

2014 Objectives

Communications

1. Communicate the "Vision in the World of Sustainability" groundbreaking thought leadership research and toolkit utility to alliance members and the broader community to deliver positioning, knowledge, leadership and business opportunity.
2. Generate more than 50 pieces of targeted international trade and consumer press coverage that will continue to position Sustain Worldwide as a powerful leadership organisation and the alliance members as today's leading global businesses.
3. Continue to develop a strong social media presence; to achieve 1,500 followers on Twitter; grow LinkedIn following to 750 members to drive business opportunity for and between alliance members.
4. Execute a strategic repositioning & rebrand which will include the redevelopment of the website to drive 50,000 per annum unique visits and further position alliance members as global leaders.

Education

5. Co-ordinate and chair 4 roundtable sessions with industry leaders, focusing on the "Vision in the World of Sustainability" thought leadership research and toolkit utility to catalyse positioning, knowledge, leadership and business opportunity.
6. Host 4 elite dinners and light touch networking events with CEO and board level industry leaders to share knowledge and demonstrate inter-sector thought leadership.
7. Organise and host 4 VIP & Press site visits to sustainability exemplar buildings in the UK and overseas to share learning, best practice & celebrate built environment sustainability success stories.
8. Facilitate speaker opportunities for the executive and members to speak at 4 leading sustainability events to reinforce Sustain Worldwide and alliance members as authorities in profitable sustainability.

Network

9. Grow the alliance to 150 by December 2014 in a balanced manner, to catalyse business opportunities for members, grow their market share and assist them to demonstrate leadership.
10. Develop global partnerships with organisations worldwide, to demonstrate Sustain Worldwide and alliance members leadership through sustainability.
11. Further develop strategic alliances/partnerships with leading UK sustainability organisations e.g. BRE, WRAP, LLDC, Green Property Alliance, Better Buildings Alliance to open up opportunities for members.
12. Identify and introduce valuable new business introductions directly to each member to benefit their business commercially, professionally or technically.

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