



20 VISION 30



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

VISION 2030

A group of people in a modern office setting, overlaid with a purple gradient. The image shows a man in a dark suit talking to a woman in a patterned dress, and another woman in a light-colored dress talking to a woman in a dark jacket. The background is a blurred office space with other people and a sign that says "SCALE".

Leading the Way for Technology and People, Together

We act collectively – In communities of members and in fellowship with others.

We possess unique expertise and insight that combines knowledge of technology and people. We use it to make the world a better place.

We will not stop at knowledge, problems, and opinions. We lead the way by finding, developing, and implementing solutions.

On behalf of IDA's Executive Committee

A handwritten signature in cursive script, reading 'Laura Klitgaard'.

Laura Klitgaard
President of IDA

THE THREE FOCUS AREAS >>>

IDA's three pillars

With this vision, IDA wants to develop and refine the synergies and balances emerging from the three pillars of IDA – the trade union, professional community, and interest group.

The three pillars also form the vision's central focus areas and are decisive for the future of IDA leading up to 2030.

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TRADE UNION

IDA will promote a good framework for members' lives

As a trade union, we will actively contribute to creating conditions that improve our members' lives. We will promote flexibility and advance everyone's opportunity to grow and develop. We will enhance individual well-being and provide guidance on good life choices.

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PROFESSIONAL COMMUNITIES

IDA will inspire and develop its members

As a *professional community*, we will create an environment where members actively inspire and develop each other.

We will bring together all those working at a high level in technology, natural sciences, and IT.

We will facilitate diverse opportunities for members to strengthen their expertise, relationships, and networks.

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INTEREST GROUP

IDA will contribute to creating a better future

As an *interest group*, we will use our influence to create a better future. We will show how technology and knowledge can ensure sustainable and ethical solutions to society's challenges.

We will work towards ensuring that those working with technology have the necessary skills and opportunities to deliver solutions beneficial to all who use them.

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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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