

## Research

The M2C Institute at the University of Applied Sciences Bremen fuses the perspectives of applied media science in informatics, organisational development and cultural studies: more than ever the media embody the link between the individual and society, work, economy, and especially between innovative ideas and economic, social, ecological and cultural development.

The relevance of digital media in an interdependent society becomes apparent where the generation of innovative products, new cultural practices, new working processes and new interdisciplinary research constitute the vital conditions for actionability in a situation of global integration.

The M2C contributes actively to scientific research and development of systems and strategies for a fair future.