



STRATEGY OF THE UNIVERSITY OF JYVÄSKYLÄ 2019–2030
WISDOM AND WELLBEING FOR US ALL

CAMPUS DEVELOPMENT PROGRAMME

Strategic vision:

JYUnique Campus – where tradition and tomorrow meet

The campus of the University of Jyväskylä combines world-class architecture with a rich cultural history to offer an attractive environment for a thriving and dynamic academic community. Located in the heart of a student-friendly city, our beautiful and sustainable campus is a cornerstone of the University's appeal in the competition for the best students and researchers.

MAIN STRATEGIC GOAL 1

A campus for new knowledge and diverse activities

The campus of the future enables high-quality research, education and continuous learning. It promotes the close cooperation of a multidisciplinary university community and networking across boundaries. Versatile and flexible solutions support the joint use of facilities and encourage new ways of working. Digitalisation is a natural part of everyday life on campus.

Strategic goal	Expected result
Our research environments are modern, inspiring and functional.	Our research facilities meet a high international level in all disciplines.
Our physical and virtual teaching facilities meet the requirements of high-quality university pedagogy.	The equipment of our teaching facilities enables a new kind of interactive teaching that is not dependent on time and place. The furnishing of our teaching facilities supports the interaction between teachers and students, creates comfort and is easy to modify for different purposes when necessary.



The development of our facilities promotes opportunities for shared and flexible uses. It also accounts for new ways of working (digitalisation and hybrid working).	Shared use increases flexibility, efficiency, the appropriateness of the use of facilities and creates a new kind of interaction and community spirit at JYU. Tasks that require concentration, peace and quiet are also paid attention to in facilities and their design. Work at JYU is increasingly independent of place for as many members of the University community as possible.
Our students are guaranteed to have the best environments that support learning and studying. The environments encourage the production of new knowledge and self-development.	The JYU identity strengthens during studies and continues as part of alumni's lives after their studies. Our inspiring, accessible and comfortable studying and learning environments help students to graduate in the target time. Students have access to facilities that support the JYU spirit. The campus also has facilities where students can study at the hour that suits them best.
Campus structure and facility solutions improve interaction, cooperation and networking between disciplines.	Cooperation in research and education between disciplines increases significantly, which is visible as joint projects, joint publications and degree programmes.

MAIN STRATEGIC GOAL 2

A campus for the whole city

On our future campus, facilities will have other users alongside the JYU community. This offers an inspiring, innovative and interactive space for encounters between our University and the surrounding society. The campus thrives at different times of the day and is closely integrated with the changing city structure through residential and various other services.



Strategic goal	Expected result
The campus and its interfaces are developed in continuous dialogue between the University, property owners and the City of Jyväskylä.	The University, property owners and the City of Jyväskylä have a common state of will to develop the campus. The planning of Seminaarinmäki and Mattilanniemi progresses.
Our campus is developed into a multi-user campus, in which academic activity interacts with business and civic activities. The facilities of our campus are used cost-effectively and the University makes its use of space more compact. New operators on the campus consider the cultural history and architectural traditions of the campus and the campus environment as a whole.	In addition to JYU, our campuses have other users, such as JAMK University of Applied Sciences, that ensure appropriate and efficient use of the Seminaarinmäki, Mattilanniemi and Ylistönrinne campuses. The University is committed to develop the campus so that its natural value and cultural heritage are considered.
Our campus enables societal interaction and activities between the University and its stakeholders.	The Lähde building is a functional part of the city centre. The campus is an environment for societal interaction such as environmental and science education and cooperation with companies.
Our campus is lively at the end of the day as well: in addition to student accommodation, it offers a range of opportunities for hobbies and free time.	Our campus is more lively: student accommodation makes the campus a real campus and also enables new kind of service activity and gives people a reason to come to the campus.
The campus becomes an interesting and inviting destination where all are welcome.	Local residents consider the campus their own: they have a positive image and personal experience of the campus as part of the city.



MAIN STRATEGIC GOAL 3

A campus of wellbeing

Our park-like campus is open for all, barrier-free and easy to reach. Different languages, cultures and nationalities create an international atmosphere. Our active campus at the heart of 'the sports capital of Finland' creates the best possible conditions for stimulating and healthy everyday life. The natural beauty of the lake environment, combined with Alvar Aalto's unique architecture, makes the JYU campus an internationally known attraction.

Strategic goal	Expected result
The campus is a central part of the University's story and brand.	The marketing communications of our campus are reinforced and the recognition and attractiveness of the campus increases in Finland and abroad.
The development of the campus promotes equality and safety. The facilities for staff support equal treatment.	Our campus is accessible and its facility solutions support the implementation of equal opportunities and security.
Our campus better meets the needs of our international staff, students and visitors.	Our international staff, students and visitors find the campus welcoming, linguistically accessible and culturally open.
The campus promotes active work and study life.	The mental and physical wellbeing of our University community improves. Studying and working on the campus are active.
The campus becomes a must-see destination and is more interesting and attractive for local, domestic and international visitors.	The campus is well known and more tourists visit the campus. The University and the campus are a key part of the city's tourism marketing. Seminaarinmäki is Jyväskylä's "old town" and the heart of uptown. Mattilanniemi and Ylistönrinne with their lakeside saunas on Jyväsjärvi offer an unforgettable experience.



MAIN STRATEGIC GOAL 4

Responsible and sustainable campus

On a campus of the new millennium, responsibility for financial, social, ecological and cultural history issues and sustainability are an integral part of campus development. JYU uses its resources wisely and the campus supports creative solutions to global challenges. The University retains its identity as a genuine university campus and continues the story it started in 1863 for future generations.

Strategic goal	Expected result
Campus development is based on the United Nations' Sustainable Development Goals (Agenda 2030) and the sustainability and responsibility theses of Universities Finland UNIFI.	Our valuable and unique campus stays up to date and is preserved for future generations.
The campus meets its responsibilities in financial, social, ecological and cultural history issues.	Our values of responsibility and sustainability are present at all stages of the decision-making process.
Our University heads determinedly towards planetary wellbeing.	Our University will achieve carbon neutrality and no net loss of biodiversity impacts by 2030.
Our campus is utilised in teaching and research activities when developing resource-wise solutions.	Campus development utilises new information on resource-wise solutions produced by the teaching and research activities. The campus operates as a living lab for resource-wise solutions.
The sustainability, responsibility and wellbeing of the campus are a key part of the University's marketing and communications.	JYU is known as a sustainable and responsible community that promotes wellbeing.