

# Strategy 2030

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For us, success means we create new jobs, increase the employment rate, raise the education and income levels of the workforce, improve regional vitality, boost Finnish export, and help make the world more sustainable and responsible.

# Clear and focused profile – key to success

By developing a clear profile – concentrating our efforts and resources on select topic areas – we enhance the impact of our activity. Our strategy guides us in the right direction and our profile provides us tools. Each member of the LAB community does important work in implementing our strategy, and our profile applies to everything we do.

## A distinct profile requires

Internationally  
relevant  
focus areas

Researchers who  
produce  
academic results

Projects with  
competitive  
funding

High-quality  
profile-based  
education

Strategic  
partners  
and networks

**Our profile helps us build a national and international identity for LAB and makes us competitive.**

# **We Enable Responsible Growth**

# Our mission is to help companies renew and grow

We help to create new jobs and train future top experts for those jobs. Our active collaboration with SMEs in particular generates new solutions and innovations. We believe the growth of businesses leads to well-being.

## Impact of our activity



Growth of businesses



Employment of graduates



Supplementary funding

# Strategic targets for 2030

<b>2,600</b> graduates	<b>90%</b> graduate employment rate	<b>€5 million</b> in tuition fees	 <p>We are an internationally credible higher education institution specialising in innovation</p> <p>Times Higher Education ranking by 2032</p>
Especially businesses that are growing internationally take advantage of our students' expertise.	Our students find jobs that correspond to their education.	We respond to the prevailing need for experts and expertise by increasing our range of international programmes.	
<b>+60</b> net promoter score	<b>€25 million</b> in supplementary funding	<b>250</b> peer-reviewed publications	
We are the best partner for businesses pursuing growth, development, renewal, and internationalisation.	We help businesses tackle challenges related to responsible, sustainable, and regenerative growth.	Our advanced innovation activity leads to high-level, peer-reviewed publications.	

# We are building responsible, sustainable, and regenerative growth

We believe the growth of businesses leads to well-being.

We provide significant added value for the future world of work by means of education and RDI.



Intangible  
value creation



Multipurpose  
materials



Human  
well-being

**We enable responsible growth**  
– LAB strategy 2030

# We are building responsible, sustainable, and regenerative growth


## INTANGIBLE VALUE CREATION

Economic structures collapse. Global challenges provide opportunities particularly for SMEs. International growth requires radical innovations.

 We support the growth and internationalisation of businesses through strategic design solutions and the commercialisation of innovations.


## MULTIPURPOSE MATERIALS

The climate is changing and the carrying capacity of the environment is threatened. Energy and food are critical resources. Materials must be recycled and utilised in various ways.

 We provide sustainable and scalable solutions for materials and their flows.

## HUMAN WELL-BEING

The digitalisation of society, the transformation of well-being, and a changing living environment affect human life. Human well-being leads to evolving, responsible communities that are capable of change.

 We develop solutions that support people's physical activity, functional capacity, and security.



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LAB's strategic story:

*We help especially SMEs to grow internationally in a responsible, sustainable, and regenerative way. Growth increases their need and ability to employ our graduates. Growth boosts regional vitality and well-being.*