



HELLENIC ASSOCIATION OF RURAL & SURVEYING ENGINEERS (H.A.R.S.E.)  
ΠΑΝΕΛΛΗΝΙΟΣ ΣΥΛΛΟΓΟΣ ΔΙΠΛΩΜΑΤΟΥΧΩΝ ΑΓΡΟΝΟΜΩΝ & ΤΟΠΟΓΡΑΦΩΝ ΜΗΧΑΝΙΚΩΝ

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# Reimagining the future of the Surveying Profession post 2020

Social & Political: 'New normal' influencing at the political level

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**WORKING WEEK 2021 21-25 JUNE**  
SMART SURVEYORS FOR LAND  
AND WATER MANAGEMENT  
**CHALLENGES IN A NEW REALITY**



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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



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## Our profession

### Strengths

- We are the most "open" engineers. Wide field of activities.
- We are at the forefront of technology.
- One of the most influential professions in land management, development and environmental protection. At the heart of the natural and structured environment

### Opportunities

- Increased influence of social media
- The problem of the environment is current
- Digital transformation is accelerating

### Weaknesses

- Lack of branding
- Lack of marketing.
- Lack of lobbying

- We are not useful to politicians. Our projects do not bring quick and immediate perceived results such as allowances or financial aid
- Inability to adapt to the new reality
- Act as usual

### Threats







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## EURO 2020 | Denmark – Finland, 12 June 2021



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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).



Parallelism



**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!**





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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.



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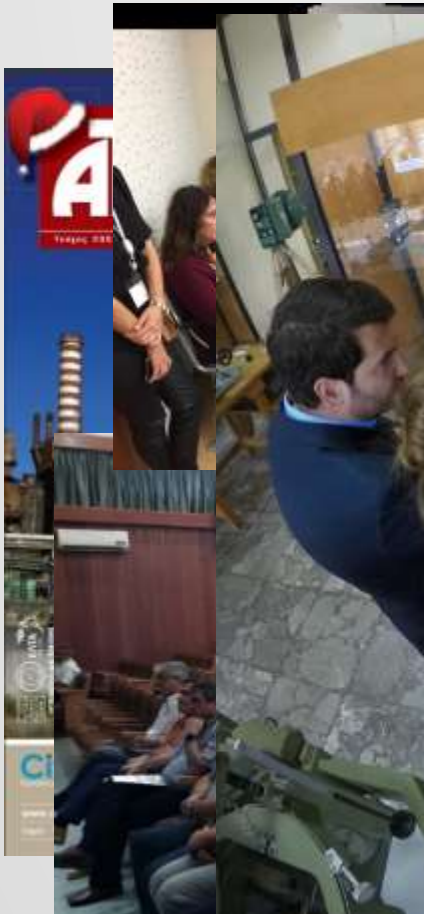


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Thank you for your attention!



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