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## Plan of Action and Target Programme 2025-2027

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## 28 **1. The purpose of the Plan of Action and Target Programme**

### 29 **1.1. Purpose of the Plan of Action**

30 The purpose of the Plan of Action is to serve as a tool of the Student Union  
31 to implement the Strategy. The Plan of Action determines the future  
32 activities of the Student Union and the measures to achieve them. The  
33 document includes a description of the state of play, a plan on which  
34 measures are going to be done, who is responsible and how they advance  
35 the Strategy. The Plan of Action helps to ensure that the activities of the  
36 Student Union are consistent, planned and support the long-term  
37 objectives of the Strategy. The Plan of Action helps to plan activities within  
38 the framework of the available resources.

39

### 40 **1.2. Purpose of the Target Programme**

41 The purpose of the Target Programme is to determine the longer-term  
42 strategic objectives of the Student Union and the pursued goals. The Target  
43 Programme states what the entries in the Plan of Action pursue in a longer  
44 term. It serves as a basic statement guiding the activities, decision-making  
45 and development of the Student Union for three years. The Target  
46 Programme focuses on large entities and the vision, defining the guiding  
47 lines on where the Student Union should develop.

48

### 49 **1.3. Link to the Strategy**

50 The Plan of Action is the most important tool to implement the Strategy.  
51 The Plan of Action states how each entry relates to the Strategy and how  
52 the Strategy entries are advanced with the measures entered in the Plan of  
53 Action.

54

55



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56      **2. Multi-voice, well-being community and environment**

57      **2.1. Future of student housing**

58

59      Responsible persons:

60      Sector for Social Affairs, Sector for International Affairs

61      Link to the strategy:

62      Focal points of the Strategy:

63      Influence and promotion of student interests: Our objective is an equal student  
64      culture, university community and society.

65      Stakeholder cooperation: TYU promotes its objectives through stakeholders  
66      strategically.

67      Objectives of the Strategy: We promote the humane everyday life of students. Our  
68      activities consider the diversity of members.

69

70      Current status:

71      Students' housing support will further decrease with the transfer to housing  
72      supplement on 1 Aug 2025. Cuts have also been made to the funding enabling the  
73      construction of student apartments, decreasing the construction of new student  
74      apartments and slowing the realisation of basic renovation plans. The number of  
75      both domestic and foreign students will increase in the future and the demand for  
76      more affordable housing forms, such as student apartments, will simultaneously  
77      increase.

78

79      Proposed measures:

- 80      • Gather together relevant actors and form a clear situational picture of the  
81      student housing in Turku.
- 82      • Find sustainable solutions to the housing situation of students.
- 83      • Influence in order to promote the housing situation of students
- 84      • Follow the impacts of the transfer to the housing supplement.
- 85      • Examine the possibility to review the bug problem in the apartments of the  
86      student cities

87



## 88 2.2. Increasing debt-incurring of students

89

90 Responsible persons: Sector for Social Affairs

91

92 Link to the strategy:

93 Focal points of the Strategy: Promotion of student interests is a core TYY  
94 competence, making student life more humane. Our members consider TYY  
95 promoting their interests and see the results of the promotion of student interests  
96 concretely in their everyday life.

97 Objectives of the Strategy: We conduct visible and systematic promotion of  
98 student interests with which we profile ourselves as a reliable specialist  
99 organisation.

100

101 Current status:

102 Students' study loan amounts are increasing. Study support has been made more  
103 loan-based and other forms of student support have been cut. The increasing  
104 debt-incurring of students has impacts on future visions, well-being and applying  
105 to the university.

106

107 Objectives:

108 In 2025, a survey was conducted on the students' study loan situation. The results  
109 of the survey have been communicated.

110 In 2026, influencing work has been conducted on the basis of the survey results in  
111 order to improve the situation.

112 In 2027, a new survey on students' loan situation has been conducted, enabling to  
113 follow the change of the situation and to conduct influence work.

114

115 Proposed measures:

116 • Organise a survey for students concerning study loan.

117 • Communicate the survey and its relations.



118 · Utilise the survey results in the promotion of student interests

119

### 120 **2.3. Traditional events under the Environmental Programme**

121

122 Responsible persons: Cultural sector, environmental sector

123

#### 124 **Link to the strategy:**

125 Focal points of the Strategy: Influence and promotion of student interests, We  
126 organise events in a sustainable manner

127 Objectives of the Strategy: We lead and develop a student culture, which will  
128 eventually bring a responsible operational culture more widely into the society

129

130 **Current status:** The environmental effects of traditional events are reviewed on  
131 a general level. The Environmental Programme is followed when planning  
132 traditional events.

133

#### 134 **Objectives:**

135

136 In 2025, Event-specific environmental plans are prepared

137

138 In 2026, Environmental plans can be used

139

140 In 2027, TYY traditional events are more sustainable and environmental  
141 planning long-term

142

#### 143 **Proposed measures:**

144 • Create environmental plans specific to traditional events

145

146



147 **2.4. Updating the Equality Guide**

148

149 **Responsible persons:**

150 Sectors for social affairs and equality

151

152 **Link to the strategy:**

153 Focal points of the Strategy: Influence and promotion of student interests: We  
154 bring issues forward boldly: social responsibility

155 Objectives of the Strategy: We lead and develop a student culture, which will  
156 eventually bring a responsible operational culture more widely into the society.

157

158 **Current status:**

159 During 2024, TYY's Equality Programme has been updated, after which the  
160 Equality Guide for organisations will be updated. Equality Guide

161

162 **Objectives:**

163 In 2025, the Guide will be ready. We communicate and train the contents of the  
164 guide for the organisations.

165 In 2026, The Equality Guide is a known and operating tool in the everyday life of  
166 organisations.

167 In 2027, The contents of the Equality Guide are a recurring theme in TYY training.

168

169 **Proposed measures:**

170 · Involve organisations and volunteer in updating the programme

171 · Develop the part concerning organisations' harassment contact persons

172 · Prepare the guide

173 · Communicate the guide for organisations



174 **3. The Student Union in an initiative-taking corner stone of the**  
175 **society**

176 **3.1. Promotion of student interests at the core of the Student Union**  
177

178 Responsible sectors: Sector for the promotion of student interests,  
179 communication sector

180  
181 Current status:

182  
183 Student representative activities are the heart of the Student Union. It is  
184 challenging to get applicants to several student representative posts. The  
185 communications on the promotion of student interests for the members of the  
186 Student Union must be developed. In the current situation, the university pays  
187 fees for the legally-mandated organ meetings. The service of the legal  
188 counselling section is little used.

189  
190 Link to the strategy:

- 191
- 192 · Promotion of student interests is a core TYY competence, making student life
  - 193 more humane.
  - 194 · We provide the students with influence possibilities and make influence
  - 195 attractive and interesting
  - 196 · We communicate openly and systematically about our activities
  - 197 · We conduct visible and systematic promotion of student interests with which
  - 198 we profile ourselves as a reliable specialist organisation
  - 199 · The political agenda accepted by the Student Union Council provides the
  - 200 basis for our influence activities

201  
202 Proposed measures:

- 203
- 204 • Activities are communicated actively both between Student Union actors
  - 205 and outside
  - 206 • Bilingualism is maintained in communications on the promotion of student
  - 207 interests
  - 208 • Onboarding and onboarding material directed at student representatives
  - 209 are produced regularly
  - 210 • The Student Union reviews with the university the possibility to pay fees for
  - 211 student representatives



- 212
- 213
- 214
- The visibility of the legal counselling section both for members and organisations is improved and the financial compensation is paid for the organisers.

215

216

217 Objective:

218 The focus of the Student Union are student representative activities and the  
219 operation is actively communicated.

220

### 221 3.2. Societally active students

222

223 Responsible persons: Municipal sector and main sector

224

225 Current status:

226 In 2025, municipal elections, regional elections and Student Union Council  
227 elections are organised. According to Statistics Finland, the voting rate of  
228 people between 18-24 years was 35.4% in the municipal elections of 2021. In  
229 2022 regional elections, the voting rate was 27.2%. In Student Union Council  
230 elections 2023, the voting rate was 37.37%. Students' voice can be better head  
231 by raising voting rate.

232 In 2024, TY Y prepared a municipal programme based on student survey  
233 together with r40k. In autumn 2024, Group 40,000 has met Turku municipal  
234 decision-makers and submitted municipal programme for the groups when  
235 meeting them. TY Y has influenced the parties' municipal election manifestos  
236 in the meetings.

237

238 Link to the strategy:

239 · We actively follow local decision-making and create relations with the officials  
240 in the city and regional administration

241 · TY Y is represented where decisions affecting the lives of students are made.

242





243 Proposed measures:

- 244 · TYU organises interesting election events, such as municipal elections panel.
- 245 · TYU encourages its members for active voting and participation in the  
246 election year.
- 247 · TYU is seen and heard for municipal and regional influencers.

248 Objective:

249 Students are seen and heard in the societal debate in the campus cities and in  
250 the well-being counties. New decision-makers know TYU actors and objectives.

251

### 252 **3.3. Student Union close to the business life**

253

254 Responsible sectors: Company cooperation sector, working life sector

255

256 Current status:

257

258 The Student Union has annually established cooperation with several  
259 companies. Student Union attracts companies as a cooperation partner. For  
260 company cooperation, the Student Union still has a lot of potential, requiring  
261 activity and resources.

262

263

264 Link to the strategy:

265

- 266 · We are an interesting and reliable cooperation partner
- 267 · We bring up our operational principles and require responsibility from our  
268 cooperation partners

269

270

271 Proposed measures:

272

- 273 · Company cooperation sector grows
- 274 · The lines of company cooperation, price list and instructions must be  
275 updated to meet the needs of the current situation.
- 276 · New cooperation partners are acquired and cooperation agreements  
277 prolonged



278

279 Objective:

280 The share of company cooperation in the Student Union finances increases

281

282

283

### 284 **3.4. Active student representation at EC2U forum**

285

286 Responsible sectors: Sector for International Affairs, Sector for Academic Affairs

287 Current status:

288 EC2U forum is organised in Turku from 18 May to 22 May 2026. The forum is the  
289 biggest event that gathers together all alliance actors from employees to students.

290 During the forum, different events are organised, part of which are only directed to  
291 the students participating in the forum. TYY participates in the organisation of the  
292 event, especially with regard to the leisure programme directed at students.

293 Link to the strategy: We are an interesting and reliable cooperation partner

294

295 Proposed measures:

296 · The launch of the planning of the forum in early 2025 together with the alliance  
297 local coordinator

298 · Planning committee is established

299 · Cooperation is made with different actors of the alliance in terms of the planning  
300 and arrangements of the forum programme.

301 Objective:

302 TYY launches the planning of the forum for its part in the beginning of the year. In  
303 late 2025, the forum will be mainly planned. TYY participates in the 2026 forum  
304 actively both as an organiser and as participants.

305

306



307

## 4. Unique community

308

### 4.1. Student-reaching and gathering student culture

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310

Responsible persons: Cultural sector

311

Link to the strategy:

312

Focal points of the Strategy: Immemorable gatherings We bring students together

313

314

Objectives of the Strategy: Our activities consider the diversity of members and the value of different disciplines. We uphold the traditions of student culture important for our community.

315

316

317

318

Current status: TYY traditional events reach members. The anniversary of the merge does not reach members in the intervening years.

319

320

321

Objectives:

322

323

In 2025, reaching and gathering traditional events are organised. An anniversary of the merge is organised. Development possibilities are reviewed.

324

325

326

In 2026, TYY's event entity is developed on the basis of the review

327

328

In 2027, TYY events are more reaching and gathering

329

330

Proposed measures:

331

- Organising an anniversary of the merge reaching the university community

332

- Review of event cooperation between universities in Turku

333

334



335 **4.2. TY Y services reaching the entire community**

336

337 **Responsible persons:** Satakunta sector

338

339 **Link to the strategy:**

340

341 **Focal points of the Strategy:** Meaningful services

342 Objectives of the Strategy: We know the needs of our members and  
343 organisations. We produce as high as possible added value in student life. We  
344 invest in the quality of meetings with all our members. We are present where  
345 students are.

346

347 **Current status:** TY Y services area well-reaching and functional at Turku  
348 campus.

349

350 **Objectives:**

351

352 2025 Review new and develop existing service concepts at Satakkunta  
353 campuses

354

355 2026 Introduce new service concepts

356

357 2027 TY Y services reach better our unique community

358

359 **Proposed measures:**

360 · Development of new service concepts at Satakunta campuses with the lead  
361 of the Satakunta student coordinator

362 · Review and development of the existing service concepts

363

364

365

366

367

368



369 **4.3. Competent community**

370

371 **Responsible persons:** Organisation sector

372 **Link to the strategy:** We know the needs of our members and organisations. We  
373 develop our activities in a member-oriented manner and make organisational  
374 activities fluent, treating organisations equally.

375 **Strategy focal points:** promoting communality, service supply

376 **Objectives of the Strategy:**

377

378 **Current status:** TY Y has separate communication channels with TY Y members,  
379 with varying activity in different communication platforms.

380 **Objectives:**

381 **2025**

382 TY Y has clear unified communication channels with members.

383

384 **2026**

385 Organisational actors have a clear view on the communication channels available  
386 at TY Y and they follow them regularly. TY Y training Moodle and TY Y website are  
387 useful material banks for organisational actors actively used by the organisational  
388 actors.

389

390 **Proposed measures:**

391 · Office agrees on unified measures on the use of communication channels

392 · Alongside email communications, Telegram application is introduced with  
393 sector-specific groups and separate channels, for example, for communication and  
394 discussion

395 · Needs and wishes of organisations and organisational actors are actively reviewed  
396 and the activities are developed on the basis of feedback

397 · Services and training are developed considering the diversity of the  
398 organisational field and, for example, hobby organisations



- 399 · Frequently Asked Questions (FAQ) section is created on the website
- 400 · TYY training Moodle site is complemented based on the needs of the members  
401 so that in addition to previous training, fora and council materials the site also has  
402 other useful information such as form templates
- 403 · Communication channels are clearly communicated to the organisational actors

404

#### 405 4.4. TYY Wings

406

407 **Responsible persons:** volunteers

408 **Link to the strategy:**

- 409 • We provide the students with influence possibilities and make influence  
410 attractive and interesting

411 **Strategy focal points:** promoting communality, influence and promotion of  
412 student interests

413 **Objectives of the Strategy:**

414 **Current status:** TYY volunteer activities were reformed in autumn 2024 so that five  
415 separate Wings were combined into one larger group. TYY Wings volunteer group  
416 promotes the following themes: equality, environment, development cooperation  
417 and internationalism An annual work cycle and preliminary plan of action have  
418 been created for the activities of the Wings.

419

420 **Proposed measures:**

- 421 • TYY Wings continue their activities started in the autumn on the basis of the  
422 reformed plan of action and annual work cycle, to be developed during the  
423 year for the new core team starting in the autumn
- 424 • The roles of the Executive Board Member for Volunteers and Executive  
425 Board Members responsible for other sectors relevant for volunteering are  
426 developed in acting with the volunteers
- 427 • Establish the administrative side of Wing activities, such as reporting  
428 practices of the activities and their costs and the role of the employee  
429 responsible for the Wings to support Wing activities.
- 430 • The Wing activities will be made more visible part of TYY with  
431 communication



432 Objectives:

433 2025

434 Reformed TYY Wings have started and the activities will be developed

435 2026

436 The Wing reform is established and details are specified as needed.

437 2027

438 The reformed will have been established. The Wings will be a significant  
439 connecting link between the Office and the members. The members know TYY  
440 Wings and their activities are seen attractive.

441

442

#### 443 **4.5. Diverse organisational field**

444

445

446 Responsible persons: Organisational sector, communication sector

447 Link to the strategy:

448 Focal points of the Strategy:

449 - IMMEMORABLE GATHERINGS: We bring students together

450 - MEANINGFUL SERVICES: We know our members and organisations

451 Objectives of the Strategy: Our activities consider the diversity of members and the  
452 value of different disciplines. We communicate to all members of the community  
453 and develop new manners to reach the students.

454 Current status: TYY organisations are visible on TYY website and in different  
455 organisations and at time in TYY communications.

456 Objectives:

457 2025 Organisations are provided the possibility to be visible in TYY  
458 communications in a more extensive and diverse manner.

459 2026 TYY organisations are regularly visible in TYY communications and  
460 organisations are a visible part of the Student Union.



461 2027 TYY organisations are seen and heard as part of TYY's external and internal  
462 communications, and the Student Union is visible as an essential part of the  
463 diverse and wide-ranging field of student organisations.

464

465 Proposed measures:

466 TYY communication channels bring up the monthly changing organisation that  
467 can present its activities and the themes it wants