

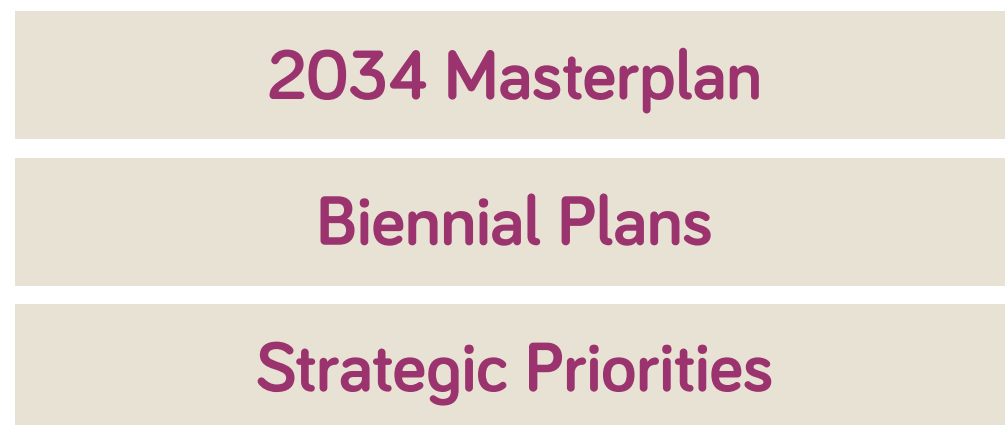
Our strategy

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Our purpose is to **make the future a better place**, advancing architecture and the built environment for the benefit of society. We do this by championing and celebrating excellence in design, fostering innovation and promoting sustainability. We also advocate for the highest standards of professionalism and ethical conduct.

Our strategy has three strands. Our **2034 Masterplan** provides us with a vital, long-term outcome to guide our activity to 2034, the date at which we celebrate our 200th anniversary. This framework is underpinned by a succession of **Biennial Plans**, reflecting our Presidents' priorities. In 2023, we also took the opportunity to distil our longer-term **Strategic Priorities**. These link everything together and, critically, ensure everything we do supports our Royal Charter objective: 'for the general advancement of Architecture, and for promoting and facilitating the acquirement of the knowledge of the various arts and sciences connected therewith'.

Our Strategic Priorities focus on ramping up our work on inclusion, diversity and access to the profession; tackling the climate emergency; investing to better engage and support our global membership; influencing; and building a physical and virtual hub for the debate and promotion of architecture excellence.



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RIBA Royal Charter