TAG Smart Communities and Sustainability Society

Overview and Priorities for 2023



Fueling the Innovation Economy

TAG Overview

TAG's mission is to

Connect, Promote,

Influence and

Educate Georgia's

technology ecosystem

to advance the

innovation economy

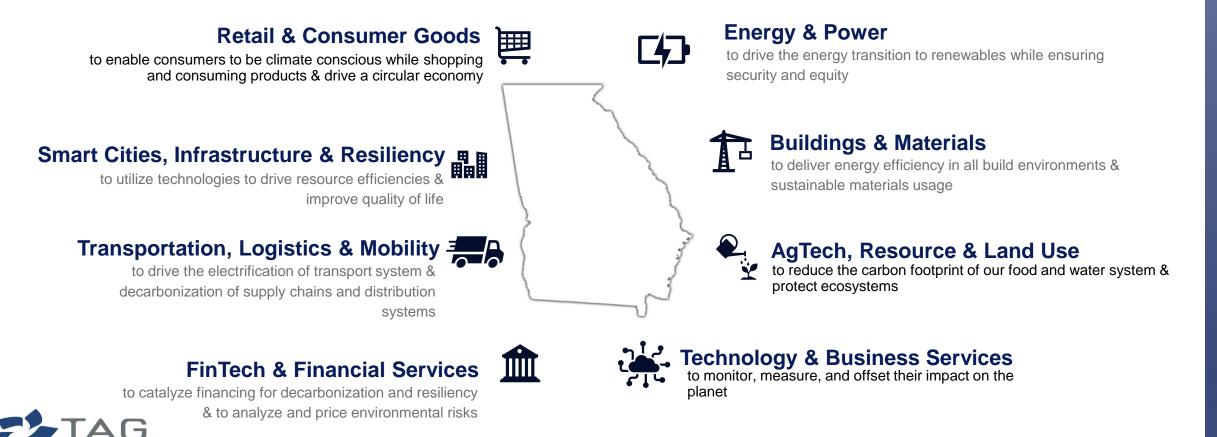




Fueling the Innovation Economy

Significant Economic Opportunity

We are in the early stages of a \$100T+ opportunity focused on driving the decarbonization of the global economy while building massive climate resiliency, a transformation on par with the digital transformation that came before it. There are significant **economic development** opportunities linked to **sustainability** for Georgia in **strategic sectors**; these goals are tightly linked to **equity and inclusion** to protect vulnerable and disadvantaged communities



echnology Association

of Georgia

TAG Smart Communities & Sustainability Society Overview

Our Mission is to create Connection, Content, and Collaboration through Smart Communities and Sustainability development in Georgia.

From basic utility access, food access and safety solutions to business processes across procurement and manufacturing to marketing and packaging, companies have an opportunity to **develop and implement sustainable technologies** throughout its value chain to **nurture smart communities**.

Georgia is home to a huge number of sustainability incubators, renewable energy startups, corporations with sustainability initiatives, and passionate individuals and non-profits. The TAG Smart Communities & Sustainability Society will bring together these organizations to promote the development and adoption of technologies throughout the state of Georgia.





TAG Smart Communities & Sustainability Society Overview

We have three strategic focus areas in 2023





Expand event calendar / thought leadership

Build depth in strategic sectors where GA leads

Targeted events for 2023

- Quarterly ESG spotlights (launched in Oct'22)
- Annual infrastructure outlook in Nov
- Welcome to ATL event target summer
- Develop SC&C content tracks w/i other large
 TAG events (e.g., FinTech South)

Establish thought leadership projects (and explore strategic partnership to enable)

- Launch Innovation Awards target '24 launch
- Launch Ecosystem Report target '24 launch
- Podcast target launch in 2H'23