

3D ETHICS CHARTER



THE POTENTIAL OF 3D



As well as for its pure entertainment factor, visual representation in three dimensions or "3D" is a tool for communicating to the general public and for help in decision-making. 3D undoubtedly represents a major breakthrough, notably in terms of public policy tools, both in relation to land management on a day-to-day basis as well as in understanding development projects, consultation between local authorities, councillors and the local population.

The enhancement of land representation methods enables a given environment to be modelled with particular precision. 3D provides the resources, in advance of a project, to detect potential problems, anticipate them and come up with solutions before the first stone is laid. It is an asset for the coordinated implementation of public policies, notably in relation to development, mobility, protection of the environment, nature and landscape, agriculture and water. As well as "traditional" use of visual rendering of the developed area and facilities, in the form of images, real-time models or pre-calculated animations, 3D satisfies many requirements, in the form of figures, simulations or spatial analysis. It is an excellent means of simulation, for managing our living spaces.



SHANGHAI WORLD FINANCIAL CENTER

CRÉAC'H LIGHTHOUSE

FROM KNOW-HOW TO KNOWING HOW TO ACT



In order for 3D to reach its full potential in representation, the institutional user must in all cases have data that is proven, reliable and sufficiently accurate for it to be used credibly in three-dimensional visualisation of the land. It is essential for satisfying requirements, both in terms of consultation during the phase of project development and presentation as well as in relation to the simulation of real life situations, such as noise emissions, solar calculations, visibility analysis, etc.

3d modelling images must "stick" as closely as possible to reality, without any deviations. There may be a great temptation to want to show a reality that is "more beautiful than nature", either to make a project more appealing or so as not to raise certain problems, related for example to the configuration of a site or the presence of pollution, which could jeopardise the project.

Use of 3D is improper if it favours the aesthetic effects of illustration, sanitised or static renderings or a view that is focused and blinkered. For public authorities, it is inconceivable for communication or consultancy material to be used that only corresponds partially to the reality of the site and its integration into the highway infrastructure, the urban fabric and the landscape.

Institutional contracting authorities, as well as industry professionals, must be able to work with this technology on a long-term basis. In order to answer such fundamental questions, it is considered important to define the scope, objectives and criteria for 3D use and representation and for this to be the subject of an ethics charter, which is at the same time the benchmark and common denominator for those involved in the field of 3D.

FOR WHOM
IS THE
3D ETHICS
CHARTER
INTENDED?



The 3D Ethics Charter addresses four different groups:

- Public authorities (local and regional authorities, services, municipal and state institutions and agencies)
- Research units (academic circles, colleges of higher education, institutes)
- Industry associations (national, regional)
- Private sector (businesses and private individuals).

The 3D Ethics Charter operates on the principle of open membership. People making a commitment by signing the charter and respecting its principles do so in all good faith.



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THE ADDED
VALUE OF
SIGNING UP
TO THE ETHICS
CHARTER



All those involved in the 3D production chain benefit from it. Authorities are responsible for the data that is used and disseminated being reliable. Industry associations, private companies and individuals are therefore able to produce images that are in line with reality.

Academic circles teach the principles of proper usage of maps and data. They also produce data, images and representations that are unbiased and correspond to reality.

Sponsors of images and three-dimensional representations use industry professionals who must guarantee that the images produced are true. Producers of data must be able to define the quality and degree of precision of the data

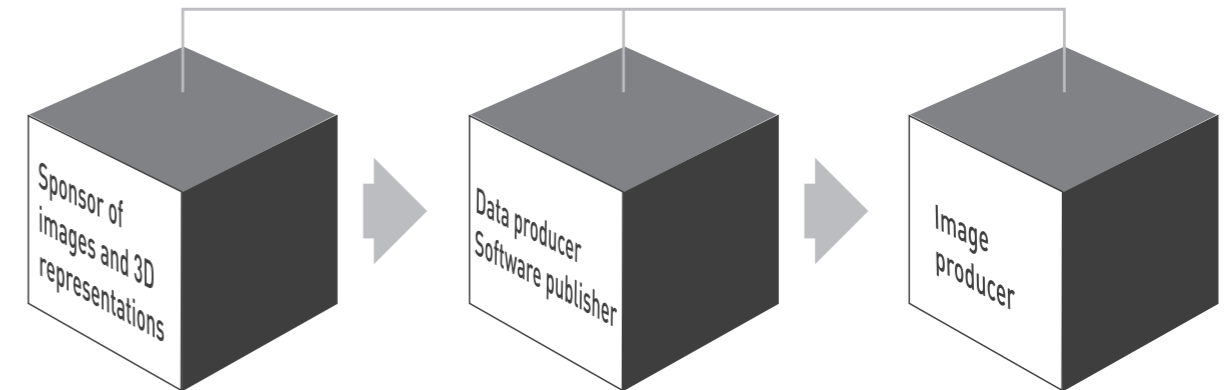
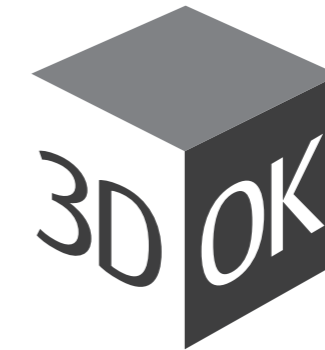
supplied. It is in the interests of users of tools produced by software publishers for data presentation that the use of images is as realistic as possible in order to help decision-making. For their part, it is in the interests of software publishers that their tools are capable of producing realistic images, based on proven data that corresponds to reality.

Members can use the "3DOK" mark to:

📦 indicate that everything they produce complies with the Charter's principles

and/or

📦 indicate compliant products only.



3D ETHICS CHARTER



For ethical and deontological use of three-dimensional land representations, based on proven data.

PREAMBLE

New technologies dealing with three-dimensional (3D) land data impose demands that ensure the objectivity of three-dimensional modelling at the ethical level and in terms of deontology.

The aim of this ethical and deontological charter is to establish the fundamental principles that its signatories actively commit to respect.

It is intended for public authorities, research units, industry associations, the private sector, namely all those who arrange, produce, handle, use or disseminate geographical data, computer generated images or three-dimensional land representations, together with related tools.



PRINCIPLES

1. Principle of credibility

In order to ensure credible land representation, signatories commit to:

- ❏ create computer-generated images or three-dimensional representations that are not likely to influence without their knowledge the decision-maker, contracting authority or the public
- ❏ use only reliable and up-to-date data, promoting the use of official data that is of appropriate and sufficient quality and representative of the land affected by the project

2. Principle of transparency

In order to ensure the highest level of transparency in 3D production, the signatories commit to:

- ❏ document the source data included in the three-dimensional representation and computer-generated image
- ❏ specify the objectives of the three-dimensional representation
- ❏ indicate the appropriate subjective elements applied to the three-dimensional representation
- ❏ provide a suitable key for the three-dimensional representation
- ❏ reference any changes in data
- ❏ not to use data that at the time of acquisition would be damaging to people's private lives

3. Principle of 3D network development and training

In order to make the various players aware of the principles of this charter, the signatories commit to:

- ❏ share best practices in the use of 3D
- ❏ promote the creation of networks for sharing information in the area of three-dimensional land representation (3D community and forum in particular)
- ❏ encourage training (initial and ongoing) and research in the field of 3D
- ❏ promote the 3D Ethics and Deontology Charter

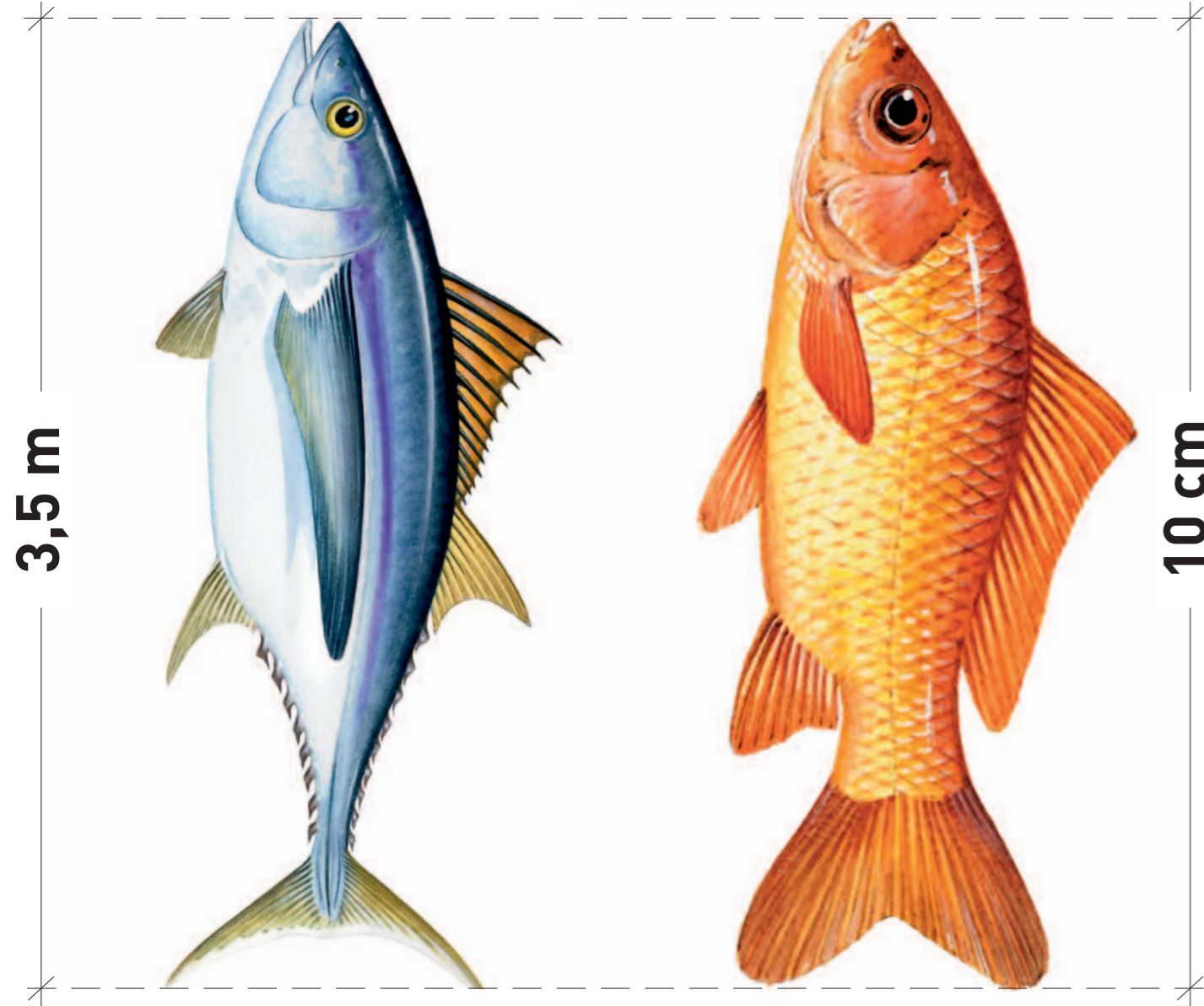
COMMITMENT

The principles set out in this charter are binding on each signatory. It is complemented by directives and specific regulations.

An ethics and deontology committee monitor its compliance.

This charter was solemnly signed in Monaco on 4 February 2010 under the high patronage of HSH the Sovereign Prince of Monaco.

It was opened for membership from this date to other institutional and private signatories.



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TO SIGN UP TO
THE 3D ETHICS
CHARTER



**To sign up to the 3D Ethics Charter
register at www.3Dok.org**

Originators of the Charter:

Public authorities:

Institut géographique national [National Geographic Institute] (France); Office fédéral de topographie [Federal Office of Topography – Swisstopo] (Switzerland); Principality of Monaco; République et canton de Genève [Canton of Geneva]; City of Montreal; Lyon urban planning agency.

Industry associations:

Société suisse des ingénieurs et des architectes [Swiss Society of Engineers and Architects] (Geneva section - SIA); Association des géomètres genevois [Geneva Association of Surveyors] (AGG).

Private companies and individuals:

Géo-Vision Avenir; Halbout Consultants

This document was prepared by a working party comprised of the following partners:



Republic and Canton of Geneva
Home Affairs and Mobility
Department



Halbout Consultants



Urba-Lyon
Lyon urban planning agency



SIA
Société des ingénieurs
et architectes, Geneva section



**Office fédéral de topographie
swisstopo**
Wabern



AGG
Geneva Association of Surveyors
and GIS specialists



IGN
Institut géographique national
Paris



OAGQ
Order of Land Surveyors
of Quebec



GVA
Géovision-Avenir

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