

CaSE Strategy 2017-2021

Our mission is to ensure the UK has the skills, funding and policies to enable science and engineering to thrive.

A voice

Be a strong, independent voice for science & engineering on investment, education & skills, and science advice

01

for science & engineering

Broaden our membership to represent the breadth of the sector and better understand their needs

02

having an impact

Be an effective advocate on behalf of our members, clearly communicating our activities and impact

03

for the long-term

Ensure CaSE is a resilient organisation

04



www.sciencecampaign.org.uk



A voice

- Engage and inform Government, Parliament and policy-makers across the UK
- Develop evidence-based, timely positions and recommendations
- Campaign for the adoption of specific policies on issues that affect the sector
- Seek to amplify CaSE's voice through members, collaborators and the media
- Work to increase the number of science and engineering champions in Parliament



for science & engineering

- Expand our membership to ensure CaSE represents science and engineering in all its settings
- Understand the needs of our members by creating two-way channels of communication adapted for different member groups
- Provide clear opportunities for members to inform our work and support our campaigns



having an impact

- Seek to set the media agenda for science policy
- Expand the reach and impact of our work through our communications
- Evaluate CaSE's activities and pursue the most effective ways of achieving our mission
- Monitor and communicate the impact of our work



for the long-term

- Uphold CaSE's political and financial independence by:
 - Building engagement across the political spectrum and across the UK to ensure CaSE is politically resilient
 - Growing and diversifying income to ensure CaSE is financially resilient whilst maintaining independence from Government
- Ensure CaSE stays light on its feet by building capacity to be responsive, flexible and agile
- Establish processes to support staff and ensure business-systems are future-proof