Our Seven Core Values

1. GOAL ORIENTATION AND RESPECTFUL COOPERATION
   We work together in a respectful and cooperative way which transcends structural boundaries. We promote and value the skills of all our employees, regardless of their position in the organization.

2. CREATIVE FREEDOM
   We offer a working environment which promotes initiative and creativity. We encourage and expect our employees to be motivated and to think and act independently. We support innovation and give our employees a platform to explore and communicate new ideas.

3. DIVERSITY
   We safeguard and cultivate diversity for the benefit of knowledge acquisition, innovation, and social cohesion. The diversity of our employees is fundamental to our success.

4. INTEGRITY & ACADEMIC FREEDOM
   We behave with integrity in all we do. We believe in the value and preservation of academic and organizational freedom.

5. QUALITY
   We set ourselves ambitious goals and consistently deliver quality work in our four performance areas. We are guided by scientific principles in all we do.

6. RELEVANCE
   Through innovative knowledge generation, transfer, and application, we make a relevant contribution to the welfare and development of society as a whole.

7. PERSONAL CONTACTS
   We promote and cultivate personal contacts with our stakeholders (*) to assist in collaborative ventures.

   (*) Stakeholders include commercial clients, universities, other ZHAW schools and departments, sponsors, chambers of commerce, media, learned societies, official bodies, and professional associations.