Society of Cosmetic Scientists
UK & IRELAND

OUR STRATEGY
2021/2025
Our Mission
Our Values

We promote education, research and collaboration to advance the science of cosmetics. Being progressive, collaborative and responsible are central to all we do and everything is done with passion and an indomitable sense of fun.

PROGRESSIVE
- We strive for professionalism and excellence
- We have a passion for knowledge
- Innovation is our lifeblood with sustainability at its heart
- We are dynamic and energetic

COLLABORATIVE
- As a cosmetic science family we share goals and resources
- We are welcoming, engaging and supportive
- We work with others to enhance broader understanding
- We nurture and celebrate creativity, talent and success

RESPONSIBLE
- We are committed to our values
- Confidentiality and accountability are paramount
- We are transparent and trustworthy
- We fully support an environment which encourages inclusivity and diversity

Code of Conduct

The SCS is a non-profit organisation and has been in existence since 1948. The Society operates with a dedicated Secretariat and relies on volunteers coming from the membership to undertake the work of its various committees.

SCS Members undertake to uphold the Constitution and rules of the Society and are expected to always act in a transparent and respectful manner with a high degree of integrity.

Our values are integral to the Society and underpin the way we conduct business internally and externally.

The Society is dedicated to promoting innovation in Cosmetic Science. We strive for excellence in our conduct, our leadership, our professionalism, our continued professional development, and knowledge base.

We recognise the importance of equality, inclusivity and diversity and we strive to build a community with a sense of understanding, support and belonging.

SCS seeks to recruit and engage people with diverse backgrounds and experiences, reflecting the diversity that exists in our industry and membership. Diversity enriches the Society and our industry benefits from new perspectives and ideas within our sector.

We are firm in our stance against any form of discrimination including gender, ethnicity, nationality, age, sexual orientation, religious affiliation, or any physical disability. All members are expected to be proactive in engaging with our Code of Conduct.
SCS Strategy

WHERE ARE WE NOW?

WHERE DO WE WANT TO GO?

HOW DO WE GET THERE?

Our 5 Year Strategic Goals

The overall priority for this 5 year strategic period is to expand our overall community and increase the value-add to each member.

1. MEMBERSHIP
   To reach and maintain 2000 members through a segmentation strategy and a tailored approach that is personal, flexible and accessible.

2. PRODUCTS
   To have a diverse portfolio of educational programmes, events, publications, networking, mentoring and sponsorship opportunities accessible to all.

3. COMMUNICATION
   To build a communication strategy and toolbox, to reach our current and future members, stakeholders and wider community.

4. CONNECTIVITY
   To have a connected and inclusive community including members, stakeholders and academia to share, inspire, support and belong.

5. TOOLS
   To have the right organisation, resources and structure including external professional support to sustain the growth and integrity of the Society.

6. GLOBAL
   To be recognised as a leading professional Society and maintain our top 5 ranking within IFSCC whilst expanding our global reach.
**SCS 5 Year Strategy**

**MISSION**
Why we exist
Where we want to be 5 years from now

**OUR STRATEGIC GOALS**
1. MEMBERSHIP
2. PRODUCTS
3. COMMUNICATION
4. CONNECTIVITY
5. TOOLS
6. GLOBAL

**STRATEGIC INITIATIVES**
1. MEMBERSHIP (A–D)
2. PRODUCTS (A–E)
3. CONNECTIVITY (A–C)
4. TOOLS (A–C)
5. GLOBAL (A–E)

**VALUES**
Progressive ~ Collaborative ~ Responsible

**STRATEGIC KPIs**
How we measure success

**PROGRESSIVE**
Culture & Ways of Working
Our values are at the core of who we are

**INFORM**

**CONNECT**

**SCS STRATEGY 2021/2025**

**Strategic Initiatives**
To enable our 5 year Strategic Goals

**1. MEMBERSHIP**

A. Develop a robust membership database that allows analysis of recruitment and retention KPIs and identifies growth potential.
B. Create a membership task force assigned to review membership strategy including application, renewal, and payment process improvements whilst distilling clear membership benefits.
C. Review and propose membership categories and criteria which facilitate a growth strategy.
D. Recognition for participation in SCS strategic initiatives.

**2. PRODUCTS**

A. Deliver IFSCC London 2022 Project.
B. Launch the first units of our online introductory course to Cosmetic Science. Expand the course content over time whilst building fresh audience appeal.
C. Creates and deliver a 5-year Product portfolio launch plan diversified to cater for all member categories.
D. Renew our postgraduate product offering including our residential course.
E. Assess the opportunity to leverage common interests with other organisations by joint promotion of existing events and developing new ventures with relevance to SCS members (current and new).

**3. COMMUNICATION**

A. Deliver an integrated social media platform strategy with consistent branding whilst tailoring platform-appropriate content.
B. Develop a robust content creation process and execution which leverages ideas from members but is executed professionally.
C. Build capability to develop and launch online content such as webinars and podcasts through a joined-up communication strategy.
D. Enable and encourage two-way communication channels which allow member questions and feedback to receive an active response.
E. Build an industry partner network to understand industry development needs.

**4. CONNECTIVITY**

A. Strengthen the following SCS platforms to deliver the best connectivity:
   - LinkedIn
   - Website improvements

**5. TOOLS**

A. Review and upgrade Internal IT, Financial, HR and Administration systems.
B. Put in place a future succession plan and organisation to deliver our Mission and Values.
C. Invest in website improvements which includes online calendar with links to events and membership benefits. Ensure current platforms operate well on Google Chrome and all devices for global reach.

**6. GLOBAL**

A. Create International input and content through joint webinars with IFSCC Societies and encourage international speakers in SCS educational programme.
B. Develop ‘exchange partnerships’ with other IFSCC members to share content and expertise and create an international lecture video library.
C. Reach out our membership to other countries especially those with their own national societies.
D. Develop a strategy for linking up with other IFSCC members or extending membership in addition to their own provision.
E. Allow free access to our SCS SUOS resource and promote through International SUOS Competition at IFSCC 2022.
### Our Roadmap

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<thead>
<tr>
<th>Strategic Initiatives</th>
<th>2021</th>
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<td>C) Review &amp; propose membership categories</td>
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<td>D) Recognition for SCS strategic initiatives</td>
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<td><strong>2. PRODUCTS</strong></td>
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<td>A) Deliver IFSC London 2022 Project</td>
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<td>B) Create &amp; deliver 5-year Product Portfolio</td>
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<td>C) Review our postgraduate product offering</td>
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<td>D) Build capability to develop and launch online content</td>
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<td>A) Deliver integrated social media platform strategy</td>
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<td>B) Develop content creation process</td>
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<td>A) Strengthen the following social media platforms</td>
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<td>B) Launch online drop-in centre/live chat for new members</td>
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<td>C) Develop a monitoring system for members</td>
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<td>D) Explore opportunities to partner with other scientific organizations</td>
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<td><strong>5. TOOLS</strong></td>
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<td>A) Review and upgrade internal systems</td>
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<td>B) Put in place a future succession plan</td>
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<td>C) Invest in website improvements and maintenance</td>
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<td><strong>6. GLOBAL</strong></td>
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<tr>
<td>A) Create international content and content through joint webinars with IFSC Societies</td>
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<td>B) Develop ‘exchange partnerships’ with other IFSC members</td>
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<td>C) Reach out our membership to other countries, especially those with their own national societies</td>
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<td>D) Develop a strategy for lining up with other IFSC members</td>
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**Note:** The Society will operate an annual Strategic Review process. The key focus of this review will be to prioritize the Strategic Initiatives for alignment and resource allocation. The timing of this will work alongside the Annual Budget review process.

### 1. TARGET MARKET

To expand our membership base from today’s picture, we need to identify the following:

- **Our current members**
- **To expand outside our core members to the next level.** What does this prospective member look like and where do they come from?
- **To expand even further to the outer circle.** What does this prospective member look like and where potentially could they come from?
SCS Organisation

SCS COUNCIL
PRESIDENT & 14 MEMBERS

SECRETARIAT

GENERAL PURPOSE COMMITTEE

SCIENTIFIC PROGRAMME CHAIR

IMMEDIATE PAST PRESIDENT CHAIR

PUBLICITY & RECRUITMENT CHAIR

PRESIDENT

SECRETARY GENERAL

VICE-PRESIDENT

REGIONAL DEV. GROUPS

HONORARY SECRETARY

ELECTED MEMBERS

HONORARY TREASURER

SCS gives access to

20+ Scientific Innovation events with over 40+ renowned speakers
20+ years of Bursary Awards for aspiring students
32 times winning ‘Best Scientific paper’ award for IJCS

200+ exhibitors Formulate

Scrub up on Science Tutorials for secondary school students

SCS hosting IFSCC Congress London September 2022

Access to over 16,000 members globally and 50 Societies

Access to international KOSMET cosmetic science database

Discovering Cosmetic Science book launched 2020

150+ attendees at SC S Natural Symposium
1000+ members globally

Connecting academia, related societies, industry and brands