

TAG Smart Communities and Sustainability Society

Overview and Priorities for 2023

TAG Overview

TAG's mission is to
Connect, Promote,
Influence and
Educate Georgia's
technology ecosystem
to advance the
innovation economy

JOIN
Georgia's largest
technology association

ENGAGE
with our **20+**
professional societies

ATTEND
one of our
150+ events

SPONSOR
and reach our
30,000+ members

 **BRIDGE BUILDERS**
SOCIAL JUSTICE & EQUITY

Advancing Inclusion in the Technology Community
Join TAG's efforts to build a more inclusive and diverse technology ecosystem

[Learn More →](#)

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

Retail & Consumer Goods

to enable consumers to be climate conscious while shopping and consuming products & drive a circular economy



Energy & Power

to drive the energy transition to renewables while ensuring security and equity

Smart Cities, Infrastructure & Resiliency

to utilize technologies to drive resource efficiencies & improve quality of life



Buildings & Materials

to deliver energy efficiency in all build environments & sustainable materials usage

Transportation, Logistics & Mobility

to drive the electrification of transport system & decarbonization of supply chains and distribution systems



AgTech, Resource & Land Use

to reduce the carbon footprint of our food and water system & protect ecosystems

FinTech & Financial Services

to catalyze financing for decarbonization and resiliency & to analyze and price environmental risks



Technology & Business Services

to monitor, measure, and offset their impact on the planet

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



Build out the Board & Community to expand reach and sponsor base



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