Reimagining the future of the Surveying Profession post 2020
Social & Political: ‘New normal’ influencing at the political level

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What is the “new normal”?

How can we influence the political level?

“Write” at traditional media (Local, national, regional, worldwide) and at social media.
“Discuss” with the society and opinion makers
“Act”

Firstly, we should convince the society and
Then

We have a voice and we are “heard” by the politicians, stakeholders
### Our profession

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<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<td>- We are the most &quot;open&quot; engineers. Wide field of activities.</td>
<td>- Lack of branding</td>
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<td>- We are at the forefront of technology.</td>
<td>- Lack of marketing.</td>
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<td>- One of the most influential professions in land management, development and environmental protection. At the heart of the natural and structured environment</td>
<td>- Lack of lobbying</td>
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<th>Opportunities</th>
<th>Threats</th>
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<td>- Increased influence of social media</td>
<td>- We are not useful to politicians. Our projects do not bring quick and immediate perceived results such as allowances or financial aid</td>
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<td>- The problem of the environment is current</td>
<td>- Inability to adapt to the new reality</td>
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<td>- Digital transformation is accelerating</td>
<td>- Act as usual</td>
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EURO 2020 | Denmark – Finland, 12 June 2021
Eriksen -> our planet
His physical condition -> the condition of our planet before the pandemic
The medical episode -> the pandemic
FIFPRO’s announcement -> the bell ringing the UN SDGs.
Spectators (either in the stadium or on television) -> our society and people who remain stunned.
Doctors and medical staff -> politicians, governments, stakeholders and those in power.
Teammates -> Everyone who wants to act (GOAL 17: PARTNERSHIPS).

What we would like to be the position of our profession?
The position of Captain of the team (No 4), who ran to help, led the effort and called the doctors to get inside.

Let’s be the leaders!
Examples of our actions in Greece, that influenced political decisions and raise issues in the public debate:

1. Press Conferences for significant changes during Cadastre compilation.
2. Meetings with all the respective representatives of the parliamentary parties.
3. Thematic conferences (topo@drone)
4. Competitions on social media to promote our profession (#topografontas= meaning surveying).
5. Events and interventions for specific natural disasters that occurred. Flood in Mandra and fire in Mati.
6. Newspaper articles on current issues that concern the society, providing information and solutions.
7. Open scientific magazine of our association to all.

The Results
1. We create an agenda and raise issues in the public debate. Our society listens to our scientific opinion.
2. Our opinion matters to politicians and opinion makers, stakeholders.
3. Our profession has become widely known. Surveyors intervene more in the media and take positions of responsibility.
Thank you for your attention!