

# KNOWLEDGE CREATES DENMARK

Joint ambitions for the role of  
the Danish universities in society



UNIVERSITY OF COPENHAGEN  
AARHUS UNIVERSITY  
UNIVERSITY OF SOUTHERN DENMARK  
ROSKILDE UNIVERSITY  
AALBORG UNIVERSITY  
TECHNICAL UNIVERSITY OF DENMARK  
COPENHAGEN BUSINESS SCHOOL  
IT UNIVERSITY OF COPENHAGEN





# JOINT AMBITIONS

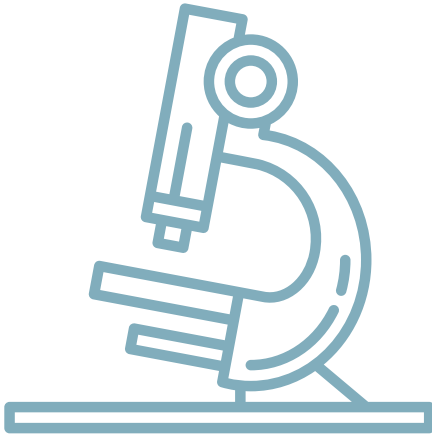
The eight Danish universities each have their own academic, regional and historic profile. While having different strengths and characteristics the universities all contribute to growth, prosperity and development in Denmark through research, educational programs and cooperation.

The contribution of the universities to society is based on their ability to – individually and collectively – create and exchange new knowledge.

Here we present a series of joint ambitions for the eight universities. The ambitions have four overall targets and is followed by a list of initiatives that the universities will prioritize.

The joint ambitions have been agreed in consultation with stakeholders, partners and different working groups under the auspices of Universities Denmark. We are grateful for the many relevant contributions.

*Board of Rectors, September 2020*



# A WORLD AND A UNIVERSITY CHANGING

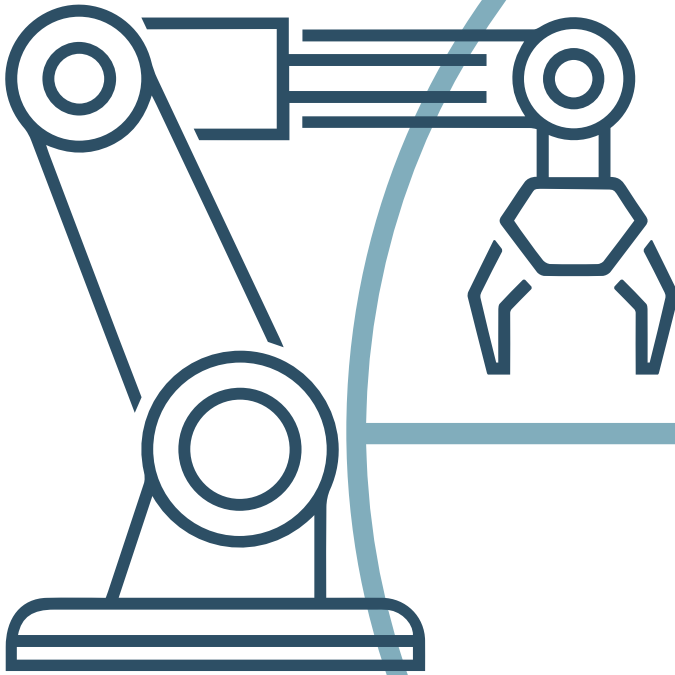
The universities are changing and their place in society is very different now compared to just a few decades ago. Earlier, only a select few of each generation were able to obtain a higher education. Today it is almost one in four. The focus of the universities used to be on educating graduates for the public sector. Today the majority of graduates find employment in the private sector. Before, the research activities were mainly anchored in the institutions. Today there is a comprehensive and close cooperation with authorities and the business community.

The world is experiencing a new era of global knowledge-based economy in which research, innovation and highly qualified employees are in demand

and are essential to Denmark's global competitiveness.

Denmark and the rest of the world is also facing a series of societal challenges like climate, energy, health and inequality. Research and new knowledge is essential in order to overcome those challenges. At the same time it is clear that these challenges can't be resolved by one country alone. In this regard, the close international cooperation with research environments all over the world is essential to Denmark's ability to contribute to finding the answers that will help solve the big societal challenges.

The technological developments are also changing the world. Digital skills are highly sought after, and



artificial intelligence is changing the future labour market. Some jobs will disappear, new will arise.

In this regard, the academic process, critical thinking and ability to solve problems will become increasingly important because these skills are not easily replaced by technology.

New technology has given us almost endless information, but it also provides an outlet for dubious or twisted flows of information. This highlights the role of the universities' in development and dissemination of impartial and reliable knowledge. The world is changing and now more than ever, research, educational programs and dissemination of knowledge from the universities is needed.

# KNOWLEDGE CREATES DENMARK



It is a joint ambition that:

- The universities produce skilled and innovative graduates that contribute positively to the societal development and create value to the labour market.
- The universities contribute with groundbreaking knowledge, insight and cognition that in interaction with the surrounding community contribute to new solutions to local and global challenges including a sustainable development.
- The Danish universities enter into cooperation with the best international research environments and universities, exchange knowledge and attract international talents to Denmark.
- The universities contribute to an enlightened society and social coherence by promoting commitment, deep thought and critical thinking.

Knowledge creates Denmark, and the eight universities will each with their differences and specific strengths contribute to and create that knowledge.

To pursue the ambition that knowledge creates Denmark, we have identified four overall targets including a list of initiatives that the universities will pursue:

- **Programs of tomorrow**
- **New solutions to society**
- **Bridge to the world**
- **An enlightened society**

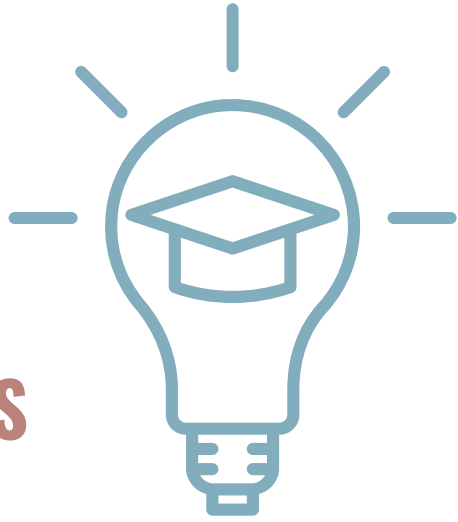
# PROGRAMS OF TOMORROW

The universities produce skilled and innovative graduates that contribute to the societal development and create value in the labour market.

The universities will:

- **Educate according to the demands of society**  
The universities will coordinate the supply of programs, so they meet the demands of the future labour market.
- **Strengthen the access to lifelong learning**  
The universities will collaborate on developing possibilities for lifelong learning and to increase the flexibility and coherence in the educational system.
- **Promote excellent teaching**  
The universities will strengthen the research based teaching through a shared and strong focus on and recognition of excellent teaching.
- **Give students skills of tomorrow**  
The universities will contribute to the prevalence of formation, critical thinking and cooperation as well as strengthen digital and technological skills.





# NEW SOLUTIONS FOR SOCIETY

The universities contribute with groundbreaking knowledge, insight and cognition which in interaction with the surrounding community contribute to new solutions to local and global challenges including a sustainable development.

The universities will:

- **Strengthen the basis for national research efforts**  
The universities will identify central research needs, strengthen the basis for coordinated research efforts and together promote solutions to local and global challenges.
- **Promote the cooperation with businesses across the country**  
The universities will strengthen the cooperation with both large and small businesses in order to promote research and innovation across the country.
- **Strengthen public innovation and the political decision-making-process**  
The universities will increase the cooperation with public organisations and authorities so the most recent research can benefit the public sector and the political decision-making-processes
- **Share new research to benefit all programs**  
The universities will cooperate with other educational institutions in order to increase the interaction between research and everyday life and contribute to the prevalence of new knowledge to all programs.



# BRIDGE TO THE WORLD

The Danish universities enter into cooperation with the best international research environments and universities, exchange knowledge and attract international talents to Denmark.

The universities will:

- **Strengthen international research cooperation**  
The universities will work together to strengthen the Danish participation in European research programs and international cooperation and promote the development of common solutions across borders.
- **Promote better understanding of the world**  
The universities will enable students and researchers to navigate in a globalised labor market and promote linguistic and cultural competences.
- **Position Denmark as a frontrunner for new solutions**  
The universities will make a common effort to promote Danish positions of strength and strive to make Denmark internationally recognised for development and implementation of new solutions

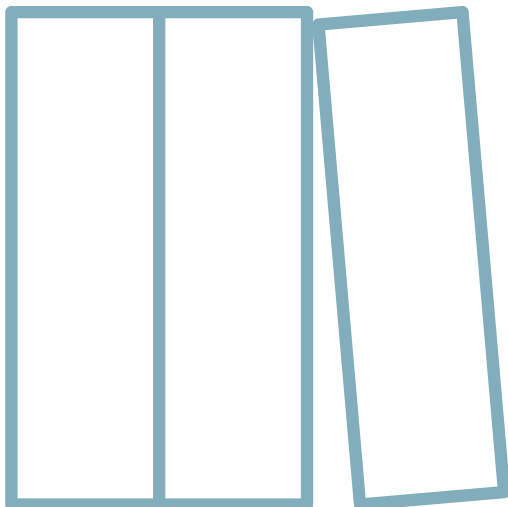


# AN ENLIGHTENED SOCIETY

The universities contribute to an enlightened society and to social cohesion by promoting engagement, reflection and critical thought.

The universities will:

- **Let every talent flourish**  
Through a joint effort, the universities will promote diversity among researchers and students regardless of their social background to let every talent flourish.
- **Improve the access to university research**  
The universities will improve dissemination of and access to university research to benefit society at-large.
- **Guard the impartiality of research**  
The universities will take heed of the public's trust that research is impartial and they will promote independence and openness of the research process at the universities.



## **KNOWLEDGE CREATES DENMARK**

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Danish universities in society

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UNIVERSITETER

UNIVERSITIES DENMARK

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