



Strategy 2021–2024

1 Foreword:

2 This document is the strategy of Aalto University Student Union (henceforth AYY). Its
3 purpose is to describe what kind of future AYY as an organisation aims for and how
4 future challenges will be met. The strategy serves as a tool for strategic management
5 and is actively used to support decision-making.

6 The strategy is valid for four years, 2021–2024. New strategy work will take place during
7 2024. During this strategy period, a mid-term review will be carried out in 2022. The
8 strategy will then be considered by the Representative Council and it will be possible to
9 make additions, deletions and changes according to the progress of the goals and the
10 state of the world. In addition, the AYY Board reviews the strategy annually and assesses
11 the progress of the goals and, if necessary, submits amendment proposals to the
12 Representative Council.

13 The strategic goals are divided into top-level and low-level goals. The top-level goals
14 describe a long-term vision of the future and are not expected to be achieved in the
15 short term, whereas the low-level goals are intended to be achieved during the strategy
16 period.

17 When the strategy mentions AYY, it refers to the student union as an organisation. AYY's
18 services cover all of AYY's activities that generate added value for members, including
19 advocacy, events, community activities and housing, among other things. When we talk
20 about the Aalto community, we refer more broadly to the academic community and the
21 student culture community at Aalto. The Aalto community includes students as well as
22 student associations, recreational clubs and the university, among other things.

23 Vision

24 The best student life in the world.

25 **Mission**

26 AYY – As the community of Aalto people, we provide an unforgettable and smooth
27 student life and a breeding ground for society.

28 **Values**

29 **Student-centred approach**

30 Our members feel that they belong to the Aalto community and can influence AYY's
31 operations. AYY is renewable, enthusiastic and bold. Cooperation is AYY's greatest
32 resource, which is reinforced with approachable, accessible and participatory activities.
33

34 **Diverse and equal community**

35 In the Aalto community, everyone is treated equally. AYY values diversity, internationality
36 and the sense of community and works actively for equality.

37 **Well-being**

38 The well-being of the Aalto community members is of primary importance to AYY. The
39 atmosphere in the Aalto community is accepting, humane and empathetic.

40 **Sustainability**

41 There must be sufficient resources for future operators. AYY operates in a socially and
42 economically responsible manner, respecting the carrying capacity and ecological
43 sustainability of the environment.

44 **Strategic goals**

45 **AYY of the future**

46 AYY is a member-oriented service organisation from which all members benefit during
47 their studies. High-quality services allow Aalto people to enjoy happy and unforgettable
48 student years.

- 49 • All members of AYY recognise and are aware of what AYY does and what
50 services AYY offers.
- 51 • AYY's finances and investments are planned so that the service level and
52 operations will remain attractive in the future as well. AYY's property portfolio is
53 developed in a financially sustainable manner and the importance of corporate
54 relations as a source of income is increased.
- 55 • AYY takes finances into account in all decision-making and aims to calculate
56 operations regularly in accordance with the budget framework.
- 57 • The service level of the Student Union is improved with digital services which take
58 accessibility into account. AYY also invests in the internal digitisation of the
59 organisation.

- 60 • AYY's operating culture is inspiring and motivating and supports the well-being of
61 employees, persons in confidential positions and volunteers.

62 In its operations, AYY aims for carbon neutrality by the year 2030, promotes the circular
63 economy and respects the carrying capacity of the environment and biodiversity.

- 64 • The construction and maintenance of AYY's properties are carried out in an
65 ecologically sustainable manner, taking into account the entire lifespan of the
66 properties. Sustainable living and the utilisation of the circular economy are made
67 possible in AYY's housing.
- 68 • AYY enables its members to lead a sustainable lifestyle and challenges the
69 academic community and other interest groups to take ecological sustainability
70 into account in their own operations.

71 **Life of future students**

72 Each member of AYY has a healthy and safe home that provides a breeding ground for
73 life. The learning environment is inspiring and meets the needs of the community.

- 74 • AYY provides high-quality, multi-purpose and accessible facilities for student
75 activities and events in the Aalto community.
- 76 • AYY offers student housing so that willing students have the opportunity to live
77 near the campus at an affordable price. With its housing stock, AYY strives to
78 meet the demand, and the planning of new construction and development
79 programmes ensures that the occupancy rate of the existing stock remains high.
- 80 • When living in AYY's housing, neighbours form a community in daily life, which
81 supports the well-being of residents, improves the comfort of living and promotes
82 encounters between different fields of study.
- 83 • The daily well-being of students is actively supported and promoted, and
84 everyone is given the opportunity to find a balance between studies and leisure.

85 Everyone identifies themselves as a member of the Aalto community and can form lifelong
86 interdisciplinary friendships and find their own community.

- 87 • The structures of AYY and the Aalto community support cooperation between
88 different operators. Various operators, cultures and fields in the community work
89 actively together and understand the value of others.
- 90 • The Aalto spirit and the sense of belonging arise already during the first year of
91 study and remain past the student years. The spirit of Aalto is created by
92 everyone finding their place in the community.
- 93 • International students have equal opportunities to participate in the activities of
94 the Aalto community, influence decision-making and benefit from AYY's services.
- 95 • The profile of those participating in AYY's activities corresponds to the
96 membership and its diversity.
- 97 • AYY's events promote encounters and friendships across association and school
98 borders. The focus of activities is on events and concepts that would not
99 otherwise be implemented in the community.

100 Aalto students create the best university, community and society. AYY speaks with the
101 voice of Aalto students and is listened to.

- 102 • AYY's cooperation with its interest groups is proactive, visible and goal-oriented.
103 Results and advocacy goals are evaluated regularly.
- 104 • Advocacy work is based on researched information, and AYY utilises and collects
105 the necessary data.
- 106 • AYY works actively to identify, correct and prevent discriminatory structures in the
107 Aalto community.
- 108 • AYY's members want to and know how to influence the activities and services of
109 the Student Union, and it is simple to have influence.