

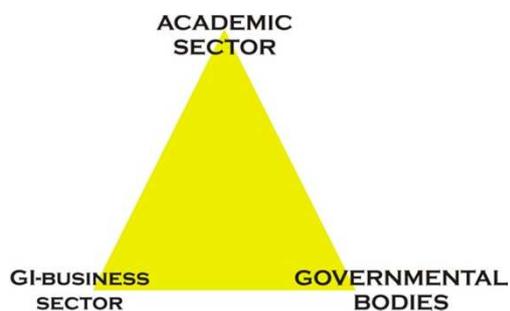


ENSURING THE SURVEYOR OF TOMORROW

Asparuh Kamburov

Union of Surveyors and Land Managers in Bulgaria
(Youth Group)

PROJECT GOALS



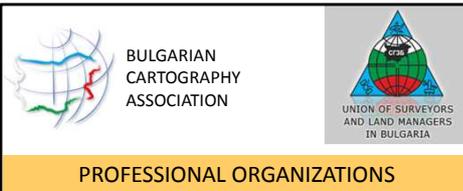
<http://www.geoskillsplus.eu/>

CAMPAIGN SUPPORTERS



GOVERNMENT





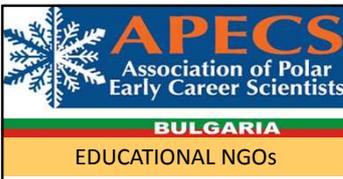
PROFESSIONAL ORGANIZATIONS



GEOSPATIAL BUSINESS



ACADEMIC



EDUCATIONAL NGOs



UN-GGIM United Nations Committee of Experts on Global Geospatial Information Management

VISION 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

Geodesy, 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 countries before the General Assembly, where the presenters use the newly developed communication tool 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 effort" basis to one where they are made through multilateral collaboration under a UN mandate.

Foreign affairs/ UN delegates

Increase the knowledge of geodesic observation, why geodesy is so important for the study of our changing planet and why a multilateral collaboration under a UN mandate is needed

GGIM-committee

Develop good GGIM ambassadors who will provide advocacy for geodesy in their countries, and encourage greater participation in the multilateral cooperation

International research/ science networks

Use science networks to influence governmental organizations and NGOs, to share the message about the importance of geodesy and a global geodetic reference frame

Target groups

Messages

Tools

Meetings Letters Factsheet Newsletter/Resolution Multimedia presentation YouTube YouTube LinkedIn Twitter Social media



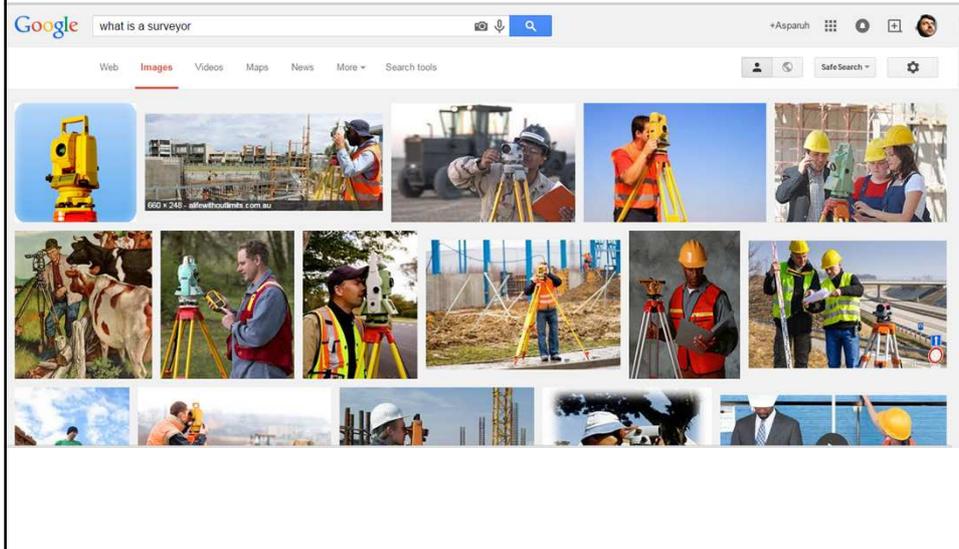
UN-GGIM United Nations Initiative on Global Geospatial Information Management

ggim.un.org

GeoSkills+ Bulgaria Surveyor Task Group



WHAT IS A SURVEYOR?



GOOD EUROPEAN PRACTICES



GeoSkills+ in Bulgaria so far

The image is a composite. On the left is a map of Bulgaria with red arrows pointing to Sofia and Stara Zagora. On the right are three photographs of classroom presentations. The top photo shows a student presenting to a class. The middle photo shows a student presenting to a class. The bottom photo shows a student presenting to a class.

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

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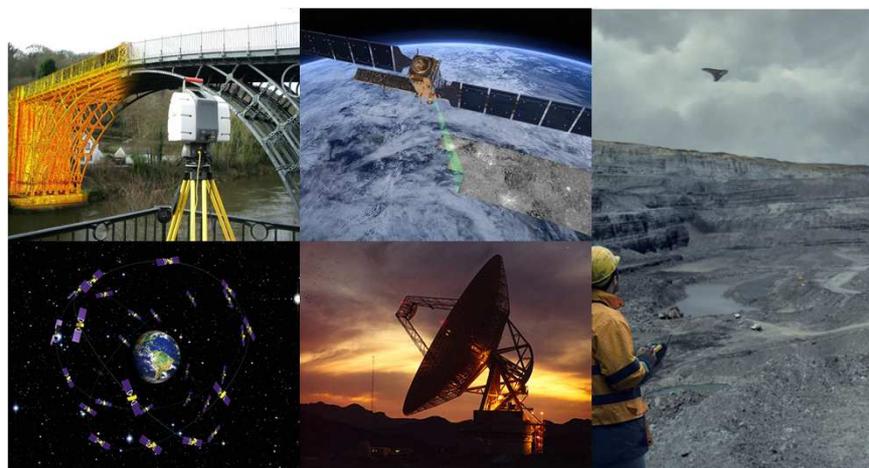
GEODESY IN THE MUSEUM!



Geodesy in the Museum! – TODAY, 19:30, Polytechnic Museum - Sofia



KEY STRATEGIES FOR COMMUNICATING GEODESY TO THE YOUTH



STATE-OF-THE-ART TECHNOLOGIES

