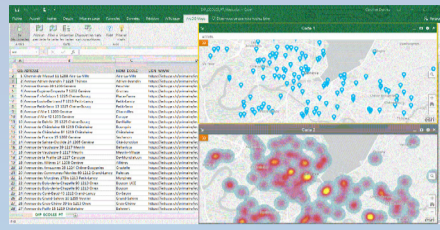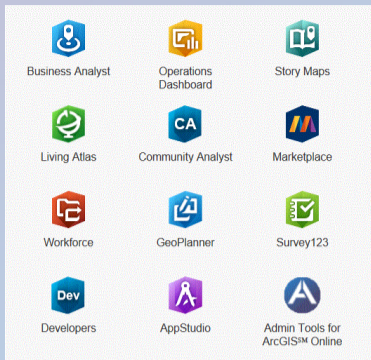## Share your result

- Make your data operational with a variety of ready-to-use and configurable applications. https://www.arcgis.com/features/apps/index.html
- Accessible wherever you are and whatever device you use.
- Make it easy to share content with others.

ArcGIS includes a wide range of applications that help members of your organization in their daily activities.

Create dynamic maps and spatial analyses directly in Excel and Power-Point with the ArcGIS Maps for Office add-in.

Create dynamic dashboards to consult in real time the most important activities and key performance indicators in order to meet your objectives.

Additional Resources

Maps from DG EDRI – Economy Development, Research and Innovation:
https://www.ge.ch/dossier/developpement-economique-innovation/cartographie-innovation

Mapping the Future - Gallery:
https://bit.ly/2GT58US

The open data portal of the Swiss public administration:
https://opendata.swiss

A gallery of Storymaps:
https://storymaps.arcgis.com

Learn how to use ArcGIS:
https://learn.arcgis.com

ArcGIS Online Help:
https://www.esri.com/en-us/arcgis/products/argis-online/ressources

Contacts

For any questions regarding mapping of Geneva's economic and innovation ecosystems:
Directorate General for Economic Development, Research and Innovation (DG EDRI)
https://www.ge.ch/dossier/developpement-economique-innovation
Phone: +41 22 388 34 34
dgderi@etat.ge.ch

For any question concerning SITG and access to its data:
Le système d'information du territoire à Genève (SITG)
https://ge.ch/sitg/
Phone: +41 22 546 72 71
geomatique@etat.ge.ch

For any question concerning software and licenses:
Esri Suisse
www.esri.ch
Phone: +41 58 267 18 60
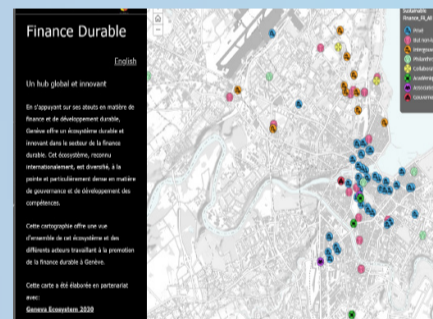info@nyon.esri.ch

MAP
YOUR SUCCESS

How to guide

**REPUBLIQUE
ET CANTON
DE GENEVE**

POST TENEBRAS LUX

«Geneva brings together an unparalleled density of actors and networks on a small territory. To highlight them and create new value, a map 2.0 is better than a thousand words.»

**Nicholas Niggli
Director General
Directorate-General for Economic Development, Research and Innovation (DG EDRI)**

«Spatial analysis for sustainable development... What else?»

**Yann De Pietro
Coffee Sustainability Technology Manager – AAA Sustainable Quality Program™
Nestlé Nespresso S.A.**

«Maps are a historical decision-making tool. New technologies offer this decision-making tool endless opportunities for innovation. Let's open the public data.»
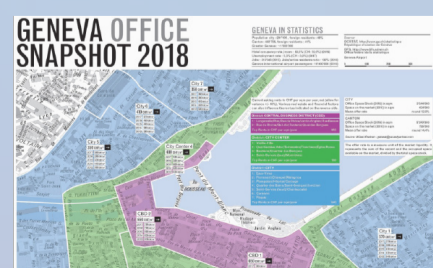
**Robert Curzon Price
CEO & Partner (MRICS)
Partner Real Estate – Knight Frank SA**

HOW TO USE GEODATA TO DEVELOP AND ENHANCE YOUR ACTIVITIES?

Today, it is impossible to do without it: many innovative companies use geodata to support their decisions, to better identify their customers and to develop new markets. From point of sale optimization to socio-demographic data analysis or real-time resource management, applications are endless.

Find out how to do this in **six steps:**

Share your results

6

1 Login to ArcGIS

5 Analyze your data

2 Choose a basemap

4 Enrich your map

3

Add your data

Login to ArcGIS 1

- The following maps and applications are created with ArcGIS Online, an online collaborative GIS system that allows you to use, create and share maps, 3D scenes, applications, layers, analyses and data.

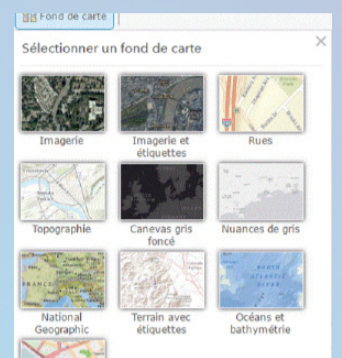- Try ArcGIS for free
www.esri.com/en-us/arcgis/trial

Choose a basemap 2

- The «Living Atlas» brings together reference maps developed from the best available data from a community of authorized suppliers.

- There are more than 10 basemaps to choose from.

Add your data 3

You can add your own geolocalized data, if these include an address, a locality, a postal code, coordinates or any other personalized locator, such as your sales sectors. Learn more about adding data: https://doc.arcgis.com/en/arcgis-online/create-maps/add-layers.htm

You can add data from an Excel table which includes location information.
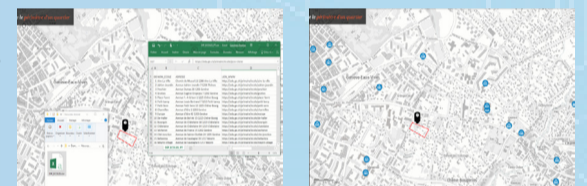

Enrich your map 4

- You can enrich your map by crossing data from various sources:
public data (opendata), data from living Atlas, etc.

- All these external data enrich your maps.
These maps, applications and external data layers support your work analysis. You can filter the data to display only the information of interest, for example, sports halls in Geneva.

Sociodemographic data

Sociodemographic data are ready to use and homogeneous for 130 countries, including Switzerland.
More than 146 variables (vintage 2017) are available: population, income, ages, households, expenses, etc.
A selection of data from the Federal Statistical Office (FSO) is also ready to use.
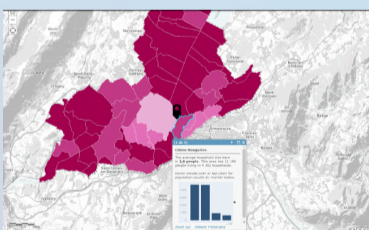
Sociodemographic data: average household size (map) and composition (histogram).
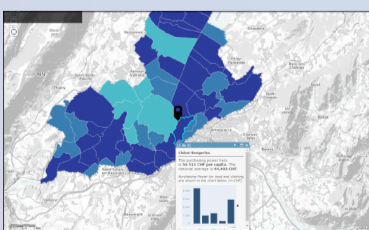
Sociodemographic data: purchasing power per capita (map) compared to national average and spending by different product categories (histogram).

Public data (opendata) – SITG

The Geographical Information System of Geneva (SITG) provides a variety of geographical data that you can consult online, integrate into your applications or display in your maps for further analysis. More than 600 data sets are ready to use and royalty-free, including for commercial use.
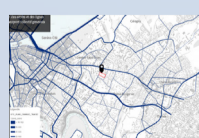
Consult the SITG data catalogue
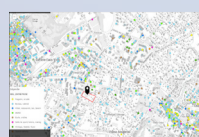https://ge.ch/sitg/sitg_catalog/sitg_donnees
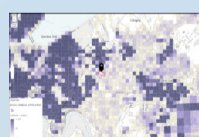
Population density: number of inhabitants per hectare (tiles of 100mx100m in Switzerland and 200mx200m in France).
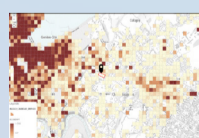
Employment density: number of jobs per hectare (100mx100m tiles).

Traffic load for individual transport: Daily value, working days (Monday-Friday) - cumulative 2-way traffic.

Genva Enterprise Register (REG): Location of entreprises represented by business types.


Analyse your data 5

- Spatial analysis tools allow you to visualize and quantify the relationships between data and display the results in maps, tables and graphs.
- You can optimize your decision-making process by integrating a spatial dimension to your evaluations.
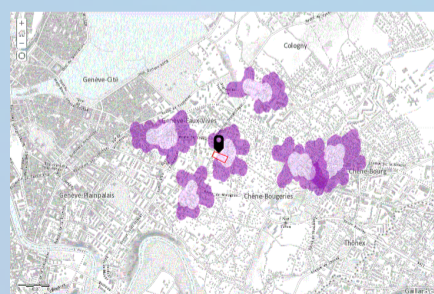-Learn more about the analysis tools available:
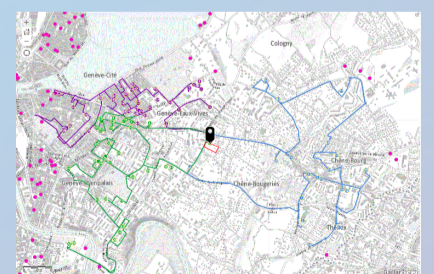https://doc.arcgis.com/en/arcgis-online/analyze/perform-analysis.htm
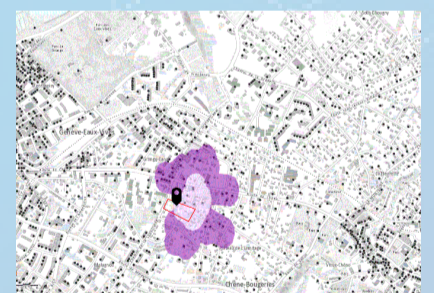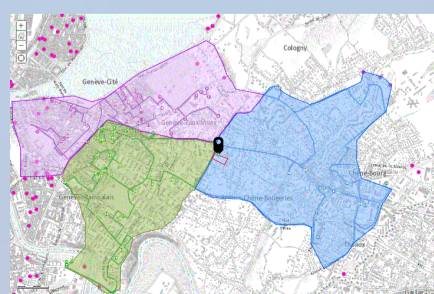
Density analysis.

Accessibility analysis: Calculation of the service area accessible on foot around a point of interest.

Multiple accessibility analysis: Visualization of service area coverage by multiple sites and possible overlaps.

Route optimization: Route calculation to optimize delivery or pick-up routes, by car or on foot, in a given territory.

Sectorization: Visualization of optimized sectors covering your territory on interest.