

Strategic Plan 2022

7th March, 2022

**Published by the Geothermal Rising Executive Director, President,
and Board of Directors**

The 2022 Geothermal Rising Strategic Plan updates and replaces the previous Strategic Plan authorized by a Motion of the Board of Directors at the February, 2022, meeting.

The plan provides a framework by which the staff of the Geothermal Rising, assisted by Association Headquarters, will execute operations, provide guidance on how the Geothermal Rising will be managed, and provides a vision for the future direction of the organization.

Our Strategic Plan is a living document and will be reviewed and updated as needed. Any of our members can provide input to the direction of the organization by contacting a Board Member, the Executive Director, or a member of Staff.

We also welcome and appreciate all offers of help from volunteers. Our volunteers are the backbone of our organization and enable Geothermal Rising and our geothermal community to be a success. Please contact us.

Sincerely,



Will Pettitt
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Elements of the Strategic Plan

- **Vision** = What we want for the world.
- **Mission** = How we will achieve our vision.
- **Goals** = Our general long-term aspirations for the organization.
- **Objectives** = How we will achieve our goals in the given time frame.

Vision

A brighter future for Earth and all its inhabitants, powered by the planet itself.

Mission

To connect the geothermal community and champion geothermal energy in the United States and around the world.

Goals

- Broaden awareness of geothermal energy and its important role in the energy transformation.
- Build positive public sentiment towards geothermal energy as a clean, renewable, and ubiquitous energy source.
- Empower the geothermal community to advance through, technological innovation, education and collaboration with other sectors
- Expand the demand for and use of geothermal energy.

Objectives

1. **Raise Public Awareness of Geothermal Energy** – increase the visibility of geothermal energy through marketing and communications activities that inform and educate across a wide spectrum of organizations, agencies, and people.
2. **Champion Innovation**– serve as a platform for inspiring, encouraging and sharing new technologies that will accelerate the deployment of geothermal energy in an agnostic way.
3. **Build an Enabling Environment for Geothermal Energy** – work with government and regulatory agencies to incentivize demand and adoption of geothermal energy.
4. **Expand GR's Activities to Grow the Geothermal Industry** – build a strong membership base of individuals and corporations and arm them with the tools they need to engage outside the geothermal community.
5. **Maintain Financial Sustainability** – operate with a budget surplus through self-supporting activities.
6. **Enhance Internal Processes** – improve the professional quality of our products and services and integrate the functions of the GR team.