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

Practitioners  Academia  Industry  Society

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.

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.