



# Oulu oivaltaa

**Education Programme  
2024–2027**



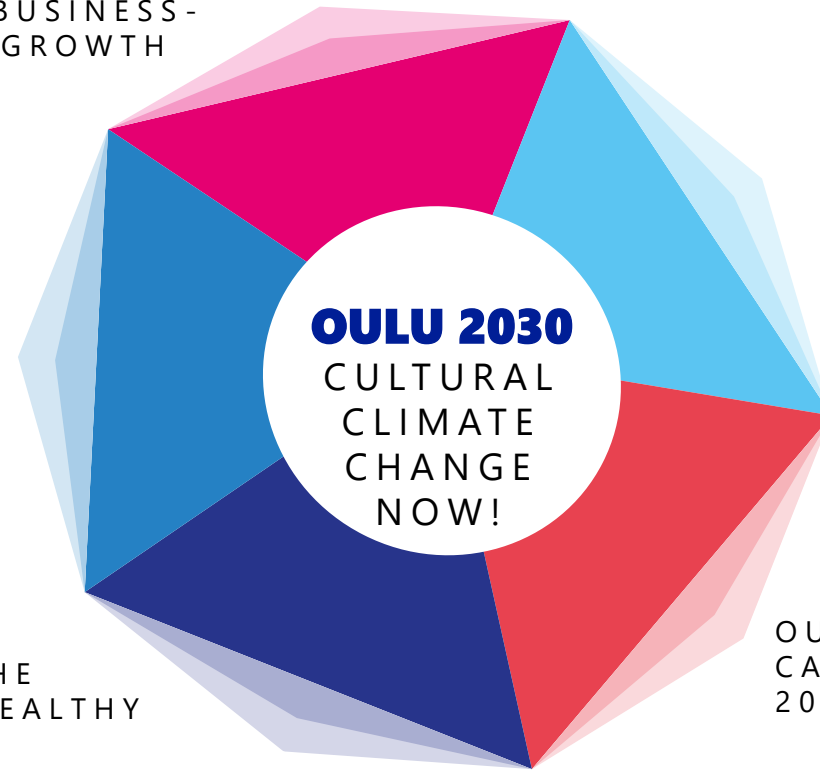
# From City Strategy to Education Programme



OULU IS FINLAND'S MOST BUSINESS-FRIENDLY INTERNATIONAL GROWTH CENTRE

EDUCATION BUILDS A SUSTAINABLE AND INTERNATIONAL OULU

IN OULU, EVERYONE HAS THE POSSIBILITY OF LIVING A HEALTHY AND SAFE LIFE



OULU2026 STRENGTHENS ABILITY TO ATTRACT AND RETAIN TALENT.

OULU WILL BE CARBON-NEUTRAL IN 2035

OULU HAS EFFECTIVE SERVICES, SUSTAINABLE ECONOMY AND HEALTHY PERSONNEL

COURAGE

FAIRNESS

RESPONSIBILITY

The Education Programme outlines the vision, goals, actions and measures of Educational and Cultural Services to achieve the city's shared goals.

From the City Strategy 2030 to Education Programme 2024–2027

The implementation of the Education Programme through the budget and allocation plan.



# Goal state 2027

Strategic focus areas

***Oulu2030 -> What do we want to achieve?***

**What new do  
we create?**

EXPANDING

LETTING GO

Permit to shine

From individual work to cooperation

The city enables and invites participation,  
instead of doing everything alone

Personal workload decreases, increase in  
digital services and artificial intelligence

Investing in the wellbeing and competence of  
staff and good leadership

Reducing properties, increasing versatility,  
compressing the service network

Reinforcing knowledge management

Educational and Cultural Services' vision:

# Education builds Oulu

Education is the foundation of Oulu, which we build together. We are serious about participating citizens in decision-making.

**We want Oulu to look like its citizens.**





# Education in Oulu is the sum of learned, lived, experienced and felt education.

**Education** is information, skills and attitudes as well as capability and will to work together.

**Education** is experience collected throughout life with a basis on knowing your roots.

**Education** is valuing diversity.



# We promote the comprehensive wellbeing of individuals and communities

**We want to see Oulu's citizens shine.**

That is the goal of the Educational and Cultural Services and the entire city of Oulu.





We want to build a sustainable and international city through joy and curiosity, a city where wellbeing increases in encounters between people and things.



[Video: Education builds Oulu](#)

# Oulu's values direct our activities

## Courage

We make bold choices for a higher degree of northern future. We dare to try new things and give up the conventional.

## Fairness

We work openly together and consider others. We treat each other without prejudice and with human respect.

## Responsibility

We promote smart lifestyles and ensure that future generations have opportunities to make choices. Responsible action creates security.

## Courage is...

- Seeing future as an opportunity and being curious
- Letting go of the old and commit to the new
- Being different and having courage to try
- Encouraging and accepting differences
- Committing to choices and tolerating uncertainty
- Building a higher degree of northern future

## Fairness is...

- Encountering people with encouragement and respect
- Humanity and benevolence
- Working openly together and considering others
- Working transparently
- Valuing diversity
- Enabling immersive work

## Responsibility is...

- Identifying the difference of citizens and each other
- Offering opportunities to participate and act actively
- Recognizing personal goals and commit to shared goals (and working on them together)
- Building working culture to meet values
- Taking care of nature and the environment and promoting smart sustainable lifestyles



# Educated municipality Oulu is built together

# Central strategic goals

**We are pioneers of learning and education and at the top of national development.**

**Multiculturality and internationality are parts of Oulu.**

**We build sustainable future with circular economy, climate and nature competence.**

**We enable encounters between people and communities and communal activities by offering public spaces for citizens.**

**The experience of wellbeing of Oulu's citizens increases**

**Children and young people are at the centre of decision-making in Oulu**

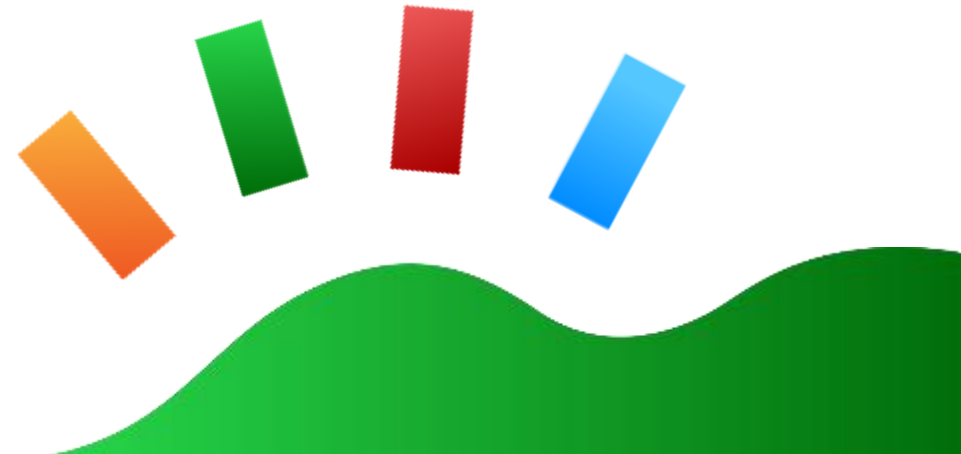
**We encourage active and sporty lifestyles, and finding sources of wellbeing in nature, exercise and culture.**

**Reinforcing the city's role as an enabler and shared developer.**

**We reinforce digital and responsible Oulu**

**Oulu is the European Reading Capital of Culture. Each citizen experiences being a part of the Capital of Culture.**

**We create connections between art, science, business and technology.**



# Our strategic focus areas

We grow, encounter  
and educate together

**Wellbeing &  
participation**

Digitality is a part  
of everybody's life

**Digitali-  
zation**

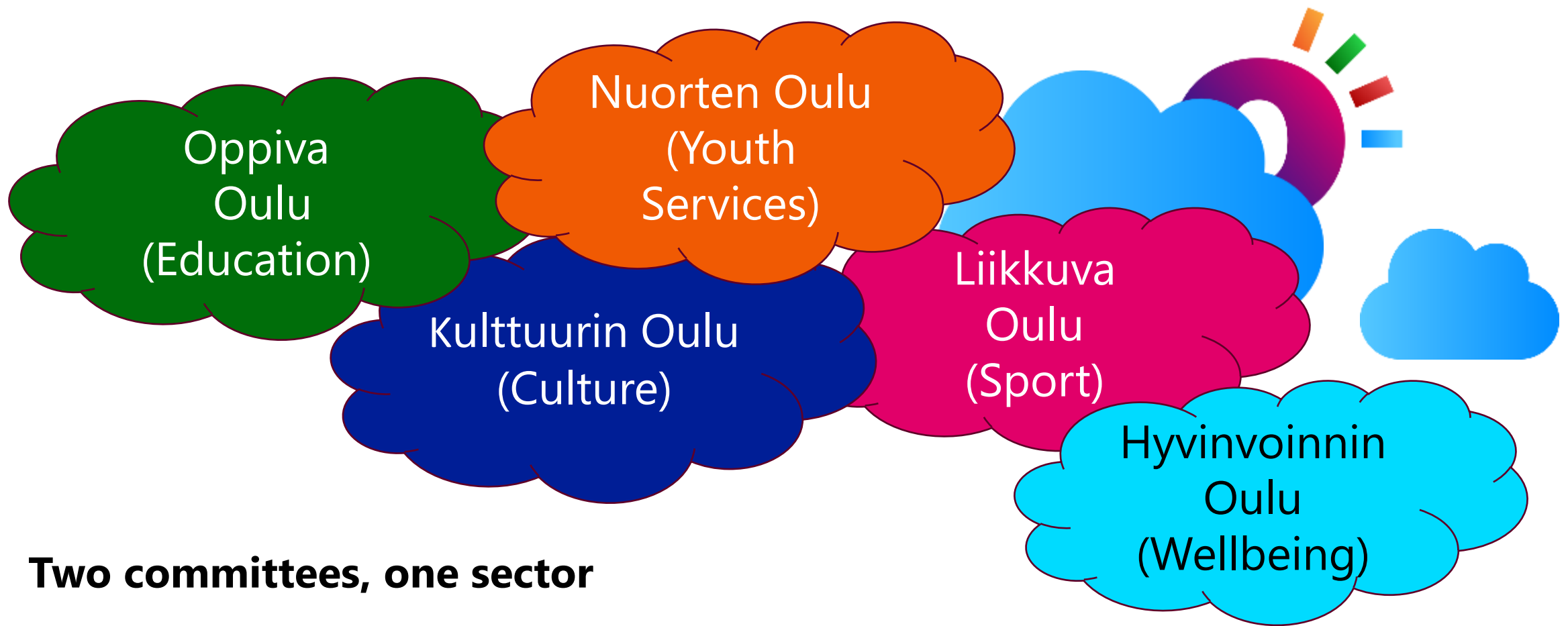
Together we build sustainable  
lifestyle and responsible community

**Sustainable  
future**

The people of Oulu are  
networked citizens of the world

**Inter-  
nationality**





## Two committees, one sector

- Educational and Cultural Services has a **shared mission**.
- **Shared vision, values, goals and focus areas** direct all our activities.
- **The actions in areas of responsibility** are specified annually in the **budget** and **allocation plan**.



# On the road of developing working culture together

"Working culture for us is a tool for achieving the goals of the Education Programme"

We are the capital of  
staff management  
2026



Trust and  
respect

"We want to  
see far"

Our goal is healthy and jointly  
successful cooperation

Building blocks of a  
good place to learn

Attributes (I)

Educational and  
Cultural Services  
Expo

Positive leadership  
and management  
(D)

Coaching attitude

Shared leadership

Stories

Successes, ideas  
and good  
practices  
"permit to shine"

Positive  
practices (P)

Positive emotions and  
environments (E)

Interaction and  
cooperation (R)

Community and  
community leadership

Modern culture we recognize

Methods of quick learning

Trials  
Job shadowing  
Job rotation

Networks

Collegial support  
and sparring  
Mentoring

Positiivisen organisaation osatekijät  
PRIDE-teoria (Cheung 2014; Wenström 2020)

Courage  
Fairness  
Responsibility

# Education builds Oulu