



"From the wisdom of the ages
to the challenges of modern world"

FIG WORKING WEEK 2015

17-21 MAY SOFIA BULGARIA

Organised by:   CHAMBER OF GRADUATED SURVEYORS

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ENSURING THE SURVEYOR OF TOMORROW



A. KAMBUROV, M. BEGNOVSKA, L. KOSTOVA, T. SLAVOVA, D. VELICHKOV - Bulgaria

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PROJECT GOALS



GEO SKILLS PLUS




<http://www.geoskillsplus.eu/>




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Project Partners

Netherlands	Dutch Cadastre, Land Registry and Mapping Agency
	GEO Employment Market Foundation
Bulgaria	Geodesy, Cartography and Cadastre Agency
Lithuania	Vilnius Gediminas Technical University
Belgium	Belgian Order of Surveyors
	Council of European Geodetic Surveyors
	European Association of Geographers
	Flemish Association for Geographic Information

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GOOD EUROPEAN PRACTICES TO BE FOLLOWED:



GEO STUDIES

NETHERLANDS




aan het werk met geostages






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Awareness rising campaign (Work Package 3 – Bulgaria):

	50%	73%	99%	62%	40%	62%	82%
	students choose geodesy as first subject because of their parents, relatives or acquaintances.	candidate students did not know about "Open Doors Day", 5% attended event, and it affected 0% of them.	students are aware of the necessity to get training on handling of modern technical equipment and computers, and distinguish better between use of information systems and training in informatics.	students would like to work parallel with studies if the curricula would include opportunity;	students appreciate working outdoors and in nature.	students think geodesy is a respected discipline by the public.	high school students stated that they would like some of their geodesy classes to be taught by lecturers – experts from practice.

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Awareness Strategy Key Implementation Actions:

- Personal communication
- Mass communication
- Formal and informal educational programs
- Public relations (PR)
- Advocacy






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VERSION 5, MAY 2014

Communication strategy on how geodesy contributes to strengthen the study of our changing planet

GOAL

The UN General Assembly adopts a resolution for a global geodetic reference frame for sustainable development

Communication challenge

Geodetic science and the underpinning global geodetic reference frame are not well understood by decision makers, particularly at the political level

Communication objectives

Help the UN delegations to understand the role geodesy and a global geodetic reference frame play in society, and why global geodesy is so important to the ongoing study of our changing planet

Ambitions








- UN General Assembly adopts the resolution in January 2015
- Develop a roadmap for enhancement of a global geodetic reference frame and multilateral cooperation on geodesy under a UN umbrella


Strategy

- Develop a suite of common communication tools including video, factsheet and infographics to explain the importance of geodesy for the study of our changing planet
- Establish meetings with the UN delegations and committees before the General Assembly, where the presenters use the newly developed communication tools to maintain consistency
- Make use of international science networks to communicate the importance of geodesy to their respective science domains
- Raise awareness of the role of a global geodetic reference frame by spreading the message through video/animation released on the internet and social media

Communication platform

- Geodesy is a global science. Through geodesy we measure and define the Earth's shape, motion, rotation, gravitational field and changes to these.
- Geodesy is fundamental for monitoring changes to the Earth including the continents, ice caps, oceans and the atmosphere. Geodesy is also fundamental for mapping, navigation and universal timing.
- Geodesy provides a very accurate and stable coordinate reference frame for the whole Earth. This coordinate system allows you to relate measurements taken anywhere on the Earth with similar measurements taken at a different time or location.
- Global Geodesy is dependent on contributions from nations all around the globe. We aim to change from the current system where contributions to the development of a global geodetic reference frame are undertaken on a "best efforts" basis to one where they are made through multilateral collaboration under a UN mandate.





Foreign affairs/ UN delegates	GGIM-committee	International research/ science networks	Target groups
Increase the knowledge of geodetic observation, why geodesy is so important for the study of our changing planet and why a multilateral collaboration under a UN mandate is needed	Develop good GGIM ambassadors who will provide advocacy for geodesy in their countries, and encourage greater participation in the multilateral cooperation	Use science networks to influence governmental organizations and NGOs, to share the message about the importance of geodesy and a global geodetic reference frame	Messages
  	 	   	Tools







UN-GGIM

United Nations Initiative on
Global Geospatial Information Management

ggim.un.org

 <p>"From the wisdom of the ages to the challenges of modern world"</p> <p>Science communication roots:</p> <h2>The Bodmer Report</h2>  	<p style="text-align: right;"><i>Box 1985</i></p> <div data-bbox="810 344 1241 631" style="border: 1px solid black; padding: 5px;"> <p>The Public Understanding of Science</p> <p>The Royal Society 1985</p> </div> <div data-bbox="810 676 1241 963" style="border: 1px solid black; padding: 5px; text-align: center;">  <p><i>The Royal Society of London</i></p> </div>
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 <p>GEODESY, CARTOGRAPHY AND CADASTRE AGENCY</p> <p>GOVERNMENT</p>	 <p>CAMPAIGN SUPPORTERS in Bulgaria</p>	 <p>Media Partners</p> 
 <p>BULGARIAN CARTOGRAPHY ASSOCIATION</p>  <p>UNION OF SURVEYORS AND LAND MANAGERS IN BULGARIA</p> <p>PROFESSIONAL ORGANIZATIONS</p>	 <p>GEOSPATIAL BUSINESS</p>	
 <p>UNIVERSITY OF MINING AND GEOLOGY</p>  <p>UNIVERSITY OF ARCHITECTURE CIVIL ENGINEERING AND GEODESY</p> <p>ACADEMIC</p>	 <p>APECS Association of Polar Early Career Scientists</p> <p>BULGARIA</p> <p>EDUCATIONAL NGOs</p>	



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Mobile Task Groups



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CIVIL ENGINEERING
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ROMANIA

GREECE

MACEDONIA



15 May, Stara Zagora ACEG high-school, „The art of the surveyor“

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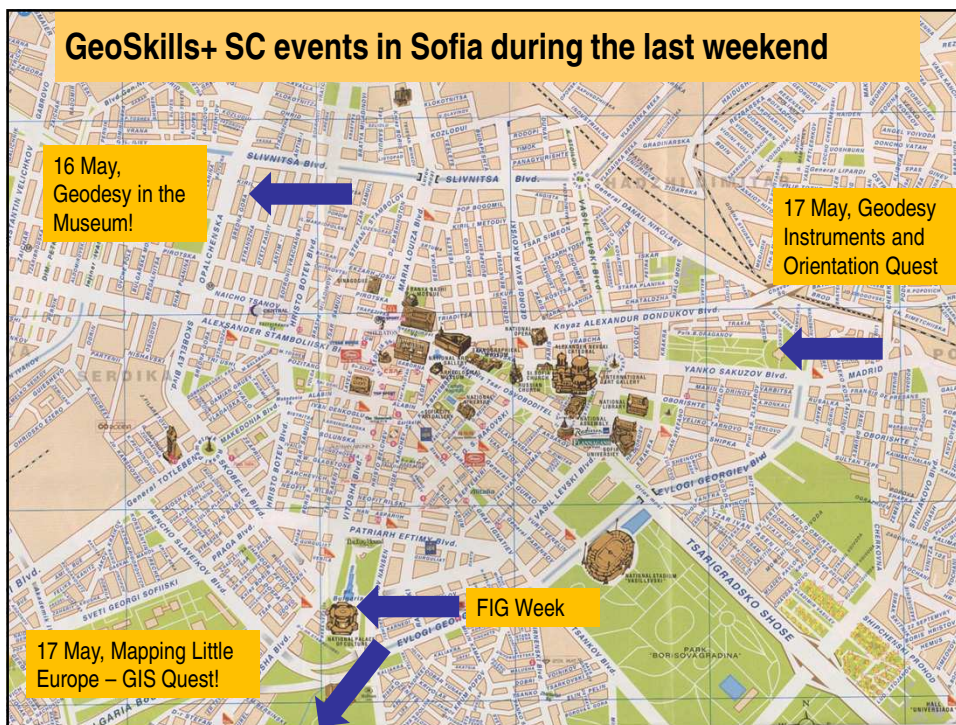


FIG  "From the wisdom of the ages to the challenges of modern world" **FIG WORKING WEEK 2015**
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Meanwhile, at the Sofia Science Festival (17 May 2015)

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AT EUROPEAN NIGHT OF MUSEUMS
SATURDAY, MAY 16TH, 2015
Free admission

Geodesy in the Museum!
National Polytechnic Museum - Sofia

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KEY STRATEGIES FOR COMMUNICATING GEODESY TO THE YOUTH

SO YOU'RE TELLING ME



THAT GEODESY WILL PROVIDE ME AN EXCELLENT FUTURE

memegenerator.net

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WHAT IS A SURVEYOR?

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STATE-OF-THE-ART TECHNOLOGIES

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EXPLORE THE UNIVERSE!



EXPLORE THE EARTH!



FIG "From the wisdom of the ages to the challenges of modern world"

улица „Оборище“
Sofia
Street View - April 2012

Residence Hotel
Cathedral of Alexander

Organised by: **FIG** **CHAMBER OF GRADUATED SURVEYORS**

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The image shows a Google Street View of a wide cobblestone street in Sofia, Bulgaria. In the background, the large, ornate Cathedral of Alexander is visible. People are walking on the sidewalk, and some are taking photos. The FIG logo and the text "From the wisdom of the ages to the challenges of modern world" are overlaid at the top. At the bottom, there are logos for the organizing body, the Chamber of Graduated Surveyors, and platinum sponsors Trimble and Esri.