



Plan of action 2026

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1. Purpose of the Plan of Action

1.1. Structure of the Plan of Action

TYYP' Plan of Action has a new structure for the year 2026. The new structure brings clarity and separates projects more visibly from the priorities of the activities.

The Plan of Action consists of the following units:

1) Plan of Action projects

- A Plan of Action project is a clear entity with an objective, schedule and sectors responsibility.

2) Priorities of internal activities

- The priorities of internal activities are more extensive development targets at the responsibility of one sector, which require more detailed examination. The priorities are already included in current activities, but they require separate purposeful development.

1.2. Purpose of the Plan of Action

The purpose of the Plan of Action is to serve as a tool of the Student Union to implement the strategy. The Plan of Action determines the objectives for the coming year of the Student Union and the measures to meet them.

The document includes a description of the state of play, a plan of which measures are going to be taken, who is responsible for them and how they promote the strategy in 2026. The Plan of Action helps to ensure that the activities of the Student Union are consistent, well-planned and support the long-term objectives of the strategy.

The Plan of Action helps to plan activities within the framework of the available resources.



56 1.3. Link to the Strategy

57

58 The Plan of Action is the most important tool to implement the Strategy.

59 It has been entered in the Plan of Action how each paragraph relates to the

60 Strategy and how the Strategy item is promoted with the measures entered

61 in the Plan of Action.



2. Projects in the plan of action

2.1. AI in TYY activities in a cross-cutting manner

Supports the following objectives of the Strategy: Influence and promotion of student

interests: We bring issues boldly forward

Responsible sector: Main sector

Current status: As a result of the AI transition, many organisations utilise generative AI in a systematic manner. In TYY, the use is currently in the hands of individual persons without common stances or more extensive training.

Objective: TYY utilises generative AI with consideration, transparently and in a purpose-oriented manner in different sectors. The use is based on common principles and takes into account social, privacy-related and ecological impacts.

Proposed measures:

- The potential uses of AI are examined in TYY's different sectors.
- An internal guide is prepared to include stances on ethical and safe use and, for example, that audiovisual content is not created with AI.
- Training and workshops are organised for the staff and actors and organisations are instructed on purposeful use, for example, in communications training and they are guided to alternative tools.
- The effects of the use of AI in TYY's activities are monitored and evaluated regularly



2.2. TYY's data management up to date

Supports the following objectives of the Strategy: Influence and promotion of student interests: We bring issues boldly forward

Responsible sectors: Main sector and Specialist for Administration

Current status: Data management and archiving is organised at TYY mainly on the cloud storage of the university, serving as the use and storage archives of TYY's electronic material.

Objective: The main purpose of the project is to ensure that the existing data is organised so that legal requirements (for example, on meta data) are fulfilled. The secondary purpose is to plan and introduce procedures related to data management that serve in an optimal manner TYY's management of daily tasks and simultaneously fulfil the legal requirements for data management, document publicity and archiving.

Proposed measures:

- The accessibility, traceability and archiving of existing data is ensured in accordance with the Data Management Act
- The current practices of TYY actors are examined in producing and archiving data and the changes needed in accordance with the review are implemented
- TYY actors are trained to manage data in accordance with the requirements

2.3. EC2U Forum in Turku 2026



114 Supports the following objectives of the Strategy: Immemorable gatherings: We
115 bring students together and stakeholder cooperation: We are a responsible
116 cooperation partner

117 Responsible sector: International sector

118 Current status: EC2U forum is organised in Turku from 18 May to 22 May 2026.
119 The forum is a large event that gathers together all alliance actors from
120 employees to students. During the forum, different types of events are
121 organised, some of which are only targeted at students participating in the
122 forum.

123 TYY participates in the arrangements of the forum, especially with regard to
124 the leisure activities directed at students. In 2025, TYY has participated in the
125 activities of the planning group of the forum and established its own working
126 group for more specific planning of the student programme.

127 Objective: The EC2U Forum of 2026 has been well organised in Turku and
128 the planning has considered all participants.
129 The organisation of the forum brings TYY closer to the EC2U alliance and its
130 different actors.

131 Proposed measures:

- 130 - The work started in 2025 for the forum is continued
131 - TYY participates in the practical arrangements during
132 the forum possibly with the help of volunteers

133

134 2.4. Improving students' housing situation

135

136 Supports the following objectives of the Strategy: Influence and promotion of
137 student interests: We bring issues boldly forward and Stakeholder cooperation:
138 We are a responsible cooperation partner

139 Responsible sectors: Sector for Social Affairs and Sector for Municipal Affairs



Current status: The housing support of students was deteriorated on 1 Aug 2025 when transferring under housing supplement. The change diminished the support received for housing for many students. At the same time, major cuts have been targeted at ASA funding enabling the construction of ARA funding, which has decreased the construction of new student apartments and made the realisation of basic renovation slower. The numbers of both Finnish and foreign students are increasing and the demand for affordable housing modes, such as student apartments continues to increase.

Objective: TYY has continued influencing in order to improve the situation of student housing. Actors crucial for student housing cooperate and influence in order to achieve common objectives.
The situation picture of student housing has been clarified also for Pori and Rauma.

Proposed measures:

- Crucial actors for student housing meet regularly to improve the situation
- Platforms where students can find roommates are examined and it is reviewed whether there is a need to establish one.
- The possibilities of Turku Village Foundation to organise such platform for apartment search or to consider roommate wishes in the apartment search are examined.
- A situation picture of the status quo and needs of student housing in Satakunta are reviewed
- It is promoted that the possibilities of international students to rent apartments from the city and private markets are improved

2.5 Increasing indebtedness of students



169 Supports the following objectives of the Strategy: Influence and promotion of
170 student interests: We bring issues boldly forward

171 Responsible sector: Sector for Social Affairs

172 Current status: The student loan burden of students has continued to grow
173 after study subsidy became more loan-focused while other support forms
174 of students have been cut. In addition, the rise of living costs has increased the
175 need for loan. Students are the only population group whose social security,
176 study subsidy, is significantly based on loan money. TYT promotes its objective
177 that study subsidy must enable full-time studying.

178 According to the health study of university students (KOTT 2024), 70%
179 of those who took out a loan used it primarily for the necessary
180 costs of everyday life, women more often than men. In addition, 15% of those
181 who took out a loan assessed to deal relatively or very poorly with the paying
182 back of the loan. The increasing indebtedness deteriorates students' well-being
183 and vision for the future, increases economic insecurity and deepens
184 educational inequality.

185 Objective: TYT has put into practice actively the results of the survey
186 made on students' study loan situation in 2025. As a promoter of student
187 interests, TYT advances a social change where students' basic security is not
188 only reliant on debt funding but sufficient social security.

189 Proposed measures:

- 190 - The results of the survey made on the study loan situation
191 will be widely utilised. The results are presented and influencing work
192 is conducted towards the university, stakeholders and cooperation
193 partners
194 - A campaign is realised to support the deteriorated income situation
195 of students
196 - Presenting student budget friendly forms, for example, for
197 eating, sports, culture and hobbies



-
- 197 - The survey is realised again during 2026-2027
198 in order to monitor the development in long term
199 - A visible stance is taken towards the deteriorated economic
200 situation of students participating in the public debate
201 on the effects of the cuts targeted at students

202

203 2.6. The Great Fire of Turku 200 years

204

205 Supports the following objectives of the Strategy: Immemorable gatherings We
206 bring students together

207

208 Responsible sectors: Culture sector and company cooperation sector

209 Current status: The 200th memorial of the latest fire of Turku is in 2027.

210 The City of Turku organises its 800th anniversary in 2029. The City hopes that
211 student organisations are a visible part of the anniversary and the preceding
212 pre-party years.

213 Objective: An event is planned as part of the Turku 800 pre-party years
214 in cooperation with other Student Unions.

215

216 Proposed measures:

- 216 - The structure of the organised event is planned with other
217 Student Unions in Turku
218 - Support from the City of Turku is applied for an event
219 - A student event is organised in memory of the Great Fire of Turku
220 near the date of 5 Sep 2027

221



2.7. Student Union close to business life

Supports the following objectives of the Strategy: Stakeholder cooperation: We are a responsible cooperation partner

Responsible sector: Company cooperation sector

Current status: The Student Union has several established cooperation partners. The Student Union is already currently a relatively interesting partner, but a lot of potential is still unused. During 2025, the resources of the company cooperation sector were increased by adding working hours and by moving the sector under two Executive Board Members, which yielded results in the sector. In 2025, the prices and stances were re-assessed, new cooperation partners were obtained and the continued agreements were prolonged.

Objective: Company cooperation maintains its position as an established part of the activities of the Student Union and in 2025, the growth pace is aimed at being continued.

TYYP is a more interesting cooperation partner than before.

Proposed measures:

- At least two new main cooperation partnerships are obtained during 2026
- Contact with partner companies is held and the state of the agreements is reviewed also for cooperation partners whose agreements are not renewed that year
- The number of subscribers to the newsletter is sought to be increased by sending it to all members of the Student Union
- The guide for new students is made into a more attractive form of visibility for company cooperation partners



2.8. Active influencing for parliamentary elections 2027

Supports the following objectives of the Strategy: Influence and promotion of student interests: We bring issues boldly forward

Responsible sector: Municipal sector

Current status: In 2025, TYY has influences in regional and municipal elections. TYY has met parties and created its own themes for the elections. During 2026, parties and SYL will position themselves towards the coming parliamentary elections. In these elections, key election themes for students include the future of university funding and defending the support system of students. The elections will also elect MPs from Southwestern Finland to the Parliament and a goal-oriented construction of relations is important also in the year preceding the elections.

In 2025, public officials have not been met as much as it would have been justified from the perspective of the promotion of student interests. 2026 provides an excellent possibility for this objective. By advancing relations with public officials and high-level positions, more long-term objectives of the Student Union can also be achieved. TYY Student Union Council has provided statements on several national political objectives, such as the realisation of the West rail. The promotion of these objectives is possible as a result of the construction of the relations. Above all, the project enables a year of meaningful activities for the person responsible for the municipal sector during a year without elections.

Objective: TYY constructs trustful relations with decision-makers at municipal, parliament and public official level.

Proposed measures:

- Key themes for students are recognised for 2027 parliamentary elections. Themes and objectives constructed on their bases are generally communicated to students and SYL



- Actors responsible for SYL parliamentary and other necessary cooperation partners are actively met, including parties and organisations
- The construction of an election campaign important for students is participated in together with SYL
- Trustful and permanent relations with municipal decision-makers, MPs from Turku and key public officials crucial for the activities of the Student Union
- TYY conducts visible campaigning for Turku railway

2.9 Supporting students with children

Supports the following objectives of the Strategy: Immemorable gatherings: We bring students together and Meaningful services: We know our members and organisations

Responsible sectors: Equality and volunteer sector

Current status: According to statistics, more than 10% of students have a child or children to take care of. The precise number of students with children in Turku is not available. Students with children are a diverse group that consists of both international and Finnish students. The age range of children to take care of varies from zero to more than 18-year-old, which means that the needs for support are extensive.

TYY currently maintains a Facebook group of students with children to which a new group of students with children join always in the beginning of the year. The group is, however, silent and TYY has not had activities for students with children. The activities of the group and utilisation should be considered and its necessity examined from the students with children themselves. TYY has neither had projects dealing with students with children for years.

Objective: TYY organises an event that is targeted at students with children.



306 Proposed measures:

- 307 - The needs for students with children are examined with a survey
- 308 - On the basis of the survey, activities or an event concept is organised
- 309 in order to bring students with children together and to support them
- 310 - Cooperation possibilities with actors close to the everyday life of
- 311 families is reviewed, such as MLL or campus priests
- 312 - TYY Wings are involved in organising the activities

313

314 2.10 Anti-racist campaign as part of TYY's annual activities

315

316

317 Supports the following objectives of the Strategy: Social responsibility: Our
318 objective is an equal student culture, university community and society
319 The diversity of our members is considered valuable. We operate in
320 accordance with our Equality programme

321

322 Responsible sector: Equality sector

323

324 Current status: TYY organised an anti-racist campaign in 2023 together with
325 TYY Wings and Student City Turku. The material of the campaign
326 is still at TYY and can be used. According to the equality programme, TYY
327 contributes to the development of a more equal society.

328 – Campaigns and events promoting equality are joined,
329 such as Pride or anti-racist activities, inviting organisations to
330 join.

331

332 Objective: TYY has established anti-racist campaign as part of annual
333 activities and participates in it during the anti-racist week.



The anti-racist campaign is visible at the campus. TYY advances equality in the university community and in the society.

Proposed measures:

- The anti-racist campaign is entered into the annual cycle and in the testament.

- The material of the existing anti-racist campaign is used at the campus and communicated in TYY social media.

2.11 Turku Student Newspaper as a visible part of the university community

Supports the objective of the Strategy: Immemorable gatherings We bring students together

Influence and promotion of student interests: We bring issues forward boldly

Meaningful services: We know our members and organisations

Responsible sector: Communication and culture sectors

Current status: Turku Student Newspaper has supported the voice of students in Turku for already 95 years. With the popularisation of social media, the most important task of Turku Student Newspaper is to produce in-depth reviews on the activities, decision-making and other topics relevant for students in Turku relating to the Student Union.

Objective: Turku Student Newspaper is a significant part of student culture and life in Turku. Turku Student Newspaper is a significant membership benefit for students.



Proposed measures:

- Turku Student Newspaper and its status in preparing for active, informed and critical citizenship is emphasised
- The possibilities to increase the visibility of Turku Student Newspaper are examined with volunteers, for example, in events such as the opening carnival of the university or other events reaching the entire university community
- TYY channels communicate on the issued newspaper and share pieces published in Turku Student Newspaper in social media

3. Priorities of internal activities

This part presents the internal areas of development of the Student Union for 2026. In connection with each priority, its connection with the Strategy, the responsible sector, the state of play and planned measures for 2026 are described.

3.1. Introduction of new actors

Supports the following objectives of the Strategy: Influence and promotion of student interests: We bring issues boldly forward

Responsible sector: Main sector

State of play and measures: New actors arrive every year at TYY Office.

The Executive Board is changed once a year and in addition, several other recruitments are conducted annually. When the Secretaries General change, the orientation practices have been partly forgotten.

A clear structure and instructions as well as a plan are created for the orientation.

Attention is paid to the orientation material, such as slides, and an orientation training is organised at the Office. Successful orientation ensures that work tasks can be launched fluently and new actors feel welcome.



390

391 3.2. Promotion of student interests visible for the members

392

393 Supports the objective of the Strategy: Influence and promotion of student
394 interests: We bring issues boldly forward

395 Responsible sectors: Communication, Academic Affairs, Social Affairs,
396 International and Main Sector

397 State of play and measures: Promotion of student interests is one of the major
398 corner stones of TYY activities. Challenges have been experienced in
399 communicating it for a long time. TYY's previous communication on the
400 promotion of student interests has not significantly reached members and the
401 transparency of the promotion of student interests has been low. What sort of
402 promotion of student interests TYY conducts has remained unclear for the
403 members. Long-term challenges have increased the weight and importance of
404 the transparency of communication and activities.

405 In 2026, the improvement of the transparency of the promotion of student
406 interests is revised among sectors responsible for communication and
407 promotion of student interests. On the basis of the evaluation, genuinely
408 accessible operational procedures are developed to communicate the
409 promotion of student interests for the members. The promotion of student
410 interests will be communicated in a manner that increases the transparency of
411 TYY's promotion of student interests in different stages of the activities,
412 and not only are the results generally forwarded.

413

414 3.3. Clear and accessible online communications

415

416 Supports the objective of the Strategy: Immemorable gatherings: We bring
417 students together and Meaningful services: We know our members and
418 organisations



419 Responsible sector: Communications Sector

420 State of play and measures: Communications can always be improved. As the
421 second communicational priority of the year, special attention is paid on TYY
422 website. During the year, the problematic parts of the website are reviewed
423 and continuous procedures are created for the constant maintenance and
424 development of the website in order for them to serve the interests of the
425 members and reach them in a purposeful manner.

426

427 3.4. Development of councils and forums

428

429 Supports the objective of the Strategy: Meaningful services: We know our
members and organisations

430

431 Responsible sector: Organisation sector

432 State of play and measures: Organisations often participate in TYY's
433 organisational forums and councils in a manner that best enables them to
434 utilise the available resources and support from the training in their own
435 activities. In order for the training to be even more attractive and useful
436 for all parties, the development of their contents and form
437 will be revised to better serve the needs and objectives of the
438 organisations in 2026.

439 The objective is to organise training annually whenever needed. The training
440 organised by TYY are adjusted on the basis of the surveys and feedback.
441 The training are developed, for example, to have more discussion. In addition,
442 the dates of the organisational forums are sought to be adjusted to make them
443 as suitable and flexible for the needs of the organisations.

444 3.5. TYY services reaching the entire community

445

446 Supports the objective of the Strategy: Meaningful services: We know the needs
447 of our members and organisations



448 Responsible persons: Satakunta sector

449 State of play and measures: The development of the Satakunta campus sector
450 is continued and deepened to make the services and everyday practices
451 equal at all campuses. The objective is that the consideration of Satakunta
452 campuses will not remain a separate project but is established as a permanent
453 Part of TYY's operational culture and annual cycle. The work will be continued
454 in a long-term manner on the basis of previous years, and the priority is to
455 create permanent structures that ensure the accessibility, quality and equality
456 of TYY services at all campuses.

457 Special attention is paid to increasing TYY's visibility and raising awareness in
458 Satakunta.

459 The recognition of campus-specific special needs and the development of
460 services is invested in together with the local students.

461 The wishes and needs of students are reviewed both with a separate survey
462 and with constant dialogue and the results are utilised in developing new
463 service concepts reaching the entire community. At the same time,
464 cooperation and contact are strengthened with actors in Rauma and Pori
465 campuses through regular remote meetings, purposeful campus visits and
466 other communicational manners.

467 In addition, the division of resources is reviewed from the perspective
468 of the equality of the campus cities in order for TYY activities to support
469 all members equally. More resources will be targeted at the development of
470 the Satakunta campus sector, which will be considered in the distribution of
471 responsibilities.