

State of the Map Colombia 2026

Business Plan

Executive Summary

The **State of the Map Colombia 2026 (SotM Col 2026)** will take place on **July 3–4, 2026 at Universidad Nacional in Bogotá**, organized by the OpenStreetMap Colombia Community through AC3.

OpenStreetMap (OSM) is the world's largest free and collaborative map, used in **transportation, emergency management, urban planning, academic research, and community projects**. SotM is the global meeting of the OSM community, and for the first time Colombia will host its own local edition.

This **free and inclusive event** will bring together mappers, developers, researchers, companies, and social organizations to share experiences, innovations, and projects. The thematic tracks include:

- **Mobility and transportation**
- **Environment and sustainability**
- **Education and academia**
- **Commerce and urban development**
- **Community and participation**
- **Data and technology**

For many students and community leaders, it will be their **first opportunity to present research and local initiatives on a national stage**. For volunteers, it is a chance to see their work recognized and connected to global networks.

By ensuring accessibility—covering costs for speakers, meals, and aiming to support transportation—the project promotes **diverse participation, digital literacy, and civic engagement**. Contributions will not only sustain openness but also **change lives by giving a voice to those who otherwise would not be heard**, strengthening knowledge exchange and laying the foundation for future editions that follow the same inclusive principles.

Organizational Background

The **Asociación de Cartografía Colaborativa de Colombia (AC3)** is the official local chapter of the OpenStreetMap Foundation in Colombia. AC3 promotes collaborative mapping, open data, and digital literacy through outreach, training, and partnerships with universities, NGOs, and public institutions.

Since its creation, AC3 has coordinated mapping volunteers, supported humanitarian projects, and designed outreach strategies to make cartographic data accessible to

communities. The organization manages **AC3.org.co**, leads national and international collaborations, and represents Colombia in the global OSMF Advisory Board.

In 2025, AC3 played a key role in organizing the **State of the Map Latam in Medellín**, an experience that demonstrated its capacity to manage large-scale events and connect local efforts with international networks. Building on this success, AC3 is now leading the organization of **State of the Map Colombia 2026**, a natural extension of its mission to empower communities with open mapping tools and foster inclusive participation in digital knowledge creation.

Problem Statement

The **State of the Map Colombia 2026** is designed to be a **free and inclusive event**, ensuring that anyone—regardless of resources—can participate. To achieve this, the organizers cover essential costs such as accommodation for speakers, meals for attendees, and aim to support transportation so participants from different regions can join without barriers.

While this openness strengthens community participation and diversity, it also creates a **significant financial burden**. Hosting a high-quality event that remains accessible requires external support. Without contributions, many voices and communities risk being excluded, limiting the impact of OpenStreetMap as a tool for collaboration, innovation, and social change.

For many young mappers, students, and community leaders, **this will be their first chance to share projects and research on a national stage, while connecting to the global OpenStreetMap network**. Without support, these voices may remain unheard, and communities that rely on collaborative mapping for mobility, disaster response, and environmental protection could lose the opportunity to share knowledge and build partnerships. Donor contributions are not just financial aid—they are the key to ensuring that inclusion, diversity, and innovation truly shape the future of open mapping in Colombia.

Project Goals

- **Bring diverse speakers:** Invite at least **10 speakers from different regions of Colombia** by May 2026, ensuring representation from academia, NGOs, and local communities.
- **Ensure inclusive participation:** Cover **lunches for 60 participants**, and provide **transportation and accommodation for 10 speakers/participants** during the event on July 3–4, removing financial barriers and guaranteeing inclusivity. Additionally, all sessions will be recorded and published online, ensuring that at least **2,000 people** can access the content in the months following the event.
- **Promote OSM for social impact:** Deliver **5 thematic sessions** showcasing OpenStreetMap applications in mobility, environment, education, and urban development, with documented case studies published online by August 2026.

Activities & Implementation

- **Event logistics organization:** Plan and coordinate all aspects of the event at the Universidad Nacional de Bogotá on July 3–4, 2026. This includes venue setup, technical equipment, volunteer coordination, and program scheduling.
- **Sponsorships for accommodation, meals, and transport:** Secure funding and partnerships to cover lunches for 60 participants, and transportation plus accommodation for 10 speakers/participants, ensuring inclusivity and diversity.
- **Open outreach and promotion:** Launch a communication campaign through Instagram, universities, NGOs, and community networks to invite mappers, researchers, and organizations. This guarantees broad participation and visibility of OpenStreetMap as a tool for social impact.
The campaign will rely on organic reach and low-cost targeted ads, aiming for 10,000–20,000 impressions and direct engagement from 500–700 individuals, ensuring broad participation and visibility of OpenStreetMap as a tool for social impact.

Budget Overview

- **Speakers' accommodation** Lodging will be provided at a nearby hostel at **160,000 COP per night**. For two nights, this equals **~100 USD per person**. Covering accommodation for 10 speakers requires **~1,000 USD in total**.
- **Participants' meals** Ensuring food for attendees is essential for inclusivity. With **500 USD (~2 million COP)**, we can provide pizza for all participants for one day. Additional options include:
 - 15 USD = snacks for 50 participants during a break
 - 20 USD = coffee for 50 participants during a break
 - 500 USD = full lunch for 60 participants
- **Regional transportation** Transportation support allows participants from different regions to attend. The cost per person is **200 USD**. Covering 10 participants requires **~2,000 USD in total**. Intermediate options include:
 - 200 USD = transport for 1 participant
- **Materials & Outreach**
 - **Speaker kits** Provide **event t-shirts** for all speakers, creating a sense of identity and recognition.
 - **Attendee welcome packs** Each participant receives a **totem bag** with:
 - Event leaflet
 - Pen
 - OsmAnd voucher

- Notebook
- Pin or keychain
- Stickers
- **Social media promotion** Paid campaigns on platforms such as Instagram to increase visibility and reach diverse audiences.
- **Certificates of participation** Printed diplomas for speakers, recognizing their contribution and engagement.
- **Volunteer recognition** Special items or tokens of appreciation for volunteers, reinforcing their vital role in the event.
- **Event signage** Posters and signs for:
 - University entrances and faculty doors
 - Bathroom locations
 - Welcome banner
 - Map of Colombia to highlight participants' origins
 - Photo booth props (frames, paddles)
 - Hashtag poster for the auditorium backdrop
 - Lanyards for organizers

Amount	Description
10 USD	Provides a bottle of water for 10 speakers
15 USD	Provides snacks for 50 participants during a break
20 USD	Provides coffee for 50 participants during a break
50 USD	Prints a banner for the OSM Colombian community
100 USD	Provides housing for 2 days for one participant
200 USD	Covers regional transport for one participant
300 USD	Provides event t-shirts for 10 speakers
500 USD	Provides lunch for 60 participants
800 USD	Provides welcome packs (totem bag, leaflet, pen, OsmAnd voucher, notebook, pin/keychain, stickers) for 60 participants
1,000 USD	Covers accommodation for 10 speakers for 2 nights
2,000 USD	Covers regional transport for 10 participants

Observations

- These materials not only **enhance the event experience** but also strengthen **visibility and branding**.

- Donors can connect their contributions directly to tangible items (e.g., “50 USD = banner printing for the community”).

Long-Term Impact

- **Inclusivity as foundation** By ensuring inclusivity—bringing speakers and participants from diverse regions—the event sets a precedent for future editions. This foundation guarantees that openness and diversity remain guiding principles for State of the Map Colombia in the years ahead.
- **Expansion of OSM-based projects** Sharing knowledge of OpenStreetMap empowers communities to design new projects in **mobility, environment, education, and volunteering**. The recorded sessions will remain available online, serving as educational resources for universities and community groups, extending the impact of the event far beyond July 2026.
- **Contribution to SDGs** Collaborative mapping directly supports the **Sustainable Development Goals (SDGs)** by promoting open data, civic engagement, and digital inclusion. From improving urban planning to advancing environmental protection, the event fosters long-term impact aligned with global priorities. Specifically, SotM Colombia 2026 contributes to:
 - **SDG 11: Sustainable Cities and Communities** – by using OSM for urban planning, mobility, and disaster preparedness.
 - **SDG 13: Climate Action** – through environmental mapping projects that support reforestation, biodiversity, and climate resilience.
 - **SDG 4: Quality Education** – by training students, researchers, and communities in digital literacy and collaborative mapping.
 - **SDG 17: Partnerships for the Goals** – by building networks among universities, NGOs, and local communities to sustain open data initiatives.

Closing Section – Call to Action

The State of the Map Colombia 2026 is more than an event—it is a platform for inclusion, collaboration, and innovation. By supporting this project, donors ensure that diverse voices from across Colombia can participate, share knowledge, and connect with global networks.

Our **initial fundraising goal is 3,500 USD**, which will cover essential costs such as meals, accommodation, and outreach materials. This is the first step toward our full budget of approximately **5,500 USD**, needed to sustain the event’s inclusivity and impact.

Every contribution—whether 15 USD for snacks, 100 USD for housing, or 500 USD for meals—directly translates into opportunities for participants and strengthens the future of open mapping in Colombia. As one student mapper expressed after SotM Latam 2025: “Presenting my project gave me the confidence to keep mapping my community.”

Together, we can make SotM Colombia 2026 a milestone for collaborative cartography, empowering communities and advancing the Sustainable Development Goals.