



The world as it is. The world as it could be.

The royal society for arts, manufactures and commerce (RSA) is a global network of more than 30,000 entrepreneurs, educators and innovators working together for the advancement of society, the economy and the environment.

We were created by a similar group of people, with similar aims back in 1754, and now, as we approach our 270th anniversary, we are renewing that centuries-old mission.

People, place and planet.

We live in a world full of possibilities. Each of us hopes that our potential can be realised. And yet, the global economy, our societies and our environment are fragile and imbalanced.

We believe in a better future, where we move from extracting for short-term gains to replenishing for the long-term and future generations. Our aspirations are not limited to doing less harm but are supercharged by the desire to do more good.

What if..?

...all children, from their early years, were given chances to nurture their creativity and build a greater connection to the natural world?

...all excluded entrepreneurs-in-the-making were given the support and connections they needed for their innovations to flourish and shape better futures?

...all business leaders were supported to transform their organisations to do more good?

Come with us.

We will work together to give people the **confidence, skills, ideas** and **connections** to make a positive contribution to the places they live and **regenerate the planet** we all share.

We will do this by **unlocking the potential in human, social** and **natural capital** to achieve a more resilient, rebalanced, and **regenerative future** for everyone regardless of location, background or starting point.

Our new mission will **focus on people and places** whose opportunities are currently most constrained, at school, at work or in communities.

History shows us that some of the best examples of **transformative thinking** happen when the insights from different fields are **combined and applied** to one another.

That's why the RSA focuses on **uniting people and ideas**.

We believe that by bringing together a diverse mix of **people and expertise**, we can **transform the world's economic, social and environmental systems**.

Our mission takes the form of seven pathways:



Early years

For young children, focusing on creativity, community, and the environment

Pupils

For older primary and secondary age children, including scaling up the **Pupil Design Awards** and rolling them out internationally

Students

For all students across all formal post-secondary education, including expanding the **Student Design Awards** programme

Entrepreneurs

For all otherwise excluded young people, getting them started with skills, development and mentoring by experienced business leaders

Companies

For businesses, helping them to act ethically and make good on their social and environmental missions

Places

For local leaders who want to work together for better outcomes for their area, including expanding the RSA's **Cities of Learning** skills programme

Systems

Supporting the first six pathways, making sure that any plans for social change have the scale, longevity, join-up and buy-in to be successful

The RSA's long-held beliefs about **fair education, work, regeneration and life-long learning** will be woven into all our next steps. We will share our learning and resources in the open to **amplify the impact** of our work.

Each pathway will make it easier for Fellows to find the right element of the RSA's mission to **engage with and add value to**. The **time, investment and support** we receive from partners and funders will have **more meaning and purpose** than ever before.

Together, we will be able to do more good, for people, places and planet.