



where business meets art

***Note:** This document has been translated into English with AI support for EFQM assessment purposes; minor terminological inaccuracies may occur.*

3-Purpose

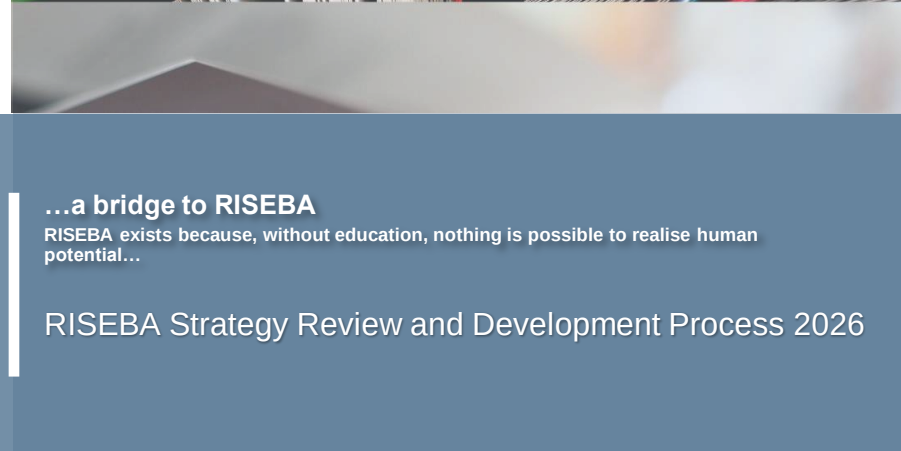
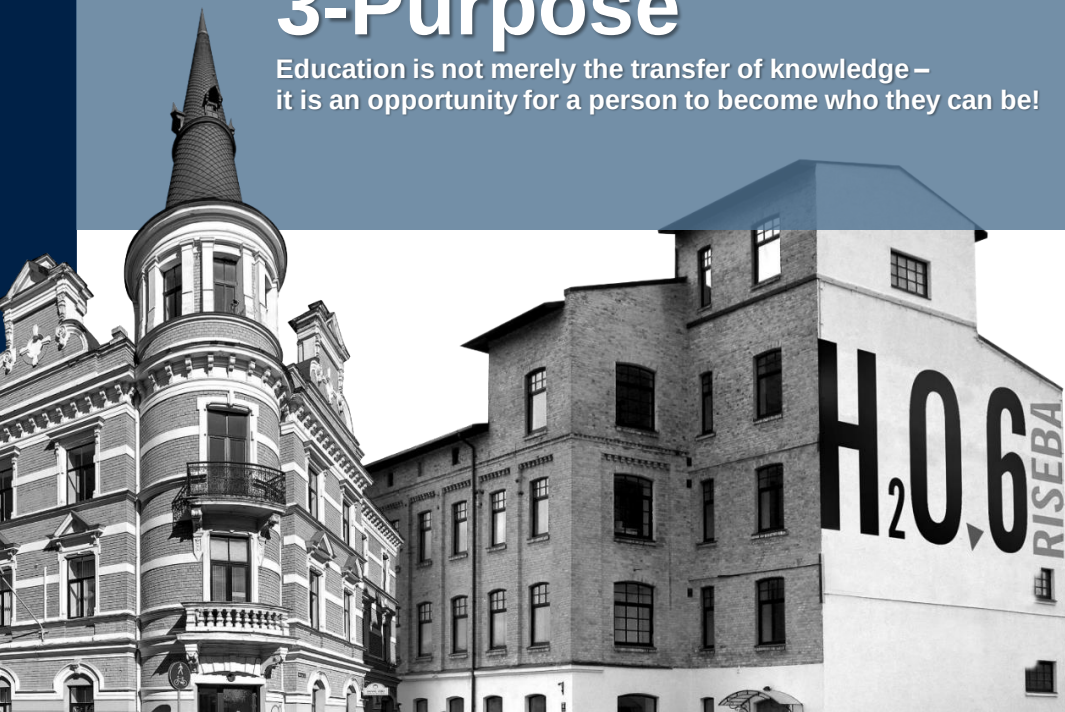
Education is not merely the transfer of knowledge –
it is an opportunity for a person to become who they can be!

31.03.2026

...a bridge to RISEBA

RISEBA exists because, without education, nothing is possible to realise human potential...

RISEBA Strategy Review and Development Process 2026



RISEBA STRATEGY 2022–2027



OUR MISSION AND VISION



MISSION

WE HAVE SET OURSELVES THE MISSION OF DEVELOPING SOCIALLY RESPONSIBLE ENTREPRENEURS, LEADERS, MANAGERS AND PROFESSIONALS FOR LATVIAN AND INTERNATIONAL BUSINESS AND SOCIETY

Our primary aim is to prepare socially responsible entrepreneurs, leaders, managers and professionals for work in Latvian and international organisations, as well as to establish a learning community that aspires to become an international centre of excellence in the fields of entrepreneurship, the arts and technology, by providing high-quality, interactive, student-centred, research- and innovation-based multidisciplinary higher education at bachelor's, master's and doctoral levels, as well as lifelong learning.

VISION

OUR VISION IS TO BECOME A LEADING, INTERNATIONALLY RECOGNISED UNIVERSITY OF BUSINESS, ARTS AND TECHNOLOGY

We see ourselves as a sustainable and internationally recognised university of business, arts and technology – a university with an entrepreneurial spirit, suited to people with wide variety of personality traits, educational and professional development needs, thanks to our distinctive teaching methods and innovative approach, which encompasses an interdisciplinary approach where 'business meets the arts', and serves as a hub for networking amongst professionals in the business and creative sectors.



This version sounds like this – it is defined as:

- ✓ correct
- ✓ academically 'correct'
- ✗ but **it isn't distinctive** (*doesn't show how WE differ from others*)
- ✗ sounds like **any other university / higher education institution**

For example,
mission: 'to develop leaders, professionals, entrepreneurs...'

question: is RISEBA the only one doing this?

✗ no
it is done by: LU; RTU; SSE Riga and any other university in the world



Without education, nothing is possible...

But with the right education – anything is possible!

‘Education is not the learning of facts, but the training of the mind to think.’

‘Education is the moment when a person’s potential first becomes a reality.’

– Albert Einstein

...because

Without education, a person merely survives in the world!

With education – they are able to change it!

‘Education is the most powerful weapon you can use to change the world.’

– Nelson Mandela

Without education, nothing is possible...

RISEBA is not just a university!

It is a place where human potential becomes visible – and turns into influence.

We do not create people.

We give them the opportunity to become what they can be.

‘The philosophy of the schoolroom in one generation will be the philosophy of government in the next.’

– Abraham Lincoln

‘Education is not preparation for life; education is life itself.’

- John Dewey (a philosopher of education)

‘Education is the PASSPORT to the future, for tomorrow belongs to those who prepare for it today.» (Education is a passport to the future – it belongs to those who prepare for it today)

- Malcolm X



The purpose of RISEBA's existence (*Purpose / Rationale*)



To enable people to become their best selves and to generate ideas that transform society by integrating business, the arts and technology. To create an environment where human potential is transformed into influence, and where knowledge becomes a tool for social transformation.

*To discover and develop every individual's **unique potential** by combining **various talents** in an environment where ideas become influence, by integrating business, art and technology.*

...we develop people by bringing together business, art and technology, transforming their potential into real impact –

In this context, the meaning of existence becomes part of our DNA...

Explanation

RISEBA does not create people – it uncovers and develops their **unique potential**.

Every individual arrives with their own experience, way of thinking and view of the world. RISEBA's role is not to lose this **uniqueness**, but quite the opposite – to develop, connect and nurture it...

The purpose of RISEBA's existence is to be a platform where:

- *various **talents**;*
- *new ideas are formed;*
- *and this diversity is transformed into innovation.*

The university brings together students, academic staff, alumni and industry partners in a single ecosystem where ideas are transformed into projects, businesses and solutions.

By combining analytical thinking, creativity and technology, RISEBA develops people who are able to:

- *not only adapt to change;*
- *but also to drive it.*

Purpose

To discover, develop and connect unique human potential, creating an environment where ideas evolve into impact through the integration of business, the arts and technology.

RISEBA does not create people – it empowers them!

Its purpose is to provide a platform where individuals are empowered to realise their unique talents and transform their ideas into meaningful impact. The university brings together students, staff, alumni, and industry partners within a unified ecosystem where knowledge is translated into action – projects, ventures, and solutions.

By integrating **analytical and forward-thinking mindsets, creativity, and technological capability**, RISEBA develops individuals who are able not only to adapt to change, but to shape it.

MISSION

To foster **forward-thinking** and **critical thinkers** and **professionals** who are able to realise their **unique potential** and **create innovations with a measurable impact on society**.

RISEBA provides an interdisciplinary learning environment where theory and practice are closely integrated. The learning process is based on project work, collaboration with industry and international experience. It develops not only professional knowledge but also creative thinking, entrepreneurial skills, collaboration skills and the ability to identify and develop each individual's unique talents.

Mission

To develop **forward-thinking** and **critically minded leaders** and **professionals** who realise their **unique potential** and **create innovation with a measurable impact on society.**

RISEBA provides an interdisciplinary learning environment where theory and practice are closely integrated. The study programme is based on project-based learning, collaboration with industry, and international exposure.

It develops not only professional competencies, but also creativity, entrepreneurial thinking, collaboration skills, and the ability to recognise and nurture each individual's unique talents.

To become an internationally recognised centre for multi-level education and an innovation ecosystem, where unique talents, creating ideas, businesses and solutions with global impact.

RISEBA is developing as an innovation ecosystem that brings together talent, ideas and opportunities. It is an environment where knowledge is put into action and where the unique potential of diverse individuals is transformed into projects, businesses and initiatives with an impact on both a local and global scale.

To become an **internationally recognised multi-level education centre and innovation ecosystem** where **unique talents** are discovered, developed and connected **to create ideas, ventures and solutions with global impact.**

RISEBA is evolving into a dynamic ecosystem that connects talent, ideas and opportunities. It is a place where knowledge is put into practice, and where individual potential is transformed into projects, businesses and initiatives with both local and global impact.

MOTTO – *where business meets art*

**Business + Art + Technology =
impact on society and people's quality of life**

Mission = people + potential + impact

Vision = ecosystem (*platform*) + talent + global impact

MOTTO – *where Business meets Art*



Business + Arts + Technology = Impact on society and the quality of human life

Mission = people + potential + impact

Vision = ecosystem (*platform*) + talent + global impact