



V A S A
V A S A

Welcome to Vaasa – The most energetic student city

SUSANNA SLOTTE-KOCK
External Relations Officer

Facts about Finland

Finland is the happiest country in the world! ¹

Vaasa strives to become the happiest city in Finland



The BEST PLACE TO LIVE!¹

The SAFEST and FREEST and most STABLE country in the world^{2&3}

Low risk for natural disasters⁴

Home to 5.5 million inhabitants and over 3 million saunas^{6&7}

LOW crime rate⁸

HIGH LIVING STANDARD⁹ with one of the world's most extensive welfare systems

¹ World Happiness Report, 2022

² The Travel and Tourism Report, 2017

³ Freedom in the World, 2018

⁴ INFORM Global Risk Index Result, 2018

⁶ Preliminary Population statistics, 2021

⁷ Finland.fi

⁸ Organized Crime, 2018

⁹ Qualities of Life in European Cities, 2015

V A S A .
V A S A .

Happiness starts with little deeds

This website collects the good deeds, small and big, done by the people of Vaasa and tracks the number of good deeds we will collectively accomplish by August 2024!

<https://www.vaasa.fi/en/about-vaasa-and-the-vaasa-region/worldshappiestcity/yearofgooddeeds/>

Report a good deed

Enter your good deed here or report a good deed done by someone else! One sentence is enough, but if you want, you can also tell a longer story.

Name

Enter your name or screen name.

We have done good deeds

405

pcs



V A A S A .
V A S A .



Finland has...

over 70% of its land covered by FOREST – more than any other European country

the world's BIGGEST ARCHIPELAGO¹ comprised of more than 70,000 islands

Europe's LARGEST LAKE DISTRICT¹

Europe's last UNTAMED WILDERNESS, Lapland¹

the CLEANEST AIR in the world²

Ostrobothnia has been chosen
as Finland's most beautiful
region in 2022

¹ Visit Finland.com, 2022

² Finland tops WHO air quality statistics, 2018





Facts about Finland, we're number 1 in...

Women's right TO VOTE - 1st in Europe ¹

Women's right TO STAND AS A CANDIDATE in an election - 1st in the world ²

COFFEE CONSUMPTION! We drink it most in the world, almost 12 kg per person a year ³

Finns trust their news medias the most ⁴

The only EU country, where homelessness is decreasing ⁵

Finland, first country in the world to make BROADBAND ACCESS A LEGAL RIGHT. ⁶

Sources:

^{1&2} Finland.fi/

³ Coffee Trade Statistics, Dairy nutrition council

⁴ Digital News Report 2019

⁵ The Housing Finance and Development Centre of Finland – ARA

⁶ Traficom and BBC News



Cultural awareness

- Taking off your shoes inside the house
- Embrace the awkward silence inside the elevator
- Even before Covid 19, Finns kept a distance between each other while waiting for a bus or inside shops
- When a Finn invites you to their home, any small gift is courteous.
- Milk or sour milk piimä with the meal. Yes, you heard and read it right
- Dishwashing brush & extraordinary cupboard
- Smoking is not cool in Finland, but smoking fish is.



V A A S A .
V A S A .

WHY DOTS MATTER IN FINNISH

Näinkö väärin?

- *Did I see wrong?*



Nainko vaarin?

- *Should I marry grandpa?*



V A S A .
V A S A .

National holidays in Finland Autumn 2023

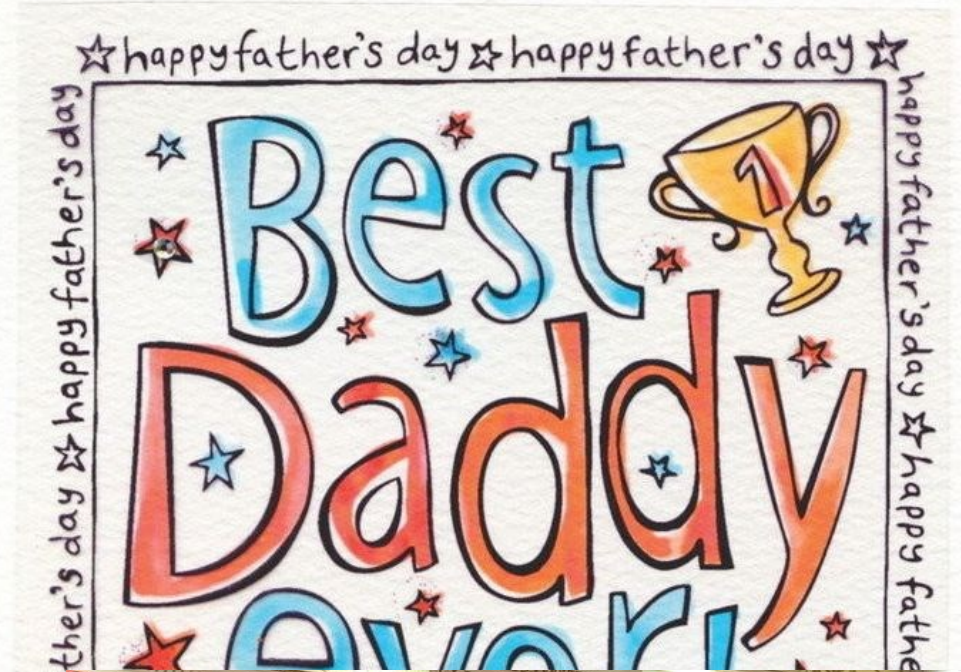
November 4: All Saints' Day
November 12: Father's Day

December 6: Independence Day

December 13: Lucia Day

December 24-26: Christmas

December 31 – January 1: New year's celebrations



National holidays in Finland Spring 2024

2024

January 1: New Years Day

January 6: Epiphany

February 14: Valentine's day

Marsch 28 – April 1: Easter

April 30 - May 1: Vappu

May 9: Ascension Day

May 12: Mother's Day

June 21-22: Midsummer



V A A S A .

VAASA in figures

68 017 /
113 663

inhabitants



120

different nationalities



97

different languages spoken

13 000

university students



6

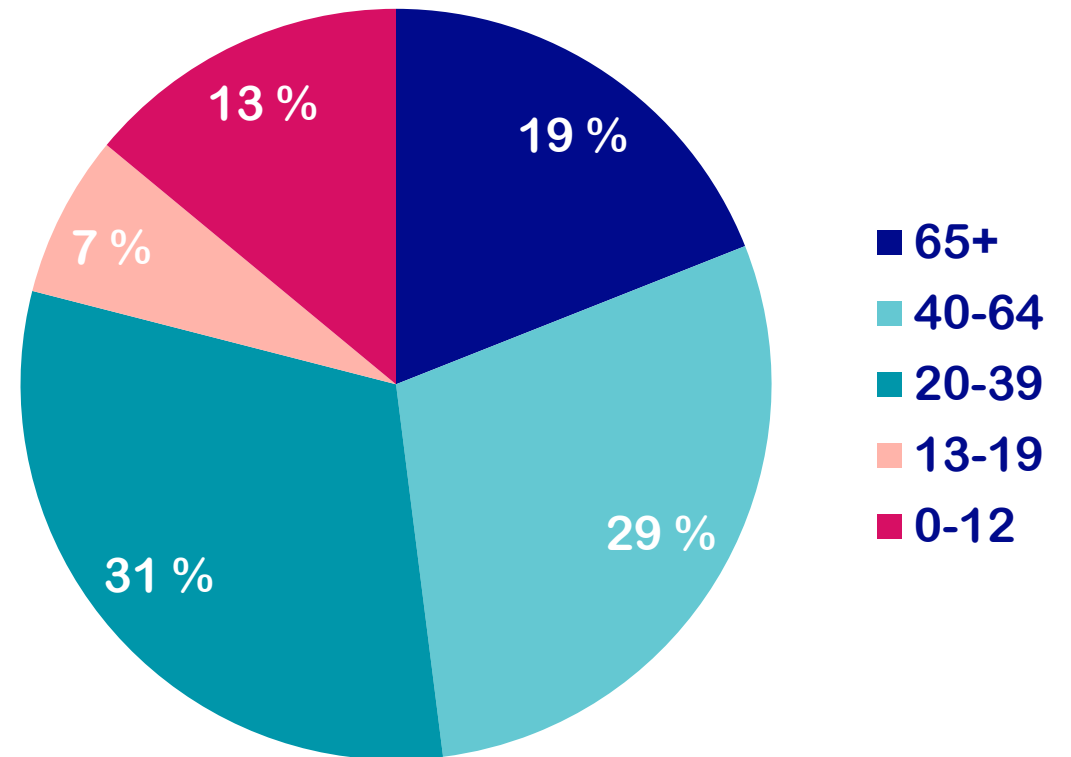
universities



V A A S A .
V A S A .



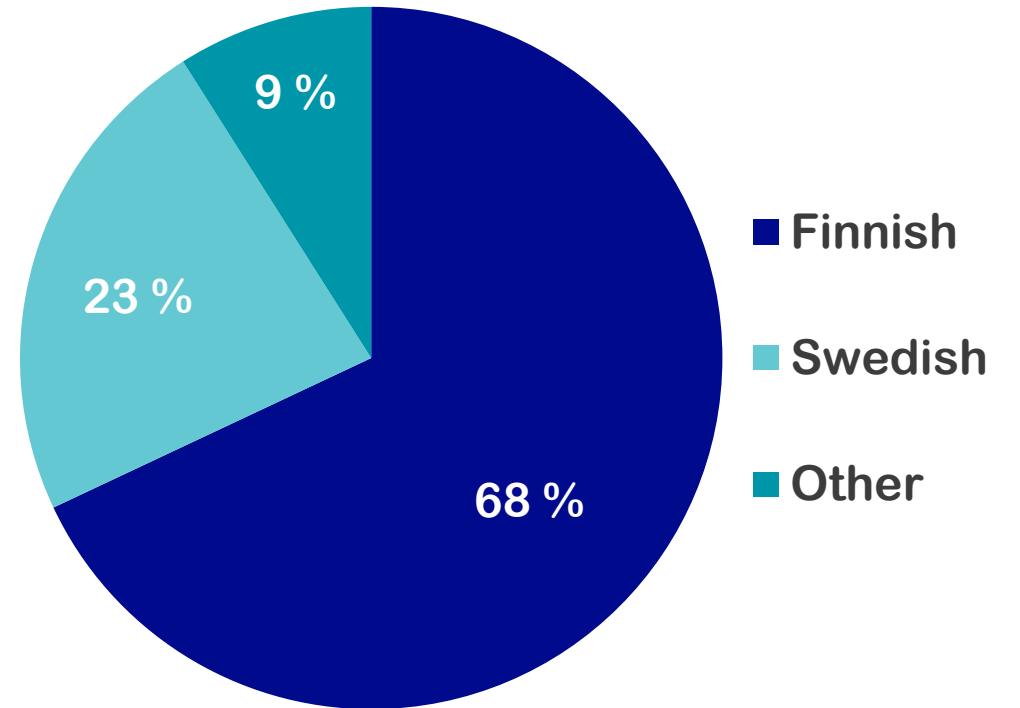
VAASA according to age group



V A A S A .
V A S A .



Languages spoken in Vaasa





ENERGY
VAASA

#EnergyVaasa
#WeAreEnergyVaasa

MORE THAN **160**



BUSINESSES, SEVERAL OF WHICH ARE **GLOBAL MARKET LEADERS** IN THEIR FIELD

R&D **200** MILLION ANNUALLY



IN ENERGY TECHNOLOGY OF WHICH **80% IS PRIVATELY FUNDED**

TOTAL BUSINESS TURNOVER **5.0** BILLION EUR ANNUALLY SOME



EXPORT RATE OVER 80%

1.2 BILLION EUR BY 2025



ENERGY TECHNOLOGY INFRASTRUCTURE INVESTMENTS BY LEADING COMPANIES

2% OF FINLAND'S POPULATION GENERATES



EXPORT: **5.5%**
TECH EXPORT: **12%**
ENERGY TECH EXPORT: **30%**

CURRENT NUMBER OF EMPLOYEES: **12,000**



25% OF TOTAL MANPOWER IN THE FIELD OF ENERGY IN FINLAND

Leading energy cluster





Employment in the Vaasa region

- The employment rate is one of the best in Finland
- Unemployment rate 5,8 %
- The Vaasa region has about 50 000 jobs
- Job self-sufficiency in Vaasa is 124%
- About 11 000 employees commute to Vaasa and 4300 out from Vaasa

The largest lines of business are:

1. Social and health services (19,4%),
2. Industry (19,4 %),
3. Retail and wholesale (8,4%)
4. Education (8,0%)

V A A S A .



Largest employers:

**Wellbeing Services County of
Ostrobothnia**

The City of Vaasa

Wärtsilä

ABB Oy

The Municipality of Mustasaari

Danfoss

Hitachi Energy

V A A S A .
V A S A .



Aurora Botnia – the world’s most environmentally friendly ferry

-> Easy trip to Sweden

- Built in Raumo, Finland using technique from Wärtsilä, ABB, VEO, Danfoss, WE Tech Solutions
- Taken into traffic in July 2021.
- 800 passengers and 1 500 m freightcapacity
- Using LNG / perhaps even LBG
- 3,5-4 hours voyage to Umeå in Sweden from Vaasa
- Tickets for students only 32€ one way

V A A S A .

VAASA

Building for the future

Vaasa is a diverse university city with the highest ratio of university students per capita in Finland.

Every 5th person in Vaasa is a student!

Education is a key strength

- 6 universities in Vaasa
- Every 3rd person holds a university degree
- 13 000 university students





Transportation in Vaasa

You can move around Vaasa by bicycle, electric Scooter or by bus

Vaasa is a very cycling friendly city. Remember to use helmet and put light in the front and back of the cycle in dark. It is a must to use by the Finnish law.

Download TIER or VOI app for the electric scooter and electric bikes.



V A A S A .
V A S A .



Life long learning – meeting the locals

Alma Adult education centre



- offering courses:
- crafts
- kitchen and garden
- music
- languages
- health and wellbeing
- visual and performing arts
- dance and exercise



Explore the city

>>> What to do and where to go ?

- The longest bridge in Finland leads into
- The Kvarken Archipelago – Finland’s only Natural World Heritage Site by UNESCO
- Tropiclandia-waterpark
- Hietasaari Beach specially in summer time
- Remember to take picture with “I Love Vaasa” by the waterfront to present the city
- Museums and musical concerts
- Sports facilities (Tennis Centre, Padel, gyms, open soccer fields /ice-hockey rinks and so on)

V A A S A .
 V A S A .

Life in Vaasa



Everything seems to be possible in Vaasa!



More Fun and Free Activities



It isn't always about studies

- Sledding or ice-skating - There are many spots in Vaasa
- Try swimming in a frozen lake or in the frozen sea
- Picking berries from the forest - there are many kinds of them, but blueberry is the most common and delicious
- Sauna – Hopefully your housing provider has a free sauna time weekly
- Go for a picnic in the park or at the beach
- Hiking in the forest - free your mind
- Go and play in a nearby field



Student discounts

Remember to show your student id card when you go for shopping, you can get a 10% discount from many shops in Vaasa.

You have the right to eat in any university cafeteria & restaurant. Just show your student card and you will enjoy discounted hot meals.

Novia: W33, Café Alere

Åbo Akademi: Alexander

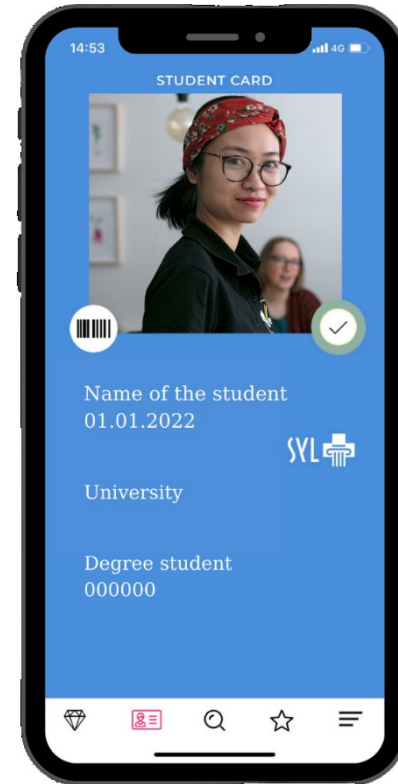
University of Vaasa & VAMK:

Erkki, Café Oscar, Serveri, Café Wolff's Street, Cotton Club, Café Techno

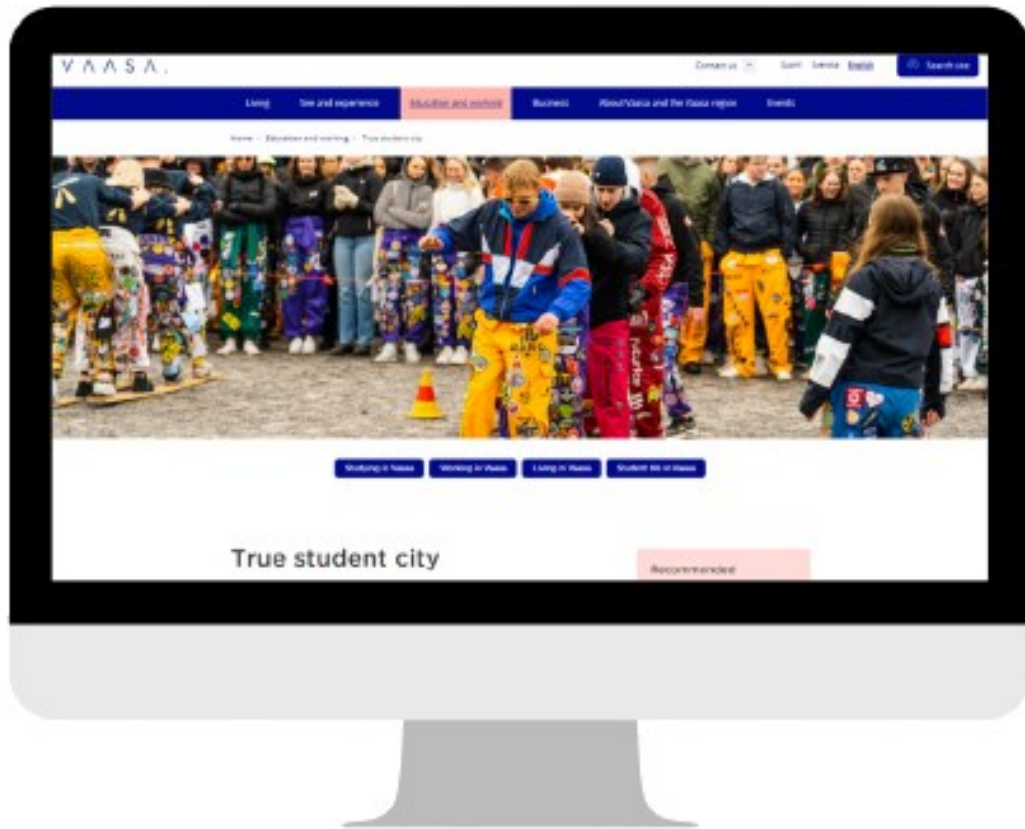
Hanken: Café Hermes

Student discount price: 2.60€ – 5.50€

You might also have access to Wasa sports club Contact the sports department at your university for membership fees



V A A S A .



True Student City Website

On this website, we have gathered most of what you need to know about Vaasa as a student city.

Studies, jobs, living and student life in Vaasa are some of the topics it covers.

www.vaasa.fi/true-student-city

Check out the events in the region from:

[Events in the Vaasa Region | Vaasa](#)

V A A S A .

Vaasa Campus Festival

The universities in Vaasa arrange together with the student unions a common opening of the academic year at Vaasa Market Square.

The event is free and open to all students and other residents of Vaasa. You need to be over 18 years old to enter the fenced event area.

The event takes place Wednesday September 6th from 16:00 to 23:00!

Isac Elliot will be performing!

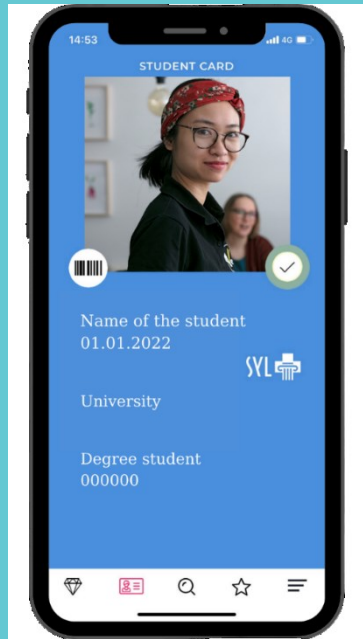


@vaasacampusfestival



V A A S A .

Students discounts week



Swimming hall and swimming hall gym, free the whole week.

Tikanoja Art Museum and Ostrobothnian Museum, free entrance

Vaasa City Theatre and Wasa teater reduced student ticket price

Vaasa City Orchestra



V A A S A .



Stay updated by following us



@Vaasavasa



@Vaasankaupunki



@Vaasavasa

V ^ ^ S ^ .
V ^ S ^ .



**“It is easy to
be happy in
Vaasa”**

**Enjoy
yourself!**

V A A S A .



Thank you!

susanna.slotte-kock@vaasa.fi

V A A S A .
V A S A .