

# RMetS Strategic Plan 2021-2023 in summary





## VISION

To be a world-leading learned and professional society for weather and climate, exemplifying our Royal Charter and charitable status and to engage, enthuse, educate and empower all.

## MISSION

To advance the understanding of weather and climate and its application for the benefit of all.

## STRATEGIC OBJECTIVES

				
<b>SCIENCE</b> To strengthen the scientific study and application of weather and climate, and related disciplines, through publications, events, partnerships, awards and training.	<b>PROFESSION</b> To support, develop and empower weather and climate scientists through professional accreditation, career advice, communication, provision of information and networking.	<b>SHARED INTEREST</b> To engage and inspire everyone in weather and climate through events, volunteering, communication, local centres, special interest groups, public engagement and about the work of the Society.	<b>EDUCATE AND INFORM</b> To educate and inform society about weather and climate through the support and promotion of weather and climate science in education, outreach and providing public information.	<b>AUTHORITATIVE VOICE</b> To be an independent voice of authority, advice and advocacy for the science and the profession through the promotion of weather and climate science information in policy and decision-making and its relevance to society.

## CROSS-CUTTING PRIORITIES

							
<b>Business development</b> To develop a range of strategic partnerships and business development opportunities to support the delivery of the strategic objectives, increase and diversify the Society's income, maximise our reach and secure long-term benefits.	<b>Knowledge exchange of weather and climate</b> To advance the understanding of the science and profession of meteorology, with a focus on both weather and climate and ensure the Society is recognised as the home for weather and climate.	<b>Diversity and inclusion</b> To lead by example and encourage the meteorological community to be both diverse and inclusive making the best use of the talent that exists in all parts of society to provide access to the world of science, technology and the profession of meteorology for all.	<b>Marketing and communication</b> To maximise the impact of marketing and communications activity to contribute to Society's strategic objectives through a co-ordinated, integrated and professional approach, in line with strategy and following best practice.	<b>IT and telecommunication</b> To support the work of the Society and delivery of its strategic objectives through the provision of reliable and integrated IT and telecommunication solutions meeting the needs of staff, members and a wider audience.	<b>Net Zero commitment</b> To raise awareness of sustainability and pathways to net zero and to lead by example through our commitment to becoming a net zero organisation.	<b>Impact focus</b> To be an impact-focused organisation emphasising the benefits of the Society's charitable standing, highlighting the reach and influence of its impact, and attracting funding and strategic partners.	<b>Volunteering</b> To raise the profile of volunteering at the Society, recognise the value of their contribution and attract new volunteers while retaining existing ones.