

Innovation for Life

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Photo: Jaap Oldenkamp

**'Innovation
for Life is
innovation
for society'**

To what extent will we, as TNO, succeed in carrying out our mission, in realising our aims? And, therefore, what is our position in society, how are we viewed by our surroundings and how do we substantiate our *raison d'être*? These are the key questions we continue to ask ourselves.

That certainly applies in a period when a research organisation such as TNO drafts a new strategic plan that makes explicit the themes and associated focal areas that will be the centre of attention over the next four years. Themes that are based upon the major issues confronting our society over the coming decades.

The knowledge world, and TNO not the least, is committed to taking up the challenge of making a tangible contribution to the economic recovery and the necessary transition of a sustainable knowledge economy in which high-tech employment forms the basis for prosperity and welfare. A suitable response is also required to the vast number of national and European challenges that society sees before it in the areas of safety and security, health, sustainability, scarcity and geopolitical threats. Our response is based on a specific vision:

Innovation has brought progress: a prosperous society and competitive industry. However, shifting relationships around the world and the scarcity of resources in areas like energy, raw materials, space and health require breakthroughs in terms of concepts and action. Technological and social innovation are crucial to this, and a combination of the entire range of technologies has a role to play. As the boundaries that separate domains, disciplines and countries fade, national and international cooperation becomes increasingly prominent. TNO has this combination of technologies and wants to be in the middle of society where its integrated knowledge can be put to optimum use for and with government and industry. We have the people with the right blend of curiosity, creativity and idealism to make it work.

Cooperation in capital letters, not just internally but also externally, with other knowledge organisations, universities and government, companies from the small to the large, non-governmental organisations, etc. TNO is increasingly becoming the connecting link between respective players and, predominantly, a research organisation that undertakes contract research for its national and international clients. That is something expressed in our recently reformulated mission statement:

TNO connects people and knowledge to create innovations that boost the sustainable competitiveness of industry and well-being of society.

And this mission lies at the basis of our new slogan, *Innovation for Life* – a short statement that puts in a nutshell what TNO stands for. *Life* is can be taken to mean (human) life in all its facets; not just human health but also food, living environment, safety and security, communication, mobility, working conditions, housing, materials, processes and products – all things that enable a more sustainable life and a sustainable energy supply that is essential to all of this. In short, then, *Innovation for Life* is innovation for society.

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