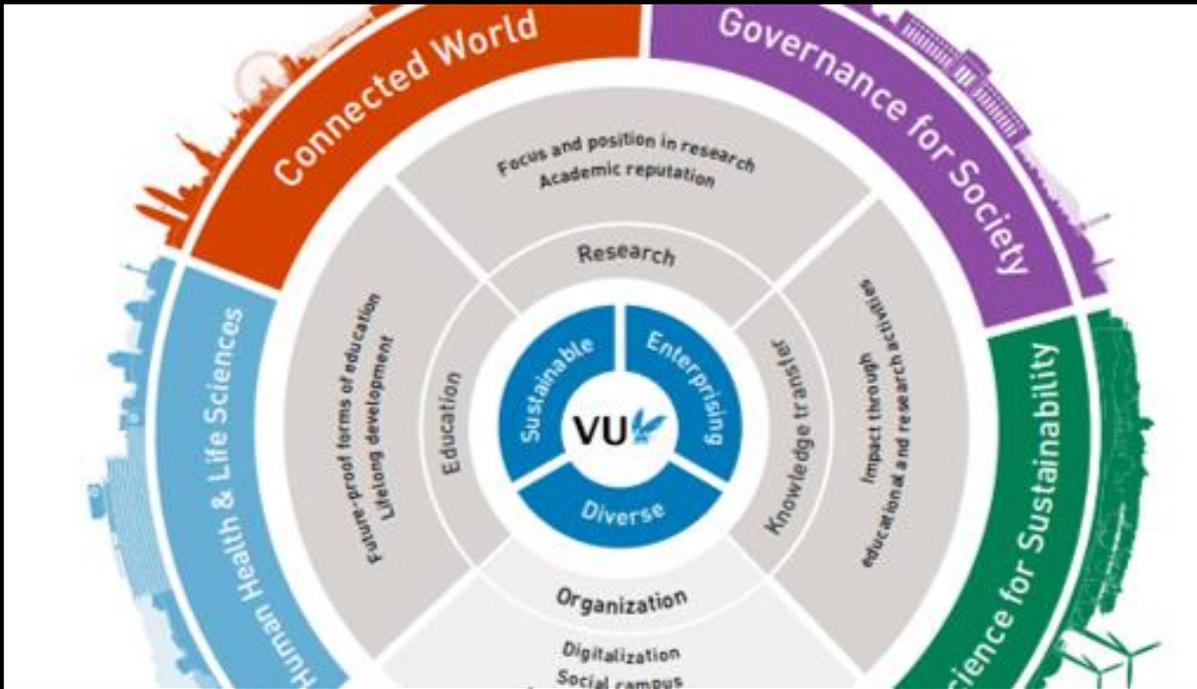




Profile themes Vrije Universiteit Amsterdam 2021-2022

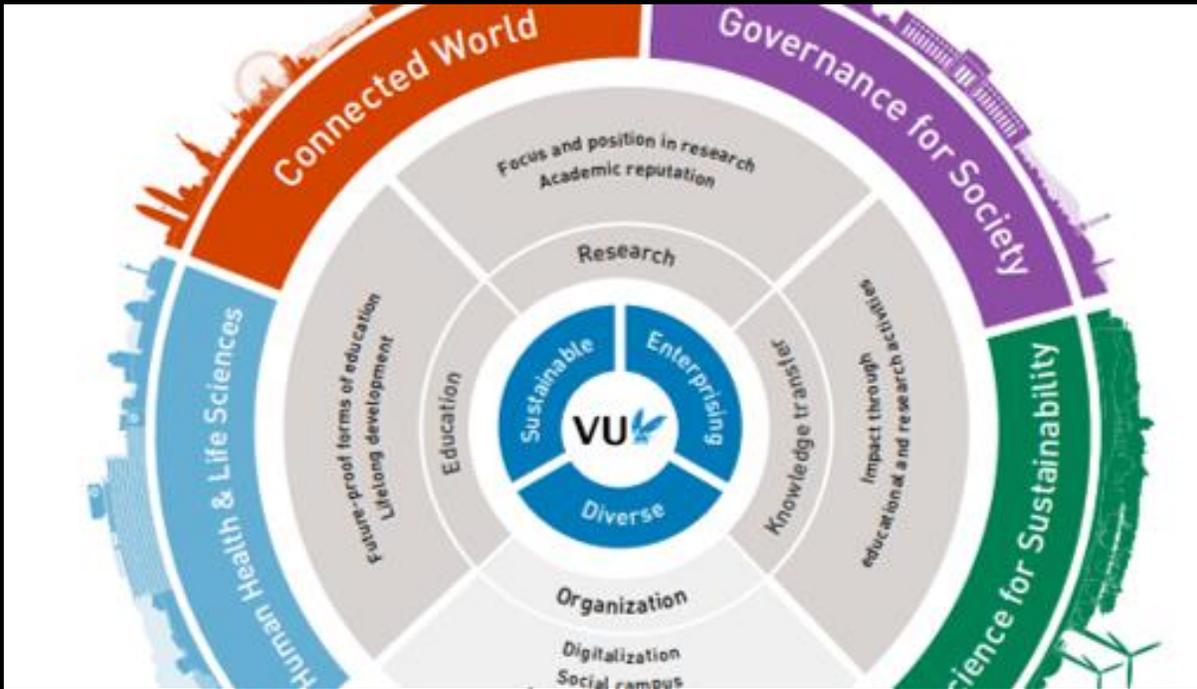




Roadmap for 2021-2022

Vrije Universiteit Amsterdam's Strategic Goals for 2020-2025.

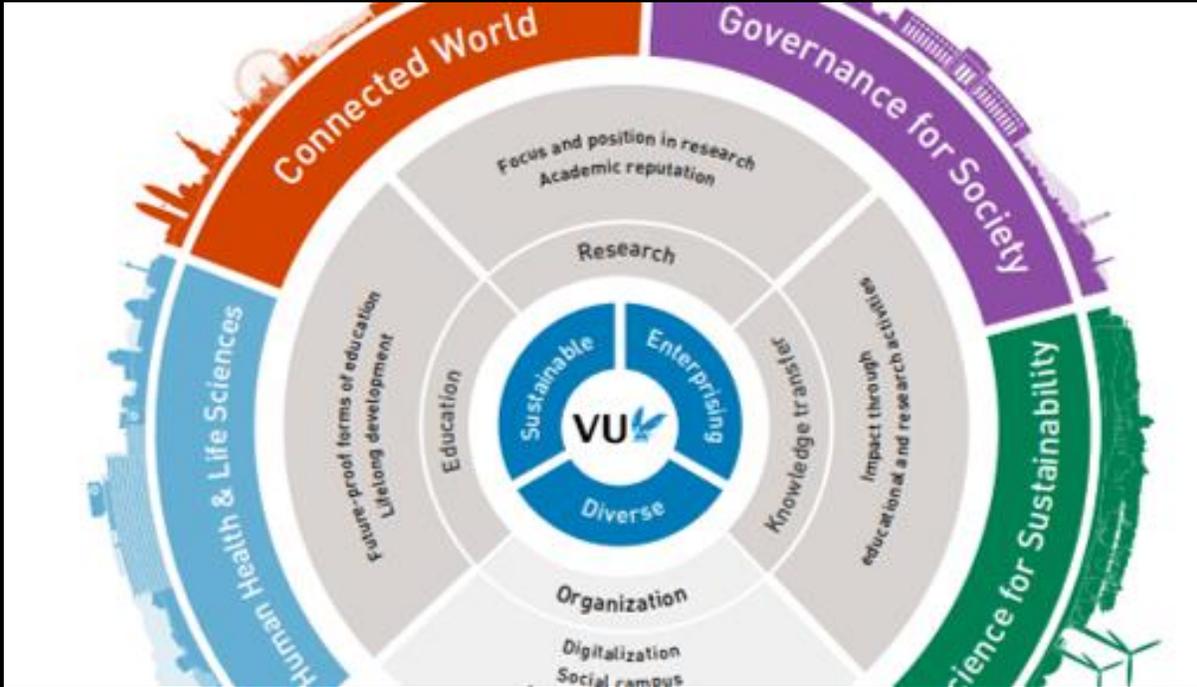
- We will enhance the multidisciplinary and interdisciplinary nature of research that is modelled on our four profile themes.
- We will categorise our research institutes in terms of these profile themes.
- We will allocate a substantial portion of our central research funding to the task of augmenting our profile themes.
- We will increase our efforts to establish new academic collaborative centres, in which cooperation between everyday practice, research, teaching and policy plays a pivotal role.
- We will consolidate our four profile themes into long-term and medium-term sub-themes and goals, which we will link to the Sustainable Development Goals.



Roadmap for 2021-2022

The following three overarching goals can be distilled from Vrije Universiteit Amsterdam's Strategy for 2020-2025

1. We will ensure that profile themes within Vrije Universiteit Amsterdam resonate more robustly throughout its primary processes (research, teaching and knowledge transfer, with research as the primary focus) and deliver genuine social impact.
2. We will boost Vrije Universiteit Amsterdam's branding through the profile themes by consolidating our social aspirations and goals, and by showing how the results achieved within the profile themes contribute to this.
3. We plan to pursue our social aspirations (e.g. via academic collaborative centres) by systematically cooperating with our social partners in the context of each individual profile theme.



Roadmap for 2021-2022

Approach

To energise the profile themes, while making sure to avoid getting bogged down in endless discussions about organisational models and money.

Our goals are the same for all four profile themes, but the approaches involved can and may vary, just as long as we achieve those goals.

Preconditions

1. There must be systematic and flexible (non-autocratic) access to incentive funding for research in the period from 2022 to 2025.
2. The research institute landscape (interdisciplinary or otherwise) must be aligned with the profile themes, and core funding issues must be resolved.

Goal	DOTs (Do One Thing) Q3-Q4 2021	DOTs Q1-Q2 2022
1. Enable profile themes to resonate throughout the primary process	Develop or update profile theme-specific roadmaps for research, knowledge and teaching, with a primary focus on research	Start implementing profile-theme-specific roadmaps
2. Boost branding	Formulate a branding strategy per profile theme, featuring spot on and energetic communications (with Communications & Marketing (C&M), DURF (the Office for University Relations and Fundraising) and, possibly, an external agency)	Implement a branding strategy
3. Engage in systematic cooperation with social partners, or expand existing efforts in this area	Perform a context- or profile-theme-dependent gap analysis	Engage in – and formalise – specific, well-considered alliances (at least one per theme) with an appropriate organisational model (academic collaborative centres or otherwise)
4. Categorise research institutes (interdisciplinary or otherwise) – and other knowledge centres – in terms of the profile themes	Perform a context- or profile-theme-dependent gap analysis	Develop proposals for the governance of each profile theme
5. Allocate central research	Develop an allocation and spending framework	Structure the first allocation round on the