

# Leading the Way to a World Beyond Waste

Our Strategy 2022-2027



CIWM

Together, we stand for a world beyond waste

# A world beyond waste



100 billion tonnes of materials are processed globally every year. Of these, 91% are newly extracted virgin materials. We are using 60% more resources than the Earth can regenerate, contributing to the disasters we see unfolding before our eyes. Ever accelerating climate change. Loss of biodiversity. Vast environmental damage. Unsustainable economies, markets, and lifestyles.

**We cannot continue to live this way. We must move towards a world beyond waste; a world which consumes sustainably, minimises waste, and lives in ways that protect the world's environment and resources for future generations.**

As the world emerges and recovers from the economic and social trauma of the global pandemic, it is imperative that governments refrain from reviving their traditional 'brown' economies. We need, instead, to realise sustained economic recovery based on the principles of 'green economy', providing prosperity for all within the ecological limits of the planet. A green economy which supports sustainable consumption as well as sustainable production: low-carbon, resource-conserving, diverse and circular.

The years immediately preceding the pandemic saw the beginnings of a generational shift in attitudes towards climate change, with passionate and high-profile public campaigns forcing governments to accept and enact major changes in policy. That appetite for change is now even stronger, making this the perfect time for positive action.

**We believe that values of resource efficiency, effective recycling and waste management, and circular strategy will make an essential contribution to global economic resurgence, environmental sustainability, and improved equity within and between generations.**

We also believe – indeed, we know – that CIWM has a major role to play. Uniting, equipping and mobilising our members and enabling them to recognise and implement resource efficiencies, to design out waste and pollution, keep products and materials in use, and regenerate natural systems.

**'Leading the Way to a World Beyond Waste' seeks to rebalance our use of resources and accelerate the move to more resource efficient and circular economies.**



**Dr Adam Read FCIWM, CIWM President 2021-22**

# CIWM

CIWM is uniquely positioned to influence and shape the future of waste and resource management. We already have the tools in place – the strength and breadth of our membership, our extensive connections, our sector-leading knowledge and services, our collaborative communities and our vast combined resources and expertise.

Now we need to build on those incredibly powerful assets and optimise their potential to effect lasting change.

- We are **the leading professional membership body and qualifications awarding organisation** for people committed to changing the way the world consumes and disposes of goods and materials
- We **support our members' professional development** by providing technical information, training, and networking
- We **set and maintain the sector's professional standards**, develop best practice, and award leading qualifications
- We create and curate an all-encompassing resource of **knowledge, experience, and information**
- We **connect members from right across the sector**, enabling them to share and exchange ideas, practical advice, problems, and solutions
- We are an **impartial, influential, and respected voice** for the sector in local, national, and global policy discussions
- We work closely with the **press, media, and key stakeholders** to highlight critical issues, provide comment and opinion, and share leading knowledge
- We help to ensure that **policy development is informed** by practical and theoretical understanding and experience
- Our professional knowledge and trusted reputation enable us to **inform and influence** and play a vital part in shaping the future role, reputation, and impact of resource management



# Our role in shaping the future

**At CIWM, we have a responsibility to make change our legacy. To put our words into practice and move towards a world beyond waste.**

Our direction has always been forward; pioneering solutions to big problems is in our DNA. Our new strategy is about clear, decisive steps to shape a future-ready, resilient organisation that enables our professional community to be at its best and ready to make our actions count.

Our strategy is based on a clear purpose, mission and values.

**Our purpose:** To move the world beyond waste.

**Our Mission:** Unite, equip and mobilise our professional community to lead, influence and deliver the science, strategies, businesses and policies for the sustainable management of resources and waste.

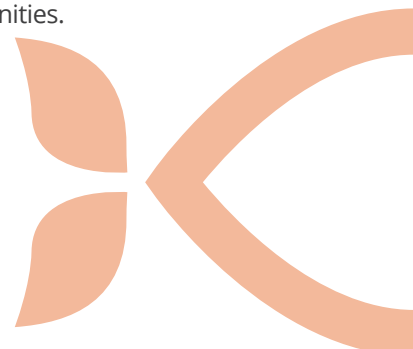
**Our Value proposition:** Creating more for professional life: the benchmark of professionalism, resources and achievement for our sector.

**The CIWM Way:** Our values are collaboration, creativity, determination, adaptation and consideration.

This strategy outlines the role CIWM and its members will play in shaping the future of waste, recycling and resource management, in line with the United Nations Sustainable Development Goals. It is centred around six themes that will enable our organisation to act as a vital change agent for the transition to a low-carbon circular economy.

1. Pioneering professional standards
2. Nurturing innovation
3. Advocating with an authoritative voice
4. Enhancing engagement and connectivity
5. Cultivating communities of practice
6. Leading through excellence

As we implement this strategy, you will see us doing more of what we do best: delivering high-quality services and developing new opportunities that are consistent with our core purpose and values. This will be enabled by continuing to operate a sound, not-for-profit business and sustaining day-to-day operations whilst investing in future opportunities.



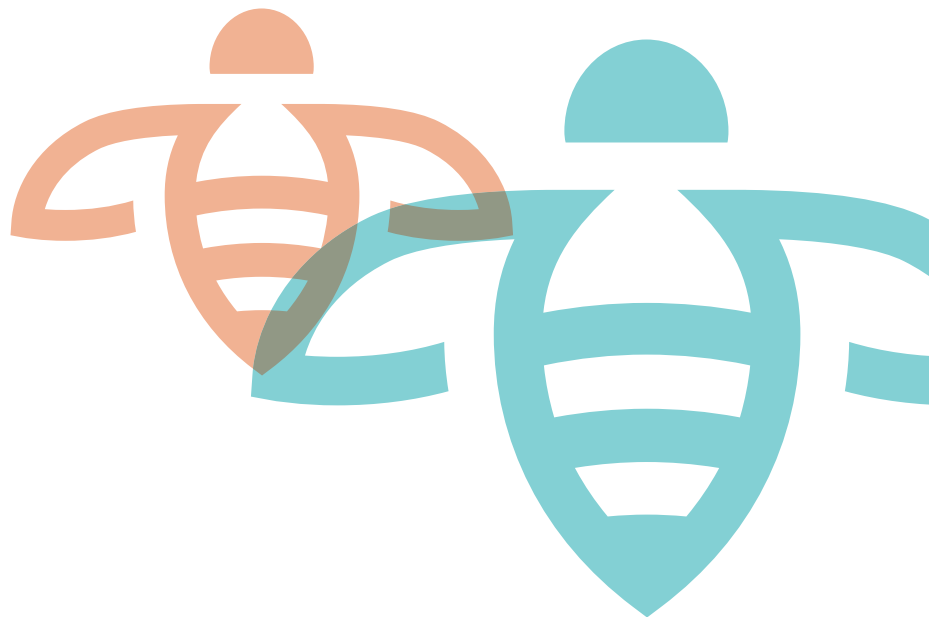
# 1. Pioneering professional standards

**Our mission statement says it all: We strive to unite, equip, and mobilise our professional community to lead, influence and deliver the science, strategies, businesses, and policies for the sustainable management of resources and waste.**

To fulfil that mission, we will continue to set and raise standards for professional excellence - maintaining our support for the development of effective, successful, and qualified professionals as, together, we strive to realise a world beyond waste.

## **We will...**

- Enhance existing member resources and develop – and deliver – new services that reflect **emerging trends and priorities** in all aspects of professional life
- Elevate Chartered Resource and Waste Manager status so Chartered members are recognised as **pioneers in professional practice** and as civic and commercial leaders in emerging circular economies
- Ensure that our **education programme** is world-class, relevant, accessible, and valued by individuals, industries, and policy makers
- Align our **professional development programme** with our members' career paths at beginner, mid and senior levels
- Work with our members and our **local, national, and global networks** to drive the changes required to realise a net-zero economy
- **Seek collaborations with strategic partners**, aligning our priorities, learning from each other, and working together to define – and benchmark – common purposes, language, and professional standards



## 2. Nurturing innovation

**Artificial Intelligence. Big Data. Virtual Reality. Augmented Reality. 3D Printing.** As the age of digitalisation – the Fourth Industrial Revolution (4thIR) – changes our world with breath-taking speed, CIWM will support its members and the global community by enabling and encouraging innovation, embracing its benefits to help us fulfil our purpose with all the tools of the 4thIR.

### We will...

- Establish an **Innovation Advisory Group** responsible for horizon scanning and guiding and advising leadership on sector developments
- Act as an **incubator for innovation** in waste and resource management and the application of circular principles
- Extend our **network of stakeholders** and build relationships with new partners who can help us to identify innovation at an early stage and assess its impact on our members
- Help **connect the right people at the right time**, enabling conversations to nurture transformation and ensure that waste and resource management is considered at all stages of the innovation process
- Ensure that **the resources we provide** reflect advances in science and technology, new research and development models, and society's demands and expectations
- Augment our **annual events programme** with a focus on innovation, offering bespoke conference programmes, networking opportunities and development space



### 3. Advocating with an authoritative voice

**We are a powerful voice for our members and the sectors they work in. We are trusted and respected because, through the strength and breadth of our membership, we have a unique understanding of the challenges our world is facing. Working together, we have the knowledge and expertise to address those challenges and change the way we manage waste and resources.**

Our status as the leading and most authoritative voice in the sector underpins our ability to advocate on behalf of our members, to represent the interests of professionals, to influence society's approach to resource management, and to champion the benefits of a circular economy.

#### **We will...**

- Speak with authority, based on **knowledge and experience**, on behalf of our members – addressing the most crucial challenges our world is facing
- Foster debate with relevant organisations and enable our members' voices to **shape the policy and practices** transitioning us to a circular economy
- Provide enhanced opportunities for our members to **engage with – and influence – key decision-makers** at local, national, and international levels
- Further **enhance our thought leadership** by increasing provision of regular research reports, written guidance, white papers, and other digital content
- Help to translate **research into results** by collaborating with other organisations – stimulating innovation and informing product development



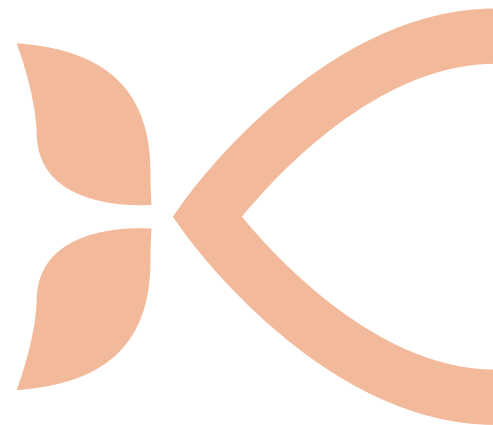


## 4. Enhancing engagement and connectivity

CIWM's purpose – to move the world beyond waste – is one that is crucial to everyone on the planet. Resource efficiency is a global social responsibility. Our role is not only to inform and educate businesses, organisations, and individuals about that responsibility, but also to inspire and enable them to take action – worldwide.

### We will...

- Increase our **sphere of influence** by creating networks that enable members and thought leaders to exchange knowledge efficiently and quickly – locally, nationally, and globally
- Work with **global partners** to deliver, or support, initiatives that advance waste and resource management and the transition to circular economies
- Facilitate **greater connectivity among our growing international community** by responding to country-specific needs and ensuring CIWM's support for their professionals is targeted and relevant
- Further **enhance our digital outreach** by improving our online services and enabling virtual engagement with, and among, our community
- **Take our message to the world**, providing an enhanced education programme to newly emerging economies – and working with international research donors and the R&D community to help create environments where waste and resource management and circular strategies can flourish in every country





## 5. Cultivating communities of practice

CIWM is uniquely placed at the heart of our member communities' extensive body of knowledge and expertise. We have established a culture and a framework which encourages professional relationships to flourish and our members to promote ideas, impart knowledge, share problems, suggest solutions, advocate best practice, and build personal networks that enhance their career opportunities.

### We will...

- Continue to **expand the profile of our membership**, encouraging members to engage with the expertise, experience, and wider networks of colleagues from diverse backgrounds
- Increase the **value of membership** by embracing global connectivity and promoting opportunities to connect on specific issues and objectives – thereby enhancing the depth of knowledge available to the CIWM community and our stakeholder networks
- Enrich members' **sense of belonging** and maintain our commitment to proactively promote a culture of equality, diversity, and inclusion
- Develop and support our **volunteer network**, providing opportunities for members to contribute to the ongoing success of our organisation, our members, and our mission by directly supporting the development of peers and the profession
- Regularly review and refresh our **modes of delivery**, ensuring that our community of members and wider stakeholder networks can connect through the most efficient digital platforms
- Engage with other networks, groups and organisations who **share our vision and values**, providing members with access to new resources, opportunities and perspectives on waste and resource management and circular economy



## 6. Leading through excellence

**Achieving our purpose requires an effective, efficient and high performing membership organisation, with financial strength and organisational resilience. This means delivering high value for members' professional lives, satisfying customer needs and supporting and influencing policy and decision makers.**

By regularly reviewing our performance against our strategic objectives, and by ensuring our targets remain relevant and our internal structures remain fit-for-purpose, we will focus on CIWM's continued organisational **success and sustainability**.

### **We will...**

- Provide our members and wider community with **value for money** and enhanced professional services and support
- Continue to be **recognised for exemplary standards of corporate governance**, efficient and effective organisation management, and prudent guardianship of resources
- Reinforce our **commitments**: Pledge to Net Zero, CSR Accreditation, membership of the Organisation for Responsible Businesses, equality, diversity and inclusion, modern slavery and promoting wellbeing
- Adopt **best practices** for membership organisations in all activities
- Realise revenues to fund our operation and **invest in the delivery of strategic priorities**
- **Build and grow the organisation** based on the values of collaboration, creativity, consideration, determination and adaptation
- Upskill the CIWM team to develop and recruit the additional **knowledge, skills and capability** to deliver our ambitious strategy and meet the changing needs of the sector





Our ambitious purpose and strategy has been created as a collaboration between members and Trustees.

**It is owned by all of us.**

Because, together, we have the knowledge, creativity and determination to move the world beyond waste.



CIWM

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