

STUDY IN TURKU

Making Turku the best student city in Finland

University of Turku 5.6.2019

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What is this about?

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

What is the aim?

The best student city in Finland, in which students will also stay to live and work after graduation.

Participants

- City of Turku
- University of Turku
- Åbo Akademi university
- TUAS
- NOVIA
- HUMAK
- DIAK
- student organisations
- business sector

Working together

- marketing and communications targeted at students
- development of everyday services of students
- supporting student culture
- supporting services that promote students employment



A unique
cooperation
model in Finland

20%

of the residents of Turku
are university students

turku.fi/en/study-turku

#studyinturku

#opiskelijakaupunki

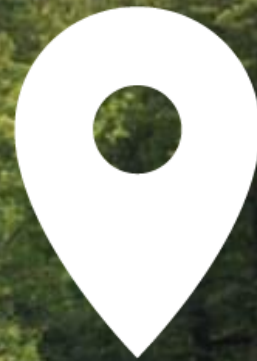
The
cooperation
model was
launched
in 2014

Activities are
done in three
languages

OPISKELIJA-
KAUPUNKI
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.**

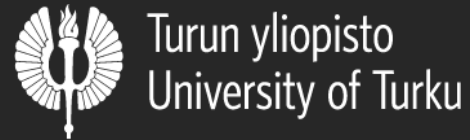
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By
working
together,
everyone
will benefit

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

One in four
residents of Turku
is a university
student or
university expert.



Significance of the city brand to higher education institutions

84 % feel that the location and the city in itself is significant to students when they choose where they want to study.

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

**Students are
proven to fall in
love with Turku**



99%

of students would **recommend**
Turku as a place of study to a
friend

Study in Turku -survey 2018

76%

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

Study in Turku -survey 2018

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?

Services are targeted at the students of all six institutions of higher education.

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

Employment support services, such as the “University Partner” service and Project Aces coaching.

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

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



**How
are the
operations
organized?**





Marketing
targeted at
students



Student events



Everyday student services



Students'
preparedness
and skills
for working life



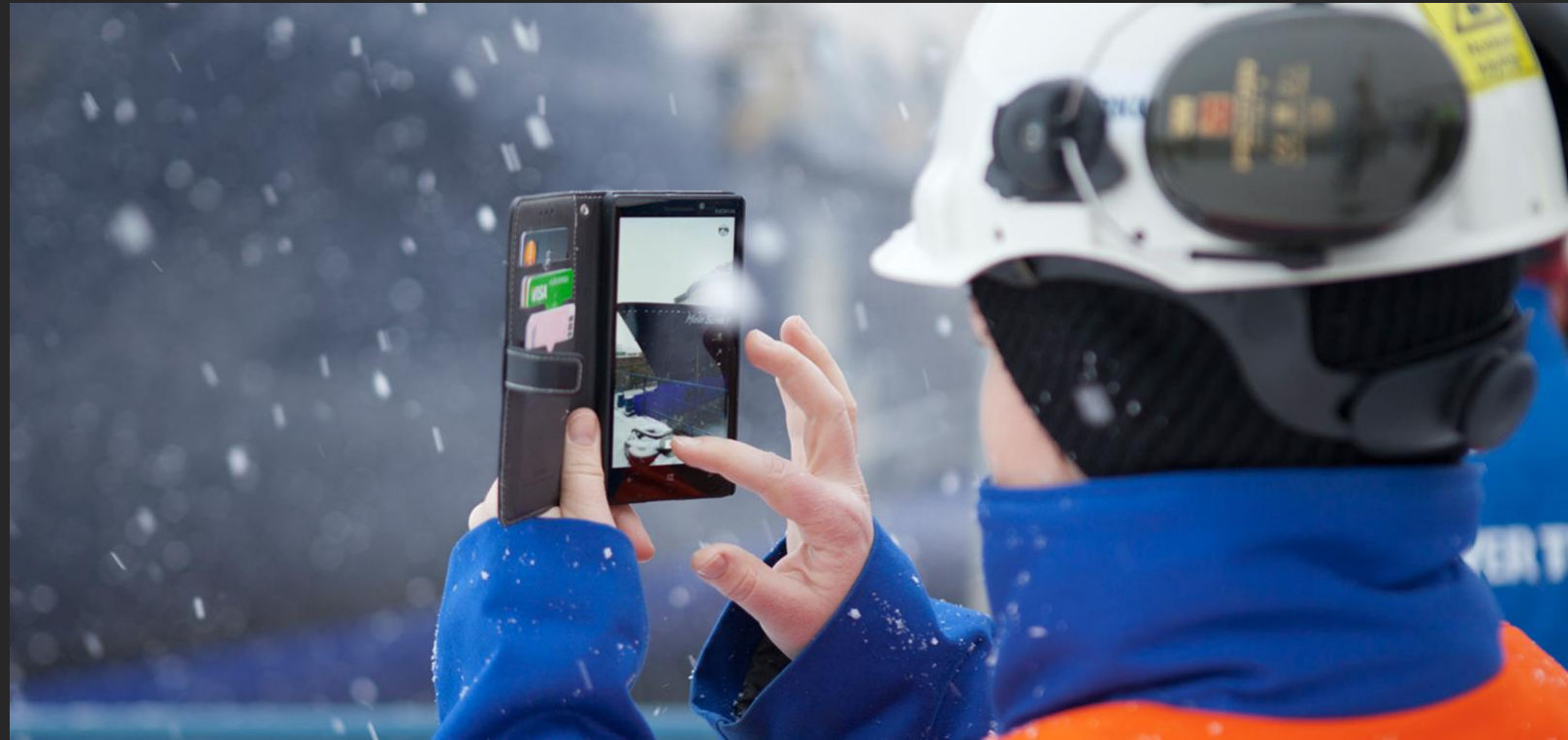
CHALLENGE TURKU
goes GREEN

24H

I N N O V A T I O N
C A M P

KORKEA-
KOULU-
KUMPPANI

Cooperation with
businesses
and student
entrepreneurship



Projects
funded through
the call for
projects



studyinturku.fi

- study opportunities
- culture and sports
- public transport Föli
- student benefits
- students' favourite places
- finding employment in Turku



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



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#studyinturku

#opiskelijakaupunki

Thank you!

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**Turku has
everything for
students
and everything
is nearby**



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Student life since 1640



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