

SCI/RR098

## SCI Strategic Plan 2014-16

**Global Challenges:** This plan has been developed in the context of global challenges including population growth, consumer demand and climate change driving shortages of food, clean water, energy and strategic materials combined with the threats of disease and other health issues.

**SCI Challenges:** To communicate our distinctive offering to new audiences effectively and engage them in delivering against our purpose in a crowded, highly competitive marketplace where communication methods are changing very rapidly.

**Vision:** SCI to be recognised by key influencers in industry, academia and government as a valuable source of multi-disciplinary knowledge and networking, encouraging innovation based on chemistry and related sciences for the benefit of society.

**Purpose:** SCI to be an open, multi-disciplinary forum connecting scientists and business people in order to advance the application of chemistry and related sciences for the benefit of society.

### Positioning:

- SCI connects science and business for the benefit of society
- SCI adds value to the resolution of key global challenges
- SCI is a vibrant, growing membership community
- SCI is an authoritative provider of knowledge-based services to a wider user community
- SCI promotes awareness of the benefits of the application of chemistry and related sciences

### Strategic Objectives for 2014-16:

#### 1. Inform, influence and interact on issues where SCI has the knowledge and networks to add value to society:

- Focus SCI activities including publishing, conferences, lectures and awards, around:
  - a. Key topics: food and bio-renewables, water, waste & environment, energy, materials & manufacturing and health & wellbeing
  - b. Key themes: innovation, sustainability, wealth-creation, industry transformation and efficiency
- Actively promote SCI's areas of focus and opportunities for engagement to stimulate interest from new and existing members, partners and sponsors
- Create group hubs around key societal topics and themes to build communities of interest which will foster multi-disciplinary innovation

#### 2. Inspire and support a growing, active, multi-disciplinary community of members from business, academia and the public sector who will create networks, share knowledge and be ambassadors for SCI

- Develop a suite of products and services which attract, engage and retain members, especially in the early career and active industry stages
- Engage with more key business influencers as members, partners and sponsors

- Develop membership models which support growth, such as e-membership, corporate and academic partnership and partnership deals with other societies for international growth
- Use e-communications, media and collaborations to raise awareness of SCI and improve our service delivery

**3. Strengthen SCI's reputation as a trusted source of multi-disciplinary knowledge for industry and academia**

- Strengthen our business voice through the development of C&I as a multi-media platform delivering knowledge and views round our core themes and topics
- Expand our publications portfolio around selected key themes & topics, using new models which take account of open access and advantage of new technology platforms
- Develop our e-communications capability and content to attract new audiences especially early-career and key business influencers

**4. Promote the benefits of the application of chemistry and related sciences to the government, industry, media and the public**

- Promote existing outreach activities eg. public lecture programme (HQ & regional)
- Collaborate with partners to promote our key messages to government, industry and media in order to inform and influence a wider audience

**5. Enhance the value of our assets (financial, premises, people and IP) to improve the long-term sustainability of SCI**

- Develop new sources of income generation
- Maintain and enhance our premises for the benefit of SCI members and to generate revenue from our customers
- Source and develop the skills and capabilities we need to deliver on our plan
- Continually review governance to ensure it supports our forward plan
- Invest in the SCI brand by using and promoting it widely and consistently