



AMMATTIKORKEAKOULU
University of Applied Sciences

Laurea's societal impact in 2023





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President's foreword

WE AT LAUREA UNIVERSITY OF APPLIED SCIENCES are strongly committed to continuously improving the quality and impact of our activities in accordance with the PDCA (Plan, Do, Check, Act) cycle, with our constantly developing quality system constituting a key part of these efforts. We want to responsibly enhance the societal impact of our activities. This will require openness and active interaction between our community and operating environment, as Laurea's strategic intent is to be an international developer of working life-related competence and vitality in Uusimaa.

IN 2023, FINEEC, the Finnish Education Evaluation Centre, granted Laurea its Quality Label for Excellence, which is given annually to only one higher education institution for exceptionally high-quality development work. According to FINEEC, Laurea's activities have demonstrated its innovative and pioneering approach, long-term development focus, and inclusive operating culture. FINEEC's justifications emphasised Laurea's pioneering role in developing its societal interaction and operating methods, as Laurea continues to engage different actors, networks, and stakeholders in the region in a goal-oriented and extensive manner as part of its co-creation initiatives. Laurea's successful activities are also promoted by its active monitoring of working life and foresight efforts, as well as its strong commitment to reform throughout the organisation. The second criterion for granting the Excellence label was Laurea's exceptionally strong results and practices in research, development and innovation (RDI) activities and their development. The third reason for the Excellence label was Laurea's open-minded focus on surpassing boundaries, as it actively seeks to engage its alumni and other networks in its development work. Laurea also plays an important role in national cooperation and international networks, such as the European Network of Living Labs and the European Network of Security.



BEING THE RECIPIENT OF a Quality Label for Excellence will encourage Laurea to continue and further develop its societal interaction efforts and the different forms that these initiatives can take. Indeed, the criteria used in the evaluation of the Quality Label for Excellence also serve as excellent guidelines and objectives for Laurea's future efforts:

- The higher education institution is an innovative forerunner and develops its operations in a bold and open-minded manner.
- The higher education institution has top level expertise in long-term development, and it can provide strong evidence of the impact of its development and enhancement activities.
- The higher education institution has a positive impact on its surroundings. The higher education institution is known for engaging a wide range of actors in its development and enhancement activities and for crossing borders in an open-minded manner.

WE HAVE COMPILED THESE reports on Laurea's societal impact and interaction since 2016. This report is the eight of its kind, and it contains numerous examples of the operating models and activities that Laurea has used to achieve its societal impact in 2023. We hope that these examples will inspire our entire higher education community, as well as our current and future partners and other stakeholders, to collaborate actively with the higher education sector and further improve the operating models and activities that will allow us to develop a more thriving and sustainable world together.



A handwritten signature in white ink, reading "Jouni Koski".

Jouni Koski
President, Executive Director, PhD

Introduction: Our education aims to make an impact

The societal impact of higher education refers to short-term and long-term outcomes and changes that education can bring about, for both the individual and society as a whole. However, how we measure this impact and our influence is by no means an unambiguous or commonly agreed process.

THE IMPACT THAT a higher education institution has had can be monitored with indicators that describe, for example, its educational volumes or the scope of its research activities. Although these quantitative indicators often fail to address long-term trends, they are indicative and, above all, verifiable. Long-term impact, on the other hand, is a more difficult thing to measure. It is often difficult to identify the impact of an individual measure in a societal context, where many things tend to change and shift simultaneously. Other issues, such as the status of the economy or international phenomena, can also result in various changes, and the impact of new competence or knowledge can be difficult to distinguish. The time span of a change also poses its own challenges. Laurea has conducted an extensive amount of work to, for example, develop social equality. However, the impacts of our efforts to reduce social exclusion or improve the preconditions for life occur over the long term, often over a span of many years, which makes verifying their results difficult.

IMPACTING SOCIETY AND the lives Finns and our stakeholders has been part of Laurea's principles since its inception. At Laurea, the principle of learning by development is to produce benefits for our partners while enhancing the competence of our students. For example, our Business

Management projects allow our students to accumulate new skills while providing solutions to our partner companies and boosting their competitiveness.

ONE OF THE POINTS of this publication is to highlight the diverse ways in which we can have an impact. On the one hand, this diversity applies to the ways in which we can create impact, from large research projects and degree programmes to smaller initiatives involving only a few individuals. On the other hand, diversity can also apply to the different ways in which we monitor our impact and influence, and includes not only quantitative outcomes, but also stories, experiences, and the human element of an impact.

FOR SOCIETY, EDUCATION is an investment in its future that ensures its future competence and competitiveness in a specialised world with fewer routine tasks and increasing demand for specialised competence. Monitoring the impact of the education, RDI activities, and business operations of higher education is important – and even necessary. We hope that you find this review of our work in 2023 interesting and thought-provoking. If you have any further questions about this report, feel free to contact us for more information!

"One of the points of this publication is to highlight the diverse ways in which we can have an impact. On the one hand, this diversity applies to the ways in which we can create impact, from large research projects and degree programmes to smaller initiatives involving only a few individuals."

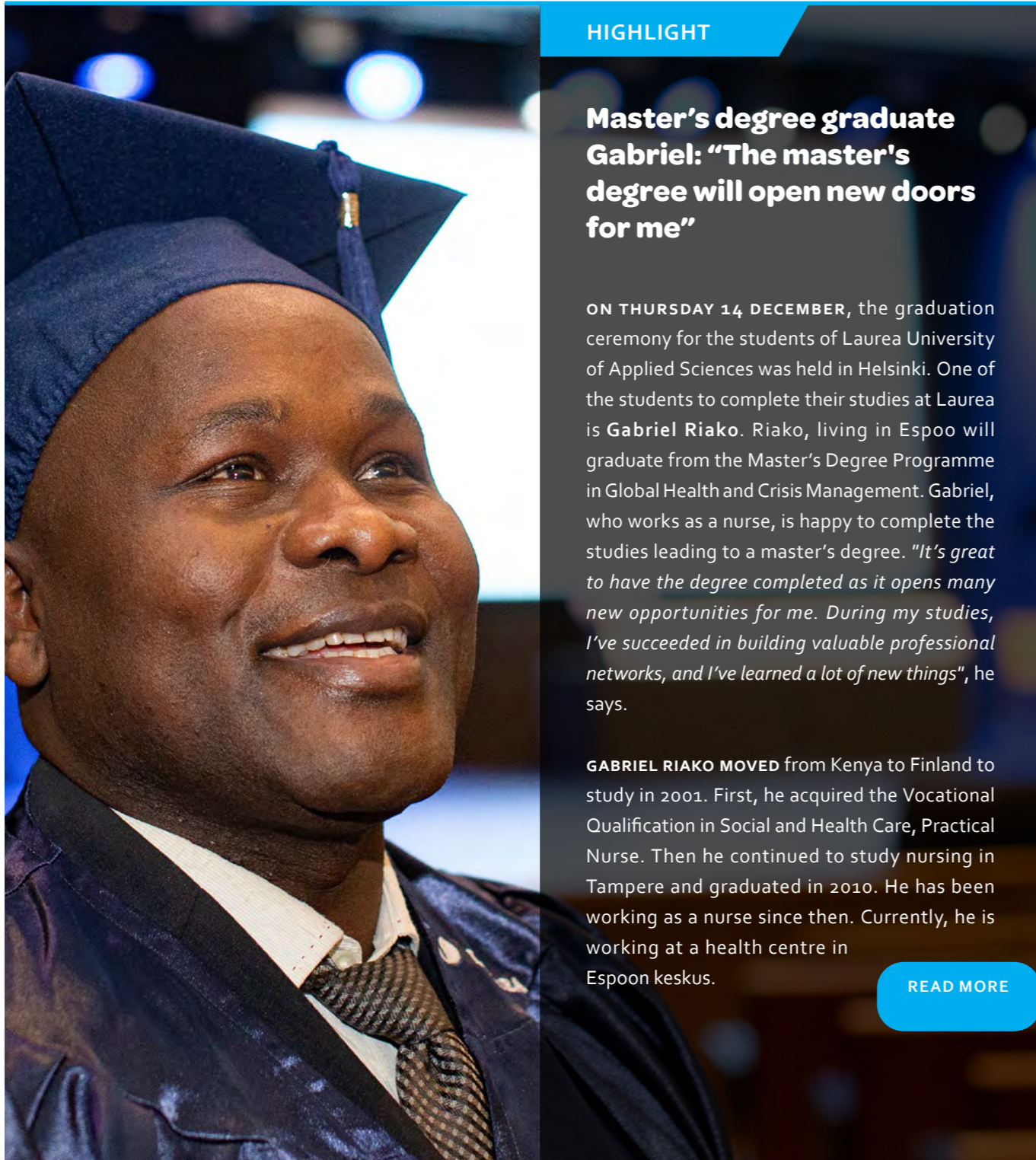


A white, stylized signature of Teemu Ylikoski, consisting of several overlapping loops and lines.

Teemu Ylikoski
Development Director,
D.Sc. (B.A.)



1 Impactful educational activities



HIGHLIGHT

Master's degree graduate Gabriel: "The master's degree will open new doors for me"

ON THURSDAY 14 DECEMBER, the graduation ceremony for the students of Laurea University of Applied Sciences was held in Helsinki. One of the students to complete their studies at Laurea is **Gabriel Riako**. Riako, living in Espoo will graduate from the Master's Degree Programme in Global Health and Crisis Management. Gabriel, who works as a nurse, is happy to complete the studies leading to a master's degree. *"It's great to have the degree completed as it opens many new opportunities for me. During my studies, I've succeeded in building valuable professional networks, and I've learned a lot of new things"*, he says.

GABRIEL RIAKO MOVED from Kenya to Finland to study in 2001. First, he acquired the Vocational Qualification in Social and Health Care, Practical Nurse. Then he continued to study nursing in Tampere and graduated in 2010. He has been working as a nurse since then. Currently, he is working at a health centre in Espoon keskus.

[READ MORE](#)

LAUREA'S NEW PEDAGOGICAL programme was published in autumn 2023. The programme was created through a communal process, with a large number of Laurea staff and students participating in its implementation. The themes and priorities selected for the programme emerged from Laurea's strategy, student feedback and a quality audit performed by the Finnish Education Evaluation Centre (FINEEC).

PRIORITISED THEMES of the pedagogical programme include the assessment of students' competence, recognition of prior learning, accreditation of competence acquired through work during studies, taking internationalisation, sense of community and multiculturalism into account in learning, and using scientific knowledge as a basis for development activities.

LEARNING BY DEVELOPING WILL continue as a cornerstone of Laurea's pedagogy. As part of the new pedagogical programme, Laurea has also begun the promotion of its Learning by Developing model. The aim is to combine the active role of students, research-oriented approaches and partnerships, as well as the needs of Laurea's RDI activities more seamlessly in Laurea's pedagogy.

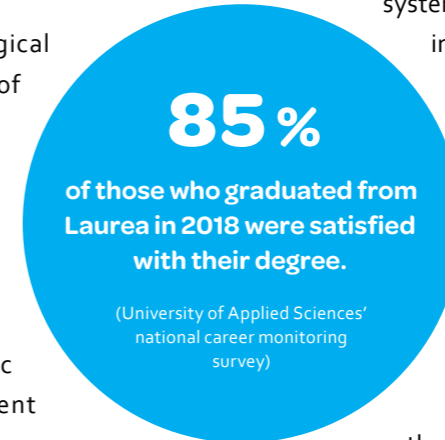
THE ONLINE ORIENTATION of new students was revamped in 2023 and structured in accordance with Laurea's pedagogical policies and programme. Particular efforts have been made to strengthen our students' sense of community and agency as part of our higher education community. The aim of our online orientation is to ensure our students a smooth start at Laurea and thus support their attachment to their studies and roles as students.

LAUREA'S NEWLY LAUNCHED degree programmes have been designed for the needs of working life both in Uusimaa and across the nation. The new Bachelor's degree programme for rehabilitation counsellors began at Laurea's Otaniemi campus in Espoo. The programme was developed in close collaboration with working life, and a comprehensive, working life-oriented steering group helped Laurea determine the competence needs that are currently most vital in the field.

There is a high demand for rehabilitation counsellors, and Laurea's newly launched degree programme is the only one of its kind in southern Finland.

LAUREA LAUNCHED TWO new Master's degree programmes: Clinical Expertise in Nursing, and Development and Management of Correctional Services. Clinical experts in nursing are an important resource in the health care system and patient care, especially now with the introduction of the Finnish wellbeing services counties and Finland's health and social services reform. Meanwhile, the fully remote Master's degree programme in correctional services was designed for the field's national needs, which are the result of the organisational reform of the Criminal Sanctions Agency.

LAUREA PUBLISHED ITS first guidelines on the use of artificial intelligence (AI) in teaching and studies. The purpose of these guidelines is to ensure that AI is used to support teaching and learning in a useful and reliable way. The recommendations issued by the Rectors' Conference of Finnish Universities of Applied Sciences on the utilisation of AI were used in the drafting of these regulations. As a rule, AI and language models may be used to support teaching and studying. The use of AI should always be implemented in a responsible and open manner.



GOOD PRACTICE: ORIENTATION FOR OPEN UAS PATH STUDIES ONLINE COURSE

LAUREA'S PEDAGOGICAL ADVANCE of the Year award was given to the Orientation for Open UAS Path Studies selection course. The first Orientation for Open UAS Path Studies selection course was arranged as part of the UAS path admissions process in autumn 2021. This solution has helped prospective students orientate themselves to Open UAS studies and provided a more open process for applying to Laurea as a path student.

THE STUDENT SELECTION for path studies is based on the Orientation for Open UAS Path Studies online course. The course is a self-study course that is only available online.





Examples of impactful educational activities



Laurea alumna of the year Pauliina Törnqvist has embarked on an international career in gaming

"PURSUE YOUR DREAMS" This statement accurately describes the career of Pauliina Törnqvist, who was named Laurea's Alumni of the Year for 2023. Pauliina, who now lives in the United States, graduated from Laurea in 2015. Right after graduating she got a job in Paris at the gaming company Ubisoft. Since then she has worked as a producer in several different gaming companies and many internationally well-known game productions, including Call of Duty.

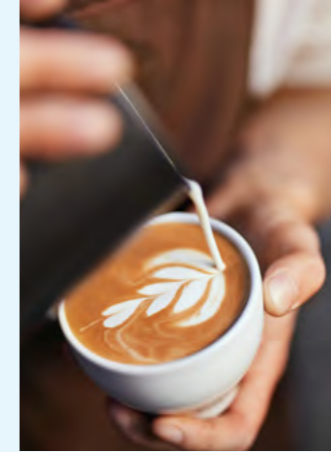


Future nurses and practical nurses train together to hone their working life skills

CAREERIA'S PRACTICAL NURSING STUDENTS and Laurea's nursing students participated in a joint resuscitation training event at Careeria's simulation learning environment in Porvoo. This type of shared learning allows nurses and practical nurses to gain valuable insight into how they will work together in their future careers. The aim of simulation learning is to create authentic situations where students can safely practice their nursing skills and transfer their competence to real-life scenarios. The teachers directing the event can also share their knowledge and good practices.



Examples of impactful educational activities



A super popular course introduces general upper secondary school students to life at a café

SINCE 2019, LAUREA has organised the Café Work study unit twice per year for general upper secondary school students in Espoo and Helsinki. The course prepares them to work at a café, and students receive two credits for the course, which they can use in their studies if they later apply to study at Laurea. Students can also complete the Hygiene Passport as part of the course. The study unit has become very popular among general upper secondary school students.



Laurea's physiotherapy programme has trained passionate and skilled students for 25 years

LAUREA CELEBRATED THE 25th anniversary of its physiotherapy programme at its Otaniemi campus in September. The planning of the degree programme began in 1998 at Espoo-Vantaa University of Applied Sciences, and much has changed and evolved since then. Over the past 25 years, Laurea has trained nearly 700 physiotherapists. The demand for physiotherapists has only grown over the years, which is why Laurea continues to increase its student intake. Currently, the programme has 268 students.

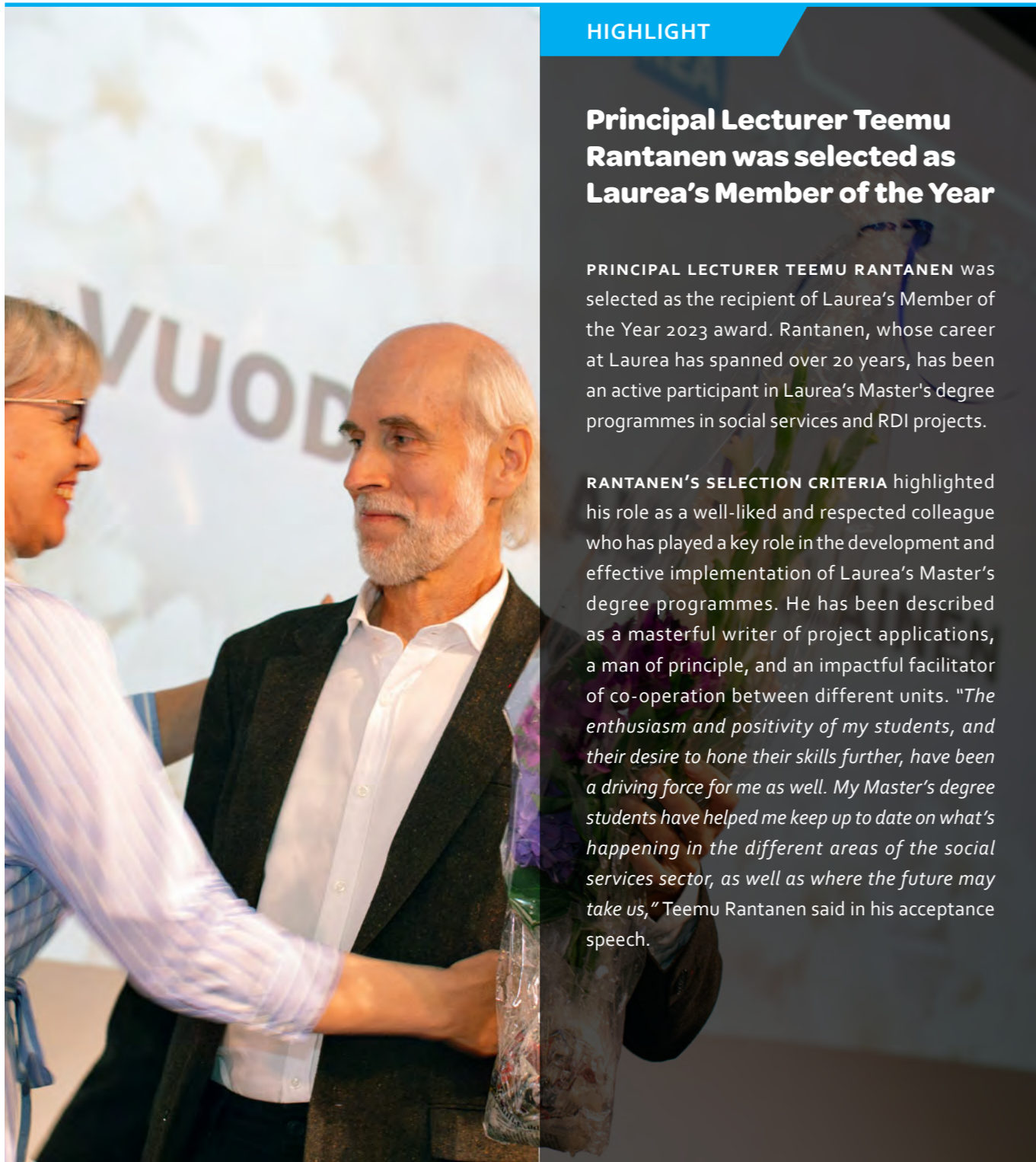


The HEIComp project puts Laurea's LbD expertise into practice in Latin America

THE HEICOMP PROJECT (Bridging the Gap between Student Competences and Working Life Needs) coordinated by Laurea was launched at the start of the year. The aim of the project is to develop the education provided by higher education institutions in Brazil and Paraguay to better meet the needs of working life and thus promote the employment of the students. The key approach applied to the project is Laurea's Learning by Developing (LbD) model.



2 Impactful research, development, and innovation activities



HIGHLIGHT

Principal Lecturer Teemu Rantanen was selected as Laurea's Member of the Year

PRINCIPAL LECTURER TEEMU RANTANEN was selected as the recipient of Laurea's Member of the Year 2023 award. Rantanen, whose career at Laurea has spanned over 20 years, has been an active participant in Laurea's Master's degree programmes in social services and RDI projects.

RANTANEN'S SELECTION CRITERIA highlighted his role as a well-liked and respected colleague who has played a key role in the development and effective implementation of Laurea's Master's degree programmes. He has been described as a masterful writer of project applications, a man of principle, and an impactful facilitator of co-operation between different units. *"The enthusiasm and positivity of my students, and their desire to hone their skills further, have been a driving force for me as well. My Master's degree students have helped me keep up to date on what's happening in the different areas of the social services sector, as well as where the future may take us,"* Teemu Rantanen said in his acceptance speech.

LAUREA ANNUALLY COLLECTS feedback from its partners who have been involved in projects that Laurea has coordinated. The year's projects received excellent grades in the surveys sent to Laurea's project partners, and all respondents ranked Laurea's overall success in coordinating each project as good or exemplary. The survey asked respondents to evaluate various factors, such as the different areas of a project, the significance of its outcomes, and their willingness to recommend Laurea. Laurea's recommendation index (NPS) was 60, which is an improvement compared to the result from the previous year (57).

LAUREA'S PROJECT-RELATED success has granted it access to new areas, such as project consortia that aim for internationally competitive project funding. For example, towards the end of the year, Laurea participated in four security management project applications that were granted funding from the EU's Horizon Europe programme. The growth in external RDI funding received by Laurea continued in 2023, reaching a record level of EUR 8.3 million. In 2022, this figure stood at just EUR 7 million. In other words, in only three years, Laurea has almost doubled its external RDI funding.

THE EU-HYBNET PROJECT network, which is coordinated by Laurea and focuses on combating hybrid threats, grew to over 130 organisations. This demonstrates how the project's outcomes have formed a solid basis for determining and recommending what is necessary for society at large. The European Commission and many EU institutions and Member States have expressed their interest in hearing about EU-HYBNET's results, and the project has been invited to present its outcomes and future perspectives at numerous, highly important events.

ORGANISATIONS IN THE UUSIMAA REGION developed their RDI expertise and skills in applying for European research funding in a project for developing and strengthening European RDI collaboration in Uusimaa, which ended in autumn 2023. The project's ultimate goal was to ensure that the actors in Uusimaa have access to sufficient innovation funding. The project included the creation of five MOOC courses on RDI activities and their different areas.

AS PART OF LAUREA'S ROADMAP for Openness, Laurea's data catalogue was opened to supplement the project descriptions on our website. The data catalogue highlights the metadata of the research and development materials produced in the projects, as well as the possibilities for reusing their datasets. Data management and reuse are sustainable development-friendly activities that strengthen our societal impact.

LAUREA'S INCREASINGLY DIVERSE selection of publication channels has also strengthened its societal participation and impact. Podcasts and videos are fairly new ways of producing and sharing information about our activities and reaching new audiences. We highlighted Laurea's activities and achievements not only in podcasts and videos but also in a record number of text publications. Since 2022, our publication output has grown by nearly 35%. In addition, we published regularly on Laurea's own publication channels – the Laurea Journal, Laurea Publications, and Laurea Long, our latest venture in long-form articles for professional audiences – and amassed an active reader base. In 2023, 375 articles were published in the Laurea Journal, 242 of which were professional articles and 133 were blog posts. All in all, we easily surpassed our publication targets for 2023.



GOOD PRACTICE: THE PAMUROBO PROJECT

IN 2023, THE LAUREA AWARD for the year's most impactful RDI activity was given to the Pamurobo project, which focuses on service development through technology, service design, and co-creation. The aim of the project is to map competence needs and produce new competences for working life, provide improved employment opportunities, develop personnel competence, promote collaboration with stakeholders, and produce an operating model for combining education, employment services, and working life.

THE PROJECT'S EDUCATIONAL aspects were implemented with career-changers, the unemployed, those at risk of unemployment, and those seeking to develop their careers, with the project's participants amassing a total of 2,600 credits.





Examples of impactful RDI activities



International eHealth conference was held in Laurea

DO DIGITAL SERVICES MEET promised levels in social welfare and health care? The Finnish Society of Telemedicine and eHealth and Laurea University of Applied Sciences organised an international eHealth conference on 12–13 October 2023 in Vantaa at the Laurea campus. The research programme of Laurea and the main theme of the eHealth 2023 conference highlighted Laurea's commitment to promoting and improving innovations in digital social welfare and health care. By focusing on a human-oriented approach, robust data production and the development of user-centred, security-conscious solutions, Laurea is poised to provide valuable contributions to the changing environment of digital social and health services.



CRITIS2023 conference gathered experts in critical information exchange infrastructure and cybersecurity to Laurea

LAUREA UNIVERSITY OF APPLIED SCIENCES organised the CRITIS2023 International Conference on Critical Information Infrastructures on 13–15 September at the Tikkurila campus in Vantaa. The annual conference presented the latest research results and future challenges in critical information exchange infrastructure and critical infrastructure. New solutions related to the maintenance of information exchange and situational awareness were presented extensively and their strengths for the security of society were discussed.



Examples of impactful RDI activities

Laurea takes an active role in reforming the evaluation practices of RDI activities

THE INTERNATIONAL COALITION OF Advancing Research Assessment (CoARA) aims to renew research assessment practices. Laurea has signed the CoARA agreement and thus committed to following and promoting its principles. At the heart of CoARA is the idea that the merits of researchers and other people involved in research should be looked at more holistically. The participation of the UAS sector in the CoARA process is instrumental as our RDI work differs from the activities of traditional science universities.

Laurea is a competitive workplace for top researchers

NIKOLINA KOPORČIĆ, PHD in Technology and a Researcher at Laurea University of Applied Sciences in Uusimaa, was the first in the history of the university to pass the Researcher Career Path Assessment and was appointed as a Senior Researcher. This is a significant milestone in Laurea's Researcher Career Path, which was launched in 2021 to support and provide predictable and long-term career progression opportunities for researchers at the Laurea UAS.

Recommendation of the IRWIN project: Finland needs an information model for civic information to strengthen its dialogue on preparedness

INFORMATION RESILIENCE REFERS to the ability of society as a whole to engage in knowledge-based preparedness. Civic participation in information resilience is a particular challenge, the significance of which has been demonstrated by various recent crises, such as the COVID-19 pandemic. The policy recommendations published in the IRWIN project, which is funded by the Research Council of Finland, include recommendations on how information resilience can be strengthened with an information model for civic information. One solution proposed in the IRWIN project is the creation of an open and multilateral information model. Information resilience requires an open information model extending to civil society that is also available to fourth-sector actors, and it should define said actors' roles, the principles of communication, the main information structure, and operational responsibilities.



3 Impactful partnerships and networks



HIGHLIGHT

A group of Nepalese students have started their studies in Hospitality management & service design at Laurea

A GROUP OF NEPALESE STUDENTS have started their studies in Hospitality management & service design at Laurea University of Applied Sciences in Espoo, this autumn. A high-quality internship and the support of the teaching team are critical factors on the way to adapting to Finnish society. One important factor is seen as helping students to find a high-quality internship as part of their studies. During the autumn, Nepalese students started their internships at the restaurants of Laurea's key partner, the restaurant chain Factory.

THE STUDY PROGRAMME has decided to help the students as much as possible in everything that will help them integrate into Finnish society and feel more comfortable in their new country of residence. One important factor is seen as helping students to find a high-quality internship as part of their studies. Dialogue and cooperation between the company, the student and the university is also seen as crucial. A helping hand has also been extended to the spouses of students to help them find a job in Finland.

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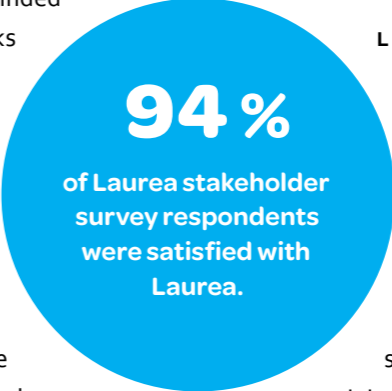
FINEEC, THE FINNISH EDUCATION Evaluation Centre granted Laurea its Quality Label for Excellence in higher education in May 2023 as proof of Laurea's high-quality development work. The evaluation panel paid particular attention to three aspects of Laurea's activities. The first one was Laurea's pioneering role in developing societal interaction and the practices related to it. Secondly, the panel found Laurea's evidence and practices in RDI activities and their development exceptionally strong. Laurea's third strength is its open-minded focus on surpassing boundaries. Laurea looks beyond any boundaries creatively, and it also actively utilises alumni and other networks in its development efforts.

LAUREA HAS INTENSIFIED its collaboration with working life in recent years by building an impactful key partnership network. At the end of 2023, the network included 101 key partners. With the growth and development of Laurea's key partnership activities, a new Key Partnership Team was established at Laurea in 2023 to foster partnership activities that benefit all parties. This enables concrete collaboration with working life, for example in the form of visiting lectures and working life projects, work placement and thesis opportunities for students, shared visibility, and RDI collaboration.

LAUREA RECEIVED GOOD feedback from its key partners and stakeholders in its annual feedback questionnaire, achieving an overall grade of 4.0 (on a scale of 1–5; no change from 2022). 78% of respondents would strongly recommend Laurea or had already done so. The satisfaction of Laurea's key partners with the key partner programme was also a 4.0, as it was in the previous year. In their open feedback, Laurea's partners praised Laurea's diverse range of projects, the service provided by its contact persons, how Laurea's students worked together with them, and their close collaboration with Laurea.

ONE OF LAUREA'S KEY STRATEGIC partnerships internationally is the PIONEER Alliance of ten European higher education institutions. PIONEER's activities focus on supporting the sustainable development of future cities through research, development, innovation, teaching and service ventures, as well as through multidisciplinary network and ecosystem collaboration. For Laurea, internationality is a prerequisite for providing competence-based education and producing skilled

experts for the labour market both in Finland and abroad. This, in turn, will help significantly improve the quality and societal performance and impact of all Laurea activities. Laurea's degree programmes have enhanced their international impact through, for example, BIPs (Erasmus+ Blended Intensive Programmes), three of which were organised at Laurea in 2023. During the BIP weeks, nearly 100 students from Laurea's partner institutions attended Laurea's study units together with Laurea students.



LAUREA'S EDUCATION EXPORTS as commissioned education expanded to new countries and degrees. In 2023, 131 new students from Nepal and India have begun or are about to begin their commissioned education studies. Studies offered as continuous learning include Open UAS studies, continuing education, and specialisation studies that have been planned jointly by Finnish universities of applied sciences. In 2023, Laurea arranged for example study opportunities for those aiming for the early childhood education and care sector in the form of competence modules.

LAUREA ORGANISED THE national UAS Days event in 2023. The event is one of the most important annual events in the university of applied sciences sector, attracting nearly 400 visitors to Laurea's Leppävaara campus between 3 and 4 May. The themes of the event were digitalisation, well-being, and internationality.

GOOD PRACTICE: THE JOBFEST EVENT

THE JOBFEST EVENT brings together Laurea's students, key partners, and companies from various fields. The event provides concrete opportunities for those who wish to receive personal and group support in their quest to find employment. In addition to encounters with workplace representatives, students can attend topical lectures, learn how to make the most of LinkedIn, take a CV photo, and receive a great deal of other versatile support for furthering their employment. The event's schedule runs for several days, focusing on actors from specific fields each day to maximise the event's impact. In 2023, JobFest was awarded the Service Act of the Year at Laurea.





Examples of impactful partnerships and networks



Target Partners' and Laurea's educational collaboration helps address the demand for digital competence

AT THE BEGINNING OF OCTOBER, Laurea launched a new education module that focuses on digital and service development. The module in question is the Digital Service Developer F.E.C. labour market training, implemented by Laurea's key partner Target Partners with Laurea responsible for the module's contact teaching. The newly launched training is provided as a six-month, recruitment-oriented module by the Centre for Economic Development, Transport and the Environment in Uusimaa. The module's objective is to promote encounters between jobseekers and companies, and 14 jobseekers have been selected by the companies participating in the training. Target Partners helped match the jobseekers with the companies, which all have a need for expertise in digital services.

Micro-courses provide precise information on topical entrepreneurship issues

MICRO-STUDIES ARE CONCISE courses that take only a few minutes to complete. Micro-courses offer brief yet effective packages of information on limited topics. They are compiled by experts to meet the needs of current and future entrepreneurs in particular. Laurea's micro-courses offer solutions for the learning and development needs of working life in small, easy-to-learn educational bites. The studies can consist of, for example, short podcasts, videos, and various assignments. Micro-study modules that meet the competence needs of companies have been developed in various projects, such as the Green Transition, Capacity for Change and Digitalisation of Companies (REACT, Southern Finland) project.

Key partnership between Caverion and Laurea: long-term collaboration in security management placements

LAUREA HAS COLLABORATED extensively with Caverion Finland, a provider of building technology services. One of Caverion's most important and constantly growing areas is security solutions, which are also at the core of Laurea's and Caverion's key partnership. Caverion's collaboration with Laurea's Bachelor of Business Administration in Security Management programme began back in 2014. Since then, over 20 security and risk management students have completed their work placements at Caverion, with around a third of them staying at Caverion after graduation.



Examples of impactful partnerships and networks



Key partner collaboration with Bookers: students learn from the top sellers in the business

"THE BEST COURSE IN MY STUDY PROGRAMME!" This is one example of how Laurea students felt about the Expert Sales 2 study unit, which was arranged in collaboration with Bookers, a leading sales service company in Finland. The study unit involved a group of sales-oriented business management students. The starting point for the joint study unit between Laurea and Bookers was increasing the profile of sales work. During the study unit, the company's sales professionals introduced Laurea students to the world of expert sales, and they were also given the opportunity to see how the salespersons worked in practice.

MAPA® training provides tools for managing threatening behaviour

THREATENING BEHAVIOUR CAN manifest as harassment, intimidation, shouting and, at worst, physical violence. Threatening situations often occur in fairly ordinary workplaces and scenarios, such as at store checkouts and in schools, hospitals, social and elderly work, public transport – in other words, in any situation where people come face-to-face with other people. MAPA® (Management of Actual or Potential Aggression) training provides tools for addressing challenging individuals and situations. At its core are interactive skills and tools for encounters where you must look after your personal security or protect a person in crisis. As the only MAPA® Approved Training Centre (ATC) in Finland, Laurea acts as Finland's MAPA® Centre with its base of operations in Laurea's Hyvinkää campus.

Laurea's international partners gathered at Laurea's International Week 2023 "Co-creating International Learning"

LAUREA'S INTERNATIONAL WEEK brought together 74 partners from around the world to Laurea's Tikkurila campus in March. In addition, each day saw around twenty partners participate virtually in the day's programming. The event's guests included teaching staff who taught at Laurea's different campuses, as well as support service staff, such as international affairs coordinators. The International Week event offered versatile workshops, opportunities to network, plan collaboration, and learn and share best practices.



4 Impactful responsibility



HIGHLIGHT

Laurea's well-being services provide support and guidance

STUDYING AND STUDENT life can include many challenging moments, which is why Laurea offers guidance and services to support the well-being and progress of its students. Laurea's well-being services help our students in a multidisciplinary manner to improve their general well-being and career-related success.

AT LAUREA, STUDENT well-being refers to the comprehensive well-being of students and supporting them in their studies, learning, and development. Laurea offers counselling psychologist (pictured), social worker and special education services, as well as various guidance services for progressing in one's studies and career. Our students can also make use of the support provided by the university chaplains of the parishes in our campus municipalities.

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LAUREA WANTS TO strengthen the societal impact of its RDI activities and promote the achievement of the Sustainable Development Goals. As a practical measure for achieving these, Laurea has begun assessing the impacts of each project idea that has been greenlit for preparation, in accordance with the Sustainable Development Goals. Laurea's efforts rely on the 17 global goals defined in the UN's Sustainable Development Agenda. By evaluating how compatible each project is with the Sustainable Development Goals, Laurea will be able to understand the impact of its RDI activities in relation to said goals. It will also make it easier for Laurea to communicate about the effects and impact of its activities.

LAUREA HAS SEVERAL ongoing projects related to sustainable development and the circular economy. Developing responsibility-oriented ecosystem collaboration is one of the themes that was particularly present in the projects that were ongoing in 2023. Examples are the Food Waste Ecosystem project, which is related to the utilisation of food waste; the WeCircle project, which aims to achieve sustainable growth with the circular economy in the Eastern Uusimaa region; and the VISU Village for Sustainable Clothing project, which promotes cooperation between schools and businesses.

THEMES RELATED TO diversity, equality and inclusion (DEI) at Laurea were examined in projects such as InCITIES, which included workshops at Laurea with both internal stakeholders and international partners. Laurea's focus has been on e.g. linguistic equality, higher education and social inequality, as well as how it communicates about DEI themes. On the other hand, the international InCITIES project offers a valuable opportunity to engage in DEI-related dialogue with our partners from different countries, allowing us to identify cultural differences and share good practices.

LAUREA'S EFFORTS TO promote equality, diversity and inclusion are essentially related to how non-Finnish speakers are taken into account in their higher education community. Laurea and other Finnish higher education institutions aim to increase the share of foreign staff and students. Dialogue and discussion on DEI themes have also been held with Laureamko, Laurea's student union. Many issues related to

equality and other areas, such as the accessibility of services, were highlighted by students in the discussions. A thematic team for ethical thinking was established at Laurea at the end of 2023. Its aims include networking Laurea's ethics experts and highlighting Laurea's ethical competence, strengthening an interdisciplinary and reflective approach to ethical societal challenges, and deepening and sharing Laurea's expertise in topical ethical issues.

286
Bachelor's degree students were able to complete their unfinished degrees with the help of the L160 model.

FOR SEVERAL YEARS NOW, Laurea has been working diligently to help students complete their unfinished higher education studies. Completing unfinished studies promotes a sense of success, strengthens the student's self-confidence, and opens up new opportunities for work and postgraduate studies. By the end of 2023, the so-called L160 model has helped 286 Bachelor's-level students at Laurea whose studies would otherwise have remained incomplete.

GOOD PRACTICE: THE CIRCULAR ECONOMY LIVING LAB BRINGS TOGETHER THE BUILDERS OF A SUSTAINABLE FUTURE

LAUREA'S CIRCULAR ECONOMY Living Lab celebrated its 1st year of operation in 2023. The Living Lab serves as a collaboration platform and a learning and development environment for students, teachers, staff, partners and international networks, both online and on Laurea's Leppävaara campus. The Living Lab also showcases Laurea's activities and results related to the circular economy.

ITS ACTIVITIES ALSO focus on monthly virtual morning coffee events, which are open to everyone, as well as facilitating collaboration, development, and mutual learning. In 2023, the morning coffee events attracted an average of 37 participants and 31 views for each recorded presentation. These morning coffee activities help bring together the circular economy networks in the Helsinki Metropolitan Area and elsewhere in Finland, and they also provide Laurea with a platform for highlighting its sustainability-related competence in education, projects, and regional development.





Examples of impactful responsibility



Laurea raised the flag for sustainable development

BY RAISING THE SDG FLAG on our campuses, we are showing our support and commitment to the United Nations' Sustainable Development Goals, along with thousands of other institutions and companies. At the heart of the programme are the 17 UN Sustainable Development Goals (SDGs), which will guide the world's sustainable development efforts until 2030. The goal of sustainable development is to ensure a good quality of life for present and future generations.



Human diversity enriches our community

PRIDE MONTH IS A GREAT way to highlight the diversity of humanity as a whole. It reminds us all of the rights of sexual and gender minorities, which cannot be taken for granted in Finland or anywhere else in the world. Rainbow flags fly proudly on Laurea's campuses to remind us of the importance of this.

Laurea at the Prisoner Fair: who will take responsibility for prisoner services?

LAUREA PARTICIPATED IN the Prisoner Fair organised in Helsinki, which promoted dialogue, combated exclusion, and defended the provision of new civic opportunities to people with criminal backgrounds. The purpose of the Prisoner Fair was to offer guidance and information on services that prisoners and others with a criminal background, as well as their loved ones, can use while they serve their sentence and afterwards. According to the experts by experience who have entered the field of correctional services through Laurea, there remains room for improvement in the services provided to prisoners and those with a criminal background.



Examples of impactful responsibility



Learning Life – Mysteeri 24/7 wins top prize in the final of the Best Learning Solution from Finland competition*

LEARNING LIFE – MYSTEERI 24/7, a virtual escape room game that was developed collaboratively by Laurea University of Applied Sciences, Kajaani University of Applied Sciences, and Häme University of Applied Sciences, placed first in the annual "Best Learning Solution from Finland" competition. The objective of the game is to improve the study skills of vocational rehabilitees between the ages of 16 and 29, as well as their capabilities related to everyday well-being and management. The planning and testing of the game also involved young people and the professionals who work with them.

Service design training as a way to promote the employment of immigrant women with higher education

THE DIVERSCITY PROJECT COORDINATED by Laurea focused on the challenges faced by immigrant women in becoming employed in Finland. The continuing education course in service design implemented in the project opened up new job opportunities for many and promoted their integration into the Finnish labour market and society. The DiversCity project offered solutions to employment challenges by training immigrant women into experts in digital service design. A total of 91 immigrant women with a higher education degree and no employment living in the Helsinki Metropolitan Area participated in the training. There were 21 organisations involved in the training programme, offering service design development assignments to the students.

Laurea selected as City of Espoo's partner in its journey towards carbon neutrality

THE CITY OF ESPOO, TOGETHER with 24 other partners, has signed a commitment to becoming carbon neutral by 2030. Laurea University of Applied Sciences has identified its role in this carbon neutrality journey, and is one of the city's partners. The City of Espoo's ambitious goal will demand extensive collaboration with the city's residents, companies, and educational institutions. At Laurea, the responsible promotion of sustainable development and environmental issues takes place in its numerous research, development and innovation projects, which are implemented in collaboration with a diverse group of stakeholders.

Closing words

ASSESSING IMPACT IS neither easy nor straightforward. The most interesting and in-depth impacts are created over time, as a result of close cooperation and trust. Quantitative reporting on the impacts can be difficult and does not always do justice to the diversity of these phenomena. While quantitative factors are important in the assessment of impact, we also need examples that illustrate creative cooperation. As this review indicates, Laurea's work and results inspire many different stories. This compilation describes key indicators as well as development ideas and innovations that combine various competences and have been generated collaboratively.

WE AT LAUREA BELIEVE that impact is created from new ideas and perspectives developed in cooperation – working alone makes it difficult to achieve long-term changes. All parties contributing to innovation are equal: students, partners and our staff.



Did this report pique your interest?
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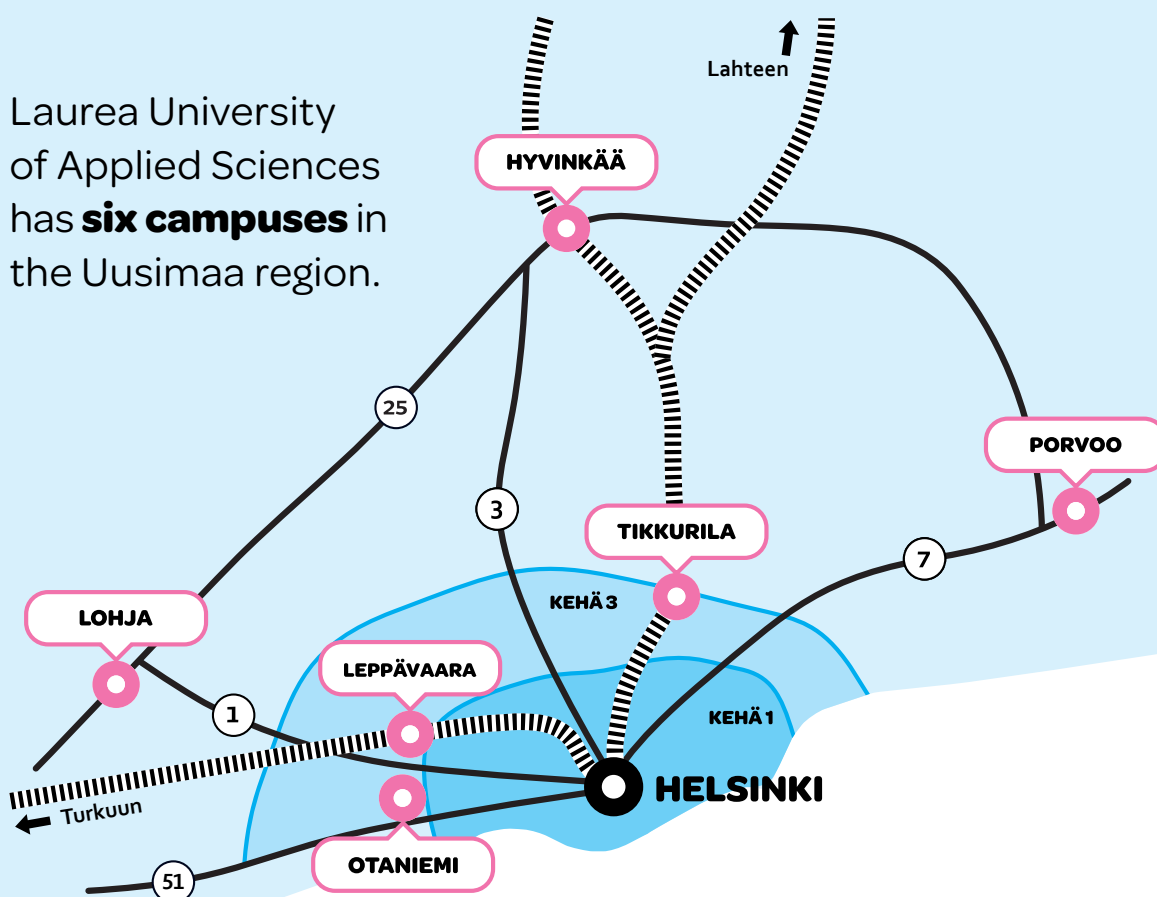
Laurea's societal impact in 2023

**LAU
REA**

AMMATTIKORKEAKOULU
University of Applied Sciences



Laurea University of Applied Sciences has **six campuses** in the Uusimaa region.



Real-life assignments arising from the needs of workplaces have a significant role in the studies. These projects help students to develop networks during their studies and also to develop important workplace skills.

The Laurea community comprises of about **10,200** students, **680** personnel and over **36,000** Laurea alumni. Laurea has no religious or political affiliations.

Laurea carries out practical research and development on strategic research areas that are based on tomorrow's needs and strong competence in the social services and health care sector, service business and security.



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