



Presented at the FIG Working Week 2023,
28 May - 1 June 2023 in Orlando, Florida, USA

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Protecting
Our World,
Conquering
New Frontiers

Surveyor: a profession facing the challenges of Society

*The Corporate Social Responsibility,
What it is, why and how ?*

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“Science without Conscience is but the ruin of the soul”

Pantagruel, Rabelais 16th century

- Geomatic without ethic is but useless
- CSR is becoming as important as technical skills



17 Sustainable Development Goals of the United Nations

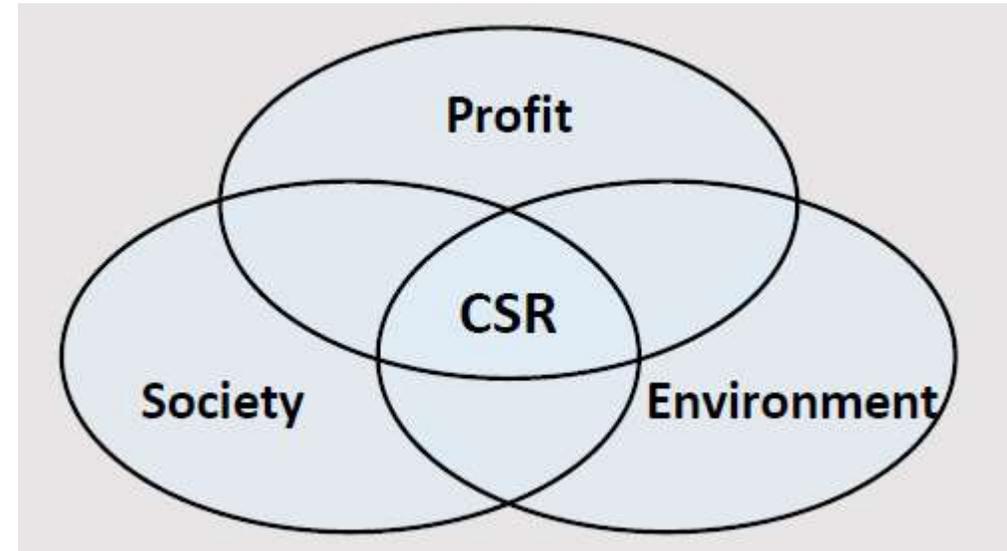


Introduction to CSR

- Corporate Social Responsibility

Définition from the ISO 26000 standard:

«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 [...]»



8 Core topics of CSR

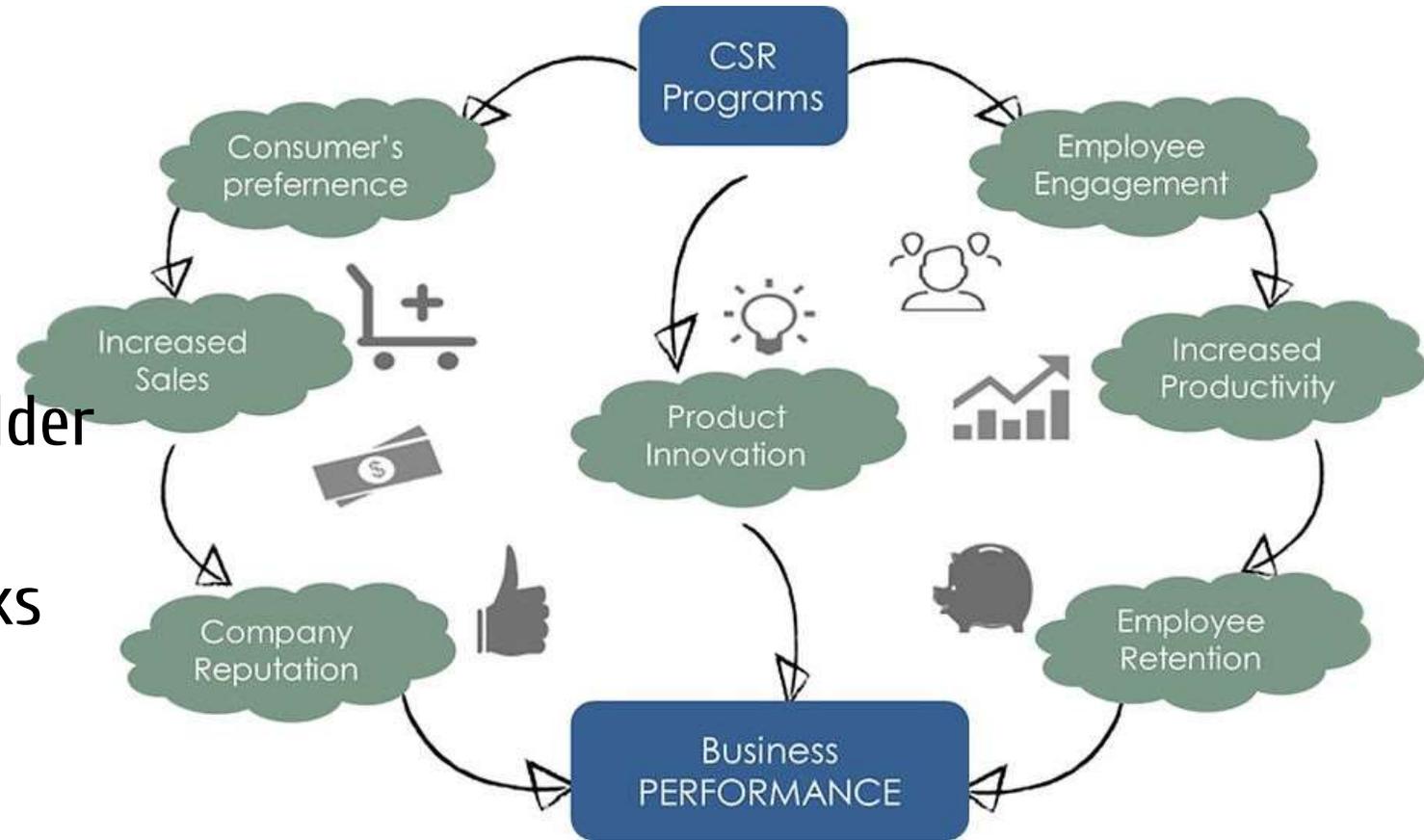
Responsible governance

- Human rights
 - Local development
 - Environment
 - Consumer issues
 - Labor issues
 - Fairtrade issues
 - Becoming a "Mission-driven company"
- Where economics goals are as important as social goals



The benefits

- Attracts and retains talents
- Good for your finance
- Improves clients and stakeholder relations
- Boosts innovation, reduce risks and help anticipating trends



The 4 steps for a CSR policy

- Awareness
- Diagnostic
- Be accompanied
- Get labelled



The diagnostic tool of the French Ordre of Surveyors (OGE)

- An online 10 minutes survey
- Identifying the good and the bad points
 - Quick
 - Easy to use
 - Adapted to the profession
 - Scalable



Exemple : QUARTA, a company of land Surveyors in France

- The CSR values – Identification of the values of the company
 - The human capital / The listening: This is the first value
 - Quality : Quality is a core value, part of surveyors DNA Commitment : competence, support, availability and deadlines.
- Identification of 1 action for 4 items
 - 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



CSR in images

- External communication
- Internal communication



Thank you for your attention

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