



IDA'S STRATEGY 2024-2026

Responsibility for Development



IDA has a unique professional expertise and insight that combines knowledge of technology and the people who develop and work with it.

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IDA wants to contribute to creating a better future for its members and society. To achieve this, we have a responsibility for increasing our influence on societal development within IDA's core areas and achieving greater impact in our efforts.

The strategy for 2024-2026 is the first step towards our 2030 vision.

The strategy comprises three themes that directly address various aspects of the vision and an underlying theme that secures IDA's foundation for the future.

On behalf of IDA's Executive Committee

Laura Klitgaard

Laura Klitgaard
President of IDA



Good and value-creating lives for members



By 2026, IDA will have made significant progress in improving members' lives by contributing to a good student and work life, while also supporting the creation of value in society and in workplaces and educational institutions. Additionally, IDA will offer more services that address members' entire lives - also beyond their studies and careers.

To promote well-being and productivity in the lives of our members, we will therefore focus on:

- Motivating members to develop both their professional and personal skills and make good choices throughout their lives
- Inspiring and advising members on making informed choices in a job market filled with developing opportunities, from their studies to late-stage professional life
- Assisting members who may be experiencing unhappiness or facing other challenges in their lives
- Promoting good leadership as a prerequisite for a good student/work life and value creation in society.

During the period 2024-2026, we will particularly focus on:

- Conceptualising and promoting good leadership as an effective means of achieving high well-being for (management) members, workplaces, and society
- Promoting diversity, inclusion, and equality in workplaces and educational institutions to enhance individual well-being, but also to foster creativity and innovation, and thereby create value for society
- Establishing collaborations and partnerships with companies, educational institutions, and other organisations to enhance well-being and value creation, as well as contribute to frameworks that increase well-being and value creation for companies and educational institutions
- Self-mastery, i.e., self-awareness and competencies to handle life's challenges and opportunities, for both those who are thriving and those facing difficulties
- Working with members' mindsets and providing tools to address challenges and complexity
- Enhancing members' opportunities for a flexible work life
- Promoting members' competency development, including leadership and personal development skills.

Future Professional Communities

By 2026, IDA will offer various forms of member engagement that meet members' diverse needs and preferences. Through members' activities, IDA will further contribute to the development of all members' expertise, relationships, and networks.

Therefore, during the period 2024-2026, we will focus on:

- Future-proofing members' engagement in IDA by providing the opportunity for new ways of expression and organisation
- Strengthening the networking element in IDA's activities
- Actively recruiting volunteers nationwide in new ways
- Ensuring that more member-created offerings can be accessed regardless of time and place
- Advancing members' competency development with a focus on trends and future needs and areas of knowledge
- Ensuring the coherence between professional activities and IDA's political priorities
- Supporting members' voluntary engagement administratively.



Influencing society around us

By 2026, IDA will have significant visibility and influence on decisions related to the following main topics:

- Sustainable development through the use of technology
- Leadership, ethics, and DEI (Diversity, Equity, and Inclusion) in technological solutions and the people affected by them
- The number of STEM-educated individuals and the quality of STEM education
- Research collaborations, funding for research, and research areas
- Frameworks for student and work life for everyone working at a high level in technology, natural sciences, and IT.

To achieve greater influence, we will in the period 2024-2026 focus on:

- Taking technology, people and members' common identity as a starting point when participating in public discourse
- Technological solutions rather than challenges and contributing positively to societal development
- Being visible in public discourse and top-of-mind among the media
- Influencing politicians, civil servants, companies, and employer organisations
- Thinking in terms of alliances and partnerships
- Thinking holistically and ensuring that IDA's messages and actions form a coherent whole across IDA's various sources, channels, and target groups, thereby ensuring that the public has qualified knowledge of IDA.



A Stronger Foundation

By 2026, IDA will stand on a stronger foundation: A significant increase in membership share and a member satisfaction significantly exceeding industry standards.

Therefore, we will during the period 2024-2026 focus on:

- Providing engaging and coherent user experiences of exceptional quality based on members' needs
- Using members' common identity as the common thread in communication to create recognition
- Ensuring that members have a qualified understanding of IDA's offerings and opportunities for voluntary engagement
- Actively working on member recruitment in groups with low membership shares and expanding the synergy between recruitment and offerings for members
- Realising quality and efficiency gains by increasing the use of technology in both member services and internal processes without compromising member satisfaction
- Creating high engagement and satisfaction among employees.



Who is IDA?

IDA brings together all those working at a high level in technology, natural sciences, and IT. Our members include specialists, generalists, employees, managers, and the self-employed.

We support our members throughout their lives, from their studies up to and including retirement.

IDA works to support the UN Sustainable Development Goals and a sustainable future.



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