

# *The challenge of building capacity and ensuring equality and diversity*

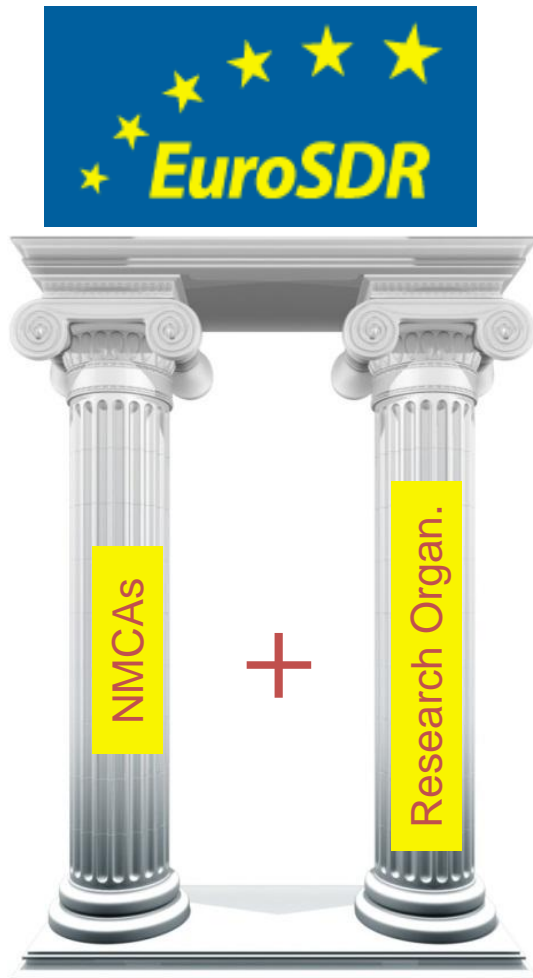
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Secretary General - EuroSDR

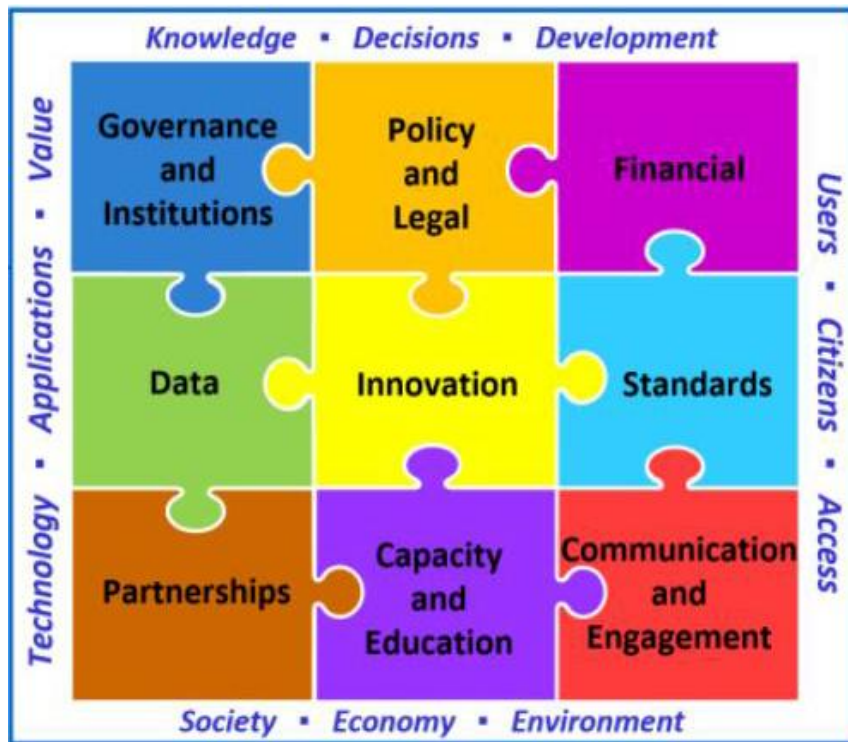
*EuroGeographics General Assembly, Riga 2025*

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# EuroSDR – European Spatial Data Research

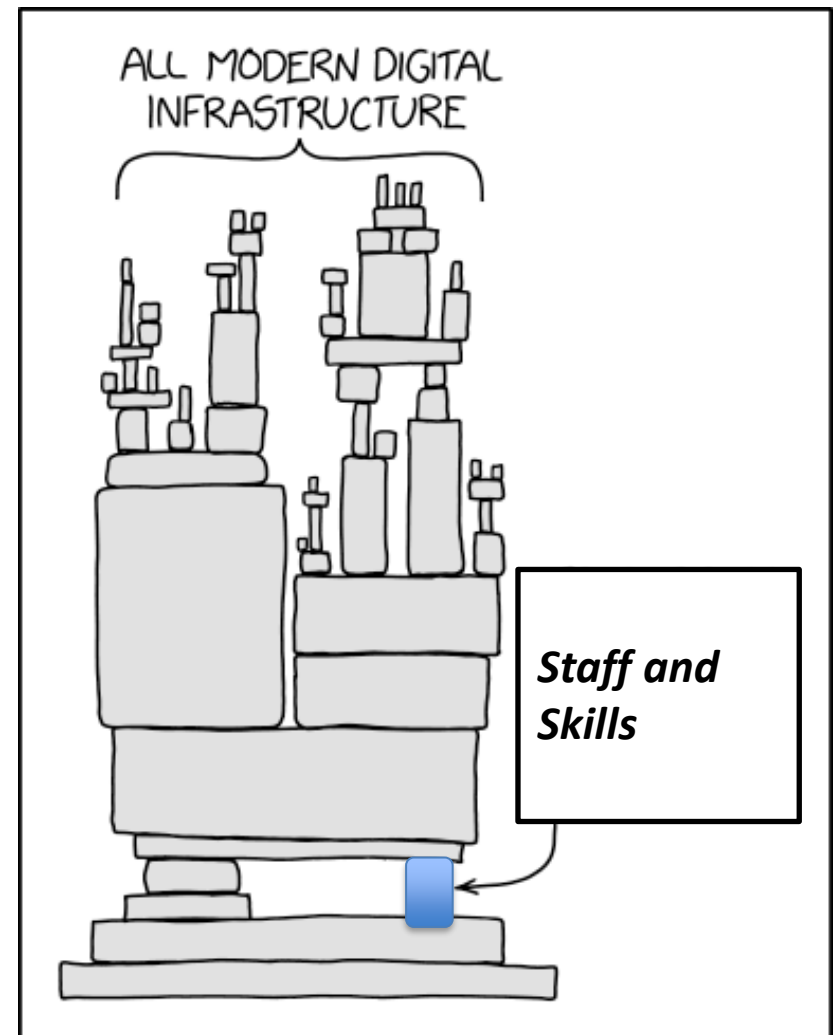


- Non-profit organization since **1953** (OEEPE)
- Provides a pan-European network
- Brings together **NMCAs, academia, industry**
- Purposes
  - jointly perform applied research
  - secure timely, research-based knowledge
  - educational activities ensuring the dissemination of research-based knowledge
- Keep NMCAs **updated** on technology developments
- ca. 20 member countries
- Members are NMCAs & Research / Academic institutes + Companies as associate



**IGIF** - Enabler of Future Geospatial Ecosystem

*SP8 - Establishing sustainable capacity building programs and education systems*



# Recruitment Pipeline

EuroSDR Workshop - [Recruitment and Capacity Development Challenges in the Geospatial Domain](#) - 2024. **All countries finding difficult to attract students and staff** (*Industry 85% skills recruitment problems*).

- **Specialist education not as popular.**
- **'Related "other" courses growing.**
- **Name of the profession – the 'brand'.**
- **Where/who/how to target?**

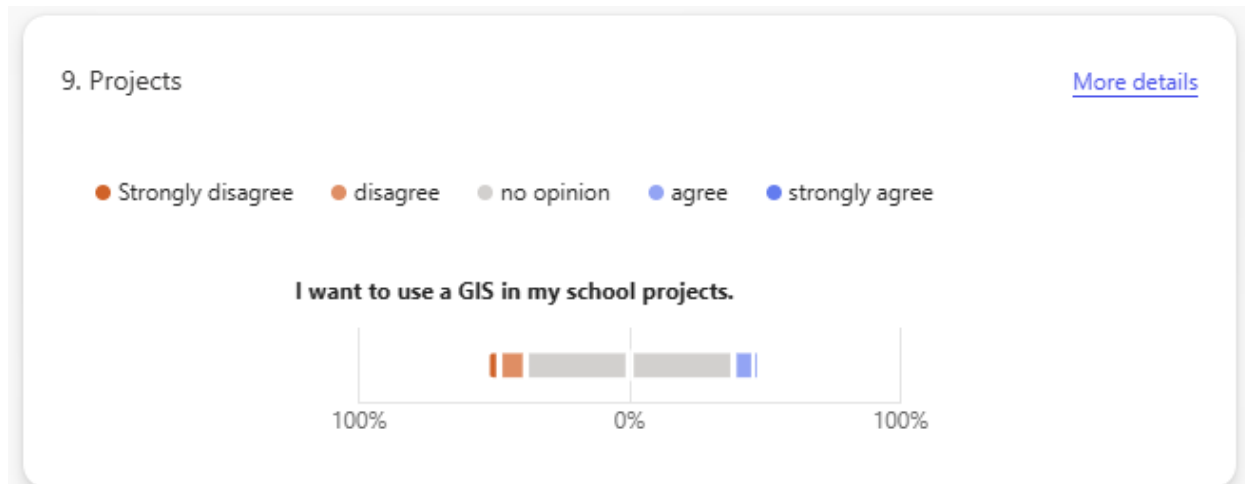


Many attempts to find solutions – NMCA engagement; National Centres of Competence; Apprenticeships; VGI; Industry involvement.

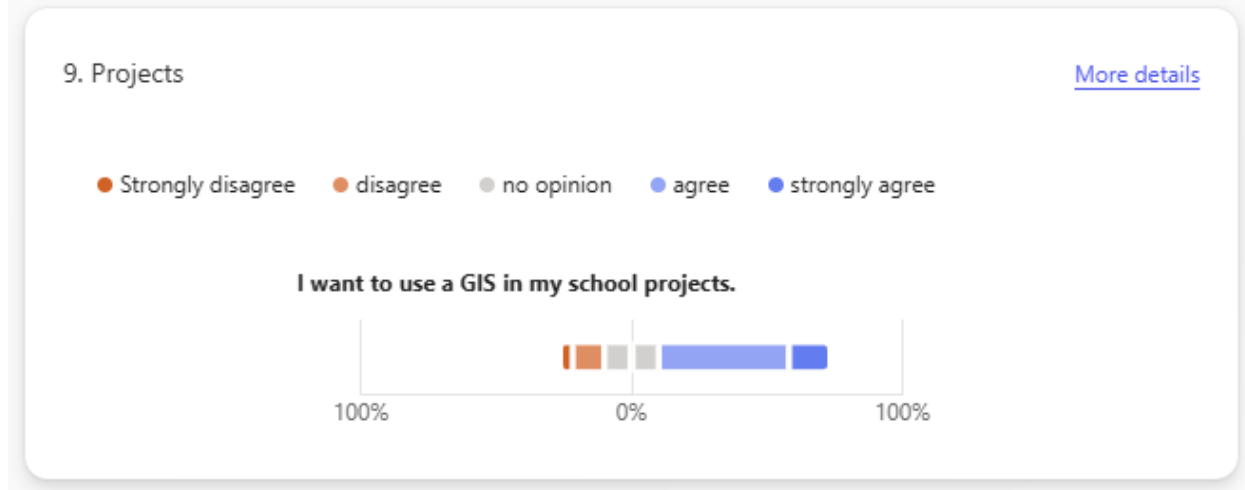
All need **funding** to succeed but is this the role of the NMCAs?

# Sustained Engagement Required

**Before** any  
outreach sessions



**After** 3 visits



# "Can you think of a career that uses Geography?"



Before any  
outreach  
sessions



After 3 visits

39 respondents (19%) answered Geography Teacher for this question.

weather interpreter  
Weather Person  
News reporter  
forecast person  
Weather data  
Weather reporter  
teaching geography  
Geologist or cartographer  
Meteorologist  
Cartographer  
Seismologist  
**Geography Teacher**  
Weather Geologist  
archaeologists  
Weather man  
weather forecaster  
Weather reporting  
weather analyst  
Weather forecast

24 respondents (18%) answered Geography teacher for this question.

Weather forecaster  
Geography Teaacher  
Volcanologists  
Seismologist  
weather man  
weather person  
Weather forecast  
Surveyor  
**Geography teacher**  
Cartographer  
Site surveyor  
man/woman  
Meteorologist  
weather  
Geologist  
Architect  
Volcano loge  
forecast presenter  
Landscape Architect

# Capacity Development for Future Needs

- EuroSDR and EduSERV, EuroGeographics KENs.
- ISPRS, FIG, CLGE - Commissions for Education.
- Copernicus Academies and Relays.
- MOOCs – ESA, NASA.
- Industry, Professional Bodies, many others.
- New term to be aware of '*Microcredential*' – targeted, assessed 5 or 10 ECTS stand-alone module at (**with**) University – "a European approach for lifelong learning and employability"



**Motivation - Career Progression, CPD Personal Development Plans.**

# Equality and Diversity

- 51%/15%
- Other under-represented groups.
- Back to recruitment pipeline - spatial/dropout.
- Inclusive hiring/working practices – bias.
- UNGGIM Future Trends/Committee of Experts
- "Flexible, inclusive learning opportunities"



*FIG Young Surveyors, CLGE Young Surveyors, YouthMappers, Women in Geo, Sisters of SAR, Ladies of Landsat, Women of Waves, World Geospatial Industry Council – FIG Task Force on Evolutionary Diversity.*

**Profiling, Advocating, Mentoring**



- **Gamified Recruitment:** Creating interactive challenges or virtual reality experiences that introduce diverse candidates to surveying in an engaging way.
- **Community-Based Apprenticeships:** Partnering with local organizations to offer hands-on surveying training to underrepresented groups.
- **AI-Powered Bias Detection:** Using AI to analyze hiring and promotion trends to identify and correct unconscious biases in the profession.
- **Surveying Pop-Up Events:** Hosting temporary surveying workshops in unexpected places—like shopping malls or festivals—to spark interest among diverse audiences.
- **Reverse Mentorship Programs:** Encouraging younger, diverse professionals to mentor senior surveyors on inclusivity and modern perspectives.



**More information?**

<http://www.eurosdrr.net>