

# The brand in brief

MISSION STATEMENT	<p>SLU conducts education, research and environmental monitoring and assessment in collaboration with society at large. Through our focus on the interaction between humans, animals and ecosystems and the responsible use of natural resources, we contribute to sustainable societal development and good living conditions on our planet.</p>				
BRAND VALUES	<p><b>Putting science to the test</b> We dare to question established knowledge through critical thinking and an open, inquiring perspective.</p>	<p><b>Solving real problems</b> We seek solutions to critical problems, in theory and in practice. Our focus is on the real world and concrete problems, and on finding solutions for all life on our planet.</p>	<p><b>For a thriving world</b> We ask the big questions about nature, animals and life itself. Our knowledge forms the foundation of a sustainable, thriving and better world.</p>		
BRAND PROMISE	<p><b>Science and Education for Sustainable Life</b></p>				
VISION	<p>SLU plays a key role in development for sustainable life, based on science and education.</p>				
POSITION	<p>The university that improves the world.</p>				
PERSONALITY	<p><b>Global</b> We are global because we work in an international arena and see the world as a single whole. We create the conditions for a sustainable, thriving, better world.</p>	<p><b>Modern</b> We are modern because we understand the times we live in and we spearhead development in several fields in the life and environmental sciences.</p>	<p><b>Relevant</b> We are relevant because we seek solutions to vital problems.</p>	<p><b>Creative</b> We are creative because we seek new solutions to the big challenges with an inquisitive, open perspective.</p>	<p><b>Responsible</b> We take responsibility for our own actions and for developing and sharing the knowledge the world needs for a sustainable future.</p>
MAIN MESSAGES	<p>We are a world-class international university.</p>	<p>We take on fundamental issues that affect all of us.</p>	<p>We make the world a better place.</p>		