Strategic plan

CAMPUS HELSINGBORG / LUND UNIVERSITY
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Strategic plan for Campus Helsingborg
Globalisation, internationalisation, sustainable development, new forms of communicating knowledge and increased mobility are some of the factors contributing to society changing at an ever-increasing pace. At the same time, we are facing significant global challenges within environment and climate, health, migration, digitisation and demographic changes. Students, researchers and employees at Campus Helsingborg contribute in collaboration with wider society to tackle these challenges through knowledge and expertise.
Campus Helsingborg is part of Lund University, which has a clear place among the top 100 universities in the world, attracting the most competent researchers, teaching staff and students. We are located at the centre of the Öresund region with a population of close to four million. Here, private and public sectors have high demands for education, research and skills provision.

As part of Lund University, the activities, approach and results at Campus Helsingborg are to contribute to making the University a leading and inspiring model in society. To achieve the objectives, the University must make active choices, which takes place through the collegial leadership and a common responsibility for the strategic development of Campus Helsingborg. It requires an open and creative climate, in which a diversity of people come together, grow and collaborate – in combination with a questioning and critical approach.
Campus Helsingborg is an integrated part of Lund University, one of the world’s top 100 universities. At the University’s campus in north-western Skåne, we tackle both regional and global challenges with our leading expertise. We contribute to societal development through subject breadth and boundary-crossing collaborations. Campus Helsingborg is characterised by:

- curiosity and creativity combined with critical thinking represented by students, researchers and teaching staff from different disciplines and backgrounds working in an interdisciplinary environment
- unique, practice-based and interdisciplinary research and education in close collaboration with wider society
- openness, diversity and an inclusive approach, which opens doors to close collaboration with wider society
- students with diverse backgrounds, who are engaged and involved in creating a unique, attractive and integrating environment
- strong links to the region and the city of growth of Helsingborg, which functions as our living laboratory
- internationally leading research and education, and a continuous internationalisation of the courses and study programmes on offer
- strong elements of entrepreneurship, enterprise and social innovation
To lead and develop the organisation into the future, Campus Helsingborg has developed a strategic plan for 2018–2022. Campus Helsingborg’s strategic plan is based on Lund University’s vision, core values and strategic plan for 2017–2026.

Our vision is to be:

A world-class university that works to understand, explain and improve our world and the human condition.
The vision for Campus Helsingborg is based on five of the strategic development areas found in Lund University’s strategic plan.

1. Education and research are to be intertwined.
2. Stimulating active collaboration to identify and solve societal challenges.
3. Continued development as an international university.
4. Well-developed leadership and collegiality are success factors.
5. Students, employees and visitors are to be offered attractive environments.

Based on these areas, we have formulated goals and strategies. The goals are to be attained through the initiation of development projects linked to, among other things, Helsingborg’s city platform as well as an annual organisational plan produced in collaboration with the development unit, the strategic committee and the board of Campus Helsingborg. Through this work, we have a vision for Campus Helsingborg 2022.
In 2022, Campus Helsingborg will:

- be an environment with a number of boundary-crossing research platforms that are intertwined with the courses and study programmes and that collaborate with wider society
- have highly valued expertise that influences public debate on both societal challenges and unique research areas
- be a collaboration partner to the region’s public and private organisations, which contributes to creating research and knowledge-based companies and innovations
- be a creative and attractive place for employees and students who experience pride, job satisfaction and mutual trust in each other.
- be a stimulating environment that attracts the most internationally competent researchers and employees.
- be an interdisciplinary experimental arena for insights into and solutions to global and regional challenges
- have all of Lund University's faculties participating in its activities.
- be an attractive student environment with a unique student life, attracting students from all over the world.
Prioritised areas 2018–2022
Education and research are to be intertwined
Education and research are to be intertwined in learning environments in which both teaching and research take place.

- Work to ensure that all courses and study programmes are research-based and that the distribution between research and education is balanced.

- Develop an incentive structure to stimulate new research and education.

- Work to ensure that six new intertwined interdisciplinary research environments are established.

- Strive for all students to come into contact with current research at the beginning of their studies.

Diversity is to be reinforced through widening participation in both education and research.

- Develop Campus Helsingborg as an arena for new initiatives concerning widening participation at Lund University and contribute to the possibility of implementing successful initiatives in the University’s activities.

- Reinforce the collaboration with the business sector in the region with the aim to highlight skills needs.

- Create activities together with study and careers advisors, lower and upper secondary schools, the education and recreation department and the labour market department.
2 Stimulating active collaborations to identify and solve societal challenges

Boundary-crossing and interdisciplinary collaborations within Campus Helsingborg and with other parts of Lund University are to be encouraged. New collaborations are to be developed and obstacles to collaboration are to be identified and removed.

→ Encourage employees from faculties and organisations in Lund to work in environments and initiatives at Campus Helsingborg.

→ Identify and remove obstacles to collaboration and intertwining.
Active collaboration with the public sector, cultural sector, society, business sector and alumni is to be further developed and facilitated.

- Increase and reinforce the University’s collaboration with the city of Helsingborg, Campus Vänner and cultural institutions in north-western Skåne.
- Deepen the collaboration with parts of the business sector that are relevant to the education and research at Campus Helsingborg.
- Identify and deepen the relationships with Campus Helsingborg’s alumni.

Campus Helsingborg is to assume great societal responsibility by using our knowledge and expertise to tackle both global and regional challenges.

- Develop meeting places to identify and tackle societal challenges.
- Create engagement with the 2030 Agenda and the global sustainable development goals linked to Campus Helsingborg’s activities.
- Create a model for lifelong learning and professional development in collaboration with the region, city and the business sector.

Campus Helsingborg is to be an influential voice in the research community, in public debate and in cultural life.

- Develop concepts to reinforce Campus Helsingborg’s presence as a critical and influential voice in the public space.
- Support researchers to be active in public debate and to make use of the University’s breadth to highlight current societal issues from different perspectives.
- Work to attract national and international conferences to Campus Helsingborg and the city.
- Maintain continuous dialogue with local media, opinion-makers and other relevant stakeholders.
Continued development as an international university
There is to be an international perspective and global engagement in the organisation, in its approach to people and in their experience of Campus Helsingborg.

- Reinforce the contacts with the business sector and public organisations in the region with the aim to create a network of contacts and opportunities for work placements and employment for international students.
- Make internationally leading research at Campus Helsingborg visible with the aim to attract international employees.
- Develop mobility windows in the study programmes to create more stable structures around exchange with other higher education institutions.
- Work strategically on the development of internationalisation at home.

Campus Helsingborg is to be attractive to international students and staff.

- Work to increase student services and careers support for international students.
- Create activities for international students in collaboration with the city of Helsingborg, Campus Vänner and Helsingborg International Connections (HIC).
- Work to develop more courses in English to attract international students and to increase the internationalisation.
- Support the student organisations in the work to create a good psychosocial study environment for international students.
- Ensure sufficient information on student housing and work to ensure that all international students are given access to student housing in Helsingborg.
Well-developed leadership and collegiality are success factors

Campus Helsingborg is to work to develop active and responsible leadership and collegiality permeated by the sense that we are one University with a great diversity among its staff.

- Strive for transparency and further develop a communicative, flat organisation.

- Work to reinforce Campus Helsingborg as an active organisation, in which employees want and can participate and influence the organisation.

- Strive to ensure decisions and prioritisations are characterised by transparency and openness.

- Work to ensure positive collaboration, which involves cooperation, sharing and mutual support.

Campus Helsingborg is to ensure a well-functioning system for student influence at all levels.

- Ensure that the students participate in all formal bodies at Campus Helsingborg and in issues and projects concerning them or their environment.
Students, employees and visitors are to be offered attractive environments

Campus Helsingborg is to distinguish itself for its excellent study environment and good learning support.

- Develop Campus Helsingborg as a creative arena through activities, exhibitions, meetings and exchanges with cultural life, the business sector and the local municipality.
- Ensure sufficient services for study guidance, student health, learning support and study workshops.
- Work to increase the use of digital tools in the courses and study programmes and as learning support.

The campus environments are to be inviting for students, employees and visitors alike.

- Develop Campus Helsingborg as a creative arena through activities, exhibitions, meetings and exchanges with cultural life, the business sector and the local municipality.
- Create a physical environment that encourages interdisciplinarity, innovation and experiments.
- Introduce students to the business sector, cultural life and the local municipality in connection with the start of semester.
- Develop the digital work environment and the use of digital tools.
- Research and propose a new model for the issue of responsibility concerning premises.
Lund University’s core values

Lund University is part of a worldwide academic community and stand behind the basic core values on which European universities agreed in the Magna Charta Universitatum. This document establishes the importance of autonomy and academic freedom. Universities are to be free of pressures from wider society and to defend the freedom, integrity and quality of education and research.
The core values are also based in the laws which a Swedish public authority is obliged to follow. The organisation is to safeguard democracy, legality, impartiality, freedom of opinion, respect for the equal value of all human beings, efficiency and service as well as democratic principles and human rights and freedoms. Gender equality and diversity are fundamental principles in every part of our organisation.

Further values characterise Lund University and have done so for a long time: a critical and reflective perspective, objectivity, nonpartisanship, curiosity, engagement, compassion and humour.
Campus Helsingborg is part of the 350-year-old Lund University, one of the world’s top 100 universities. We educate future fashion experts, communications strategists, social workers, engineers and leaders in the services sector. Campus Helsingborg is also part of Greater Copenhagen, where energetic urban life, creativity and development surrounds you. Here, you have the whole Öresund region and the rest of the world just around the corner.