

# **Surveyor: a profession facing the challenges of Society**

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## **SUMMARY**

The world is changing very quickly and today's surveyor is not yesterday's surveyor and will not be tomorrow's surveyor.

We are constantly renewing ourselves in the face of new measurement techniques which are inventive, and also in the face of the future challenges of tomorrow.

Faced with this observation, the Order of Expert Surveyors of France questioned itself during its last congress in 2022 September on "a profession facing the challenges of society", What is the performance of a surveyor-expert company, commitment to a CSR approach, questioning the social role of the Order of Surveyors and how to attract young people to our profession of surveyor?

Our profession is at the center of environmental issues and land development. The expert surveyor is in the process of redefining its place and its usefulness in a rapidly changing world. It is a time when it is useful to question our values and the meaning we want to give to our profession in order to conquer new frontiers. Borders where performance is not only economic. This is how the Order of Expert Surveyors wants to develop CSR (Corporate Social Responsibility) in each structure.

CSR means adapting the company to social, environmental and ethical concerns over a long period of time.

This approach gives an overall performance by taking into account the parties concerned and the external parties.

In a society where every young person searches for meaning and purpose in what they do with their lives; this can make young people adhere and make them want to join the profession of surveyor.

This commitment to CSR will create a sustainable trajectory for our business. The search for economic performance, sustainable performance for our environment, ethical performance by being inclusive will create a virtuous circle and give meaning to our profession.

# Surveyor: a profession facing the challenges of Society

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## 1. INTRODUCTION

The French Order of Surveyors (French OGE) was created by the French Government in 1946 to regulate of the French profession of surveyor.

During its last congress in 2022 September, The French Order of Surveyors questioned itself on "a profession facing the challenges of society". To understand the solutions proposed, we will define first what the Corporate Social Responsibility (CSR) is and why our profession is specific.

## 2. HISTORY OF LAND SURVEYORS IN FRANCE

### 2.1 Declaration of the Rights of the Man and of the Citizen of 1793

After Bastille Day, during the French revolution in 1789, the Declaration of the Rights of the Man and of the Citizen was voted on august, 26. This text, inspired by spirit of the Enlightenment and the American Declaration of Independence in 1776, was the basement of the first republican constitution. Nowadays, this text is the preamble of our constitution and French people is very attached to it.

In it, we can find two articles who can help us to understand our profession.

Article 4: *Liberty consists in being able to do anything that does not harm others: thus, the exercise of the natural rights of every man has no bounds other than those that ensure to the other members of society the enjoyment of these same rights. **These bounds may be determined only by Law.***

Article 17 (last one): *Since **the right to Property is inviolable and sacred**, no one may be deprived thereof, unless public necessity, legally ascertained, obviously requires it, and just and prior indemnity has been paid.*

## **2.2 The Cadastre (French Land Registry)**

The Cadastre is a Geographic Information System (GIS) created by Napoleon in 1807 to raise land taxes, but it was also used to define private land property.

But, as the precision of the cadastre is not enough to precisely define boundaries, land surveyors became necessary to put bounds and arbitrate between neighbors.

## **2.3 The French Order of Surveyors (French OGE)**

To guaranty skills and ethic (impartiality and struggle corruption), the French Government created in 1946 the French Order of Surveyors. This instance is responsible for regulate the profession and control good practices. In 2023, its goal is also to lead the profession further on CSR subjects.

## **2.4 Corporate Social Responsibility (CSR)**

Since its origin, the French Order of Surveyors must guarantee the deontology of its members and is strongly aware of the role of its members in land policy and development. That is why it decided in 2020 to create a CSR referential dedicated for the profession.

# **3. CORPORATE SOCIAL RESPONSIBILITY (CSR)**

## **3.1 The Sustainable Development Goals (SDGs) from the United Nations Procurement Division (UNPD)**

The Corporate Social Responsibility is the translation for companies of the United Nations Sustainable Development Goals (SDGs), also known as the Global Goals adopted by the United Nations in 2015. The main idea is to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

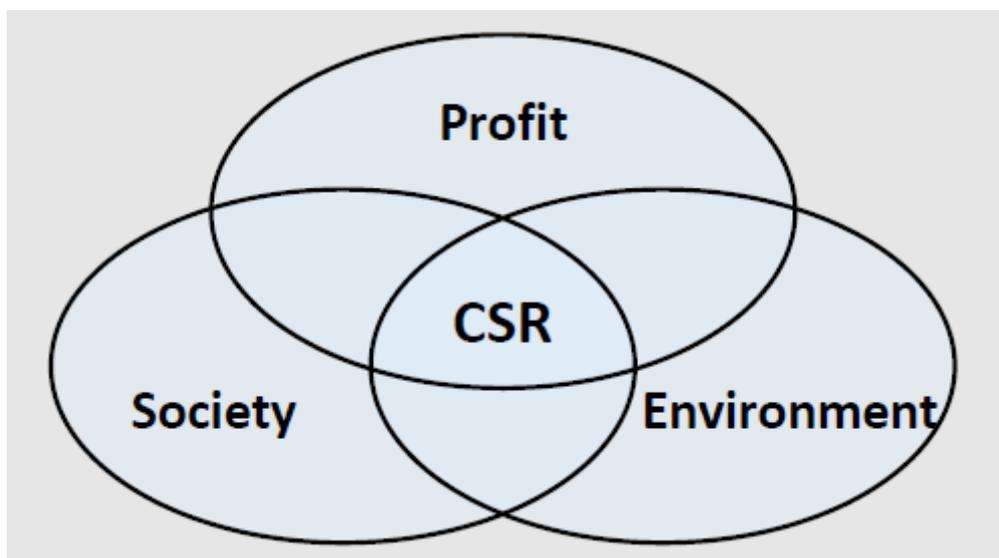
It recognizes that action here will affect outcomes elsewhere and that we must balance social, economic and environmental sustainability.

### 3.2 The Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) refer to business practices that:

- Have a social or an environmental purposes
- Go further than the law

We can distinguish CSR from philanthropy, because CSR is generally related to the firm's business and contribute to its profitability. CSR, can be defined as a set of practices intending to aggregate social, environmental and profit issues.



The ISO 26000 norm, one of the most widely adopted CSR standards, define CSR as “the responsibility of an organization for the impacts of its activities on society and environment, through transparent and ethical behavior that contributes to sustainable development [...]”

### 3.3 The “PACTE Law” in France

Since 2019, the Corporate Social Responsibility (CSR) is an obligation for French companies.

The Law on Business Growth and Transformation (known as the “PACTE Law”), oblige French companies to take into consideration social and environmental issues. Companies are also encouraged to add social objectives into their corporate purpose.

Article 1833 of the French Civil Code, which defines a company as "*formed in the common interest of the shareholder*", now has a second paragraph. Companies must be managed in their own "*corporate interests*" by taking into consideration the "*social and environmental issues*" related to their activities.

Article 1835 of the French Civil Code allows now companies to specify in their bylaws a ("*raison d'être*"). This "*raison d'être*" is constituted of the "*principles which the company is endowed with and for the respect of which it intends to allocate means in the performance of its activity.*"

## **4. CSR for the French Surveyors**

### **4.1 The origin**

According to:

- Its responsibility on land development
- Its public service delegation
- The French law
- The public opinion

The French Order of Surveyors (OGE-France) decided to promote Corporate Social Responsibility" (CSR) for all of his members.

As early as 2010, the French Order of Surveyors set up Agenda 21 for surveyors, a pioneering approach at the level of a profession, which included 25 actions dedicated to firms to enable them to integrate sustainable development into business management and business practices. The CSR is now an opportunity for any surveyor-expert to reinvent his place in society and transform his customer relationship in order to gain in performance.

### **4.2 CSR reference system**

A CSR reference system dedicated to surveyors has been created, structured around the 8 central themes of CSR :

- Establish responsible governance

- Respect the rights of individuals
- Develop responsible relationships and working conditions
- Preserve the environment
- Develop ethics in business relationships
- Respect the interests of consumers
- Aim at local development and the general interest
- Define the “*fundamental purpose*”

### **4.3 CSR process**

The French Order of Surveyors guides its members into CSR commitment path into four stages:

- Awareness
- Diagnostic
- Be accompanied
- Get labelled

### **4.4 Awareness**

The Order of French Surveyors made the first step to have its members aware of CSR issues. For instance:

- The motto of the profession since 2018: “Championing Sustainable Living Environments”
- A congress in 2022 on "a profession facing the challenges of society"
- A support booklet on CSR for French Surveyors

### **4.5 Diagnostic**

The Order of French Surveyors made a 10-minute online test over the 7 central items of CSR. It gives a score for all themes showing the good points and where to improve.

This test and referential has been created by the LUCIE LABEL, a community of companies involved in CSR and BUREAU VERITAS, a world leader in certification services.



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#### 4.6 Be accompanied

After the auto-evaluation, French surveyors can ask for a “CSR certificate” delivered, control and regulated by the Order of French Surveyors.

#### 4.7 Get labelled

Next step is to be labelled by a non-sectorial certification such as ISO 26000 or the Global Reporting Initiative (GRI)

For example, ISO 26000 based on the 17 United Nations Sustainable Development Goals has 7 core subjects.

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Social responsibility: **7** core subjects



## 4. EXAMPLE OF THE FRENCH SURVEYOR COMPANY QUARTA

### 4.1 Presentation of QUARTA

QUARTA is a French company of surveyors led by Sebastien CAVILLON, also chairman of the CSR commission of the French OGE. Since 2022, QUARTA is labelled LUCIE 26000.

### 4.2 The CSR commitment

QUARTA makes it possible to strengthen its social utility, assume its responsibilities and align activities and commitments.

After a diagnostic, the company identified one action for 4 main items

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- Customers commitment: having a client satisfying rate over 85%
- Civic and humanitarian commitment : doing a caritative action each quarter
- Cultivate human capital: having a parity index over 90%
- Protect environment: reducing impressions by 8% each year

### 4.3 The CSR values

- The human capital / The listening: This is the first value of Quarta and the commitment of Management to its employees to make sense in their work.
- Quality : Quality remains a core value for Quarta. Respect of the precision is part of surveyors DNA.
- Commitment : The commitment to advice and technical knowledge is always at the service of a project: it is a promise of competence, of course, but also of support, availability and deadlines.

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### Biographical notes

Etienne AVELINE (FRANCE)

Etienne AVELINE, Land surveyor, engineer, member of the French Ordre of Surveyors (OGE-France) since 2016 and part of the French Young Surveyors (in creation). He started his career in PARIS and works now in NANTES for QUARTA, a French company of surveyors.

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