



SCI Strategy 2011-13

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What is our Vision?

- SCI is a **vibrant, forward-looking, sustainable membership organisation** where members feel **passionate about the benefits of being involved** and are **empowered to share their knowledge and skills** and to **promote the organisation to others**
- SCI delivers a **highly relevant and accessible suite of services** which **satisfy our current members, attract new members and users** (especially from the world of **business**) and generate positive media coverage to **enhance our reputation**
- SCI actively **collaborates with selected partner organisations** based on **mutual benefit, shared objectives and practical implementation plans**. These collaborations are actively promoted by both parties and further **enhance our reputation and reach in the UK and internationally**

What is our purpose and where do we want to be positioned in the market?

Purpose: SCI connects people in business and science to expedite the application of sustainable, socially responsible science.

Positioning:

- The connector between science and business
- Adds value on current societal issues such as energy, water, food, waste, environment and health
- A vibrant, growing global membership organisation
- A reputable provider of services to a wider global user base

What are we aiming to achieve in 2011-13

- **Sustainable Growth**

- Implement our plan in a phased programme which takes account of our financial position and aims to preserve the value of capital

- **Build size and impact of membership focusing on attracting more:**

- Key influencers in business eg. senior executives in businesses related to chemical sciences
- Science graduates seeking to enter the workforce and other early career stage business people

What are we aiming to achieve in 2011-13

- **Put an integrated strategic marketing plan at the heart of SCI based around our key societal themes: energy, water, food, waste, environment and health**
 - Use all our marketing channels to proactively, consistently and effectively influence current and prospective members, users and partners
- **Refine and develop products and services for outreach and to enhance SCI's reputation and impact**
 - Events, C&I, Publications, Awards
 - Potential new membership services tailored to target areas
 - Potential new commercial services for a wider user base

What are we aiming to achieve in 2011-13

- **Review collaboration partners and develop a proactive engagement plan**
 - Practical collaboration agreements with clear benefit, low risk and cost
 - Benefits to SCI should include revenue, publicity, access to new members and users or similar
- **Expand SCI membership and user base globally using low cost model**
 - Use internet, C&I, publications and global partners to increase reach
 - Review current overseas market arrangements by end 2011
- **Develop a best practice operational model which supports the delivery of our objectives**

Next steps

- **Communications/feedback**
 - share the plan and seek feedback from SCI members eg. presentations, e-news, website and C&I
- **Action plans**
 - with budgets & measurable targets by end year
- **Publish a public version of the final plan on SCI website**
 - for all to view so they can understand SCI future direction
- **Publicise our future direction proactively**
 - to Government, partners and key influencers in business and science