



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.

February 2008

From the Management

CIB Strategy 2007 - 2010



by

Professor Peter Barrett, CIB President

Hereafter follows the CIB Strategy for the period 2007 – 2010, as redefined by Prof Peter Barrett, CIB President in communication with the CIB Board.

CIB Vision and Mission

Vision

- CIB is both the biggest and the premier global network supporting research and innovation in building and construction;
- The CIB is the global source of choice for access to high quality information on research and innovation in building and construction.

Mission

CIB delivers valuable benefits to all its members by:

- Bringing members together to develop and exchange knowledge, information and good practices;
- Providing leadership by championing priority issues within the building and construction sector;
- Making high quality information on advanced theory and practice widely available through the CIB web pages and other complementary publication routes and activities;
- Facilitating a strong research base of experts to support developments in the domains of national / international policy and regulation.

Strategic Priorities

Programme of Activities

- The CIB will work with members to strengthen and develop the current programme of activities (*Working Commissions and Task Groups, Proactive Themes, Student Chapters and Special Interest Groupings*) by ensuring that all elements are energised, productive and relevant to existing members' priorities and attractive to new members.
- In addition prioritised investments will be made in creating a limited number of new programme activities to increase the reach and vibrancy of the CIB's operations.

This is likely to involve addressing specific stakeholder groups, such as:

- Regional groupings, including support where possible to emerging economies
- Industry / practice-based research users
- Forums for policy-makers
- Research managers, including an emphasis on the next generation of research leaders

Marketing and Communication

- Using the web and complementary publication routes, the CIB will work to ensure that the collective outputs of its members are widely



- available and make maximum impact through strong marketing and communications
- With the support of Board members, action plans will be progressively developed and executed to understand and address targeted markets for membership growth
 - In addition, prioritised investments will be considered on a limited number of focused initiatives (*some of which will link with those of the PC*) to leverage the above actions, such as:
 - Achieving a step change in the image and functionality of the CIB web site
 - Each year creating one or two major impacts with key global stakeholders in substantive topics
 - Creating value propositions, marketing material and support mechanisms focused on new types of potential member

Administration

In order to support the above vision, mission and strategic priorities, the CIB will seek to:

- Maximise the efficiency and effectiveness of the CIB's internal operations
- Be an exemplary employer of excellent employees

Finances

- CIB will maintain a prudent budget position balancing short term viability with investments to enhance its programme of activities and services to members, to achieve long term sustainability.
- In addition the following activities will be considered as opportunities arise:
 - Investment proposals from the PC and MCC
 - Taking on funded project work, that will have a net positive impact on CIB operational income, where it is synergetic with the CIB's core business
 - Engaging in complementary partnerships with organizations that have similar or complementary objectives

Implementation

The CIB Officers' Committee is tasked by the Board to monitor the implementation of the above strategic priorities, including delegation to CIB standing committees for the development and implementation of detailed action plans.

Primary Responsibility

Overall Monitoring Implementation of strategic priorities: **OC**

Including assessing investment proposals and complementary partnership opportunities.

CIB Programme of Activities: **PC**

Strengthening and developing the CIB's current programme of activities to better address current member priorities and to attract new members;

And, developing investment proposals for a limited number of new programme activities to increase the reach and vibrancy of the CIB's activities.

CIB Marketing and communication: **MCC**

Ensuring that the collective outputs of the CIB's members are widely available and make maximum impact;

And, developing and implementing action plans for targeted markets for membership growth;

And, developing investment proposals for a limited number of focused initiatives to leverage the above actions.

CIB Secretariat: **SG**

Maximising the efficiency and effectiveness of the CIB's internal operations;

And, being an exemplary employer of excellent employees.

CIB Financial Sustainability: **AC**

Maintaining a prudent budget position that balances short term viability with longer term investments.

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| AC | - | Administrative Committee |
| OC | - | Officers Committee |
| MCC | - | Marketing and Communication Committee |
| PC | - | Programme Committee |
| SG | - | Secretary General |