

The Mission Statement of Modellfabrik Papier

How we work



Values



Mission



Vision

OUR MISSION STATEMENT

The mission statement of Modellfabrik Papier (MFP) describes the values, tasks and visions which MFP, its shareholders and scientific partner institutions and their employees have declared to be binding.

The central goal is to maintain the German paper industry's "raison d'être".





OUR VALUES

Excellence

We carry out research for MFP at the highest scientific level.

MFP's excellence is based on the excellent reputation of its scientific partners and its own expertise. All our employees and the employees of our partners in research, administration and management are committed to ensuring that our research meets the highest scientific standards.

Responsibility

We take responsibility for the development of sustainable future paper production.

We conduct research that promotes sustainability within the paper industry. We are therefore committed to ensuring that the results of our research are made available to, and can be used by, the paper industry in the long term. This approach forms the foundation of our strategic research planning and our collaboration with all our partners. By doing so, we aim to contribute to the sustainable development of society. We handle all resources entrusted to us, from both public and private sources, transparently and responsibly, using them in a sustainable manner in accordance with the agreed objectives.

Courage

We have the courage to break new ground.

Courage is required to find and develop disruptive approaches and pioneer entirely new solutions. We have the courage to promote and research revolutionary ideas, and to see them through to technology and industry transfer.

Honesty

We work honestly, fairly and openly.

Scientific integrity is the precondition for achieving long-term research success. We are committed to an ethical approach guided by honesty, fairness and openness in our research and supporting work. This mindset translates into daily practice: in professional and transparent processes, in the exemplary handling of research data, in quality-assured publishing, in consistently applied rules for good scientific practice and training for junior researchers.



Collegiality

We work collaboratively with enthusiasm, respect and a willingness to learn from each other.

This shared basic mindset enables us to combine different skills in a meaningful and efficient way. Our collaboration in all areas is characterised by collegiality, driven by everyone's motivation and enthusiasm. This is evident in our respectful interactions with one another, in the commitment of each individual to their team, responsible leadership, reliability and our collective willingness to continuously collaborate and learn from one another. This allows us to attract highly skilled employees and talented young people, nurture them to the best of our ability, and thereby make them an asset to the industry.





OUR MISSION

Relevance

Our research helps to solve fundamental challenges in the paper industry.

Modellfabrik Papier is a competence centre that implements strategies developed jointly by industry and academia, using instruments such as projects, research infrastructures, and targeted transfer activities.

Impact

Our research is designed to lead the paper industry into a sustainable future.

Our mission is to generate knowledge that will have an impact on sustainable paper production, circularity, and the entire value chain within the paper industry. At the same time, our research contributes to the development of sustainable entrepreneurship within society. We collaborate with partners to develop our findings into new products, processes and services. Our aim is to improve people's lives.

Innovation

Our research with the aim of saving 80% energy in paper production is innovative.

Our research covers the sustainable use of raw materials in new paper production processes, more efficient energy use, digitalisation, and integrative and circular overall process chains. We develop innovative ideas, addressing fundamental questions and providing application-oriented solutions with a high degree of transferability.

Interdisciplinarity & Transfer

We create useful knowledge through cooperation between industry and academia by linking all relevant disciplines and expertise.

Our work is based on an agile, results-oriented mindset and approach, coupled with a willingness to think outside the box. We develop and build relevant – often unique – scientific and technical infrastructure for developing new, sustainable paper production processes, and we use this infrastructure across disciplines and stakeholder groups.





OUR VISION

Creators

We are shaping progress with and for the paper industry.

We support the paper industry in its transition to climate-neutral production, which requires 80 % less energy than in 2020.

Our research is helping to transform the paper industry, supporting both the structural change in the Rhenish mining area and the continued existence of the paper industry in Germany. Internationally, we are striving to establish ourselves as a beacon of excellence.

Ambassadors

Our perspective is international with a high degree of diversity.

We benchmark ourselves against high visibility, recognition and knowledge transfer of our research. Networking in research is therefore a vital principle for us. We carry out our activities at the regional level in the Rhenish mining district, as well as in global networks.

At MFP, we embrace diversity as a core value because differences in biographical origin, cultural background, gender and age are integral to our success.



