

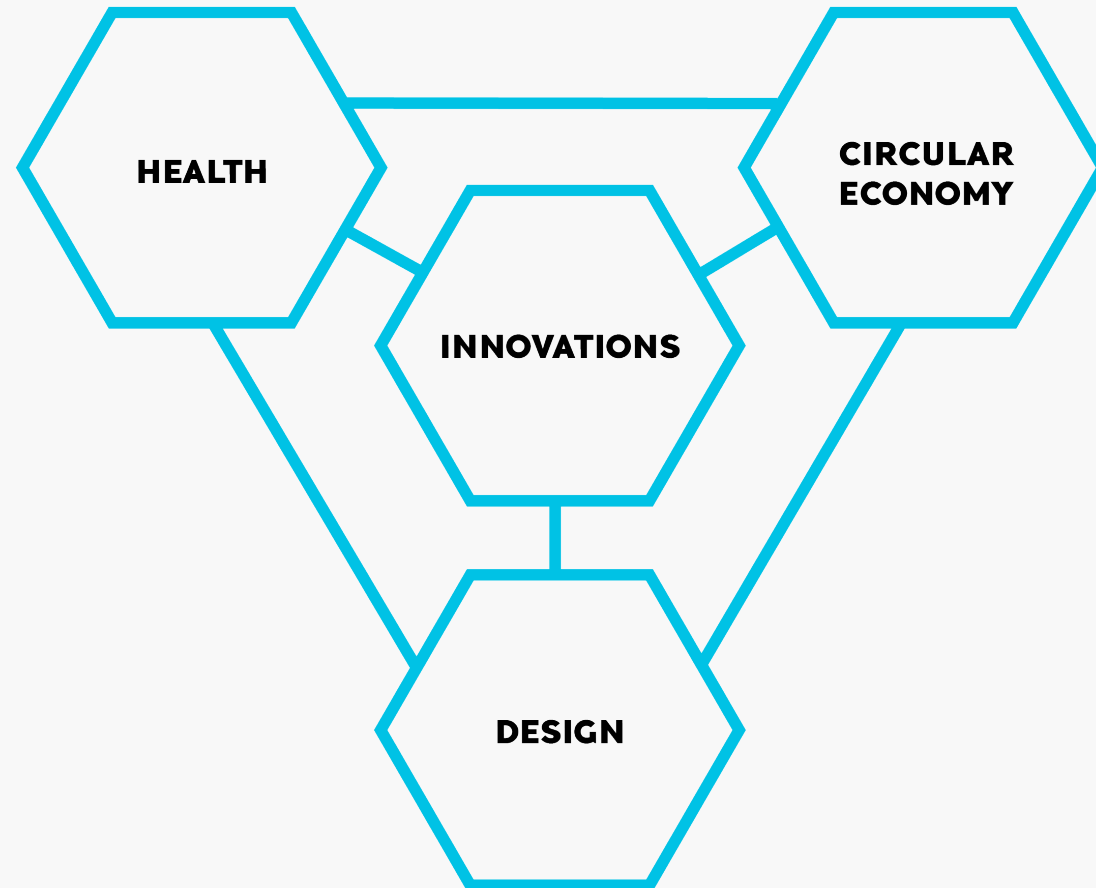
The Best of Both Worlds

LAB Strategy 2030

We are building a **better world of work**.
We want to challenge and be challenged.
We act **boldly** and **fairly**.



Better World of Work



Key competences

CIRCULAR ECONOMY

Sustainable solutions

- Biological cycles
- Technical cycles
- Carbon-neutral built environment
- Sustainable societies

INNOVATIONS

Commercialisation of innovations

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

DESIGN

Designing sustainable solutions

- Design for sustainable business
- Customer experience and human-centred design
- Art in public spaces

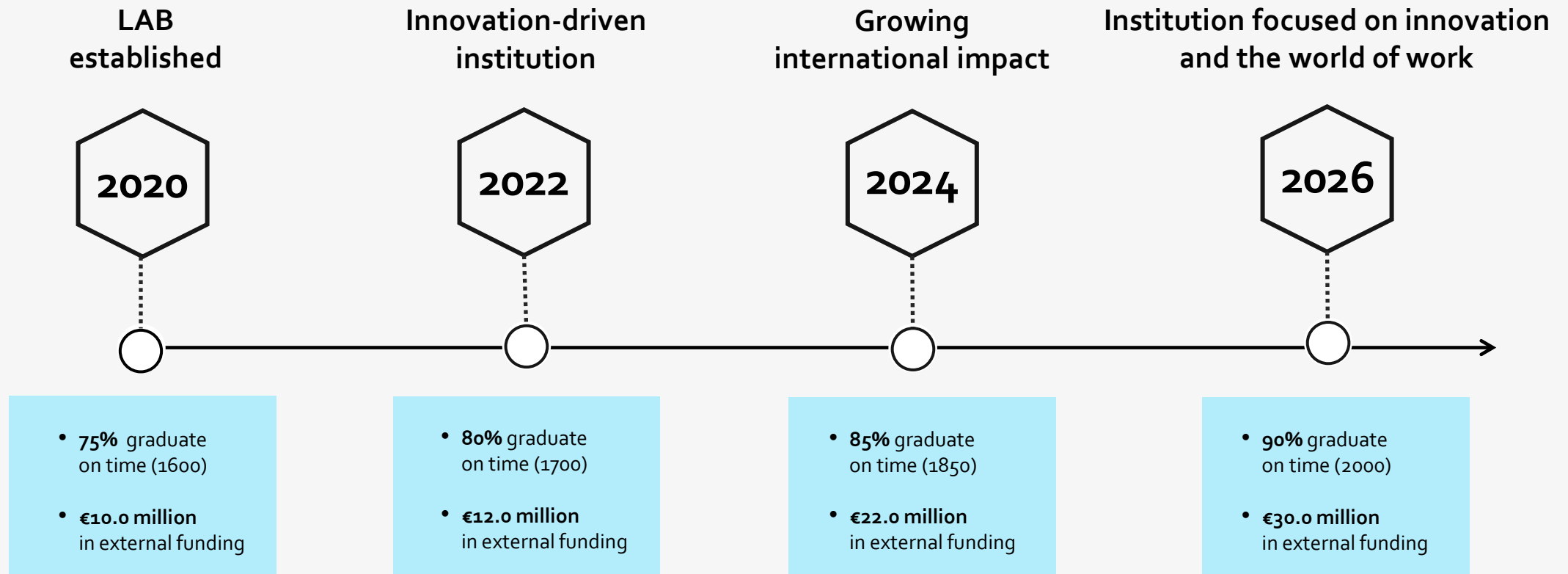
HEALTH

Health and well-being service innovations

- Well-being from the living environment, physical activity and tourism
- Social inclusion, the working world, and everyday safety
- Data and technology for well-being



Roadmap



Goals and indicators for 2026

The goal is to promote growth in partner companies

- New jobs
 - RDI driven by growth and internationalisation
- Greater number of highly educated employees
 - graduates 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 survey scores
- Student feedback (AVOP survey): 6/7
- Feedback from partner companies

