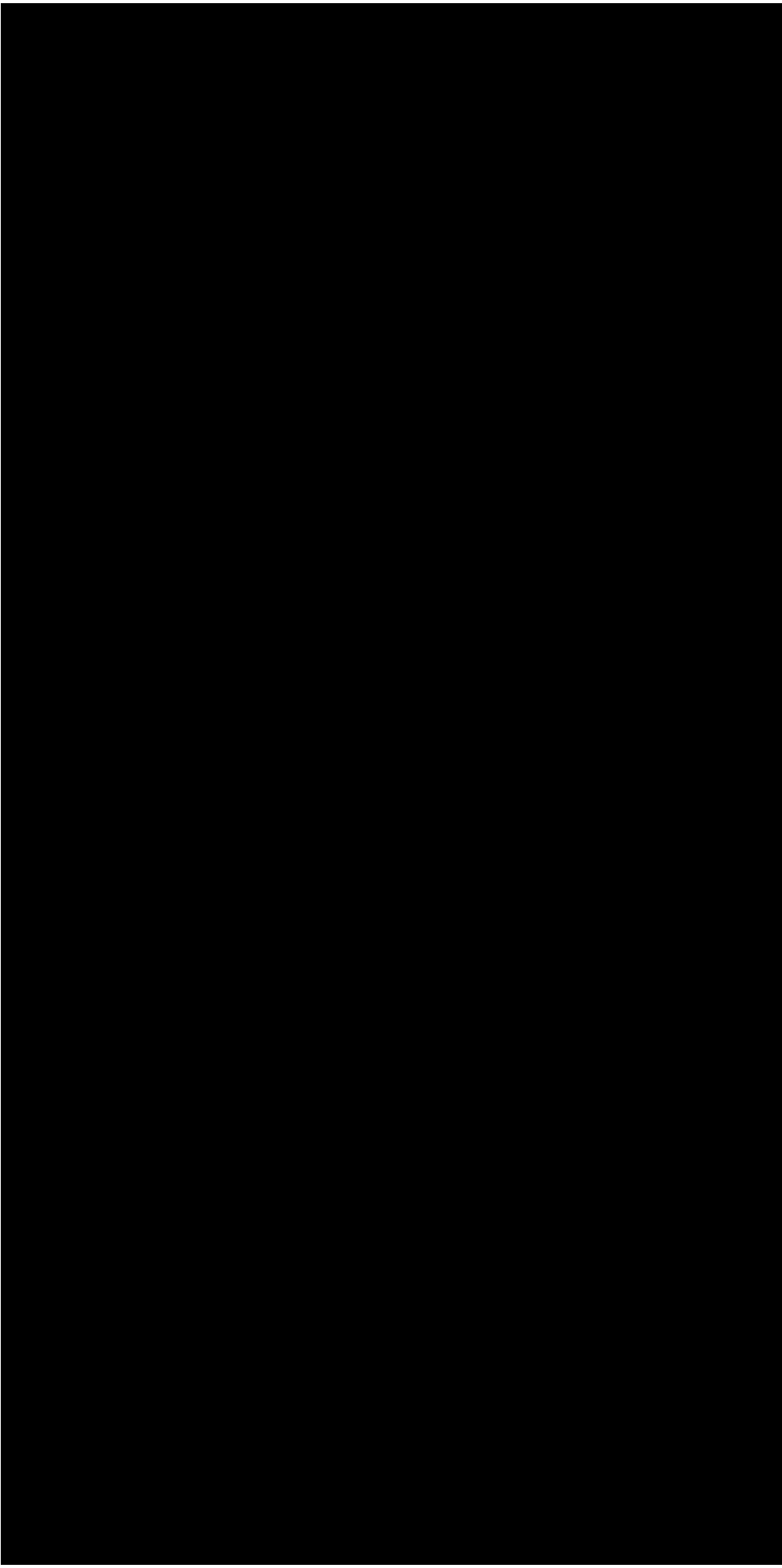


Value.  
Quality.  
People.





We create value for  
and with society and  
shape the future  
through high quality,  
talented people  
and outstanding  
environments.



# value

# We break boundaries and shape the future

It's a time for big challenges. Climate change, demographic development, pandemics, cyber threats and a changing global economy are significant challenges that the University of Southern Denmark wants to address, understand and solve.

We know that world-class research and education and new partnerships are the foundation for solutions – because the major societal challenges are characterised by being both complex and multifaceted. If we want to create lasting, positive change, we need to bring new, research-based – and often interdisciplinary – knowledge into play. In this regards, the University of Southern Denmark must continue to be an indispensable player.

We recognise – and uphold – academic freedom. Freedom of research and teaching as well as debate and expression are prerequisites for the University of Southern Denmark's staff and students to create and disseminate new discoveries.

It's all happening in a changing environment. While our authorisation landscape is in flux, demographics are changing, too. There are fewer young people and more older people. Society's expectations that we can provide flexible education formats for a digital society and labour market are growing. We must and will fulfil them.

# It starts with the talent

## **We want to create value for and with society**

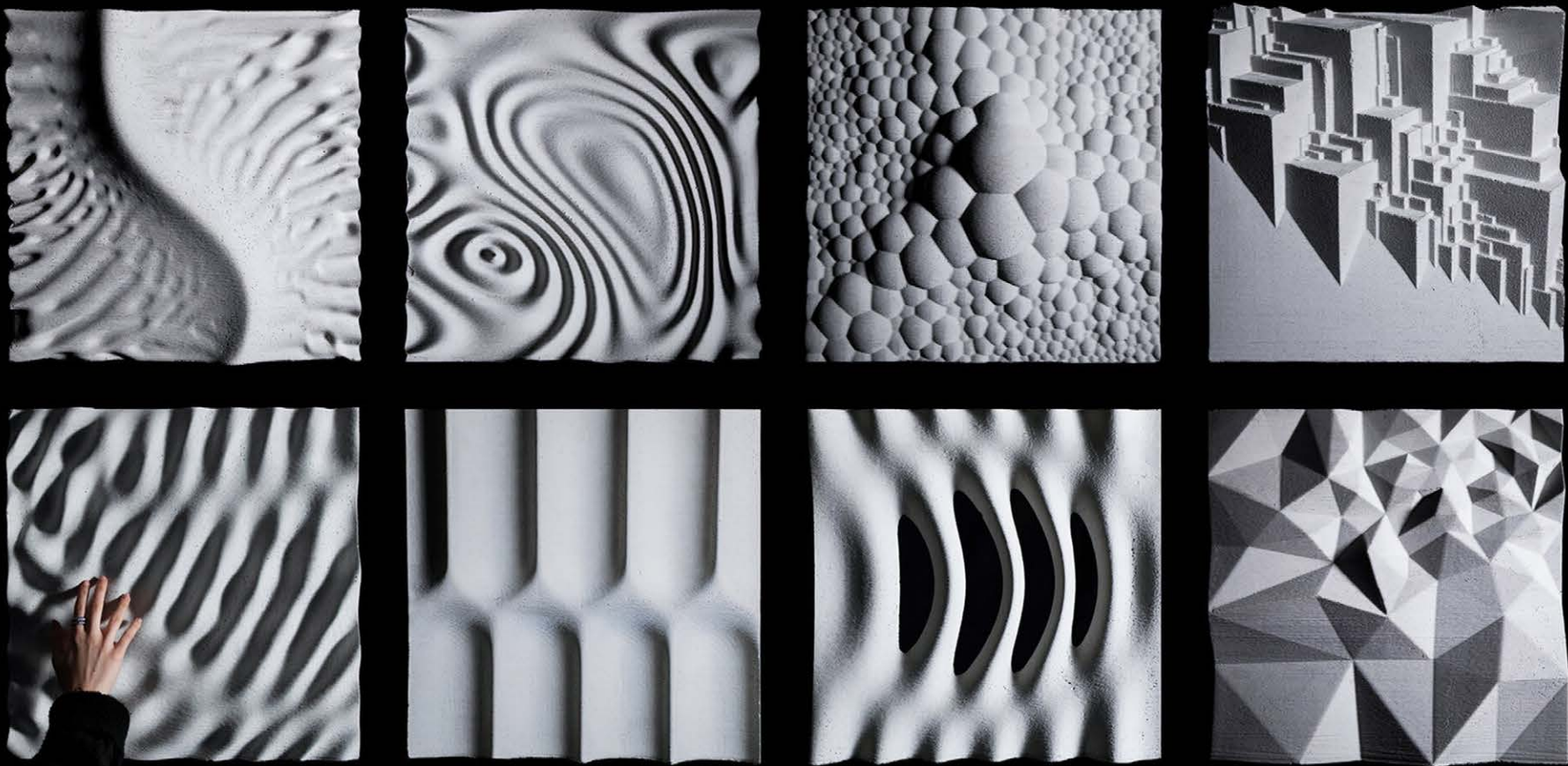
The University of Southern Denmark is here to solve major societal challenges. Whether our contributions are research-based knowledge, new solutions, learning or education, they must make a positive difference to society and the future.

## **Why we must ensure the highest international quality**

We must deliver research, education programmes and collaborations of the highest international quality. Value creation is inextricably linked to high quality. Research excellence is particularly important. Research-based knowledge is the foundation on which the University's activities and initiatives rest.

## **We do this by cultivating talent and the best environments**

It is therefore crucial that the University of Southern Denmark is able to retain, develop and recruit talented people and create outstanding environments. At the same time, we need to ensure consistently high quality in all our activities – and we can only do that with the right people. The University's researchers, lecturers, students, managers and technical/administrative staff are the foundation of our success.



quality



Research.  
Education.  
Collaboration.  
Organisation.

Photo: SDU students in the lab.





The main ambition in our 2030 vision is the prioritisation of high quality, excellent environments and talented people. We fulfil them by setting objectives in four areas: Research, education, collaboration and organisation.

Photo: SHAP-ENV, SDU CREATE



Photo: SDU Laboratory Supplies

# Research

In 2030, the University of Southern Denmark will be known and recognised for ground-breaking and transformative research. We want to raise the University's level of research further and ensure that we become a world leader in several research areas. We will do this through excellent research environments that stimulate talent development, as well as ambitious researchers and students. In this regard, the international perspective is key: We will develop and strengthen the University's research through an increased degree of international collaboration and professional back-and-forth. We will also focus on increasing research funding so that we can meet our ambitious goals.



Photo: RD Slabs, SDU CREATE

# Education

In 2030, the University of Southern Denmark is known and recognised for its attractive and flexible educational environments, which educate in-demand and value-creating graduates who contribute to societal development. At the same time, we will develop the content and format of our courses so that they follow the development of society – with a special focus on the Region of Southern Denmark. This requires significant measures: We will attract curious, motivated and talented young people. We will also support lifelong learning for people in employment. And we want to strengthen the integration of research into our educational offerings.



Photo: Students at SDU

# Collaboration

In 2030, the University of Southern Denmark is known and recognised for co-creation, valuable dissemination and innovation that creates a positive societal impact. We will bring research-based knowledge into play in collaborations with companies, authorities, NGOs and other partners and ensure that we contribute to the public debate. We will prioritise special themes and involve academic environments across faculties, just as we will strengthen the positive influence of research on the surrounding society. We do this by always ensuring value-creating dissemination and by promoting initiatives and environments that position us as a university where a strong innovative force builds bridges to the outside world.



Photo: The University of Southern Denmark

In 2030, the University of Southern Denmark will be known and recognised for motivating, excellent, coherent and diverse university frameworks that clearly support talent development. Based on a good and strong economy, we will ensure excellent organisational and physical frameworks that attract, develop and release talent. In order to achieve that objective, we must also be known in the future for a freely engaging and stimulating university environment. We must create a robust framework that develops students, researchers, lecturers and administrative staff and we must support good opportunities for continuous skills development. This must happen across all areas, supported by a modern digital infrastructure.

# Organisation





Photo: SDU students in the lab.

# The University of Southern Denmark in 2030

Groundbreaking, transformative, motivating, value-adding, outstanding. These are keywords for the future at the University of Southern Denmark.





# talent

‘We must define and follow new development paths that ensure that the University’s core – research and education of the highest international quality – will continue to be utilised effectively in the future. It is only by retaining, developing and attracting the best talent that we can create the excellent environments needed to create value for and with society.’

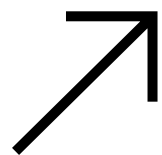
Jens Ringsmose

Rector, University of Southern Denmark



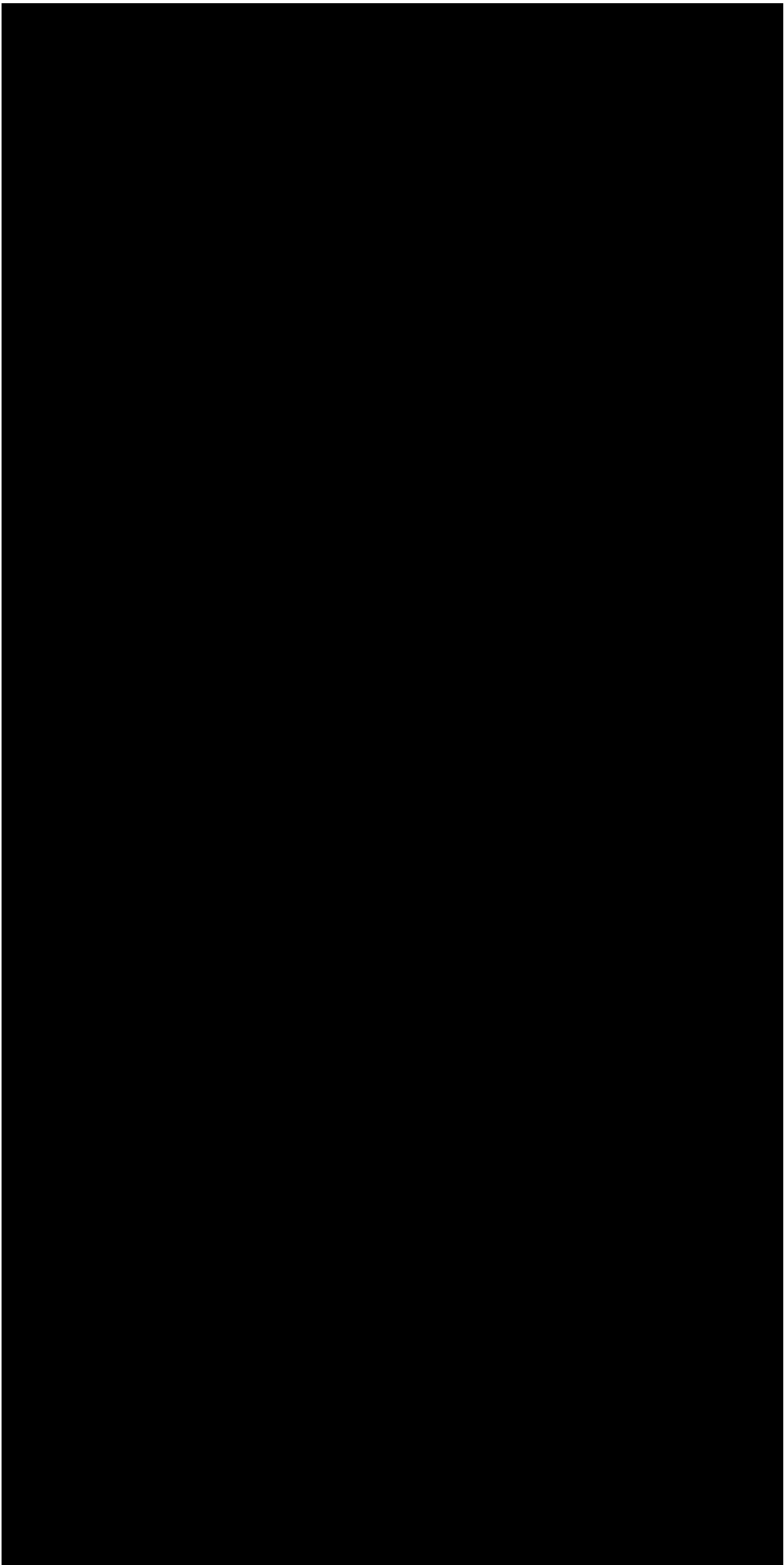






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2030