

Educating for a sustainable world

Caring for climate and nature > 2025

We will achieve carbon neutrality by 2030

Together with residents, municipalities, companies and researchers, we will make a roadmap based on the principles of complete sustainability.

We will rapidly reduce the use of oil and peat in energy production and transport.

We will ensure that the economic, social and environmental impacts of reducing peat production are kept to a minimum.

We will develop and invest in non-combustion technologies such as wind power, solar power, geothermal heat and using waste heat.

We will increase carbon sequestration as well as carbon capture and utilisation.

Accelerating the circular economy

We will advance the efficient and sustainable use of materials so they stay in circulation for a longer time, and safely.

We will develop biogas production and markets tailored for the needs of bus traffic, heavy traffic and work machines, among others.

We will build a food system that nurtures local production, crop diversity and the use of side streams.

We will curb consumption by promoting the sharing, rental, repair and recycling of products.

Protecting biodiversity

We will halt biodiversity loss by 2030.

We will promote the restoration of biodiversity by identifying key areas and taking them into account in land use.

We will make facts about the biodiversity of forests and waters available to everyone to drive decision-making.

We will increase biodiversity in forest management to promote the sustainable use of forests.

We will improve the quality of surface and groundwater.

We will leverage the biodiversity of our pristine forests and waters to create a pull factor for people.



Measures and indicators

Fertile ground for growth Economy and renewal

- Employment rate
- Unemployment rate
- Development of corporate turnover
- Share of research and development costs as a percentage of GDP
- Proportion of university graduates 25-34 years old
- Graduates in Central Finland who are employed in the region
- Proportion of those who believe they can't work until retirement age, 20-64 years

Finnish Heartland Identity and partnership

- Share of participants actively involved in third-sector activities
- Sense of belonging to an important community, or group (%) in grades 8-9
- Measuring partnerships and networks with regular surveys

Educating for a sustainable world Environment and nature

- Greenhouse gas emissions (total emissions)
- Turnover of circular economy enterprises
- Share of alternative propulsion in the car fleet
- Areas of protected forests (statutory and other)
- Amount of decaying wood/decayed wood
- Implementation of measures (%) agreed in negotiations on the prioritisation of species in urgent need of protection
- Rehabilitation and restoration of habitats
- Ecological status of surface waters

Where world currents converge Accessibility and region as community

- Travel time and public transport services between Jyväskylä and Helsinki
- Flight services between Jyväskylä and Helsinki
- Funding level for basic transit route maintenance
- Financing transit route network development
- Fixed broadband access
- Migration (domestic and crossing national borders)
- Proportion of population with a foreign background
- Number of summer residents (excluding persons with holiday homes located in the same municipality in which they live)
- Proportion of those who feel good about their quality of life (%) 20-64 years old

