

Offer to core clients

# Market proposition

Here, you can develop solutions for global issues, learn to recognise which research there is a need for, are given room for initiative, push your personal and academic boundaries and invest in yourself and others.

How you wish to be recognised

## Brand values

- 1 A different perspective on existing matters.**  
Inspiring, independently conceived, own perspective, stimulating, adventurous, swimming against the tide.
- 2 Keep going.**  
Trial and error, overcoming obstacles and resistance, no one can stop you.
- 3 Recognising and grasping opportunities.**  
Research, experiment and realise.
- 4 Push your own boundaries.**  
Rise above yourself, grow and accomplish things.
- 5 Make good on your promise and have an impact.**  
Relevant to both society and science. Scholarship that has practical value and an impact.
- 6 Make a difference together.**  
Multidisciplinary, collaborative, discovering more together than on your own, achieving the 'impossible' as a team, strengthening others.

Brand promise

# Make it happen.

The individual who we are targeting

## Reference person

Someone who aims to push the envelope.  
Who has guts and is inquisitive.  
Who wants to have an impact on society.  
Who wants to help us progress as a society.  
And be a success in his or her chosen field.

Guiding principles for attitude and behaviour

## Core values

- 1 We educate thinkers and achievers.**  
Here, talented individuals can become world-class academics. People whose knowledge of their field is 'fit for the boardroom'. Students, researchers and entrepreneurs with a strong will to become a success in their discipline.
- 2 We create meaningful impact.**  
Knowledge and solutions that contribute to progress, with a clear social impact and often multidisciplinary in nature. That is why we focus on generating knowledge of the highest scientific quality through significant research, and make a targeted investment in career-oriented education.
- 3 We are boldly inquisitive.**  
There's no such thing as impossible. Ground-breaking research requires people with guts, people who have a profound desire to acquire new knowledge and information and who aren't afraid to stray off the beaten path.
- 4 We help society to move forward.**  
We work together with students and scientists from all over the world to develop new solutions for global, regional and local challenges. In this context, we use the metropolis of Rotterdam as a source of inspiration and as a field lab for our research. We intend to put the knowledge we develop here to use in locations the world over.