



HELSINGIN  
YLIOPISTON  
YLIOPIKÄSKUNTA  
STUDENTKÄREN  
VID HELSINGFORS  
UNIVERSITET  
STUDENT UNION  
OF THE UNIVERSITY  
OF HELSINKI

1 (5)

HYY STRATEGY 2025-2030.DOCX

# STRATEGY OF THE STUDENT UNION OF THE UNIVERSITY OF HELSINKI FOR 2025–2030

*Approved by the Representative Council on 28 May 2024.*

## PURPOSE OF THE STRATEGY

To implement the Strategy, the Representative Council annually approves an implementation plan for it. The implementation plan sets out the focus areas for the Central Office's operation. The realisation of the implementation plan and, through it, the Strategy is annually assessed at least in connection with the annual report. At this time, the Representative Council also has the opportunity to discuss the implementation of the Strategy during the past operating year. A mid-term review of the Strategy is conducted in 2027. In connection with this, the objectives in the Strategy may be further specified and indicators changed in a Representative Council meeting.

## PURPOSE OF THE STUDENT UNION

The Student Union is a community that provides its members with support and space for their growth into active, cognisant and critical citizens. The Student Union acts as a link between its members, looks after their interests at the University and in society as well as promotes their societal, social and intellectual aspirations.

## DREAM

We are a healthy and safe community. Our bold, critical and active work for justice, sustainability and student-friendliness defines the future direction of the student movement.



## VALUES OF THE STUDENT UNION

### Education

Education refers to critical knowledge and understanding of the surrounding world. Education includes the ability to create, apply and share information for the benefit of society as well as the ability to face different opinions and views.

### Equality

Equality means that everyone has the opportunity to participate and to fulfil themselves in a safe environment. Achieving this requires active and conscious intersectional feminism, that is, an understanding of intersecting forms of discrimination and their interconnectedness. Promoting equality requires opposing discrimination in all its forms.

### Courage

Courage refers to daring to form and express one's own opinions. It is the purposeful desire to try out something new, influence matters and work for our dream and objectives. Courage involves constant reflection on our activities and critical self-appraisal.

### Sustainability

Sustainability is social, ecological and economic in nature. It involves assuming responsibility on both local and global levels. Our student and organisational culture is renovative and increases wellbeing. Planetary boundaries set the unavoidable conditions for all our activities. A sustainable financial foundation is built ethically, and its strength ensures that our Student Union can continue to thrive in the future, too.

### Communality

Communality entails encounters that rise above prejudice as well as a sense of togetherness and inclusion. A dynamic organisational field helps nurture our members' wellbeing. Communality is reinforced by transparency, active interaction, measures that enable dialogue and communication that reaches its target groups.



## OBJECTIVES OF THE STUDENT UNION

### Vocal pioneer

HYY is a bold, active and vocal advocate for students. Along with our values, emphasising students' mental health and wellbeing also cuts across all our advocacy work and influencing efforts.

We are building a more student-friendly University, society and city. We bring new topics up for discussion, engage in dialogue with different interest groups and actively participate in civic participation that advances our dream.

We support the participation, agency and expertise of members of our community by encouraging our members and organisations operating under us to actively influence matters from their respective perspectives.

#### *Indicators*

- Social media analytics and analytics for the advocacy work and influencing communication on HYY's website.
- Increase in the share of filled positions for student representatives.

### Increasingly equal

HYY operates in an inclusive and intersectionally feminist manner. We encourage diversity and accessibility in student life. We defend a more equal University and society and conduct active advocacy work to this end.

We ensure that people in different situations in life are able to participate in our events and activities. Everyone feels welcome and safe to participate in the different forms of the Student Union's activities. Appropriately applied trilingualism is a component of accessibility.



We support the realisation of equality in the organisations operating under us through training, for instance. We dismantle inequality between campuses and improve the availability of our services over campus boundaries.

#### *Indicators*

- Achievement rate for the Equality Plan.
- 40% of events and meetings aimed at parties external to the Central Office have been organised somewhere else than the City Centre campus.

#### **Communal and dynamic**

We look after the members of our community. We help each student to find their place in the Student Union, safeguard the wellbeing of members of our community and promote participatory decision-making processes.

We support the organisations operating under us by providing them with premises and funding as well as training that promotes our values. We build renovative organisational culture that supports the wellbeing of the people involved in organisations instead of exhausting them. People want to be members of the Student Union and consider the membership meaningful. The Student Union's communication reaches our members and inspires them to get involved. To achieve this, we will increase the visibility of HYY's activities. At least half of our members vote in the Representative Council elections.

HYY monitors the wellbeing of its personnel and the people in positions of trust in HYY, taking action against any problems. We are a valued, popular and inclusive workplace. People in positions of trust find their work meaningful, and experience gained from HYY is widely respected.

#### *Indicators*

- Increase in the voter turnout in Representative Council elections.
- 75% of our members do not consider the membership fee too high.
- The meaningfulness people in positions of trust experience in their position.



- The participation rate in training events for organisations (% of organisations).
- The employee net promoter score (eNPS) measured with our work community mood surveys improves.

### **Defender of the biosphere**

We fight against the climate and environmental crisis. We reinforce ecologically sustainable operating methods in our internal activities. Environmental consciousness is a necessary part of our advocacy work.

We help and guide organisations operating under us with the adoption of ecological operating methods and reorganise our internal activities in a sustainable manner. We consider the effects of our activities on people, the environment and the climate as well as non-human animals.

We emphasise ecological sustainability in our advocacy work. We encourage the occurrence of ecological perspectives across disciplinary boundaries. We are an encouraging and guiding partner to the University on the reinforcement of sustainability. Ecological sustainability forms an important part of our urban advocacy work.

#### *Indicator*

- Achievement rate for the Sustainable Development Plan.