

# FIG WORKING WEEK 2017

Surveying the world of tomorrow -

Helsinki Finland 29 May - 2 June 2017

From digitalisation to augmented reality

When “Public Affairs” is an affair for the Surveying Profession

## Public Affairs (PA)

- an effective tool in interest management

A Danish PA approach

Torben Juulsager

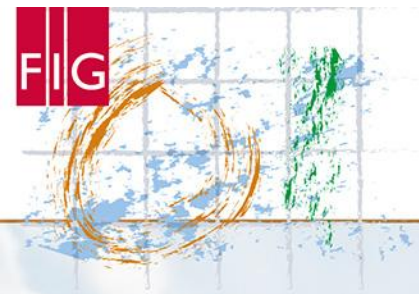
[tgj@geopartner.dk](mailto:tgj@geopartner.dk)

The Danish Association of Chartered Surveyors (DdL)



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## Purpose of the Presentation

Outlining a Public Affairs (PA) approach - a Danish way

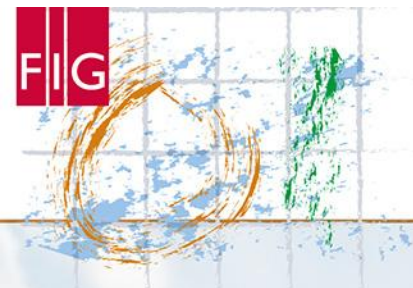
Sharing experiences - why, what, how

Bringing the Surveying Profession's interest management a ste**PA**head



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## Definition

### Public Affairs (PA) – Wikipedia (DK):



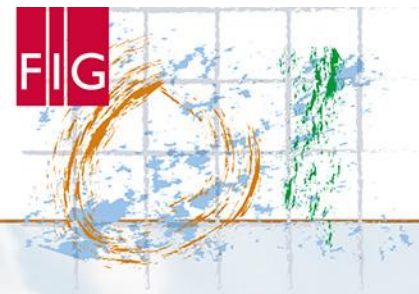
WIKIPEDIA  
The Free Encyclopedia

*“Public Affairs is the most commonly used collective term for **political interest management** and the many methods that can be used to **influence political processes**. This applies, among other things, to organizations' use of lobbyism, and Public Relations to **achieve a political goal**”*



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## Guideline for a PA process

**Budget** - Financing and Economic Framework

**Vision** - The overall ambition

**Success** - Rate of success

**Strategy** - The strategic approach

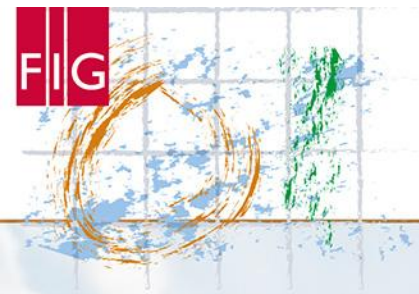
**Professional assistance** - PA bureau – yes/no?

**Game Plan** - Preparation , strategies, areas of action and execution



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## A Danish PA approach by surveyors



### The “trigger” - Initiating event

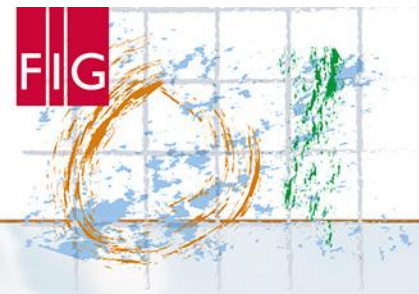
- Change of framework conditions for land surveyors' business activities:
  - Political initiatives on deregulation of ownership of surveying companies to promote competition, growth and innovation in the cadastral business area
- The Danish Association of Licensed Surveyors considered the initiatives as a threat and decided to initiate political interest management through PA

“The following is focused on the specific PA process and not on the political issue”



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## Initial decisions

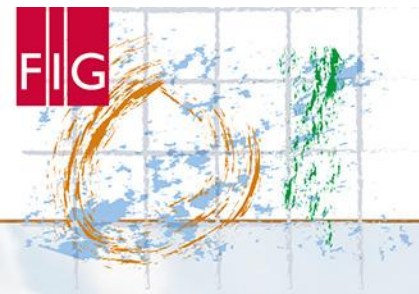
### Budget - Financing and Economic Framework

- Financed primary through equity secondly by additional income
- A start budget based on capital willingness and on estimated costs approximately 70t euros
- Willing to adjusted / raise the budget in relation to activities
- Realized costs approximately 100t euros



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## Initial decisions

**Vision** - The overall ambition

- Prevent the political initiatives and legislative change – if not then
- Damage control and putting the surveyors in the best position under possible political initiatives

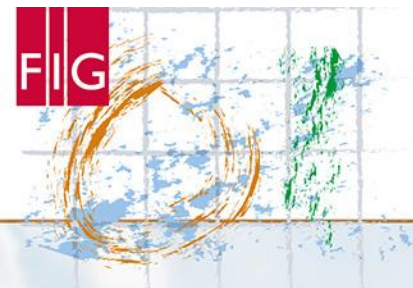
**Success** - Rate of success

- Reach the overall ambition
- Creating a political platform for future interest management
- Creating a network
- Branding effect



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## Initial decisions

### Strategy - Approach to PA



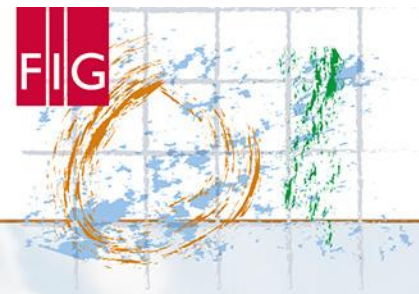
Offensive	Defensive	Dialogue based
<ul style="list-style-type: none"> <li>• Massive documentation</li> <li>• Demonstrations</li> <li>• Ad campaigns</li> <li>• Critical PR</li> <li>• Conferences</li> <li>• Audience with the Minister / committee</li> </ul>	<ul style="list-style-type: none"> <li>• No one or few reactions</li> <li>• Awaiting position</li> </ul>	<ul style="list-style-type: none"> <li>• Factual and objective documentation to stakeholders</li> <li>• Available to officials, politicians and media</li> <li>• PR-efforts that involve actors constructively and focus on opportunities</li> <li>• Conferences for dialogues, contacts and alliances</li> </ul>



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## Initial decisions

### Professional assistance - PA bureau – yes/no?

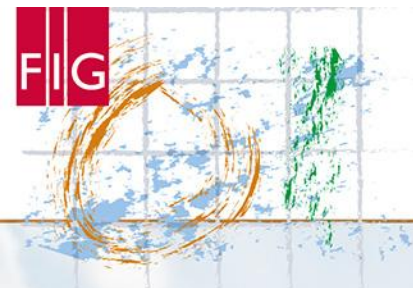
- Contract with a PA/PR/communication bureau – Lindskov.com
- Advantages:
  - Professionals - Strategic guidance
  - Code of conduct - lawfulness, credibility, professionalism, loyalty, confidentiality
  - Knowledge to the political game - timing and “opens closed doors”
  - Monitoring - inside knowledge about the political process
  - Access to a large network - stakeholders, government officials, politicians, media



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## The “Game Plan”

Preparation - Sharp on arguments and target groups

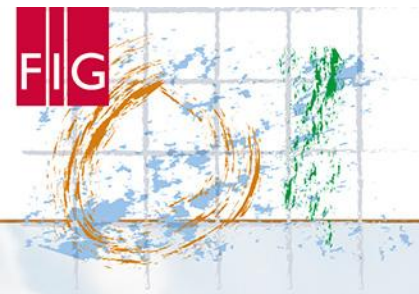
Strategies - Tackling the problem

Areas of action and execution - 4-track effort and initiative



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## Preparation

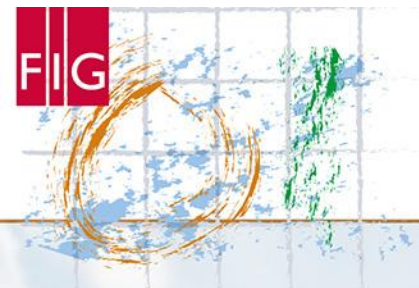
### Central arguments

- *“No growth potential”*
- *“Existing free and strong competition”*
- *“High legal certainty under the current regime”*
- *“No claims on cadastral works or on fees”*
- *“The companies are innovative and developing”*



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## Preparation

### Questions and answers (Q&A)

- Create an argument preparedness Q&A bank
- Putting surveyors during journalistic crossfire on central arguments – a devil's advocate session



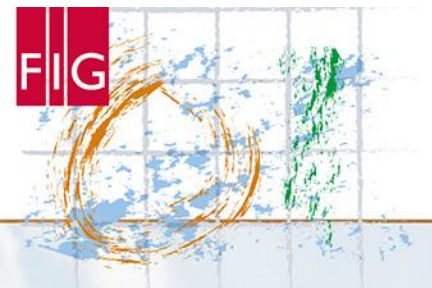
### Analysis of target groups – stakeholders, politicians etc.

- Identify friends and enemies
- Identify influential stakeholders
- Identify possible alliances



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## Strategies

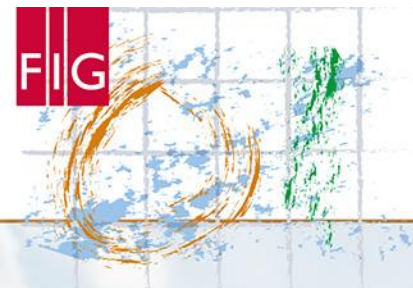
### Strategic approach

- Refute the premises of legislative initiative / changes by analyzes, fact finding and arguments
- Affect the general opinion of the surveyor as an objective, credible and strong professional advisor
- Build up strong alliances that supports the surveyors
- Avoid pushing a politician into a corner - always “draw” an open door on the wall so there's an exit that the politician can safely get out of without a political defeat – show and give political alternatives



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## Areas of action and execution



**Political track** - To be heard, to convince, to create political alliances

**Official track** - To give facts, to answer questions

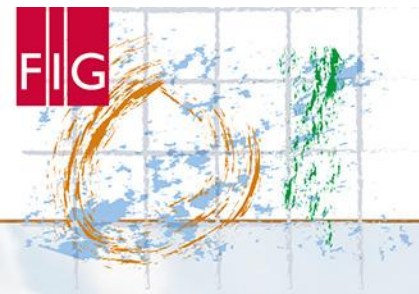
**Stakeholder track** - To create awareness, to create professional alliances

**Media / Public Relation (PR) track** - to highlight the views, to display political pro-opinions, to create debate



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## Political track

### Initiatives

- Contact and meeting with at least 25 relevant MPs / politicians – especially business and commercial spokesmen
- Company visits / case studies involving local politicians and spreading political support statements in public spaces
- Audience with the Business and Growth Committee
- Meeting with the Minister of Business and Growth
- Meeting with the Minister of Energy, Utilities and Climate

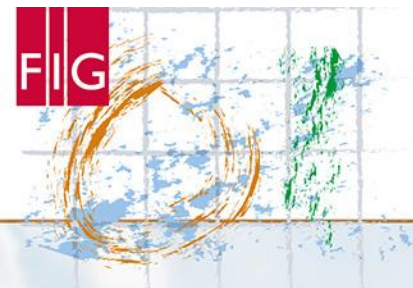


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## Official track



## Initiatives

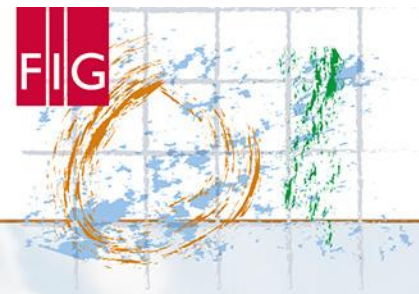
- Written views to the Committee
- Answering factual questions from the Committee
- An audience with the Committee
- Additional business information to the Committee:
  - *"Competition in the surveying business"* about: Ratios and task performance, business profile, analogies from other business and other countries, business development and consequences of the repeal of ownership restrictions - including questionnaire survey on price trends and competition



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## Stakeholder track



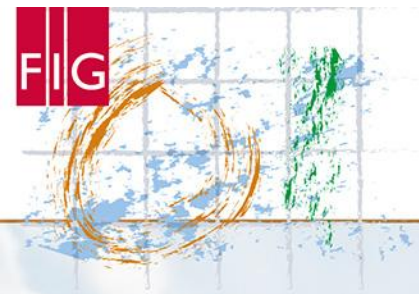
## Initiatives

- Contact and meetings with at least 10 other liberal and regulated professions, Private and public interest organizations – creating alliances in the interest management
- Making articles based on interview on the political issues and getting support – spreading the support statement in public spaces



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## Media / Public Relation (PR) track

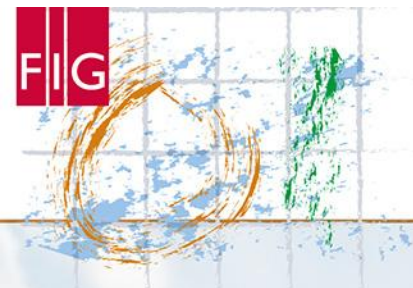
### Initiatives

- Communications preparedness – data bank of knowledge and information
- Articles on surveyor 's role in development projects – from company visits with local politicians
- Debate posts / viewpoints in newspapers and internet news sites
- Establishing and building a campaign site with collection of all background material, documentation, views, pronouncements etc.



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The political initiatives on deregulation has so far been withdrawn by the Minister

*“Politicians do not get revelations  
- they get information”*

&

Thank You for Your Attention



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