

STUDY IN TURKU

Making Turku the best student city in Finland

Anssi Kaisti, City of Turku

Jenni Iivonen, Turku University of Applied Sciences

STUDY IN TURKU

Turku's strengths as a Student City

**Six higher
education
institutions**

**40,000
HEI-students**

**Exciting mixture
of old and new**

**Interesting job
opportunities**

Nature

Events

**Wide selection
of English-
taught degree
programmes**

**COMPACT
SIZE**

**Easy to get
around**

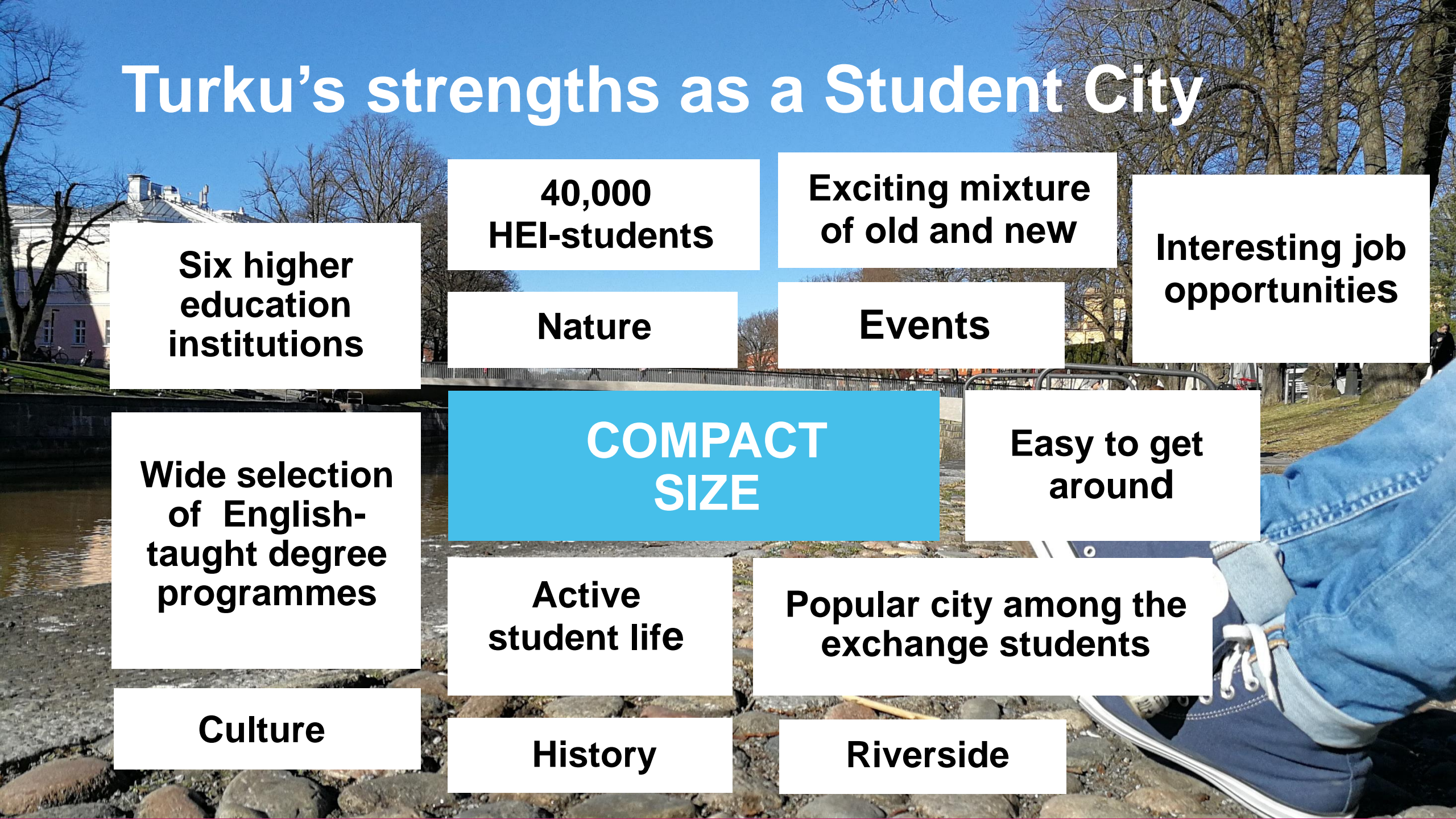
**Active
student life**

**Popular city among the
exchange students**

Culture

History

Riverside





**Annually 4 500 new students begin
their studies in the universities of
Turku.**

STUDY IN TURKU

What is this about?

A permanent operation model and network for cooperation between the City of Turku, institutions of higher education, student organisations and the local business sector.



A unique cooperation model in Finland

OPISKELIJA-
KAMPUNKI
TURKU

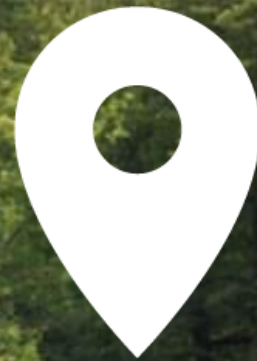


STUDY
IN TURKU



STUDIE-
STAD ÅBO





Objective:

**To make Turku the
most interesting
student city in
Finland and the most
inspiring one in the
Baltic Sea region.**

STUDY IN TURKU



**City of Turku 2029 strategy target:
Turku is the best student city in Finland**

By
working
together,
everyone
will benefit

City of Turku



Higher education institutions in Turku



Student organisations



ÅBO AKADEMIS STUDENTKÅR
THE STUDENT UNION OF ÅBO AKADEMI UNIVERSITY



Interest groups,
such as the Student
Village Foundation
of Turku, the Turku
Chamber of
Commerce, Föli and
the FSHS

Working together



Becoming a student in Turku

- Potential applicants consider Turku to be an interesting and inspiring student city.

Studying in Turku

- Turku provides students with good and functional everyday services and an attractive student life.
- A vibrant student culture increases the attractiveness of the entire city.

Finding employment in Turku

- Students of higher education institutions in Turku already have strong capabilities and relationships with the business sector during their studies.

The operations cover the entire study path: students come to the city to study, feel at home while studying and stay there to live and work after graduation.

How will the student city be developed?

All the projects and services within the cooperation are targeted at the students of all six institutions of higher education.

The operations are funded by the City and the higher education institutions together. Annual budget EUR 240,000.

Joint marketing and communications targeted at students, fairs and information events for guidance counsellors.

Employment support services, such as the Korkeakoulu-kumppani service and Project Aces coaching.

Supporting annual student events. Developing student services, housing and students' ability to settle in.

Annual call for projects. Implementing ideas to develop the city.



How are the operations coordinated?



The people in charge of this theme in the participating organisations work together in theme groups. The steering group represents the management of each organisation and has rotating chairmanship.

Data on Turku and students

Significance of the city brand to higher education institutions
**84% feel that the location is moderately
or very significant to their choice of
place to study.**

Source: Higher education institution image survey 2017, Taloustutkimus,
young people under 30, n = 1,608

STUDY IN TURKU

Students are proven to fall in love with Turku



96%

of young people living in
Southwest Finland would
recommend Turku as a place of
study to a friend

Taloustutkimus, Higher education institution image survey 2017

75%

of university students in Turku
would like to **stay** in Turku after
graduation

Group 40,000, 2016



From place of study to home town

Three out of four of those who graduated from a university of applied sciences in Turku were employed in Southwest Finland a year after their graduation.

One in two university graduates worked in the region.

Tilastokeskus 2015, students who graduated in 2014

Introducing Turku to new students



How will the student city be developed?

Joint marketing and communications targeted at students, fairs and information events for guidance counsellors.

Employment support services, such as the Korkeakoulu-kumppani service and Project Aces coaching.

Introducing Turku to the new students:

Supporting annual student events. Developing student services, housing and students' ability to settle in.

Annual call for projects. Implementing ideas to develop the city.

What makes a new place feel like home?

- adapting to a new city
- learning the routines and the customs
- to build a social life and calendar of activities from scratch.

➔ Study in Turku is supporting students ability to settle in: **information and activities**

Information about studying and living in Turku: studyinturku.fi

- First steps in Finland and Turku
- Study opportunities
- Leisure activities, student culture
- Turku's top spots among students
- Local transport
- Student housing
- Student discounts
- Student health care
- Learning Finnish
- Finding employment in Turku (coming)



Getting to know Turku and its services

Annual Study in Turku Fair

Event for new students in Turku. Organized this autumn for the 18th time.

- leisure activities in Turku (culture, libraries, sport services)
- public transport Föli
- organisations, associations and hobbies in Turku

A free of charge tour around Turku is part of the fair.

Coming up: bringing public services to the campus

Pop-up tour

- The Social Insurance Institution of Finland (KELA)
- Population register Centre (Väestörekisterikeskus)
- information about student health care and housing
+ city of Turku's services for students

Lost in Turku: event concept for International students

- Mystery path in the city center of Turku.
- Cross points, which are presenting cultural- and everyday life services by the City of Turku as well as associations and organizations in Turku.

Study in Turku funded annual student events

- Get together: event concept for international students
 - Student Christmas
 - Fastlaskiainen
 - Suursitsit
- > Events and activities create sense of belonging

**Annually
over 4000
international
degree
students or
exchange
students study
in Turku.**

STUDY IN TURKU

DAY@WORK

Would you like to get to know how is it to work in a startup and meet an entrepreneur?
Would you like to share your culture or language with Finnish colleagues?



During the day you will get to know about Finnish business culture and what is it like to work in a startup. You can also tell about your home country and culture, exchange some customs from your own culture, etc.

Submit your application by **March 30th, 2018** through this **link**.
If there are more students than companies, the placements will be awarded by means of a raffle.

DAY@WORK is organised by the University of Turku under Study in Turku in collaboration with YES-Southwest Finland and the Turku Chamber of Commerce and World Trade Center Turku.

Suomi-passi mobile application

- The language passport called Suomipassi was designed for international students to encourage students to use more Finnish outside the classroom.
- Suomipassi will be available as mobile application for all new international students when they arrive to Turku this autumn.

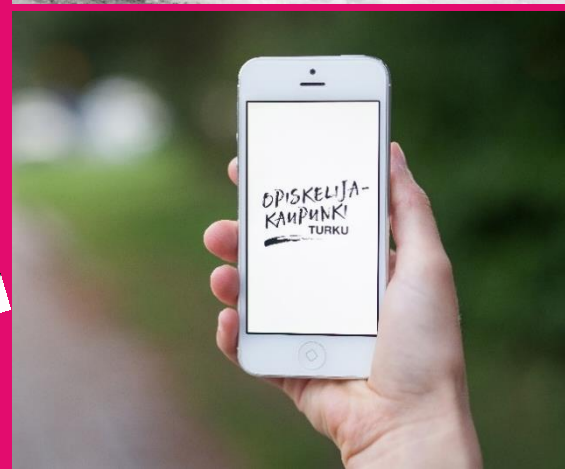
LOST IN TURKU MYSTERY PATH

11.4.2018, at 12-15 p.m.

will be arranged LOST IN TURKU - mystery orienteering path in the city center of Turku. The event is open for all the higher education students. Mystery path is approx. 5 km long and there are 10 functional crosspoints, which are presenting cultural- and everyday life services by the City of Turku as well as associations and organizations in Turku. In every crosspoint you'll be needing mystery solving and team skills, so challenge your group and after finishing the Mystery Path each member of the group gets product prizes.

Among all the groups who have completed the Mystery Path, will be drawn tickets to Mystery tour of Turku Cathedral, concert of Turku Philharmonic Orchestra, free entrances to city museums and Finnino's movie theater.

Sign up for the Mystery Path in groups of 2 to 6 persons:
https://www.iiyt.fi/LOST_IN_TURKU_Mystery_Path_2684



KORKEA-
KOULU-
KUMPPANI

Thank you!



[StudyinTurku](https://www.facebook.com/StudyinTurku)



[studyinturku](https://www.instagram.com/studyinturku)

#studyinturku

#opiskelijakaupunki

STUDY IN TURKU