

vision is the art of seeing what is invisible to others

vision is the art of seeing what others don't

vision is the art of seeing what others see and thinking what others don't

Albert Einstein



to act as society's visionaries and change agents

Our three cross-cutting approaches

We have chosen three cross-cutting approaches in our living strategy. We apply sustainability, creativity and an entrepreneurial mindset in all of our actions.



Solutions for sustainability

We help solve grand challenges in and across our key areas.

Our strategy



Radical creativity

We build an outstanding creative community for new thinking.

Our strategy



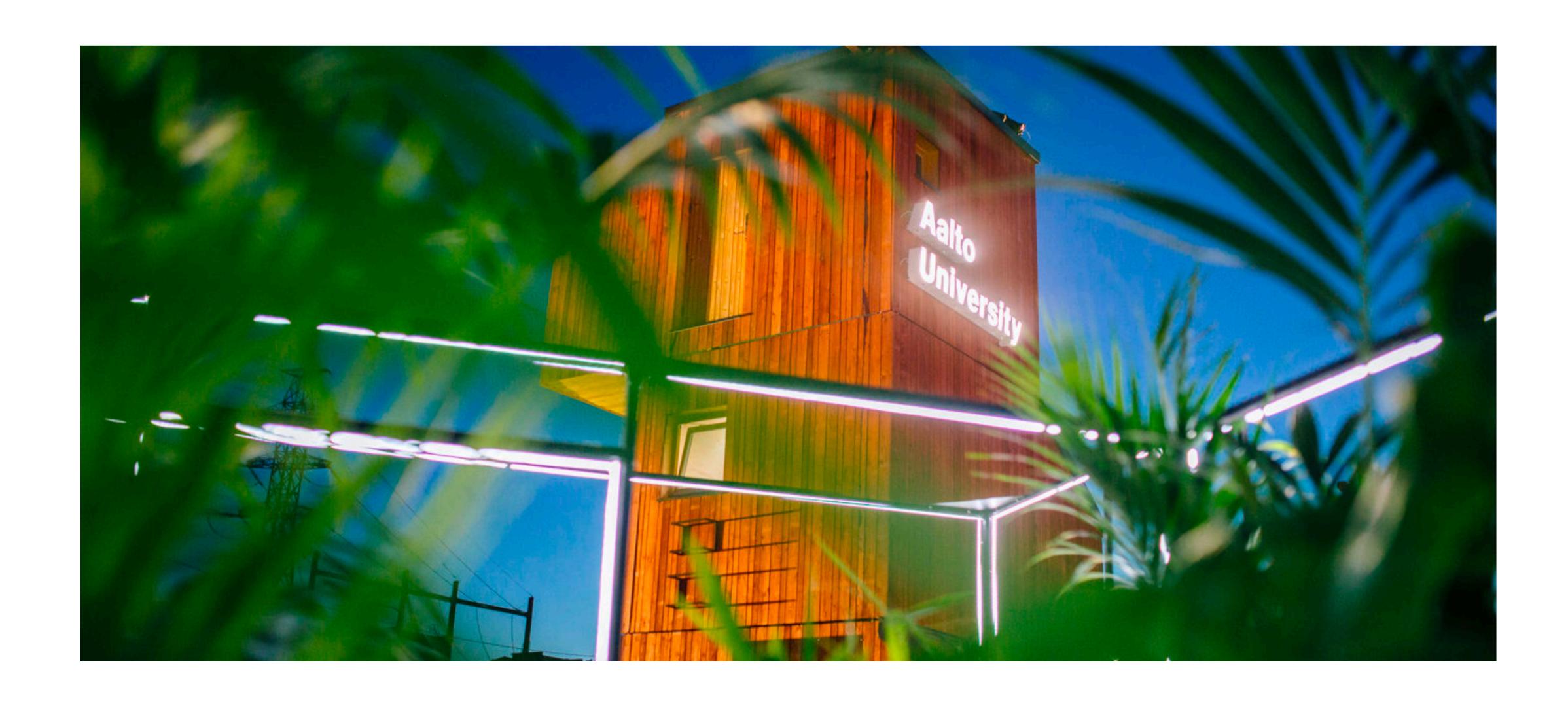
Entrepreneurial mindset

We foster an inspiring entrepreneurial culture.

Our strategy

Radical creativity

We build an outstanding creative community for new thinking. Radical creativity is one of the three cross-cutting approaches in our living strategy.



Entrepreneurial mindset

We foster an inspiring entrepreneurial culture. Entrepreneurial mindset is one of the three crosscutting approaches in our living strategy.



Solutions for sustainability

We help solve grand challenges in and across our key areas. Finding solutions for sustainability is one of the three cross-cutting approaches in our living strategy.



