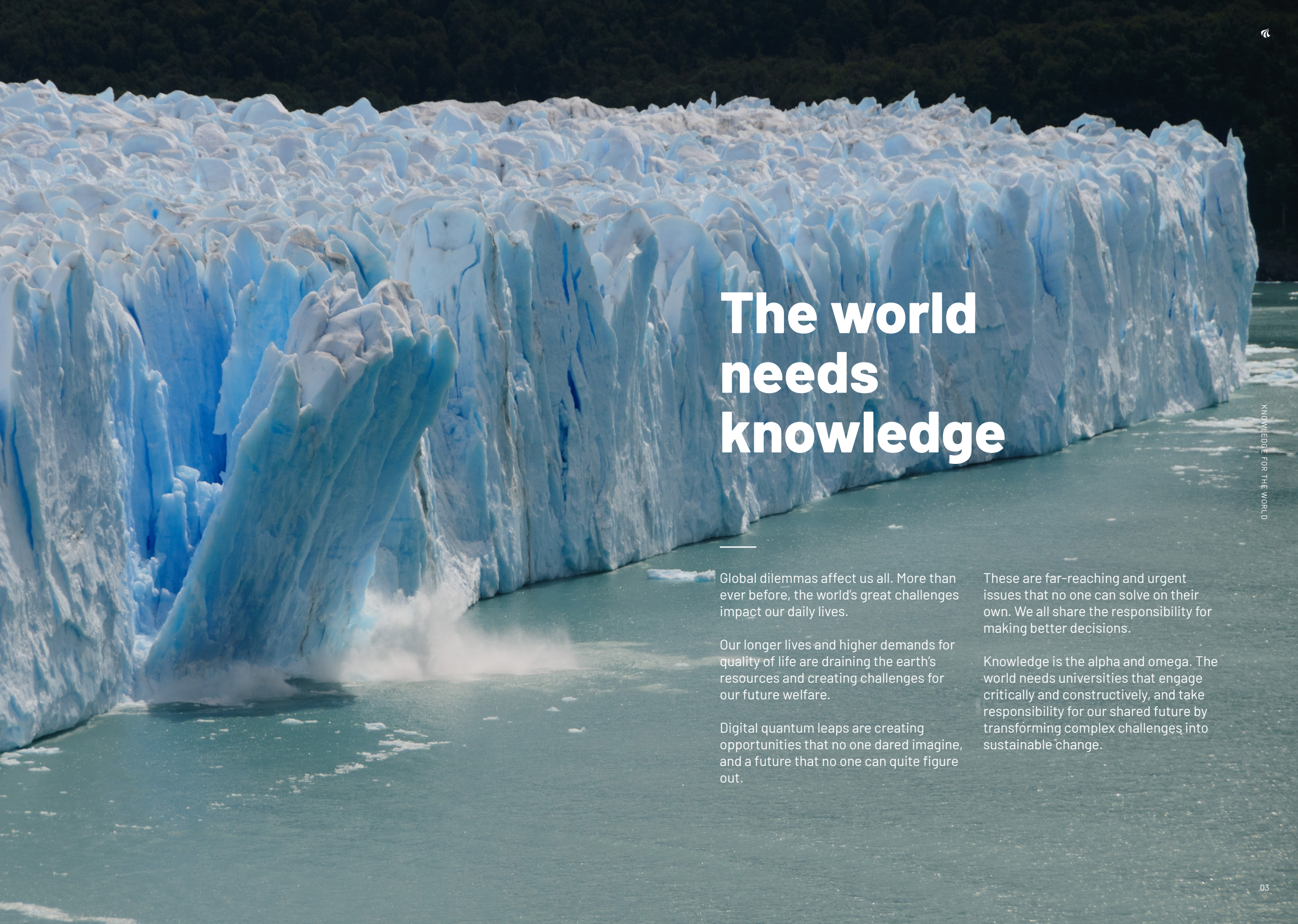


KNOWLEDGE FOR THE WORLD 2022-26

AAU strategy



AALBORG
UNIVERSITY



The world needs knowledge

Global dilemmas affect us all. More than ever before, the world's great challenges impact our daily lives.

Our longer lives and higher demands for quality of life are draining the earth's resources and creating challenges for our future welfare.

Digital quantum leaps are creating opportunities that no one dared imagine, and a future that no one can quite figure out.

These are far-reaching and urgent issues that no one can solve on their own. We all share the responsibility for making better decisions.

Knowledge is the alpha and omega. The world needs universities that engage critically and constructively, and take responsibility for our shared future by transforming complex challenges into sustainable change.



Knowledge for the world

We believe that knowledge can and must change the world.

Therefore, AAU is a university with ambitions that extend far beyond its walls, to the heart of the most pressing global and local trouble spots.

Therefore, our search for knowledge always begins and ends in partnership with society at large, with real problems in mind.

Therefore, we are the best at working with those entities dealing with these problems on a daily basis. Businesses, organisations and public sector authorities. Globally, nationally and regionally.

Therefore, we work across disciplines and faculties at all levels. That is why we take a foundational, interdisciplinary and transformative approach to knowledge.



A mission-oriented university

Our extensive expertise, intensive interdisciplinarity and proactive commitment to society give us unique opportunities to work on complex challenges.

In conjunction with the world around us, we define and take part in missions that help solve those challenges.

These missions must be the driving force behind our work. In short, AAU is a mission-oriented university.

AAU's distinctive features

In everything we do, four characteristics define AAU.

Problem orientation

Our research and education are always based on real problems.

Collaboration

We are top-rated at working with companies, organisations and public sector authorities, and we are setting new standards for collaboration across faculties and areas of expertise.

Commitment

Our staff and students are committed, to their own disciplinary expertise and to the problems of the wider world.

Change

Our knowledge and insights create value and innovation that improves the world.

A photograph of three researchers in a hydroponic facility. They are standing in a shallow tank of water, surrounded by metal frames and various equipment. One man is looking up and smiling, another is looking at a device, and a woman is working with a cable. The background shows more of the facility's structure and water tanks.

AAU's strategic focus

Education

International level

We strive to provide education at the highest international level based on problem-based and digital learning.

Interdisciplinarity

We strive to produce graduates who think and work in an interdisciplinary manner.

Relevance

We strive to produce graduates who work effectively on real challenges. We strive to address labour market needs for competencies and upskilling through future-proofed and flexible degree programmes.

Research

Excellence

We strive to cultivate world-leading research environments that link scientific excellence with mission-oriented commitment.

Collaboration

We strive to show how research is strengthened by active collaboration with the world at large. We need the world just as the world needs our knowledge.

Transformative

We strive to create foundational, interdisciplinary and transformative research that helps solve the world's most complex and pressing challenges.

Innovation

First choice

We strive to be the preferred international, national and regional partner and provider of research-based innovation.

Agenda

Through our partnerships with external actors, we strive to set agendas with innovative solutions to relevant problems.

Utilisation

We strive to make use of our knowledge to create tangible value for our partners and the world around us.

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