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Municipal and regional policy program

5

2025–2029

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JYY, JAMKO and HUMAKO

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20 Introduction

21 The aim of higher education students of Jyväskylä and its surrounding municipalities is
22 to together with the city and other local operators to build Finland's best student city. For
23 centuries in the history of the city of Jyväskylä, emphasis has been placed on a culturally
24 strong and academic Jyväskylä, which we too, as students, want to contribute to. In
25 addition to this, in the future Jyväskylä must continue to be an urban center that is open
26 for all, welcoming and full of opportunities.

27 Higher education students must be considered more in the decision-making of the city
28 and the wellbeing services county, and the position of students must be improved by the
29 city and the wellbeing service county, so that in the future every student will have the
30 courage to plan and live a good life during their studies and after them in Jyväskylä. The
31 student city of the future will largely be built on us higher education students, who will set
32 out to build the Jyväskylä of the future. In addition to this, students must be seen now
33 and, in the future, as the enablers of working life and economic development politics,
34 whose courage and innovativeness will determine the future success of Jyväskylä.

35 With the aim of this program, we, the representatives of higher education students, who
36 represent over 20 000 higher education students, will set goals and targets at municipal-
37 and regional level, with the help of which we bring forth the perspective of higher
38 education students to develop Jyväskylä and the wellbeing services county of Central
39 Finland. Simultaneously, this paper will be utilized in trusteeship work on a municipal-
40 and regional level.

Role of the wellbeing services county and the city

From the beginning of 2023, the wellbeing services county of Central Finland has been responsible for 1) social and healthcare services and 2) emergency services, which as industries have previously been the responsibility of municipalities. The city of Jyväskylä continues to be responsible for the 1) economic and employment sector, 2) culture services and 3) urban structure services. In addition, both the wellbeing services county and the city have their own corporate administration (the city) or corporate services (the wellbeing services county) that count as industries, and that include for example finance, decision-making support, HR-services and communication.

The wellbeing services county and municipalities have, in addition to their own separate industries, joint tasks. These include, for example, strengthening the vitality of the region, promoting health and wellbeing and ensuring the economic sustainability of the region. The wellbeing services county of Central Finland has 22 municipalities and about 273 000 residents. The biggest of the municipalities is Jyväskylä, with 147 746 residents (on 31.12.2023). In addition, most of the activities of the University of Jyväskylä (JYU) and Jyväskylä University of Applied Sciences (JAMK), as well as one of the HUMAK University of Applied Sciences' (HUMAK) regional units. Together there are about 24 000 higher education students studying in Jyväskylä and in the region of Central Finland.

Responsibilities of the wellbeing services county of Central Finland

The wellbeing services county is responsible for the everyday safety of 273 000 residents of Central Finland in terms of social and healthcare services and emergency services. The most important in the case of JYY, JAMKO and HUMAKO are the services of the Jyväskylä area, but students of student unions and student bodies both study and live outside of Jyväskylä as well.

In the social and healthcare services industry, the wellbeing services county is responsible for all the region's residents' services, although students primarily use the basic healthcare services provided by the Finnish Student Health Services (FSHS).

Responsibilities of the city of Jyväskylä

The city is responsible for supporting and promoting the wellbeing of residents and ensuring the fluidity of everyday life. These responsibilities are partially guided by legislation, which determines a large portion of the city's responsibilities. In addition to this, the city has self-governing tasks which are related to the development of the city. The above-mentioned tasks are divided between three industries in the city organization. **The economic and employment sector**, which divides into two service areas, the **economic development services** and **the employment services**. The economic

78 development services are responsible for creating a good environment for
79 entrepreneurship for the city and to work to improve the image of the city to promote
80 tourism.

81 The role of the employment services will increase due to the changes at the beginning
82 of 2025, as the responsibility of its organization is moved from the state to the
83 municipalities. The employment services are responsible for the needs and counselling
84 of workforce. When successful, the employment services help people by the means of
85 finding suitable employment counselling, guidance and further training. The
86 employment services are also responsible for the **International House Jyväskylä** –
87 service complex, which brings together all the services for migrants.

88 The second of the three industries, the **Education services**, is divided into a total of six
89 service areas and the Kylän Kattaus- enterprise. Four of these service areas belong to
90 the growth- and learning services, and for higher education students one of the essential
91 ones is the **youth services**. In addition to the youth services, **culture services** and **sports**
92 **services** are a part of the industry. **Youth services** are responsible for youth work in the
93 city. Higher education students under the age of 30 get guidance and counselling
94 through Nuorten talo and Ohjaamo, for example for mental health worries, challenges in
95 everyday life, studying, housing and for employment related issues.

96 **The culture services** are responsible for cultural development, libraries, the adult
97 education center, Jyväskylä Sinfonia and museums.

98 **The sport services** provide recreational and wellness related services. The sport services
99 are responsible for the development of services, planning, cooperation with partners and
100 for sport facilities.

101 The third sector, **urban structure services**, is responsible for city planning and municipal
102 engineering.

103 **City planning**

104 (*Urban structure services industry*)

105 Student housing in Jyväskylä must be competitive, attractive and follow the principles of
106 sustainable development. The number of student apartments should meet the demand
107 of Jyväskylä.

108 City planning must take into account preserving the values of nature and the impact of
109 promoting nature's wellbeing.

110 **Aims**

111 **City development**

- 112 • The transit planning of Jyväskylä should decrease car traffic in the city center, and
113 transit around the city center is developed.
- 114 • Student housing should not require car parking spots.
- 115 • The city defines the property tax of a public utility as 0,00%.
- 116 • The recreational activities of youth culture, such as parkour, should be made
117 possible in both indoor and outdoor spaces when planning the city infrastructure.

118 **Housing production**

- 119 • The number of student apartments in Jyväskylä must be increased systematically
120 with quantitative targets. The number of student apartments must meet the
121 demand.
- 122 • The production of student housing should be made possible, and it is supported
123 on campus areas and in the city center as well as near them.
- 124 • The services near student housing centers must be developed in a versatile
125 manner and so that they attract students. The city must ensure that basic services
126 are available in student housing areas.
- 127 • The portion of wood construction in new buildings must be increased.
- 128 • In the production of new buildings, the focal point should be on ecology and
129 energy efficiency in all stages of the building process. Ecology should already be
130 emphasised in the competitive tendering phase.
- 131 • Jyväskylän Vuokra-Asunnot Oy (JVA) should increase their housing production
132 and direct their new production near already existing student housing areas.
- 133 • JVA supports the production of student housing monetarily.

134 • JVA directs their marketing for students.

135 • JVA's website and its important notices are available fully in English, too.

136 **Equal city**

137 • The city of Jyväskylä and the wellbeing services county of Central Finland must
138 conduct a comprehensive accessibility mapping of the buildings they use.
139 Accessibility information must be published on websites based on the
140 accessibility mapping.

141 • The city must conduct comprehensive accessibility mapping on all the SuRaKu-
142 project's special level spaces.

143 • The city should have enough benches and other opportunities for resting in all
144 public outdoor spaces. These spaces must not implement hostile architecture.

145 • Moving around the city is accessible.

146

147 **Sustainable city**

148 • The important green spaces for the city's residents should be considered in the
149 future of city planning, too. Green spaces must be saved in extension construction.
150 Continuity of ecological links across municipal boundaries must be ensured.

151 • More streets like Puutarhakatu, with Green Street- method stormwater alleys,
152 should be built in Jyväskylä.

153 • Energy efficiency should be considered in new construction, renovation and area
154 planning, and in planning, concrete goals should be set to decrease the carbon
155 footprint.

156 • High-usage public spaces should invest in trash sorting. Electronic waste and
157 hazardous waste sorting points should be easily accessible even without a car.

158 • The city must aim to utilise the use of their spaces so that the usage level of the
159 spaces is as high as possible.

160 • There must be no loss in biodiversity and recreational values. The city of Jyväskylä
161 must aim for no net loss- principle and compensate the damage to nature and
162 recreational values caused by new construction.

163 • The city should take the needs of pollinators into account when looking after
164 paddocks and other grass areas.

Equality and healthcare

(The city's corporate administration, the wellbeing services county's social and healthcare services)

A student's wellbeing is the most important prerequisite for studying that is smooth and of good quality, therefore, healthcare services should be equally available to all students. International students must be provided with quality healthcare, where services are also sufficiently available in languages other than Finnish.

The city of Jyväskylä must prevent discrimination through its own activities, which should be reflected in, for example, the accessibility of the city's facilities and services.

The low early childhood education fees and flexible practices of early childhood education services enable students with families to study effectively.

Aims

- FSHS and the wellbeing services county's division of responsibility in healthcare is clear to both parties. Students are directed to the right place, and the wellbeing services county does not direct students to FSHS automatically.
- Even if the length of the treatment time guarantee is longer, the wellbeing services county and FSHS will offer people of all ages access to their services at least within the following timeframes: non-urgent primary healthcare in seven days, dental healthcare within three months, and specialised healthcare within three months, and healthcare assessment should be done on weekdays during office hours on the same day. However, in mental healthcare services, the assessment must be done within three weekdays and care should begin within four weeks.
- Students must have easy access to both basic and specialized healthcare when needed. Basic healthcare is free of charge and specialised healthcare is affordable. Public healthcare has enough resources for general healthcare and specialised healthcare to provide quality services.
- The wellbeing services county must offer low-threshold mental healthcare services to students, too.
- The wellbeing services county must invest in preventative work.
- The wellbeing services county must ensure that emergency and on-call services can be used in English, too.
- International students must be ensured healthcare that is of good quality, affordable and accessible in English.

- 198 • Sexual health services must be invested in while recognizing people's diversity.
199 People aged under 25 as well as all students are offered free contraception. The
200 individual's needs should be taken into account when selecting the contraception
201 method.
- 202 • The city must commit to making a new equality plan and creates a concrete plan
203 to work against racism and discrimination, and to prevent and tackle them.
- 204 • Every childhood education establishment has an up-to-date equality and equity
205 plan.
- 206 • The city of Jyväskylä and the wellbeing services county of Central Finland should
207 use anonymous recruitment whenever possible.
- 208 • Work titles must be made gender neutral.
- 209 • Therapy guarantee must be raised up to 29-year-olds.

210 **Transport**

211 (Urban structure services)

212 Majority of students in Jyväskylä use public transport, cycle and walk. These
213 transportation methods should be specifically considered in city planning, so that
214 moving between campuses and apartments would be as easy and ecological as
215 possible.

216 The city's public transportation must serve residents at nighttime and on weekends, too.
217 Public transportation shifts must be increased especially during the evening time, so that
218 students can, for example, utilise sports services more. For student mobility, it is essential
219 that the prices of public transportation stay affordable.

220 Student perspective must be invested in when designing pavements and cycling paths.
221 Paths meant for cyclists should be increased and instructing cycling should be invested
222 in especially in the city center.

223 The acquisition of city bikes would increase student's functional exercising, improve the
224 city's overall image, and help reach the 2025 improvement program targets to increase
225 cycling. In planning the cycling network, the needs of all students of the city should be
226 taken into account.

227 Car-free solutions must be implemented in such a way that they do not create safety
228 risks or obstacles in the city.

229 **Aims**

230 **Bus transportation**

- 231 • Students should continue to be taken into account as a special group when
232 determining the prices of public transportation. Prices of student bus tickets must
233 be decreased.
- 234 • Free bus transportation must be introduced in Jyväskylä at least for the winter
235 months.
- 236 • Student-centered housing and study locations must be taken into account when
237 designing the routes of public transportation.
- 238 • The buses of Jyväskylä's public transportation that run on fossil fuels must be
239 replaced with ecological and sustainable alternatives.
- 240 • In Jyväskylä, night bus services must be improved, especially in the city center and
241 student housing areas, by increasing the frequency and number of late route
242 shifts.
- 243 • The accessibility of Jyväskylä's city center by bus must be improved. Lecture times
244 are taken into account when designing bus timetables.

- The accuracy of bus timetables must be improved. Route networks must be developed to answer the transportation needs of student housing centers, campuses, the city center and growth centers.
- The park-and-ride opportunities and arriving to the city center area must be developed in Jyväskylä, by for example decreasing ticket prices and by constructing parking areas to appropriate connection points near bus transportation connections on the outskirts of the city.
- The so-called park-and-ride for cycling must be developed in Jyväskylä by constructing bicycle stands on bus stops to promote efficient cycling and public transportation, as well as cycling to bus stops for residents.

Walking, cycling and micro transit

- A comprehensive cycling lane network must be built in the city. The most important routes for students are Kortepohja-Seminaarinmäki-Mattilanniemi-Kuokkala, Keskusta-Mattilanniemi (Mäkibaana and Tietobaana) and Rajakatu-Tapionkatu-Väinönkatu-Keskusta-Lutakko (Poikkibaana).
- Cycling in the city center area is easy and safe for all road users.
- A functional city bike system must be developed in Jyväskylä, with electric bikes used if possible. Students must be considered in the prices as a special group.
- To promote non-motorised mobility, road maintenance must be improved throughout the year, especially on other than non-motorised roads.
- Incidents and other harm caused by rental electric scooters must be reduced, for example by regulating age restrictions and hourly speed limits and by providing parking spaces for scooters around the city.

Economic politics and employment

(The city's economic and employment industry)

Employment is an important factor in binding people to the city. The city and the wellbeing services county must contribute to the supply and accessibility of jobs during studies – such as internships and summer jobs.

The city must encourage businesses to offer both internships as well as part-time jobs, and work in cooperation with higher education institutions to inform students of internship and employment opportunities. Different recruitment events gather together businesses, higher education students, and operators of the third and public sectors. Employment opportunities must also reach students through clear and purposeful communication. The transfer of responsibility of the employment and economic services to the city must not reduce accessibility to employment services in Jyväskylä or its surrounding municipalities. In addition, the city's employment services must take separately into account students and international professionals as job seekers, if Jyväskylä aims to be a vital city in the future.

The city must identify the special characteristics of its economic policy, which it develops together with businesses, the public sector, third sector and higher education institutions. The city of Jyväskylä must set the increase of research and product development at the center of its economic policy, so that through new innovations, new and growing businesses can uphold broad economic structure. In addition, in the city's economic development politics the opportunities brought by international students to develop the city's economic structure towards a more international Jyväskylä should be considered. This way Jyväskylä will remain vital in the future as well, as international professionals and local operators meet.

Offering remote working opportunities is essential for student's employment and entrepreneurship and to make living in Jyväskylä possible, even if one's place of work or study is in another city.

Aims

- The city of Jyväskylä must be made a viable option in terms of the summer job market and internships compared to other cities.
- The employment area of Jyväskylä-Muurame must devise an operating model in which students and international professionals transitioning to working life is made easier.
- The city must organize recruitment events in cooperation with local businesses, the public sector, third sector and higher education institutions.

- 307 • The city supports and aids student-driven businesses to develop their activity, by
308 offering office spaces and opportunities to network with different funders.
- 309 • The city supports student entrepreneurship by, for example, offering tailored
310 support for starting businesses.
- 311 • The city offers remote workspaces, for example, in libraries.
- 312 • The city of Jyväskylä is committed to the principles of sustainable procurement
313 and seeks to use local knowledge and know-how in procurement whenever
314 possible.
- 315 • As the main shareholder of the Jyväskylä University of Applied Sciences Oy, the
316 city of Jyväskylä should promote active and responsible shareholder policy, and
317 better recognize the importance of higher education institutions in Central
318 Finland's economic development, vitality and attractiveness.
- 319 • The city's administration maximizes the use of EU funding, to deliver greater vitality,
320 employment and wellbeing for its citizens.
- 321 • The city must identify and devise an operating model, which eases encounters
322 between working life and students, and is accessible to most operators.
- 323 • Expertise of the University of Jyväskylä must be utilized in the activity of Central
324 Finland's wellbeing services county to promote health and wellbeing.
- 325 • The city of Jyväskylä actively promotes the integration of international
326 professionals to Central Finland.

327 **Culture**

328 (Culture industry)

329 Exercise and hobbies are an essential part of a student's wellbeing. All public sports and
330 culture service prices should take students into account as a special group. Services and
331 events should be communicated actively, in multiple channels and in an accessible
332 manner. When balancing the city's finances, priority should be given to revenue-side
333 adjustment solutions if these adjustments jeopardize essential services for students.

334 Jyväskylä must continue to provide outdoor and indoor sports facilities throughout the
335 city. The development of services must also take into account the fact that the
336 environment supports physical activity outside of the separate sports facilities. The new
337 Hippos sports area should provide recreational sports facilities and student-friendly
338 prices.

339 Jyväskylä must act according to its City of Culture- brand. The needs and wishes of
340 students must be taken into account in cultural services and their development

341 **Aims**

- 342 • The city of Jyväskylä supports the development and directing of sports-, culture-
343 and recreational services broadly to students. The services are affordable for
344 students. Services free of charge are also available.
- 345 • The city communicates sufficiently and clearly about free events.
- 346 • The city supports small sports-, culture- and recreational operators financially
347 and by offering spaces.
- 348 • The sports-, culture- and recreational services of Jyväskylä are executed
349 accessibly.
- 350 • Students must be heard when developing the city's sports-, culture- and
351 recreational services.
- 352 • More use will be made of the free urban space by making it available free of
353 charge to sports and culture providers. These areas will be further developed to
354 make them more suitable for events.
- 355 • Living areas should be enriched by supporting public art and events.
- 356 • The city will provide multi-service facilities for recreational activities, too, in the
357 new Hippos area.
- 358 • The city supports sports by providing safe opportunities to move for all types of
359 people, from those who are active to those whom the threshold to use existing
360 services is still too high.

- 361 • The libraries must improve access to academic course literature and increase the
362 number of study spaces.

363 **Internationality**

364 (The city's economic and employment services, culture services, urban structure
365 services, corporate administration)

366 Jyväskylä must be an internationally attractive and gravitational city. Jyväskylä invests
367 in communication both in Finnish and English, in free services, leisure opportunities, work
368 experiences for international professionals and in equal municipal citizenship. The city is
369 open to meeting and promoting the wishes of international students. The city supports
370 the visibility of multicultural student life in the city. The city promotes the removal of the
371 boundary between private businesses and international students.

372 **Aims**

- 373 • The city of Jyväskylä develops affordable foreign language- and multicultural
374 service availability, for example by expanding event production, library services
375 and the adult education center's course selection.
- 376 • The city promotes employment opportunities for international students in
377 cooperation with local businesses and higher education institutions, by for
378 example offering more internships as well as jobs during studies. The city does not
379 require full proficiency in Finnish for job positions where it is not necessary.
- 380 • The city increases opportunities to study Finnish for those integrating and
381 organizes more language training directed towards studying and working life.
382 Language training should take into account the individual's academic studying
383 opportunities.
- 384 • International students are recognized as their own target group in the city and the
385 wellbeing services county's communication. The city and the wellbeing services
386 county direct their communication to include international students, too.

Sustainable development

(City structure services, economic and employment services, culture services, corporate administration)

In order to be a truly progressive pioneer, the city of Jyväskylä should be ambitious in its pursuit of carbon neutrality, zero waste and globally sustainable consumption.

Jyväskylä should be an ecologically, socially and economically sustainable city. The energy production of Jyväskylä should for the most part consist of renewable energy. Jyväskylä must be at the forefront in promoting circular economy. The UN Sustainable Development goals (Agenda 2030) provide a good basis for promoting sustainable development in the city.

Aims

- The city must be on target to reduce its emissions. Jyväskylä must be carbon neutral by 2030. The city must not invest in anything that is in contradiction with the carbon neutrality goal.
- The city actively promotes reaching the goals of Agenda 2030. Projects funded by the city must follow the goals of Agenda 2030.
- The city's primary school curriculum places particular emphasis on the adoption of sustainable lifestyle and environmental education.
- Jyväskylä resigns from the use of fossil fuels and biomass, such as peat and fuel wood, in its energy production.
- The residents are offered information about recycling and its importance through campaigning and communication.
- Food services of the city of Jyväskylä place importance on food that is ecologically and environmentally friendly by favouring vegan food. In addition, food that is produced seasonally, and, when possible, close to or somewhere else in Finland, should be preferred. Surplus food should be used as efficiently as possible, even if it does not generate income.
- Residents and housing companies are encouraged to construct greenery-roofs and are supported in it.
- The city invests in solar panels for the buildings it owns.
- Residents and housing companies are encouraged to add solar panels and supported in it.

- 419 • The city prevents the spread of invasive species. Residents are instructed to select
420 non-invasive plants in their yards that are appropriate to their area and are
421 encouraged to participate in root-out gatherings.

- 422 • Residents are instructed to consider pollinators in their yards, for example by
423 selecting plant species that include suitable insect food plants, and by
424 encouraging them to leave at least a portion of their yard in its natural state.

425 **City and region democracy**

426 (Corporate administration)

427 Structures should be created in Jyväskylä to increase, for example, the election voting
428 activity of young people and their influence on the municipality and wellbeing services
429 county's operations. Young people and students should be seen as a resource, who
430 should be listened to and encouraged to make a societal impact.

431 **Aims**

- 432 • All higher education institutions of Central Finland have, in all the municipalities
433 that they have campuses on, at least one polling station on campus.
- 434 • Students' competence should be recognized in the city's decision-making.
435 Students are offered opportunities to be involved in the city's decision-making
436 already in the preparation stage.
- 437 • New ways to activate residents in Jyväskylä and Central Finland should be
438 developed, to democratically develop the city and to increase participation in
439 decision-making, in other ways than just by voting.
- 440 • The city should communicate actively and in multiple channels about
441 opportunities to be of influence, such as about resident initiatives and open
442 preparation hearings.
- 443 • Participatory budgeting must be more widely incorporated in Jyväskylä.
444 Participatory budgeting is open. This reaches students and young people. Money
445 must be directed to support projects developed by residents.
- 446 • Expertise of student unions and student bodies is utilized as support in the
447 wellbeing services county's decision-making regarding student issues.
- 448 • Student unions and student bodies must be a part of the wellbeing services
449 county's partner network, so that student representation is ensured in
450 development groups.
- 451 • The wellbeing services county of Central Finland takes students into account as a
452 special group, and they must be heard in decision-making.
- 453 • Higher education students are recognized in the wellbeing services county's
454 strategy.