IAIA
International Association for Impact Assessment

# Strategic Plan 2024-2026

- **Goal 01** DELIVER MEMBER VALUE
- **Goal 02** DEVELOP THE PROFESSION & FUTURE PROFESSIONALS
- **Goal 03** RAISE THE PROFILE OF IMPACT ASSESSMENT

## DELIVER MEMBER VALUE

***Our members are the heart of IAIA.***
*We aim to:*

- Grow our membership across regions, cultures, and disciplines.
- Leverage member expertise and networking through our sections, communities, and signature events.
- Continuously engage with members to understand and meet their needs.
- Improve our technology and quality of communications to enhance the member experience.
- Work with affiliates to expand our global network and promote best practice.

*Drawing upon a broad, diverse, and engaged membership base will allow us to* ***develop further levels of service and support, while strengthening our collective voice****.*

## DEVELOP THE PROFESSION & FUTURE PROFESSIONALS

*The future of our profession depends on IAIA fulfilling its primary commitment to* ***developing best practice by critiquing and adapting our approach and methodology****.*
*We will:*

- Offer high-quality foundational training and professional development.
- Develop competency frameworks for career progression.
- Partner with related organizations to identify training opportunities.
- Be the reference point for best practice in impact assessment.

*By investing in the practice of IA and in training future generations, we* ***secure the future of impact assessment and its role in addressing global challenges****.*

## RAISE THE PROFILE OF IMPACT ASSESSMENT

*We will* ***strengthen IAIA's external presence*** *by:*

- Showcasing world-class content from our events.
- Demonstrating thought-leadership into related sectors and disciplines.
- Adopting a more ambitious and innovative approach to our communications and media strategies.
- Building high-quality partnerships with development institutions, government agencies, civil society, NGOs, and private industry.

*Impact assessment represents* ***the embodiment of cross-sectoral and cross-disciplinary approaches****, and our partnership strategy will reflect this.*

The challenges are great, but our collective potential is greater. With optimism and determination, we can make a lasting, positive impact.