



THE BEST OF BOTH WORLDS

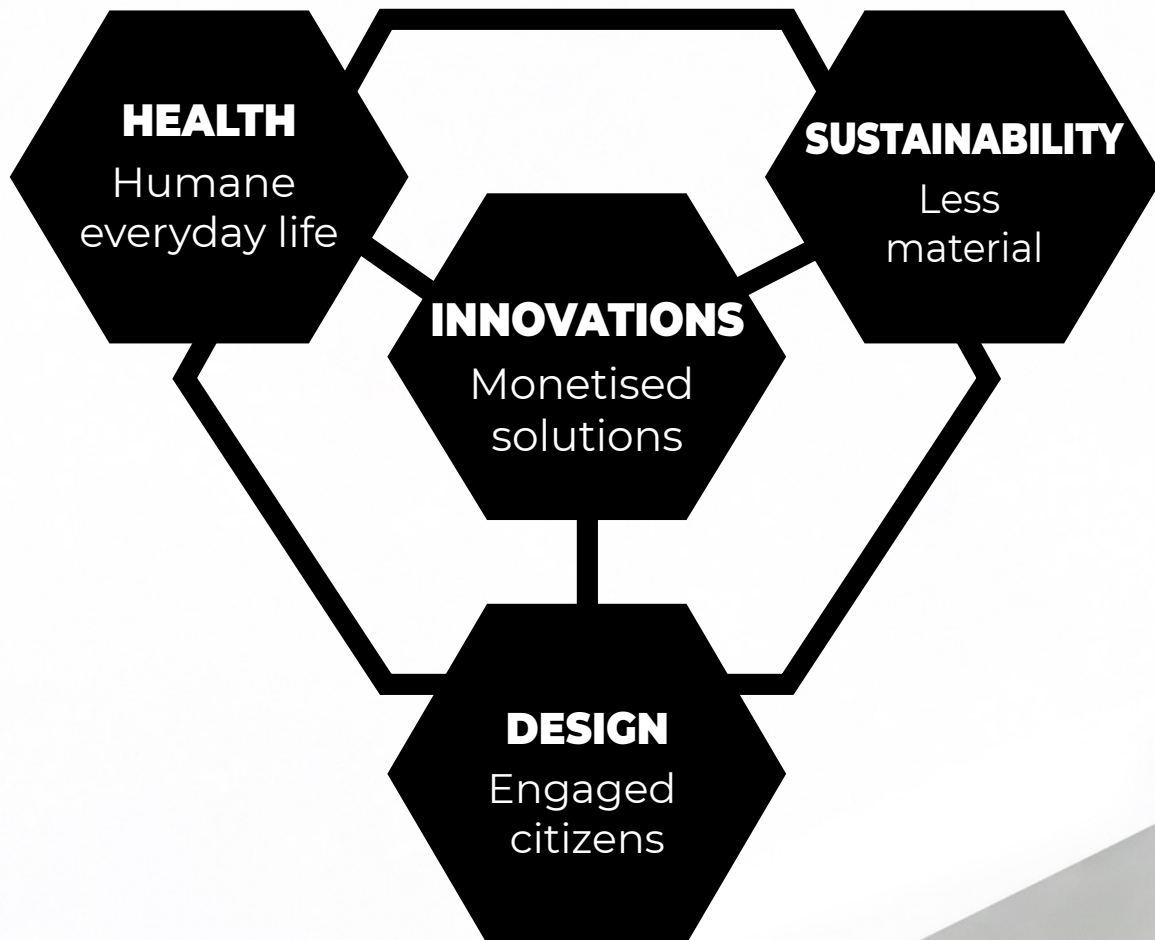
– LAB Strategy 2030

We are building a **better world of work.**

We want to challenge and to be challenged.

We act **boldly** and **fairly.**

BETTER WORLD OF WORK



KEY COMPETENCES

SUSTAINABILITY

Sustainable material cycles

- Technical and biological loops
- Resource efficiency
- Sustainable community
- Systemic approaches to the circular economy

INNOVATIONS

Solutions for growth-oriented business

- Experimental development ecosystems for innovations
- Business design and thick value
- Renewing and evolving entrepreneurship
- New radical initiatives

DESIGN

Designing sustainable solutions

- Designing sustainable products, services and environments
- Smart human-driven design and communication
- Design for behaviour change
- Arts for radical renewal

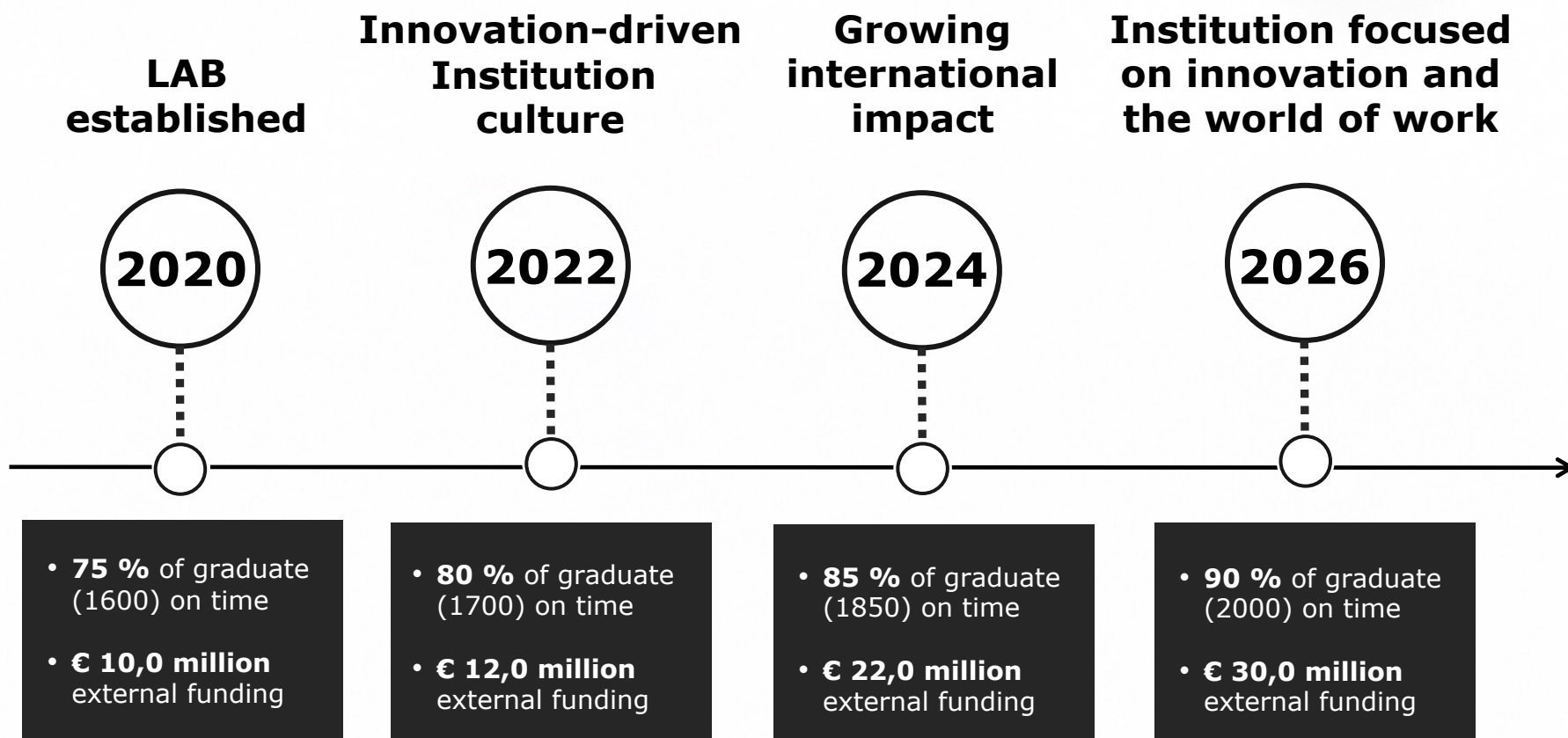
HEALTH

New service innovations and solutions

- Well-being from physical activity and the living environment
- Social inclusion and safety in everyday life
- Health promotion and smart self-care
- Efficient service chains



ROADMAP



GOALS AND INDICATORS FOR 2026

The goal is to promote growth in partner companies

- » New places of employment
 - *RDI driven by growth and internationalisation*
- » Greater number of highly educated employees
 - *graduates prepared to bring added value to employers*

Indicators

EDUCATION

- **2000** BA degrees
- **90%** graduate on time
- **100%** employment rate of graduates

RDI

- **€ 30 million** in external funding
- **3000** publications
- Partner companies' revenue growth

IMPACT

- Growing trend in monthly mood tracking and GPTW surveys
- Student feedback (AVOP survey): 6/7
- Feedback from partner companies

