



## CLGE's Strategy for the coming years (2019 – 2020)

*With this note, we want to conclude the work that was produced over the last 4 years and draw first lines of CLGE's future strategy. This text has the aim to fuel our discussions during the Barcelona GA.*

*Throughout the GA, we will show a PowerPoint presentation with the main events of the last years and the milestones in the progress of our Council. Pictures will alternate with short statements about the landmarks we have set.*

*You will see that we've worked in the continuity of the work of our predecessors under Presidents Henning Elmstrøm and Jean-Yves Pirlot. The axes Proactivity, Proximity and Professionalism didn't lose their pertinence and remain high on our agenda.*

*Briefly said, we've developed and finalized some existing initiatives, intensified good practices and introduced new projects and approaches.*

*The international visibility outside of Europe has been increased and this has had positive effects on our reputation even within the EU. We are at the eve of potential high-profile projects and hope that we will get the occasion to realize them, together with our partners from the public, private and academic sector.*

*Based on recent discussions within the outgoing Executive Board gathered in Kranj (SI), we have a series of proposals for the strategic orientation of the next election period.*

*The discussion that we will have during the General Assembly and the workshop on CLGE's strategy in the coming years has the ambition to give some orientation to the incoming Executive Committee.*

### Members satisfaction, members engagement

#### - Reduce the administrative part

Efforts were made during the last years, however, this complaint surfaces regularly. Hence, we propose to go on with the efforts to reduce the administrative burden.

We propose to produce an annual report with all financial files included in one single document but also with a description of the main activities and achievements of CLGE.

#### - Return on investment for members

Geoskills Plus (EU Leonardo Project) was a first initiative in the past, four of our principal members got the occasion to play an active role. We will try to repeat this kind of experience and increase the number of projects involving local surveyors and their national associations, of course.

The Horizon 2020 programme offers opportunities, but we propose to explore other possibilities as well.

#### - Interaction with state administrations and governments

More and more NMCA's become corporate member of CLGE and this is a good sign. We want to build on this success, increase the number of NMCA's involved with us and, if possible, we propose to interact with them in a structural way.

This can be done during our events but also in between with ad hoc meetings and possibly combined projects.



We have to earn the respect of these agencies and the national governments, for the implementations of policies taking our profession into account.

- **Good quality General Assemblies, workshops to maintain and improve**

It is important to make sure that a maximum of members take part in our events. The solidarity fund should be used in a structural and constructive way. Recipients should be invited to take an active part in CLGE's life and to improve the situation of their association. The workshops represent a clear added value for our members and partners. We propose to maintain them and try to optimize their ROI. The advice of our partners should be asked in this field.

- **Seminars**

Recent seminars were of outstanding quality. We propose to foster initiatives of this type taken by CLGE members. The alternation of CLGE Seminars and Conferences should be maintained but, whenever intermediate seminars with a regional scope can be organized, a support by CLGE is possible.

### Digital strategy

- **Website**

We've put a lot of efforts in the contract needed to give our website a total new life. Once the new website will be operational, we will concentrate on the digital strategy of CLGE.

- **Information sharing**

A better digital engagement with our members should be one of our goals. We could for instance envisage an e-commerce module enabling us to handle a centralized registration to our events or at least to propose this platform to our members who are in charge of the organization of events, such as General Assemblies, Conferences, Seminars or Regional events.

- **Virtual meetings, polls, webinars and MOOCS**

The interaction with members, between them and with the outside world could be improved via the use these modern technologies. We could invest efforts and money in these aspects of our communication and interaction.

### EU engagement

- **Support from IG-PARLS**

The interaction with IG-PARLS is excellent but it could still be increased. This is the case for EU matters and general matters.

The EU matters could be handled in full transparency but with a clear accent on decision making by our EU members. Of course, our non-EU members have an important advisory role to play, since many of EU policies impact them directly or indirectly. However, in front of the EU bodies, our EU policy needs a clear visibility and legitimacy.

- **Cooperation with other EU stakeholders PCC, ELRA, CNUE**

Although the interaction with International bodies has been beneficial, we should maybe focus on our relations with the European Stakeholders.

The Geographical Europe, corresponding to our natural Area of Interest, is the next natural step with organisations such as EuroGeographics and UNGGIM-EU.



### Resources management, professionalism

- **HR, involvement of VP for regional actions**

A lot of representations and missions are done by the president and his bureau. We should try to spread the workload and to involve the vice-presidents in a more active way. This is especially true for regional actions.

- **Partnership for projects**

As during the previous election periods, we should improve our project-based approach. Especially in the framework of externally funded and controlled projects this would help us to put the accent on the project deliverables.

- **Increase the number of corporate members**

Since we are representing the profession as a whole, we should welcome more Corporate members. All the European NMCA's are huge employers of geodetic surveyors and their interest in our Council should be or become an evidence.

With delegates from the public and private sector, but also from the academic sector, we could also approach some Universities, Technical High Schools or Research institutes.

- **Sponsoring**

We have introduced the project-based sponsoring and would propose to make all efforts to maintain and if possible increase this kind of support.

- **Fee orthodoxy**

After many years of efforts, we have nearly reached in the full payment of the fees. This should be maintained in the future. With the new tool of downgrading members to the observing statute, we can react in a pertinent way to problems of this kind.

### Visibility, proactivity and influence

- **Analyse the ROI for missions and engagement**

The new approach with Per Diem requires a very a transparent reporting scheme and the ROI of our missions and engagement has to be evaluated. As recently started with the mission sheet, this report should remain available to the members. It should become a part of the annual report.

- **Improve relations with potential partners**

We should make all efforts to improve our relations with our potential partners, for example the National Mapping Agencies of our member States, or Worldwide actors like UN GGIM, WPLA, World Bank,...

- **Thematic global surveyors' day**

Our idea would be to give some guidelines about the Global Surveyors day. For 2019 we would for instance advise our members to organize some specific activities in the field of professional ethics (statistics, practical workshops on dilemma training, analysis of the impact of new technologies on ethics, ...).



- **EU GI authority**

We should discuss about the need of a EU GI authority and if we reach a consensual position about this question, we should broadcast our recommendation, together with other interested stakeholders.

- **Reform of the Students' (one for students', one for innovation)**

We would propose to organize the reform of the CLGE Students' Contest. Maybe this should be done for the edition 2020, since one of the critics has been that the regulations should be distributed in September, at the start of the academic year, and not in March. We would release the regulation 2019 urgently, only with minor changes.

- **Gender equality**

We should make more efforts in the field of gender equality. Obviously, it's not so easy in our profession but probably we are not alone. Anyway, we are not doing enough. We should foster and promote ladies in our associations to come forward and take an active role nationally and internationally.

- **UN – SDG 2030**

The surveyor has a role to play in the achievement of the Sustainable Development Goals 2030 of the United nations. We should make efforts to document this and to cooperate with our partners in concrete realizations.

We cannot follow all the new hypes. However, we have to make sure that surveyors are on the radar when it comes to essential topics such as smart cities, for instance. They are in relation with the UN – SDG 2030.

Based on proposals by Maurice Barbieri, outgoing CLGE President, and the members of his team gathered in Kranj (SI), July 2018