



IMarEST Strategic Overview 2025–2028





Our purpose

Our global community drives professional standards and uses its trusted voice to help shape a united, safe and sustainable future for the marine industry.



INSTITUTE OF MARINE

Engineering, Science & Technology



Our mission

As the trusted voice of the global marine community, we are helping to shape a united, safe and sustainable future by driving professional standards and leveraging the power of our shared knowledge.



Our values

Our organisational values and behaviours are designed to help us work together to fulfil our purpose and mission. Our values are: integrity, collaboration, community, and relevance.





Membership with Impact

STRATEGIC OBJECTIVE

1

Goal

To deliver compelling value by offering relevant, high-impact services that elevate the careers of marine professionals worldwide.

Position Statement

IMarEST membership enables diverse marine professionals to feel part of a multi disciplinary community that helps them enhance their careers, uphold professional standards, and build collective knowledge.

Our community is united behind a shared commitment to our values: collaboration, integrity, community, and relevance.

Strategic Focus

- **Membership value:** continual development of support and engagement for individual members, marine partners, and organisations seeking professional services
- **Learning and development:** launch tailored mentoring, training programmes and CPD provision
- **Innovation and relevance:** adapt services to evolving member needs across career stages
- **Professional registers:** enhance and promote our professional registration (Technician, Incorporated, and Chartered statuses) as a unique value proposition
- **IMarEST values:** embed core values into all initiatives
- **Diversity and inclusion:** develop an approach that ensures every marine professional feels welcome at the IMarEST.

Delivery

- Review the needs of our members and refine membership offerings
- Evaluate and enhance our professional registers
- Deliver mentoring and training programmes for technical and soft skills
- Integrate core values into all IMarEST activities to promote positive behaviours throughout the organisation and build brand reputation as a forward thinking, impactful, and welcoming institute
- Enhance our volunteer offer by refreshing our recruitment strategies, training needs, recognition, and management of our global volunteer network
- Ensure we continue to build a culture where the executive team are proud of their work and its impact, as well as equipping them to become effective IMarEST ambassadors who are passionate about recruiting and retaining members.



STRATEGIC OBJECTIVE

2

Goal

To establish the IMarEST as the trusted authority in marine knowledge and innovation, which uses its voice to drive a safe and sustainable future for the industry.

Position Statement

We deliver global impact by leveraging our influence at key international forums and promoting knowledge-sharing and collaboration across marine disciplines.

Strategic Focus

- **Technical strategy:** set clear goals that define how we create impact, promote knowledge, and represent and support our members and the marine sector
- **Sustainability:** define our sustainability objectives
- **Thought leadership:** champion the collective expertise of our members to position them as leaders in global marine safety, innovation and sustainability
- **Partnerships:** co-create content and research with external organisations
- **Recognition:** increase our presence at global bodies, such as the International Maritime Organization, UN Ocean Decade, and the Intergovernmental Oceanographic Commission of UNESCO
- **Research and impact:** facilitate academic and industry collaboration to solve the challenges facing the marine sector
- **Technical and innovation:** revitalise our technical content and launch a new publications strategy.

Delivery

- Create an implementation plan to deliver the technical strategy
- Develop the following supplement implementation plans to support the strategy:
 - Sustainability
 - Content and publication management
 - Partnership engagement
 - Research facilitation and funding pipelines
 - Establish a horizon scanning and trend analysis framework using our Technical Leadership Committee (TLC), Special Interest Groups (SIGs), volunteers, and other IMarEST groups.

A Technical Voice with Impact



STRATEGIC OBJECTIVE

3

Goal

To expand IMarEST's global footprint while delivering local impact.

Position Statement

The IMarEST connects marine professionals from around the world to share knowledge, solve challenges, and shape the sector's future.

Strategic Focus

- **Relevance:** ensure our offer offering resonates across geographies, career stages and sectors
- **Global representation:** grow our regional presence and deliver culturally relevant content
- **Brand recognition:** improve visibility of our products and services to a global audience through compelling and culturally relevant storytelling
- **Volunteer network:** empower local volunteers to deliver the IMarEST mission.

Delivery

- Develop targets for global engagement
- Create a plan for international service delivery and support
- Develop systems and processes to enhance global engagement
- Coordinate and implement a plan for international visits
- Assess current engagement in priority countries and identify new focus areas.

A Global Network with Local Impact

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International HQ: 1 Birdcage Walk, London SW1H 9JJ • **Tel:** +44 (0) 20 7382 2600

Asia-Pacific Office: 298 Tiong Bahru Road, #05-01 Central Plaza, Singapore 168730 • **Tel:** +65 6472 0096

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