

Fertile ground for growth

Taking care of our economy and staying resilient > 2025

Strengthening our ability to innovate and produce

We will increase the scope and number of our research and development projects to raise R&D spending to 4% of GDP by 2030.

We will speed up the path from knowledge and innovation to commercialisation of products and services.

We will leverage our technology expertise, digitalisation, robotisation and materials technology to increase productivity and sustainability.

We will strengthen our upper secondary education as a promoter of business growth and development.

We will promote information and understanding about the future.

Growing more competent and more civilised as a community

We will nurture a foundation of culture and lifelong learning from childhood onwards.

We will increase higher education to give 50% of 25 to 34-year-olds a university degree by 2030.

We will respond to the skills and needs of working life by offering continuous learning at all educational levels.

We will increase the foresight and responsive capacity of our education systems and encourage students to work in sectors in dire need of labour.

We will ensure that guidance related to lifelong learning helps people of all ages, at every stage of their lives, education and careers.

We will take advantage of digitalisation in learning and education.



Fertile ground for growth

Taking care of our economy and staying resilient > 2025

Promoting the rights, the skills and the enthusiasm, for people of all ages to work and do business

We will target raising our employment rate towards 75%.

We will encourage entrepreneurship in whatever shape or form.

We will make sure young graduates get a running start on work life or entrepreneurship.

We will increase employment and entrepreneurship among the 50-74 age group by encouraging continuous learning and part-time work, while helping maintain the working capacity and raising the value of older people in the workplace.

Making well-being of the mind part of the development of Central Finland

We will encourage employers to invest in well-being at work.

We will ensure that well-being activities and low-threshold welfare services are available for all ages throughout the region.

We will promote the visible effects of nature, exercise, culture and community.



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

