

Topcon bolsters support for Get Kids into Survey



Topcon Positioning Systems has expanded its support for the Get Kids into Survey (GKiS) project, now serving as the exclusive sponsor of the Global Brand Ambassador Hub. This new platform will offer a comprehensive range of resources to the project's Brand Ambassadors, a worldwide community of volunteers who visit schools to advocate for surveying as a career and introduce students to the surveying and geospatial industries.

Get Kids into Survey originated in 2017, initiated by founder Elaine Ball through the creation of a poster that surveyors could utilise to explain their profession to their children. Since its inception, the project has continued to illuminate the work of surveyors for young audiences, backed by an industry keenly aware of the necessity to attract the next generation of surveyors.

This sponsorship represents the latest in Topcon's ongoing support of [Get Kids into Survey](#). The Hub will enable GKiS to develop and host resources for the global network of Ambassadors, facilitating their participation in career fairs, workshops, and educational activities across more than 30 countries.

By sponsoring a homework project with GKiS, Topcon will also have its own unique GKiS cartoon character, Yumi the Wildcat Survey Ninja. Yumi will be the face of the Topcon brand to young aspiring surveyors and be given her own Character Spotlight on the GKiS blog.

Raising the profile of surveying

Michael Gomes, vice president of sustainability and global CSR at [Topcon](#), said: "The geospatial and construction industries are suffering from a critical shortfall in the skills-based workforce, which limits growth. It's therefore vital that we increase awareness and understanding of surveying as a potential career path for young people. By sponsoring the Ambassador Hub, we're aiming to raise the profile of surveying and skills-based construction work in education spaces and ensure a prosperous future for this industry that we love."

Research conducted by Topcon has shown that almost a third of construction managers throughout Europe have pinpointed skills shortages as a major challenge in their projects. This shortage stems from a combination of experienced employees leaving the industry and a lack of new recruits. Programmes like Get Kids into Survey represent just one example of the outreach and educational initiatives necessary to address and reverse this trend.

Elaine Ball, co-founder of Get Kids into Survey, commented: "The GKiS project is about lifting the lid on the geospatial and survey industries for young people, and showing that they are exciting, future-gazing, and technology-driven careers. Topcon's support has been invaluable in growing GKiS from that first poster to a global network of Ambassadors and resources, and the new Hub will give them access to high-quality resources that will help them become the best advocates they can be for surveying among young people."



Highlighted here: Topcon Ninja Wildcat, one of the sponsored characters featured in the Get Kids into Survey campaign. (Image courtesy: Get Kids into Survey)