

THE GEOSPATIAL ACCORD

SHAPING THE FUTURE OF GEOSPATIAL SURVEYING

Every profession reaches a moment when it has to decide whether to wait for recognition or create its own future.
This is that moment for Geospatial Surveying.

WE HAVE THE EXPERTISE.
WE FEEL THE FRUSTRATION.
WE HAVE THE AMBITION.

Now we need to stand together as a collective.

Join the The Geospatial Accord and help put Geospatial Surveying at the heart of the UK's future.

SHAPING THE FUTURE OF UK GEOSPATIAL SURVEYING

GEOSPATIAL SURVEY ASSOCIATION



CONTENTS

OUR CORE GUIDING PRINCIPLES 04

UNIVERSAL MEMBER COMMITMENTS 05

HOW TO GET INVOLVED 06

MEMBERSHIP MODELS 08

GOVERNANCE AND TRANSPARENCY 10

OUR CORE GUIDING PRINCIPLES

01 VISIBILITY AND RECOGNITION

We will help make the value of geospatial surveying more visible to clients, policymakers, educators, new talent and the wider built and natural environment.

02 STANDARDS AND PROFESSIONALISM

We will deliver stronger standards in our profession and advocate for greater recognition of qualified, professional surveying expertise.

03 TALENT AND INCLUSION

We will support activity that improves awareness of geospatial surveying careers, strengthens education pathways and attracts a more diverse workforce.

04 COLLABORATION AND CONNECTION

We will work collectively as a sector, connecting through campaign activity and avoiding fragmented messaging by using one campaign framework for greater impact.

05 INNOVATION AND IMPACT

We will champion the role of geospatial surveying insight in enabling better decisions, reducing risk and impacting the UK's future infrastructure innovation and development.

06 ADVOCACY AND AUTHORITY

We will strengthen geospatial surveying's voice and proactively engage with government, industry bodies, clients, regulators and education stakeholders.



UNIVERSAL MEMBER COMMITMENTS

The Geospatial Accord members at every level will be expected to make the same commitments, as we work collectively to shape the future of geospatial surveying.

- Publicly sign and support the The Geospatial Accord.
- Use agreed campaign messaging where appropriate for their business.
- Promote the campaign through owned channels where appropriate.
- Share campaign content, resources and calls to action.
- Support positive positioning of geospatial surveying.
- Contribute insight, evidence or case studies where possible.
- Encourage talent, education or recruitment activity.

HOW TO GET INVOLVED

One collective commitment. Different ways to support.

The Geospatial Accord offers various levels of member options to allow all organisations to join at a scale that matches the member business model. This means:

- Every member has the same access to insights, toolkits and resources.
- Support levels reflect ability to fund the campaign, not the value of the member.
- Additional involvement, outside of the universal member commitments, may be offered based on practical contribution, expertise, availability or workstream participation – not based on investment.



MEMBERSHIP MODELS

In addition to GSA's initial investment to establish momentum for The Geospatial Accord, various levels of membership are available to suit the scale of member organisations.

GSA MEMBERS

Existing GSA members, uplifted GSA membership as commitment to The Geospatial Accord.

FOUNDING CHAMPIONS

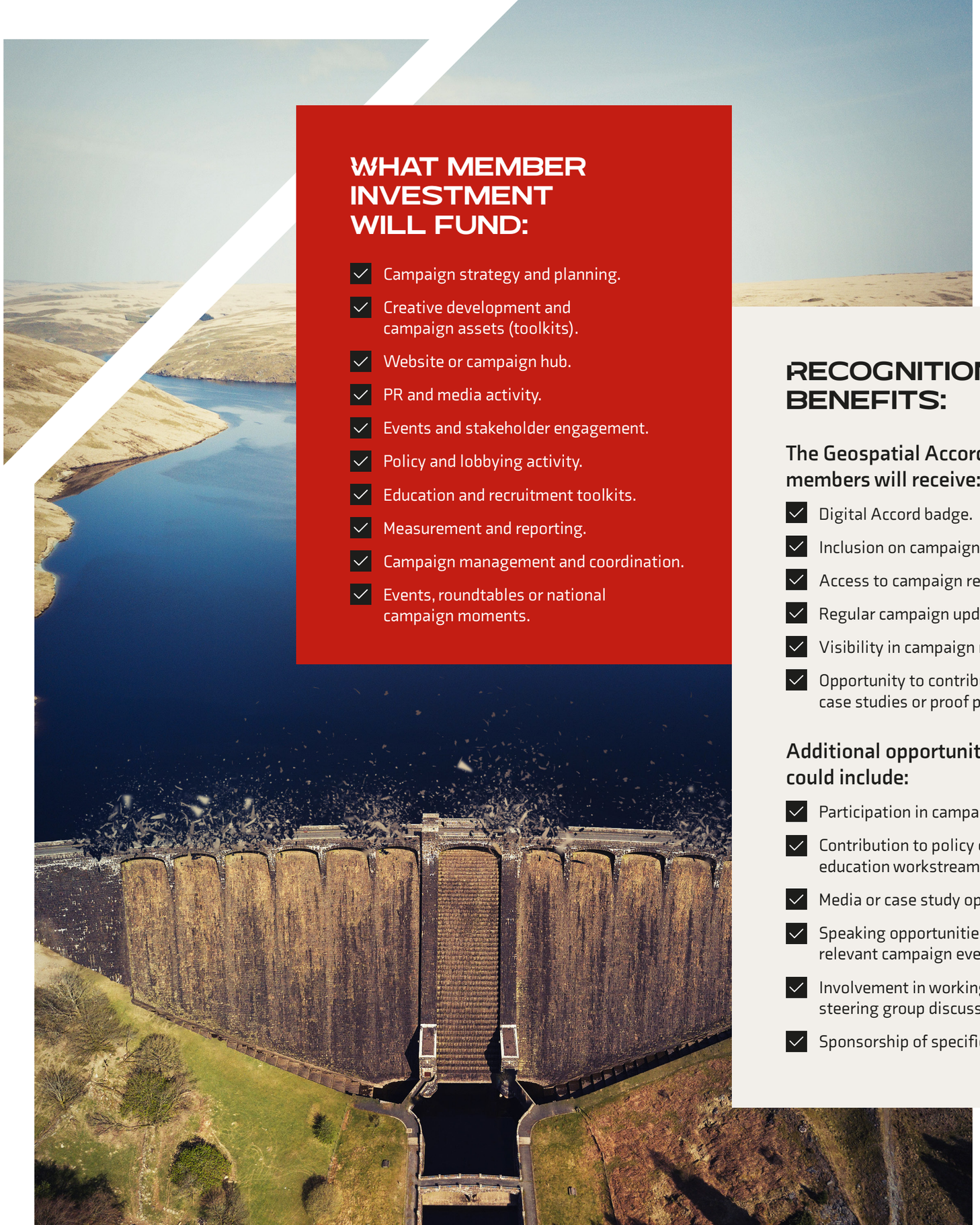
Early supporters of the The Geospatial Accord, strategically backing the initiative with £10,000 investment, or significant and tangible ongoing resource and support.

SPONSORS

Larger organisations and non-GSA members who sponsor a specific event, conference, video series or specific campaign activity.

AMBASSADORS

Educational, industry bodies and non-profit organisations who sign The Geospatial Accord and support activities through promotion and active involvement.



WHAT MEMBER INVESTMENT WILL FUND:

- Campaign strategy and planning.
- Creative development and campaign assets (toolkits).
- Website or campaign hub.
- PR and media activity.
- Events and stakeholder engagement.
- Policy and lobbying activity.
- Education and recruitment toolkits.
- Measurement and reporting.
- Campaign management and coordination.
- Events, roundtables or national campaign moments.

RECOGNITION AND BENEFITS:

The Geospatial Accord members will receive:

- Digital Accord badge.
- Inclusion on campaign website members.
- Access to campaign resources and toolkits.
- Regular campaign updates.
- Visibility in campaign reporting.
- Opportunity to contribute insight, case studies or proof points.

Additional opportunities could include:

- Participation in campaign roundtables.
- Contribution to policy or education workstreams.
- Media or case study opportunities.
- Speaking opportunities at relevant campaign events.
- Involvement in working groups or steering group discussions.
- Sponsorship of specific events and activity.

GOVERNANCE AND TRANSPARENCY

GSA has established The Geospatial Accord Campaign Taskforce to coordinate and oversee the campaign and its activities.

The Taskforce comprises of GSA council members, working alongside marketing specialists and partner organisations from the Geospatial Surveying profession.

The Taskforce will ensure effective and transparent governance of the campaign, delivering regular updates to The Geospatial Accord Members, communicating campaign progress and showing members the value of their investment and commitment.

- GSA convenes and facilitates The Geospatial Accord.
- Campaign Taskforce guides strategic development and delivery in partnership with marketing specialists.
- Workstreams may be established around lobbying, education, employer engagement, PR and campaign assets as campaign grows to full potential and achieves target levels of investment.
- Members receive bi-annual formal updates on activity, outputs and impact.
- Regular email updates will be shared re progress (minimum quarterly).
- Reporting should include campaign reach, engagement, policy traction, The Geospatial Accord growth, stakeholder participation and talent-related indicators.
- Major decisions should be made transparently, with clear sign-off points.





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