possible accommodations less than 30 minutes to or from the venue.

Some average prices for accommodation<sup>6</sup> are presented in the following table:

				
Hotel Room/night 1-2 stars	Hotel Room/night 3 stars	Hotel Room/night 4 stars	Hotel Room/night 5 stars	Touristic Apartment/night
\$1175,50 ARS \$19,70	\$1671,4 ARS \$28,01	\$2698,90 ARS \$45,22	\$7273,50 ARS \$121,87	\$2297,90 ARS \$38,50

The average menu price is \$7,90 (\$471,20 ARS).

<sup>6</sup> Using valid exchange at the moment of writing this document 1ARS = \$0,02

## (g) What is the maximum size your venue could entertain? The minimum?

*Although we estimate a maximum of 1150 attendees, the plenary room can be extended up to 4000 attendees. All services can also be scaled.*



We estimated the budget to be sustainable with 650 attendees.

In the unlikely situation of not reaching that number, we will contact OSGeo board to decide what to do. For example, we could drop the CEC building and some optional costs if fewer people book a ticket.

Scaling beyond 1150 attendees may require some adjustments to extend spaces and services. But the budget should scale with no major issues up to 4000 attendees.

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## (h) How accessible is your venue?

*The venue is completely accessible to wheelchairs and restricted movement.*



Buenos Aires city is accessible to people with limited mobility due to a very active policy in this area. The metro station near the venue is one of many accessible stations. Attendees with limited mobility can find accommodation all over the city based on the metro stations that are already adapted.

We expect more stations becoming accessible by the time the conference take place. You can find the current status of accessible stations here:

<https://www.metrovias.com.ar/index.php/medios-de-elevacion-2/>

### (i) Will your venue have childcare facilities? With what requirements? (extra cost, age of children, schedule,...)

*The conference will be child friendly.*



We will not offer childcare facilities as such. Parents and legal guardians will be able to bring their dependents to the venue. We will ask when buying the ticket so we can add the cost of catering and social events to the price.

The only restriction is that for each minor there must be an adult exclusively taking care of them. That adult will be responsible and may be asked to leave the venue if the child interrupts the activity.

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### (j) Will the conference have translation services? (optional)

*We are going to set up a limited number of sessions in local languages.*



We don't foresee any translation services unless we have an unexpectedly large surplus.

We will offer badges where volunteers and attendees can visibly announce the languages they speak. This way, attendees not very fluent in English can look for their favorite languages to ask questions or participate.

This will attract local people that may not feel comfortable attending an English speaking conference. Then, they may feel encouraged to join some session in English to test if they can understand it. We hope that we can help participants not so confident in English to engage in the conference anyway. We expect them to realize they can participate in our community even if they aren't fluent in English.

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### 3. The hosting organization and local community.

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(a) Supporting local organizations (companies, universities, user groups) and individuals that would be involved in the local conference committee, and a sense of their level of commitment.

*We are working with the National Geographic Institute and the city hall to extend our outreach.*



We have gathered support from government and educational institutions, geospatial companies, professional associations and user communities, among others. Their commitment extends to the provision of volunteers, assistance, and/or economic support.

The following list represents endorsements currently received from local organizations:

#### International

- UN-GGIM:Americas - UN Global Geospatial Information Management for Americas
- PAIGH (IPGH) - Pan American Institute of Geography and History
- ECLAC (CEPAL) - UN Economic Commission for Latin America and the Caribbean

#### Government

- IGN - National Geographic Institute (Argentina)
- INDEC - National Institute of Statistics and Censuses (Argentina)
- IDERA - National Spatial Data Infrastructure of Argentina (Argentina)
- Undersecretary of Smart City - Government of the City of Buenos Aires (Argentina)
- SNIT Chile, National Spatial Data Infrastructure (Chile)

#### Academia

- Universidad Nacional de La Plata - Departamento de Geografía (Argentina)
- Universidad de Buenos Aires - Instituto de Geografía (Argentina)
- Instituto Federal de Educacao, Ciencia e Tecnologia do Pará (Brazil)
- Universidad Nacional de Tres de Febrero (Argentina)
- Universidad Nacional de General Sarmiento - Instituto del Conurbano (Argentina)
- Universidad Nacional de Córdoba (Argentina)
- Instituto Tecnológico de Costa Rica (Costa Rica)

## Companies

- Ambiental Analytics (Argentina)
- ClickGeo (Brazil)
- ConSIG (Brazil)
- Cooperativa Cambalache (Argentina)
- Dymaxion Labs (Argentina)
- Foto Aérea (Argentina)
- Genmap (Argentina)
- GEOCursos (Brazil)
- GISWorking (Brazil)
- Kaart (USA)
- Loganserv (Brazil)
- Mundo Geo (Brazil)
- Revista NOSOLOSIG (Spain)
- Scanterra (Argentina)
- SIMGIA (Paraguay)
- Sistemas Mapache (Argentina)
- Solved Solutions in Geoinformation (Brazil)
- Sur Emprendimientos Tecnológicos - SpaceSur (Argentina)
- Wingu (Argentina)

## NGOs

- Brazilian Society of Cartography (Brazil)
- Centro Argentino de Cartografía (Argentina)
- OpenStreetMap Chile Foundation (Chile)
- OpenStreetMap Colombia Foundation (Colombia)
- International Institute for Sustainability IIS (Brazil)
- Asociación QGIS España (Spain)
- Wikimedia Argentina (Argentina)
- Federation of Cooperatives on technology, innovation and knowledge (Argentina)

## Communities

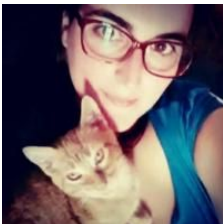
- Geoinquiet@s Argentina (Argentina)
- OpenStreetMap Argentina (Argentina)
- GeochicasOSM (Latin America)
- RLadies Buenos Aires (Argentina)
- WiMLDS - Buenos Aires. Women in Machine Learning and Data Sciences (Argentina)
- OpenStreetMap México (Mexico)
- JáqueresEspeis, Mapping Community (Costa Rica)
- OpenStreetMap Paraguay (Paraguay)
- Brazilian GIS Users (Brasil)
- Python Norte (Argentina)




## (b) Local organizing committee.

The following persons have already confirmed their will to be part of the LoC:

### Chairs

Name	Short bio
<p>Malena Libman</p> 	<p>President of OSGeo Argentina Local Chapter's NGO Geolibres, Chair of FOSS4G + SOTM 2017 Argentina. SDI specialist involved in the National SDI working towards building better FLOSS solutions.</p>
<p>María Arias de Reyna</p> 	<p>President of OSGeo, active member of our community, open source advocator and with plenty of experience organizing events of all sizes.</p>

### Volunteers

Name	Short bio
<p>Guido Stein</p> 	<p>President of FOSS4G US Local Chapter. Chair of FOSS4G Boston 2017. Geospatial Data Alchemist.</p>

Astrid Emde



Sol Katz Award, Astrid is involved in several OSGeo projects and in the organization of FOSSGIS.

Matt Hanson



FLOSS developer and advocate. Regular FOSS4G and FOSS4G-NA speaker and attendee.

Carlos Jiménez



Associate in Computer Science at Universidad Nacional de General Sarmiento. Health Geography.

Ariel Anthieni



Founder of Geoinquietos Argentina, Coordinator of the Argentina SDI Metadata Team. Chair of FOSS4G-AR 2016 and part of the organization SOTM LATAM 2018. Member of Geoinquiet@s Argentina and Geolibres.

Andrea Trovant



GIS Technician. Member of Geoinquiet@s Argentina and Geolibres NGO. FOSS4G-ARG 2017, FOSS4G-ARG 2019. Work at Buenos Aires City Government.

Horacio  
Castellaro



Geographer, SDI specialist. Member of Geoinquiet@s Argentina, OSM Argentina and GeoLibres. Work at Buenos Aires City Government. Chair of FOSS4G-AR 2019.

Felipe Sodré  
Mendes Barros



Geographer focused in spatial analysis for biodiversity with open source tools.

Priscilla Gail  
Minotti



Ecologist and Geographer, interested in Machine Learning and Geo Big Data, Associate Professor at UNSAM University. Member of Geolibres, R-Ladies Buenos Aires, Landscape Ecology Association Argentina.

Carmen Díez



Civil Engineer and Master Environmental Engineering. Member of Geoinquietos Madrid, GeochicasOSM and QGIS Spain Association. Work at Regional Government of Environment and Spatial Planning in Madrid (Spain).

Manuel Retamozo



GIS Developer. System Analysis. Founder member of Geoinquiet@s Argentina and GeoLibres and OSM Argentina. Work at the National Institute of Statistics and Census. Organization Member FOSS4G-Ar 2013/19.

Veronica Andreo



Researcher for the National Council of Science working at the Argentinian Space Agency. Member of the GRASS GIS Development Team. Mentor for OSGeo in Google Code-In 2017 and 2018.

Carlos Rodolfo  
Martinez

Professor and Researcher for the General Sarmiento National University and Buenos Aires University, Member of GeoLibres. Specialist in public sector and budgeting.

Gonzalo Varela



GIS Developer at the National Geographic Institute. Member of Geoinquiet@s Argentina and Geolibres.

Ana P.  
Mittendorfer

Ceremonial technician with experience in events organization and NGO administration.

Sofia Nilo



Geographer, GIS senior consultant. In charge of the National Coordination of SDI Chile for nine years.

Noelia Junco



Geographer, GIS Developer and Professor at Buenos Aires City Government. Member of GeoLibres.

Gonzalo Pérez



2014 SOTM Chair. GIS Developer at National Geographic Institute. Member of Geoinquiet@s Argentina, OSM and GeoLibres.

Gabriel Candaosa



GIS expert working at the National Geological Agency. Member of the Argentine Center of Cartography

Selene Yang



Researcher and PhD candidate in Social Communications. Co-founder and coordinator of the international initiative of Geochicas in OpenStreetMap. Researcher and Open Knowledge Foundation fellow.



John Bryant



Professional geospatial technologist. Conference Chair of FOSS4G SotM Oceanía 2018. President OSGeo Oceanía building open geospatial community internationally.

### (c) Local open source development and implementation activity, interest and enthusiasm for open source geospatial in your region.

*The Argentina Chapter of OSGeo has led the geographic FLOSS and open data movements in South America for almost a decade.*



In 2013, we organized the first local version of FOSS4G in Argentina. This event was held at the National Geographic Institute and gathered more than 200 people in workshops, presentations, projects and showcases, including a day dedicated to OpenStreetMap. Since then, both OSM and OSGeo in Argentina have been in continuous collaboration and the two communities highly overlap.

The following year, we successfully hosted the first State of the Map (SOTM) conference in Latin America. We joined forces with other South American countries to create a regional conference called State of the Map Latam<sup>7</sup>. It was hosted for the first time in Chile in 2015.

In 2016 Geoinquietos Argentina held the regional FOSS4G again. It had a greater focus on hands-on activities, including a full day for communities. That year almost 200 persons booked a ticket to the event.

The following year, we hosted FOSS4G + SOTM Argentina together with members of OSM. It was the longest so far: one day for academia, 2 days of workshops, 2 days of talks. It ended with a hackathon/mapathon day.

In 2018, we organized the SOTM Latam, the third SOTM in Argentina. Along with the activities for the IODC18 (International Open Data Conference 2018).

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<sup>7</sup> Latam is the short name for Latin-America

This year (2019), we organized FOSS4G Argentina again, with the support of the Buenos Aires City government. The event has already become a *de facto* South American FOSS4G, attracting participants from all of Latin America and beyond. We had almost 350 registrations.

All of our international members have experience organizing events of similar size. In addition, we have Guido to guide us through FOSS4G international specifics.

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### (d) How do you plan to manage/organize work and relations with OSGeo (especially with the board and conference committees)?



*We want to give a bi-monthly report to the board and conference committee after FOSS4G Calgary finishes.*

We will write reports so there is a written registry of the evolution of the organization. If OSGeo wants more detailed or frequent reports, we can discuss it and adjust. Board members are invited to join our meetings and channels (email, chat, jitsi meeting or whatever we use) too.

## 4. The budget.

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(a) What is your budget? Expenses for venue, food, marketing, audio-visual, network access, video streaming and/or recording etc

The details are available on the budget spreadsheet. This is just a summary in US\$:

Summary			
Total Attendance	650	900	1150
Paid Attendance	585	810	1035
Total Revenue	\$343.222	\$427.782	\$512.920
Total Expenses	\$342.372	\$408.875	\$475.444
Surplus/Loss	\$850	\$18.907	\$37.476
Surplus/Loss per Attendee	\$1	\$21	\$33

These are the **tentative** prices in US\$ for tickets, which may be adjusted once we start signing contracts.

Ticket Type	Early Bird	Full Price
Workshop	\$49	\$69
Local (Argentina)	\$149	\$249
Regional	\$249	\$349
International	\$349	\$499

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## (b) What is your expected attendance? Why? Where do you think delegates will come from?

*We expect an average of **900 attendees**.  
We estimate at least 650 attendees and hope to get close to 1150 attendees.*



Considering the vibrant community in South America, with an important center in Argentina, we expect an average of 900 attendees. Based on previous FOSS4G-AR statistics, we estimate at least 650 attendees from all over the world. We hope to get 1150 attendees.

We will combine strategies to have a stronger TGP. We expect it will attract a diverse set of speakers, increasing the outreach of our community.

### Detailed estimated attendance

- **Local: 200~450**

We have seen a consistent 200-300 attendance to previous FOSS4G Argentina events, with a high focus on local participants. We expect to attract more stakeholders than in the regional event, so we expect that number to increase up to 450 attendees.

- **Regional: 200~300**

Considering the attendees from Central and South America coming to FOSS4G Argentina, we expect to increase this number up to 300 attendees. It will be their nearest international FOSS4G to date. It should attract all those groups already working around OSGeo that haven't attended the international event yet, considering that their nearest FOSS4G is usually held in North America, with expensive tickets and travel costs.

- **International: 250~500**

Based on statistics of attendance of previous FOSS4G International, there is always a minimum of 250 attendees from other countries. We are going to use heavy online advertising to attract non regular attendees. As we will offer a competitive early bird price, we expect to raise that number and attract up to 500 attendees.

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## (c) What is your expected sponsorship? Why? Do you have local potential sponsors already identified? At what levels?

*Previous FOSS4G-Ar events have already nurtured a pool of local sponsors willing to participate in the international version of the conference.*



For local sponsors, we will adapt the sponsor category to make sure the prices fit the economy level.

We expect slightly less international sponsorship than in Europe or North America. We intend to make the conference more attractive to sponsors than in previous years. We hope to make it attractive enough to regular international sponsors.

More details on expected sponsorship are presented in the budget.

### Business to \*

We want to make the conference attractive to business to get as many sponsors as possible. That's why we want to reuse, extend and experiment with new ways to make the conference profitable for companies.

Along with the traditional booths, we will offer several options for business:

For **Business to Business (B2B)** we will extend the already successful "speed half-blind date" for companies. We will offer sponsors rooms to book and hold special sessions or meetings.

For **Business to Customers (B2C)** we will offer sponsors rooms to organize a special session with marketing talks, panels or similar activities. The only restriction will be that they feature commercial solutions around open source products or hybrid solutions. These sessions will be marked as sponsored/commercial, so attendees will know it is a marketing slot.

Among other experimental activities, we will organize a **Gymkhana** around the sponsors, the conference and OSGeo. This will make attendees closer to the kind of business the sponsors develop and how they operate. This is a more active way of getting sponsors known than the classic logo advertisement.

## Sponsor Levels

There will be six levels of sponsorship, with this tentative proposal.

	Logo Placement <sup>8</sup>	Logo in Venue	B2B	Internet promotion	Gymkhana <sup>9</sup>	Booth	B2C <sup>10</sup>
<b>Diamond</b>	x10	x10	✓	x3	x10	Special	x2
<b>Platinum</b>	x6	x6	✓	x2	x4	✓	✓
<b>Gold</b>	x3	x3	✓	✓	x3	✓	
<b>Silver</b>	x2	x2	✓	✓	x2	Table	
<b>Bronze</b>	✓	✓	✓	✓	✓		
<b>Supporter</b>	✓	✓	✓				
<b>TGP Supporter</b>	✓	Depends on the total	Depends on the total	Depends on the total			

(d) Delegate fees for the conference, workshop and any social activities not included in the main conference fee. We encourage you to consider innovative pricing plans that support inclusion of economically disadvantaged groups.

*We will explore and experiment with the “open price ticket”.*



This means that all tickets will have a minimum price, but each attendee may choose to voluntarily pay over that price if they think the conference is worth it. This is an experimental setup and we can't properly estimate the success rate. The worst case scenario: everyone pays the minimum price and we cover the estimated budget costs. This is the scenario we based our budget on.

We will provide anonymous statistics about which countries or relevant demographics tend to be generous when paying for tickets. We hope this idea can be used in future events to lower the economic barrier making the event more inclusive.

<sup>8</sup> Digital logo placement, as opposed to logo printed in venue.

<sup>9</sup> The number of questions per sponsor on the gymkhana will depend on their sponsorship level.

<sup>10</sup> Room rental for co-located parallel events during the conference that will be advertised as part of the event.



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(e) You should include details of any grants or subsidized rates that you will offer which will be funded from within your budget (note that you will be expected to part finance and run a Travel Grant Programme with support from the Conference Committee)

*Regarding tickets, we plan to offer a special price for low income and Latin-American countries.*



We plan to extend our outreach to groups that are not usually able to participate in international FOSS4G events.

We are going to offer differential ticket prices based on the attendee's country of residency. This should attract more local and regional attendees and it is of special relevance for Argentina residents, to compensate for the economical differences and encourage them to participate.

See the proposed budget for more details.

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(f) Estimate of any seed funding and/or guarantee required

*Most of the payments will be done post-conference. But we kindly ask OSGeo for a total seed funding of US \$60 000 after the FOSS4G 2021 bid has ended.*



This money will be used to secure the venue and some services that need to be booked in advance.

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(g) The level of surplus forecast at different levels of attendance and the proportion that will be donated to OSGeo (see Funding by OSGeo and distribution of surplus) Include a high level budget summary within your proposal and also provide a separate detailed budget as detailed in the section below.

Details on forecast are in the budget file.

On top of the proposed conservative budget, we expect to have some profit which we plan to split like this:

- 30% of the profit goes back to OSGeo to sustain the foundation
- 30% of the profit stays on the local Argentina Chapter (GeoLibres on its legal form) to organize further events
- 30% of the profit will be reinvested in the Travel Grant Program
- 10% of the profit will be granted to the conference organizer, to compensate for the special discount they have offered us.

This profit will be calculated once we return the seed money to OSGeo and we put aside all planned expenses.

Once the TGP deadline is past, we will use that exceeding 30% to extend outreach and networking and social activities on the conference.

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## 5. The program (see above)

(a) Provide a high-level view of the program, indicating number of tracks, size of tracks, workshops, size of workshops, and other features of your program. Indicate the number of presentations, posters, and workshops you expect to accept.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday			
8:30	Registration								
9:00	Workshop	Workshop			Registration		Community Session		
10:00			Opening		Main Session	Codesprint		Main Session	Codesprint
11:00			Main Session	Codesprint					
12:00									
13:00	Lunch								
14:30	Workshop	Workshop	Main Session	Codesprint	Main Session	Codesprint	Community Session		
15:30									
16:30									
17:30									
18:30			AGM OSGeo			Closing			
20:00			GeoChicas I						
20:30		GeoChicas II							
...			Pub Race	Ice Breaker	Gala Dinner	Pub Race			

We understand that four days of full sessions can be exhausting. On Saturday the program will be more relaxed with refreshing activities for everyone, more focused on networking and community. For example, we plan to host a mapathon.

In previous years, people tend to leave on Friday, not staying for the final codesprint. We want everyone to stay until Saturday. So we don't plan to explicitly mention that the closing session will be on Friday. "Officially" it will be four days of main sessions.

The **OSGeo AGM** will be at the end of the first day Main Session. People will still be fresh and they will be able to use all the information the rest of the week.

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## (b) What social events will be part of the schedule?

We will repeat the successful formula of having a **Pub Race** map to meet close to the venue. Besides those “GeoBeers”, we planned:

### Gala Dinner

On Thursday night we will host the Gala Dinner at the “Floralis Genérica”, a huge flower sculpture in the United Nations Square.



This meeting will be organized as a traditional (folkloric) party “Peña” to share the rich Argentinian culture with the attendees. To ensure that everybody enjoys and is entertained, we will provide tango and folklore dance classes for those who like dancing. There will be varied local food, such as empanadas, locro, asado and the indispensable “mate” to drink.

We will provide spaces for both partying and talking, so attendees with diverse social needs can interact and build networks.

### GeoChicas Pre-Event

This event will take place on Tuesday evening, after the workshops and the day before the main sessions start. The event will be split in two. The first half will be women and non binary people (nb) only. Then everyone is invited to join. This helps the inclusivity and network building among women and nb.

### IceBreaker

On Wednesday, there will be an unstructured and informal meeting. It will be an after office craft beer gathering in the garden rooftop of the venue. We will offer light drinks and food to close the very first day relaxed and together.

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(c) What dates do you expect to run the conference? Are they adjustable?

*The tentative dates are from  
Monday, September 27<sup>th</sup> to Saturday, October 2<sup>nd</sup>, 2021.*



The **date is tentative** and may be moved. The venue was able to secure us availability for that week at this point. As it will be hosted at a University, we have to check closer to the date to make sure we don't interrupt their activity with our event.

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(d) Provide a list of local/regional/international conferences around the selected date that are viewed as competition or collaboration. The Conference Committee welcomes innovation in the structure and content of the conference program.



*There are no relevant colliding events at the same time in Buenos Aires.*

Based on their history, some events may be close to the proposed date:

- Convención Internacional “Geografía, Medio Ambiente y Ordenamiento Territorial”<sup>11</sup>
- International Symposium on Recent Advances in Quantitative Remote Sensing (RAQRS’VI)<sup>12</sup>

If any of these events is close to ours, we could contact them and try to share resources and outreach.

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<sup>11</sup> <http://www.convenciongeouh.com/>

<sup>12</sup> <https://ipl.uv.es/raqrs/>



## Other

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(a) Other relevant details (ie. do you plan to use professional conference organizing service, and approximate cost).

*We plan to use a Professional Conference Organizing Service<sup>13</sup>. We have collaborated with them on several events and we trust their work.*



The cost of the Professional Conference Organizing Service is detailed in the budget.

### Conference Software Stack for OSGeo

We want to contribute to develop and adapt a stack of conference event organizing software. This can be maintained and used in future events. Our plan is to continue on the line already proposed in the mailing list<sup>14</sup>.

### Sustainability

Sustainability of FOSS4G, and therefore OSGeo, is important for us. Along with the software stack, we want to experiment with new ideas and strategies to make the conference more attractive to sponsors and attendees. We will collect as many statistics as possible on what strategies work better to help future events be more efficient and easier to extend their outreach without losing the FLOSS spirit.

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<sup>13</sup> <https://www.pablodelacruzeventos.com/>

<sup>14</sup> <https://lists.osgeo.org/pipermail/local-chapters/2019-September/000157.html>