



CIB NEWS ARTICLE

International Council for Research and Innovation
in Building and Construction

Providing a global network for international exchange and cooperation in research and innovation in building and construction, in support of an improved building process and of improved performance of the built environment.

November 2005

From the CIB Management

CIB Strategy 2004 - 2007

Discussions during the years 2002-2004 in the CIB Board, Officers Committee and other Standing Committees have resulted in a proposal for a new CIB Strategy. This proposal was presented to and after discussion endorsed by the new CIB Board 2004-2007, and is summarised below.

CIB Vision and Mission

Vision: CIB will be recognized as the premier global network for research and innovation in building and construction.

Mission: CIB will deliver valuable benefits to all its members through:

- bringing members together to exchange research and innovation information and best practices;
- championing priority issues for the building and construction sector; and
- facilitating member's collaboration and access to international research and innovation programs.

CIB Programs

CIB will strengthen current programs through more active and relevant task groups, working commissions, projects and networks that address member priorities and attract new members.

In addition to pursuing the current Pro-Active Themes, new program activities will be developed, such as:

- regional networks;
- increased access to a wide variety of international programs and funds;
- new proactive approach niche themes (e.g. advanced materials, infrastructure renewal, etc.); and
- pre-standards activities.

CIB Global Positioning

CIB will strengthen its global position, thereby expanding its programme and membership, through:

- attracting, merging with and/or acquiring organizations with similar objectives that would expand the CIB's programme and membership; and
- championing, leading and participate in international activities that would solidify its position and benefit its members.

CIB Financial Sustainability

CIB will attain a balanced budget while maintaining a healthy provision (€100k) for investment in enhancing its program and service to members. This can be reached through the following actions:

- Membership retention and growth: Establish and resource a marketing and communication strategy directed at retaining current members and attracting new ones.
- Increase CIB operational income, through second stream activities such as:
 - contracts and other opportunities under the CIBdf;
 - targeting international programs (within and outside the EU); and
 - members' contributions for special projects/initiatives (that allow members to attract/participate in larger initiatives).
- Maximise the efficiency of CIB's operations, through, amongst others:
 - more effective use of IT resources;
 - focusing effort on initiatives with high potential for success and most membership benefits; and
 - reviewing and optimizing all CIB expenditures.



CIB Secretariat

- CIB will be a model employer of excellent employees.

Implementation

The CIB Officers Committee will be tasked by the Board to further develop and implement the strategy, including, the delegation of strategic objectives to CIB standing committees for the development and implementation of detailed action plans. An initial allocation of primary responsibilities is given in the following table, but some the responsibilities (especially those to the OC) may be re-allocated over time once the action plans have been developed further.

	Primary Responsibility
Monitoring and Implementation	Board
CIB Programs: Strengthen CIB's current programs through more active and relevant task groups, working commissions, projects and networks that address member priorities and attract new members.	PC
CIB Global Positioning: Strengthen CIB's global position, thereby expanding its programme and membership	OC
CIB Sustainability: Attain a balanced budget while maintaining a healthy provision (€100k) for investment in enhancing its program and service to members.	AC
• Membership retention and growth	MCC
• Increase CIB operational income, through second stream activities	OC
• Reduced cost of CIB operations	AC
CIB Secretariat: CIB will be a model employer of excellent employees.	AC