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## 2 **Plan of action 2026**

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26

27



28 1. Purpose of the Plan of Action

29 1.1. Structure of the Plan of Action

30  
31 TYY' Plan of Action has a new structure for the year 2026. The new structure  
32 brings clarity and separates projects more visibly from the priorities of the  
33 activities.

34 The Plan of Action consists of the following units:

35 1) Plan of Action projects

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

37

38 2) Priorities of internal activities

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

43 1.2. Purpose of the Plan of Action

44

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

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

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

55



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.



62        2. Projects in the plan of action

63        2.1. AI in TYY activities in a cross-cutting manner

64

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

66        interests: We bring issues boldly forward

67        Responsible sector: Main sector

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

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

75        Proposed measures:

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



88        2.2. TYY's data management up to date

89

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

91        Responsible sectors: Main sector and Specialist for Administration

92        Current status: Data management and archiving is organised at TYY mainly

93        on the cloud storage of the university, serving as the use and storage

94        archives of TYY's electronic material.

95        Objective: The main purpose of the project is to ensure that the existing

96        data is organised so that legal requirements (for example,

97        on meta data) are fulfilled. The secondary purpose is to plan and introduce

98        procedures related to data management that serve in an optimal manner

99        TYY's management of daily tasks and simultaneously fulfil the legal

100        requirements for data management, document publicity and

101        archiving.

102        Proposed measures:

104        - The accessibility, traceability and archiving of existing

105        data is ensured in accordance with the Data Management Act

106        - The current practices of TYY actors are examined in producing

107        and archiving data and the changes needed in accordance with

108        the review are implemented

109        - TYY actors are trained to manage data in accordance with

110        the requirements

111

112        2.3. EC2U Forum in Turku 2026

113



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



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

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

153        Proposed measures:

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

165

166

167        2.5      Increasing indebtedness of students

168



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. TYY 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: TYY 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, TYY 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



222        2.7. Student Union close to business life

223

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

226        Responsible sector: Company cooperation sector

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

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

238        TYY is a more interesting cooperation partner than before.

239        Proposed measures:

239        - At least two new main cooperation partnerships are obtained during  
240        2026

241        - Contact with partner companies is held and the state of the  
242        agreements is reviewed also for cooperation partners whose  
243        agreements are not renewed that year

244        - The number of subscribers to the newsletter is sought to be increased  
245        by sending it to all members of the Student Union

246        - The guide for new students is made into a more attractive form  
247        of visibility for company cooperation partners

248



249            2.8. Active influencing for parliamentary elections 2027

250

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

253            Responsible sector: Municipal sector

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

262            In 2025, public officials have not been met as much as it would  
263            have been justified from the perspective of the promotion of student interests.  
264            2026 provides an excellent possibility for this objective. By advancing relations  
265            with public officials and high-level positions, more long-term objectives of the  
266            Student Union can also be achieved. TYY Student Union Council has provided  
267            statements on several national political objectives, such as the realisation of the  
268            West rail. The promotion of these objectives is possible as a result of the  
269            construction of the relations. Above all, the project enables a year of  
270            meaningful activities for the person responsible for the municipal sector  
271            during a year without elections.

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

274            Proposed measures:

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



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

286            2.9 Supporting students with children

287

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

291            Responsible sectors: Equality and volunteer sector

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

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

305            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.



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

336

337        Proposed measures:

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

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

342

343        2.11 Turku Student Newspaper as a visible part of the university  
              community

344

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

347        Influence and promotion of student interests: We bring issues forward boldly  
348        Meaningful services: We know our members and organisations

349

350        Responsible sector: Communication and culture sectors

351

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

357

358

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



361 Proposed measures:

362 - Turku Student Newspaper and its status in preparing for active,  
363 informed and critical citizenship is emphasised

364 - The possibilities to increase the visibility of Turku Student Newspaper are  
365 examined with volunteers, for example, in events such as the opening  
366 carnival of the university or other events reaching the entire university  
367 community

368 - TYY channels communicate on the issued newspaper and share  
369 pieces published in Turku Student Newspaper in social media

### 370 3. Priorities of internal activities

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

### 3.1. Introduction of new actors

377

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

380 Responsible sector: Main sector

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

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

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

387 Attention is paid to the orientation material, such as slides, and an orientation  
388 training is organised at the Office. Successful orientation ensures that work tasks  
389 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  
430 members and organisations

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.