The basic principle of Avans University of Applied Sciences is rooted in and springs from its social environment. To maintain and expand its value within its environment, Avans must continue to meet the changing demands of the labour market and the world of work. We aim to develop talent by helping future graduates to become highly qualified professionals, who continuously develop themselves and their profession and who are aware of their social responsibility also from an international perspective. We aim to be a socially innovative organisation whose staff are committed to using their professional skills to help to develop students, the profession and the region to the best of their ability.