

## **People need a future-the future needs research**

Change, innovation, dynamic growth and reform are key issues of modern life at the beginning of the 21<sup>st</sup> century. Many people feel overwhelmed by the breathless pace at which society is changing, and the uncertainties increase daily. Against this background, confidence has to be restored in our ability to cope with life tomorrow. People need a future.

People need health, security, energy, communication, the environment and mobility. These are the main challenges that occupy everyone's attention today. And it is on these six thematic fields that we focus our research capacities.

While we cannot predict the future, we know that it doesn't just arrive out of the blue but is influenced and shaped by what we do in the present. The investments we make in research today will enable us to master the challenges that face us tomorrow.

### **The future needs research.**

We seek and find solutions – innovative products, technologies and processes which make our lives healthier, safer and more worthwhile. Our fields and the many projects in which our attention is focused on people's real interests, wishes and needs as we develop ideas and embark on new research projects.

The success of an innovation is determined by the values and wishes of society. Only in an innovation-friendly society can inventions and discoveries find the fertile ground they need to flourish.

This is why we need a dialog that engages as many people as possible, to nurture a new culture of innovation:

### **Research needs people.**

Because it is everyone's future that is at stake.

Sincerely,

