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THE NATIONAL GEOSPATIAL CONFERENCE



Collaboration, Innovation and Resilience: Championing a Digital Generation

Brisbane, Australia 6–10 April

“What are the expectations from our future workforce”

Creating value in Land Management

“The people”

6-10 April 2025 in Brisbane Australia
Presented at the FIG Working Week 2025

Kenneth Norre, CEO at LE34



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**One common goal, 5 years to 2030,
we all need to accelerate and partner
up**

Governments, Academia, People, NGO ´ and private companies

How do we **attract the young generation** to our profession, we need them?

Is our **profession seen as attractive** for the younger generation?

Is **Land surveying** and our profession, **more than technology**?

What could the solution be, the **SDG's**?

This session will address the importance of;

- **Corporate Social Responsibility (CSR)**
- **The Sustainable Development goals**
- **People to land / land to people**

What does the “experts” say about our future workforce?

In 2025, cultures will be strategically designed programs built to validate employees who want to feel like they are part of a winning team and that they are contributing to a successful cause. In this new era of work, some of this will happen in person, and some will happen remotely.

Work Human

In 2025, most organizations will shift their investments toward fostering greater inclusion and belonging for all employees, as opposed to focusing primarily on representation and underrepresented talent. Leveraging inclusion and belonging will be seen as offering a competitive edge.

Harvard Business Review

Gartner research has identified three key challenges executives must tackle in 2025:

- New demands for a future-ready workforce
- The evolving roles of managers
- Emerging talent risks to the organization

Gartner

Purpose unleashed

In this scenario, both workers and employers are driven by a common sense of purpose—it’s the inverse to “work is work.” The employer-employee relationship is communal, with both sides viewing their shared goal as the most important tie that binds them together. Workers feel like they have a meaningful voice and that their contributions are vital to the company’s success. In this future, employers need to know how to nurture that sense of purpose.

Deloitte

- Winning Team
- Successful cause
- New demands
- Talent risk
- Inclusion
- Belonging
- Sense of purpose

It's a "confusing" world – how do we cope and embrace it?

- Generation Y, millennials, and generation Z
- Corporate Social Responsibility - CSR
- Talent Management
- Influence
- Education
- Sustainable Development Goals
- Purpose
- Work life balance / Life life balance
- Remuneration
- Acknowledgement
- Impatience
- And a lot more.....

We need to embrace all of this

Can we use the SDG's?

CSR in general includes:

- Sustainability
- Environmental management
- Working standards
- Working conditions
- Human rights
- Good governance
- Anti-corruption.

It's no longer "enough" with
the UN Global Compact Principles
– we need to take it further



How do we attract the young generation to our profession?

Being a land surveyor is cool, for sure. You can work with;

- The coolest **technology**
- **Meta data** and analysis
- Nice **software** products
- Evaluate and **predict Climate** changes

We have a **“license to operate”** in the **air**, on the **ground**, in the **water** and below the **surface**

But we also do **counseling and consultancy on cadaster and land management**

Meaning that **Land Surveying is more than technology** – an important **message to the next generation of surveyors**

We use the data coming from our technology, to create a better world by improving the utilization of land

- that's **sustainability**

And we need more people to work with Land, to secure more Land to people



And land is fundamental for the SDG´s

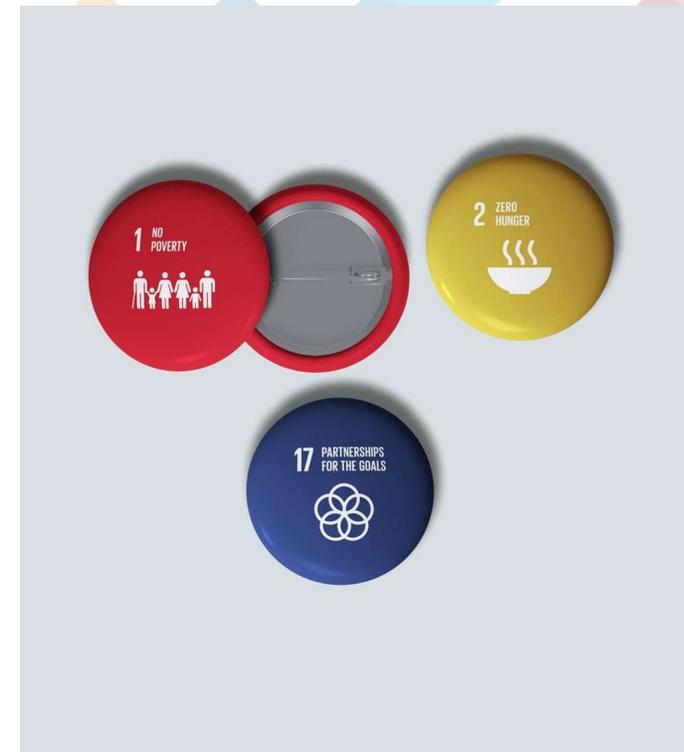
- At least **8 out the 17 SDG´s** are related to Land Management, Land Policy and Cadaster.
- **SDG no. 1: End poverty** => formalize land ownership
- **SDG no. 2: End hunger** => access to land and protected land tenure rights
- **SDG no. 5: Gender equality** => the right for women to own land, secure tenure rights for women
- **SDG no. 10: Reduce inequality** within and among countries => Access to land and protection of tenure rights against discrimination
- **SDG no. 11: Cities safe and sustainable** => Protection and recognition of tenure rights for informal urban settlements
- **SDG no. 13: Combat climate changes** => Land Management, Land planning and spatial planning to reduce emission
- **SDG no. 15: Sustainable ecosystems**, forests, land degradation => proper management of forest land
- **SDG no. 16: Peaceful societies**, justice for all => equal access to tenure rights, land policy and land management
- **SDG no. 17: Partnerships** => important key to achieve the SDG´s

Conclusion: => we have a great profession

– we work with social responsibility and make a difference for the world

Yes, but remember the link between Academia and our profession;

- We need to **brand** our profession
- It is about **deep knowledge and understanding of land management and cadaster** – and off course also technology
- **R&D – sponsoring** i.e through **PhD's**, to make the study environment “important and interesting”
- **Capacity building** - reach out to **Academia**, to be a part of the education, take the **theory to “real life”** trough examples and inspiration



And keep on telling all the good stories....



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“ We have the link – our profession is crucial to be able to deliver on the 2030 agenda, and we can use the SDG ´s to attract the young generation to our profession”

**As a Land Surveyor we contributes to the SDG ´s
- and by that, take a social responsibility for the world we are living in**



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Wrap up

- The **young generation** places completely new demands to the organizations they want to work in
- The SDG ´s are the **catalyst** for taking our **CSR** work to a new **strategic level**, telling **our story** about **social responsibility**
- The SDG ´s is a **differentiator**, when it comes to **securing our future workforce**
- **Land is fundamental** for the SDG ´s – and **our profession is key player** to deliver on the **2030 agenda** - its more than technology
- All of us has an **obligation to contribute** to the SDG ´s – big and small.

Let us use the SDG ´s to secure robustness of our organizations, to be the tool to **get more talented people** into our profession – to work for a **better and more sustainable future**

Thank You

The SDG ´s is a "gift"