

Icon Strategy 2017-2022: Summary of Strategic Aims

1	Advocacy through influencing our partners and our public
1.1	Extending our influence as a strong voice for conservation of the cultural heritage
1.2	Promoting the value of high quality conservation with our partners and with the public
1.3	Becoming the authoritative source of information on conservation in practice, policy, and the profession
1.4	Raising the profile of the conservation sector's international work and its contribution to domestic agendas with decisionmakers and the public
2	Excellence through building knowledge, high standards and valuing the profession
2.1	Championing excellence and high professional standards in the practice of conservation
2.2	Inspiring quality through support for skills development, education and training
2.3	Encouraging information exchange and the sharing of knowledge
2.4	Nurturing those involved in conservation from entry to later career and beyond
2.5	Contributing to the development of knowledge and high standards worldwide by supporting the exchange of information and expertise with new partners
3	Engagement through encouraging public awareness and participation
3.1	Expanding and strengthening our membership base with those involved and interested in conservation of our cultural heritage
3.2	Inspiring people from all backgrounds to value and engage with heritage, conservation and conservators
3.3	Diversifying those participating in conservation practice and the conservation profession
3.4	Realising the potential of conservation to promote wellbeing, develop a sense of place and encourage active citizens
3.5	Encouraging people from across the globe to value and engage with heritage and conservation by making use of the opportunities presented by a more connected world