

Promoting Performance and Profession

The CIBSE strategy 2020 – 2025

A photograph of a modern building's interior. The space is characterized by a high ceiling with exposed wooden beams and large, multi-paned glass windows that let in natural light. On the left, a wide staircase with wooden railings leads to an upper level. In the center and right, people are seen in motion, some walking and others sitting on a low, orange-colored sofa. The floor is made of dark, square tiles. The overall atmosphere is bright and professional.

**LEAD
INSPIRE
CHAMPION
EMPOWER**

1.0

Introduction

In a changing and uncertain world, building services engineers have a significant contribution to make in helping our built environment to adapt and remain safe and resilient.

Our members' expertise works to the benefit of society, promoting buildings where occupiers can be secure, healthy, safe and comfortable.

CIBSE has more than 20,000 members based in 95 countries, working through our 16 regions in the UK and four overseas. We are recognised globally for our reputation, promoting excellence and championing best practice to drive improved performance, safety, health and sustainability of the built environment. Our Knowledge Portal and other resources empower members to deliver a better performing built environment and support the broader industry.

We are working in a world of challenges; climate change, global political uncertainty, rapid digital and technological change, significant societal shifts, and skills shortages. The impact from the COVID-19 pandemic will also reverberate for some considerable time, adding new layers of uncertainty that we are yet to understand. Additionally, we must not forget that our built environment landscape has changed irrevocably following the Grenfell Tower fire and industry.

Building services engineers have the expertise to address many of these challenges and, as CIBSE volunteers, they develop and share their experience and knowledge. Our volunteers are valued for their work, which advances the profession of building services engineering and furthers understanding of building performance.

This document sets out CIBSE's strategy for the next five years, stating our commitments and planned actions. We will continue to be recognised as a leading professional engineering body for the built environment sector, promoting better building performance through data sharing, improved engagement and broadening our reach and international presence. Our strategy has been developed over many months through a process of consultation, involving Council and the regions.

In all our work, we depend not only on our volunteers but also on our talented, diverse and hard-working staff. We recognise the commitment that all share to the values and mission of CIBSE.

A handwritten signature in blue ink, appearing to read 'Stuart MacPherson', with a long horizontal line extending to the right.

Stuart MacPherson
CIBSE President 2020 – 2021

2.0

Our Vision, Mission and Values

Our Vision

Better performing buildings for society and the environment

Our Mission

To advance and promote the art, science and practice of building services engineering, to invest in education and research, and to support our community of built environment professionals in their pursuit of excellence.

Our Values

We lead

We are a trusted authority on the present and future challenges facing the built environment and we use our collective expertise and influence to champion the best and most innovative solutions with rigour and integrity.

We empower

We provide people with knowledge, training and networking and a pathway to professional registration so that their work will have a meaningful impact.

We champion

We are vocal and visible in our drive to improve the performance, safety, health and sustainability of the built environment and we support and celebrate the talented people who make it happen.

We inspire

We are passionate about the quality of the built environment and we encourage committed people, from every background, to join our community.

3.0

Our Commitments

CIBSE and its members drive better built environment performance, unlocking economic, environmental and social value.

Specifically, we work to serve society in the built environment by:

- Stimulating demand for a better building performance
- Influencing others to seek improvement of the built environment
- Providing an authoritative hub for knowledge and innovation.



3.1

Better building performance

We aim to deliver safe, healthy and affordable buildings that are fit for purpose today and adaptable to future needs.

Our objectives are to:

- Work with our members, industry and government to seek higher standards for built environment performance
- Demonstrate leadership and knowledge sharing to promote better building performance
- Deliver training and research that supports better performing buildings for the benefits of society and the environment.

By 2025 we will:

- Define best practice built environment performance metrics
- Demonstrate leadership in data sharing for performance of the built environment, by providing digital access to building performance data sets
- Provide clear guidance on the delivery of safe, net zero carbon buildings in response to climate change requirements.

3.2

Growing membership

We aim to be the membership institution of choice for those working in areas linked to building performance.

Our objectives are to:

- Refine the routes to CIBSE membership, focusing on those facilitated by our societies
- Steadily increase member numbers, broadening our reach to grow diversity, skills and knowledge
- Enhance the international presence of CIBSE
- Embed new technology to support our members
- Enhance the membership experience, especially for those joining CIBSE.

By 2025 we will:

- Review the grades of membership in CIBSE Divisions to facilitate the route to corporate CIBSE membership
- Implement an online application process for all grades
- Attract increasing numbers of talented people from broader engineering, science and informatics backgrounds.

3.3

Sharing knowledge

We will continue to develop the profile and quality of CIBSE Knowledge Portal, delivering a world-class repository that is the preferred source for CIBSE Members and the wider supply chain.

Our objectives are to:

- Deliver and refresh our authoritative technical knowledge and guidance, working with CIBSE members to ensure all content meets their needs and drives better building performance
- Implement feedback mechanisms to improve the currency and relevance of our knowledge and guidance
- Further improve the functionality of the Knowledge Portal to keep up with changing user needs.

By 2025 we will:

- Proactively review CIBSE content and identify future focus
- Create searchable documents and launch an online discussion forum and the CIBSE Knowledge app
- Generate supplementary knowledge bulletins that feed into a more frequent review of guides.

3.4

Strengthening our voice

We will represent CIBSE, our values and the work of building services engineers with a purposeful voice and an inspirational brand.

Our objectives are to:

- Clearly communicate our purpose and inspire our members and others to continually improve building performance
- Develop a modern, adaptive and inspirational brand and a digital presence that reflect the needs and aspirations of our members
- Enhance the profile of Building Services Engineers and increase the visibility and impact they have.

By 2025 we will:

- Promote the role of building services engineers and their contribution to the built environment
- Refresh and modernise the CIBSE brand
- Develop CIBSE's digital presence to enable our community to engage with us more effectively.

3.5

Increasing engagement

We will proactively work with our members to develop a culture of engagement, offering opportunities for all to contribute to CIBSE and the broader industry.

Our objectives are to:

- Improve the ways in which our members, the broader industry and young people can engage with CIBSE
- Create a range of opportunities for our volunteers to engage
- Further enhance our support and recognition for those individuals who contribute to CIBSE and the broader industry.

By 2025 we will:

- Simplify routes to engagement and volunteering, including creating a volunteers' section on the CIBSE website
- Developing new and innovative ways to engage, including a careers toolkit for our STEM ambassadors
- Implement an engagement framework for regions, groups and societies
- Develop a more consistent approach for training and support for volunteers.



The Chartered Institution of Building Services Engineers

222 Balham High Road

London SW12 9BS

+44 (0)20 8675 5211

info@cibse.org

www.cibse.org

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