



Advocacy for geodesy: from technical need to political priority



Subtitle or session name

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Advocacy for geodesy

From technical need to political priority

Advocacy is not primarily about communication.

It is about relationships, trust and understanding what matters to other people.

Lessons from 12 years of advocacy for geodesy.



Communication starts before you communicate

One of the most important skills in advocacy is **emotional intelligence**.



Listen

Understand what other people need.



Understand

Their responsibilities and constraints.



Adapt

Not the facts, but how you make them relevant to them.



Trust is built by being useful

You have to contribute before you can expect to be heard.



Competence

Understand the issue.



Contribution

Deliver what they need.



Trust

Be reliable.



Access

Opportunity to be heard.

Advocacy is a long game

Be present. Contribute. Keep going.

2014

Getting involved
in global
geodesy

2015

UN General Assembly
Resolution 69/266

2016-2026

UN-GGIM sessions – around 16 visits to New York
Reports, roadmaps and position papers
Leadership roles in SCOG and UN-GGCE IAC

Today

From technical need
to political priority



What can you do?

Start where you are. Build from there.

1

Who do you need to reach?

Which decision-makers matter for geodesy in your country?

2

What matters to them?

Understand their priorities, responsibilities and constraints.

3

How can you be useful?

What can you contribute – now, not later?

4

What decision do you need?

Be clear on the outcome you are working towards.

Be useful. Be reliable. Build trust. Stay involved.

Thank you



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