

Where world currents converge

Taking care of our community and accessibility > 2025

1. We will safeguard the smooth and safe movement to and from here, and all around the world.

We will strengthen the Jyväskylä region as a nationally significant hub, connecting multiple transport modes and as an urban node in the TEN-T core network.

We consider the Finnish national road 4 and the Finnish Mainline to be the most important thoroughfares in Finland, and we plan to develop the Finnish national road 9 as a cross-border connection.

We will make sure that air traffic serving international connections works smoothly.

We will ensure that local needs are taken into account as well as national requirements in maintaining our transport routes.

We will enhance the possibility for people to work and do business using public transport connections, including main transit routes, ticket systems and traffic access networks.

We are developing attractive and functional nature sport trails, such as the EuroVelo cycling route.

Taking care of digital accessibility

We will increase the availability of reliable, high-speed communications connections in households and businesses.

We will increase the importance of cyber-security in overall security and strengthen our cyber-security expertise.

We will promote digitalisation and technology service-level upgrades of our transport systems.

Making space for multi-place work and study

We will leverage our pull factors – central location, accessible labour market, affordable housing, smooth daily life and open atmosphere – to attract domestic and foreign expertise.

We will diversify our housing and accommodation.

We will digitalise wider areas to facilitate work and study, for example through the regional hub network (*seutuhub-verkosto*).



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Increasing education and employment-based migration

We will create an atmosphere where different cultures can thrive together.

We will work harder to integrate foreign workers, researchers and students into our working life and communities.

Promoting the well-being of Central Finns

We will use the natural surroundings of Central Finland to build meaningful opportunities for well-being

We will develop and implement new ways for our residents to promote their own well-being and that of their loved ones.



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

