



## **Strategic Plan 2015-2019**

### **1. Internationally recognized standard**

- 1.1 Continue to develop RDA as a principles based standard
- 1.2 Engage with appropriate and diverse communities to improve the applicability of RDA
- 1.3 Develop a clear maintenance programme for ongoing and timely revisions of the standard

### **2. Increase adoption of RDA internationally**

- 2.1 Develop a cross-sectoral international communications and outreach strategy
- 2.2 Develop a cross-sectoral international marketing strategy

### **3. Sustainable business model**

- 3.1 Create business models that support the sustainability and future development of RDA

### **4. Relevant governance structure**

- 4.1 Create an appropriate governance structure that supports the RDA vision and strategies