

# Our journey to 2030

Why we exist  
= our vision

Working to engineer  
a better world

How we do it  
= our mission

Inspiring, informing and influencing

Who we do it for  
= our audiences



The way we work  
= our values

We treat everyone with **Integrity** and respect,  
continually striving for **Excellence** in all our activities  
and use the power of **Teamwork** to deliver value.

What we will deliver  
= our outcomes

We will measure performance against each of our  
2030 ambition targets.



What we're  
focusing on

## Strategy 2030

### Societal challenges

Inspired by the United Nation's sustainable development goals, here are the five big societal-wide challenges we will focus our efforts on to have maximum impact over the next 10 years:

1. **Healthy Lives**  
Helping people live **healthier lives**
2. **Digital Futures**  
Helping improve people's lives through **technology**
3. **People-centric Infrastructure**  
Helping ensure that the **future has infrastructure** that is based around human needs
4. **Productive Manufacturing**  
Helping manufacturing become **more efficient and effective** to meet people's future needs
5. **Sustainability and Climate Change**  
Helping the planet through **sustainable living**



### Strategic themes

Our strategic themes are informed by our audiences and their needs. We create compelling propositions that support our audiences in delivering engineering and technology solutions.

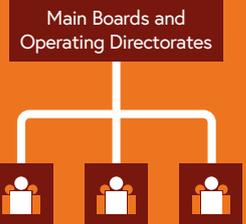
1. Engineering excellence
2. Skills, learning and networks
3. Research solutions
4. Innovation and policy
5. Education





## Operational expertise

Our three core operating Directorates, **Membership and Professional Development**, **Knowledge Services and Solutions** and **Governance & External Engagement** – work together to deliver products, services and solutions that inform the development of our societal challenges and strategic themes.



## Enabling expertise

Our enabling expertise across resources, digital, people and engagement, help our whole organisation to deliver on our vision.

1. Resources
2. Digital
3. People
4. Engagement



## By 2030 we will



Accelerate the pace of development and adoption of technology that supports the move towards a zero-carbon future.



Increase public trust in digital and support practitioners through a period of change with the application of standards, regulation and the sharing of best practice.



Draw a professionally registered membership of 100,000 through our reputation of excellence.



Recognise a membership of 200,000 with a global engineering/technician digital audience of 1 million.



Solve world problems as the engineering and technology community's best information, intelligence and analytics provider ranked in the top 10 for market share.



Significantly increase the numbers of quality engineers and technicians entering the workforce.



Ensure our influence is seen in society every day.