

Finnish Heartland

Our identity and partnerships > 2025

Safeguarding our role in national and international networks

We will stay active in national and international knowledge and innovation networks, in line with our strategy.

We will nurture the role and position of Jyväskylä, as one of Finland's largest cities, in national decision-making.

We will deepen our operational connection between Jyväskylä and Tampere in regional development and in co-operation among well-being services counties.

We will take care of Central Finland's strong position in the area of Eastern Finland cooperation as its largest welfare services county.

We will build a foundation for expanding medical education.

We will build a foundation and profile for a welfare model for the region.

We will raise the brand value of our Lake District as the world's most alluring lake area and a relaxing holiday destination.

Promoting inclusion and equality so that no one becomes marginalised.

We will work consistently to merge third-sector operations with our existing collaboration and service-delivery frameworks.

We will nurture the diverse opportunities our residents have to make a difference – notably through inclusion and equality of children and young people, which we take especially to heart.

We will build equal opportunities for people of all ages to pursue hobbies throughout the region.



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Nurturing fellowship and flexibility for resilience in overcoming crises

We value our Central Finnish identity and proudly display it through art, culture and the media.

We recognise the impact of megatrends on our cities and rural areas, and on our diverse inhabitants – we also humbly grasp the means to adapt rather than pursue population growth.

We are working to increase our region's resilience to change, through advanced knowledge and open discussion.

We will of course scrutinise the impact of our development choices as well as our decisions around crisis resilience and security.

We will implement structural changes to our administration – the establishment of a well-being services county, the new role of municipalities, the transfer of employment services to municipalities – based on partnering, while at the same time nurturing a unified region.

We will build a well-being services county using the power of diverse partnerships and multi-productivity.

We will develop a sophisticated and well-informed strategy to prepare for changes in the role of municipalities.



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

