

# STRATEGY 2021–2030



*Diak will be  
needed until our  
world is a good  
world for everyone*

“Diak will be needed until our world is a good world for everyone” summarises the purpose of Diak and explains why Diak is needed.

It connects Diak to the big picture and verbalises the reason for Diak’s existence in our society.

The world encompasses both our physical environment and the social environment all of us build together.

**PURPOSE** WHAT MAKES DIAK UNIQUE AT ALL TIMES?

**OUR MISSION:**

*Diak will be needed until our world is a good world for everyone.*

**OUR VISION:**

*The most valued higher education institution in human encounters.*

**OUR VALUES:**

- *Bold renewal*
- *Standing up for goodness*
- *Honest encounters*

## PURPOSE WHAT MAKES DIAK UNIQUE AT ALL TIMES?

Diak strives to create a world that is good for everyone. Diak does not categorise people or focus on specific groups or cultures: it wants to encounter everyone as an individual and make the world a better place for each and every person. Diak seeks, does and sees good, and nurtures helpers who want to build a sustainable and equal world.

The statement of Diak's reason for existence sends a bold message: Diak will keep on working as long as the world needs to change – and if one day the work is done, it means that Diak has fulfilled its purpose and is no longer needed. In addition, it signals that Diak is serious about its task and ready to question the reason for its own existence.



**Diak will keep on working as long as the world needs to change**



## VISION 2026

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**The most valued higher education institution in human encounters.**

**We offer the highest quality education and RDI in our fields in Finland.**

**We are the thought leader of Finnish higher education in health and social services.**

**We are a sought-after destination for students and employees and a desirable developer partner.**

**We are a valued, trusted and competent partner nationwide and internationally.**

**Studying and working at Diak has a greater goal and deeper meaning.**

**We work together to tackle and solve social and community-level challenges.**



# VALUES AND STRATEGIC STRENGTHS

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# BOLD RENEWAL

We challenge ourselves and society to change. We are ready to oppose mainstream narratives and practices when necessary.



VALUES ETHICAL, ECOLOGICAL AND SOCIAL AWARENESS AND HUMANISM

# STANDING UP FOR GOODNESS

All our actions are aimed at making  
the world a more human and sustainable place.  
We seek, see and do good.

**Diak**



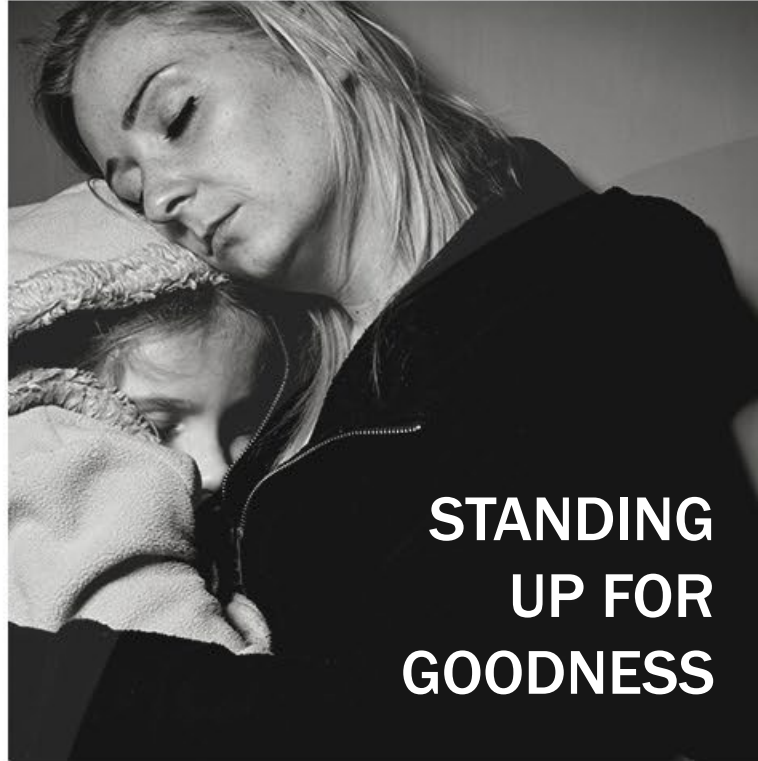
# HONEST ENCOUNTERS

At Diak, Christianity means that we approach all people and situations with an open and honest mind. We care about each and every person.



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## **UNDERPINNED BY EDUCATION**

We provide tools for building meaningful lives and high-quality work. We support sustainable living and wellbeing. We contribute to international networks of expertise.

## **POWERED BY DIVERSITY**

We work to increase social inclusion and integration. We promote religious and cultural literacy and mediation. We seek solutions to challenges in an increasingly complex world

## **CENTRED ON NEW ETHICS**

We are committed to human encounters and interaction. We recognise suffering in the world and tackle social problems. We seek answers to ethical questions posed by new technologies and ways of working.

## **DRIVEN BY JOINT WORKING AND KNOWLEDGE**

We develop student-focused learning ecosystems and platforms nationally. We facilitate flexible learning paths and multimodal learning. We place importance on interpersonal skills.

# **STRATEGIC STRENGTHS**

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# STRATEGIC DIRECTION

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*Diak will be needed until our world is a good world for everyone.*

**2023**

**STRUCTURAL AND DIGITAL DEVELOPMENT** ensures the continuity and viability of Diak's operations.

**NEW SOLUTIONS** have enabled Diak to produce impactful innovations and attract committed partners and motivated students.

**DIAK'S PROFILE AND BRAND** have been clarified and they have strengthened our appeal.

**2024**

**WE ENSURE** the sustainability and solid foundation of our operations.

**WE DEVELOP** learning, the working life and society with our innovations and solutions.

**WE STRENGTHEN** our national and international impact.

**2025**

**DIAKHUB AND OUR CENTRES OF EXCELLENCE** have evolved into influential concepts in regional ecosystems.

**OUR PARTNERSHIPS** are strengthening our regional and social impact.

**OUR R&D, COMPETENCIES AND INNOVATIONS** deliver impact in public discourse and contribute to solving societal problems.

**WE HAVE STRENGTHENED** our international reputation as a builder of interfaith dialogue.

**2030**

**DIAKHUB AND OUR CENTRES OF EXCELLENCE** are delivering innovative, sustainable and responsible solutions and services.

**OUR INTERNATIONAL PARTNERSHIPS** have deepened, strengthening and broadening our activities.

**OUR THEMES ARE CENTRAL TOPICS** in public discourse.

**WE ARE BUILDING DIALOGUE** between people of different faiths in accordance with our values.

SUSTAINABLE RENEWAL

A BOLD AND GROWING PRESENCE

INTERNATIONAL DIMENSIONS FROM PARTNERSHIPS

**STRATEGY 2030**  
STRATEGIC  
OBJECTIVES

**STRATEGIC OBJECTIVES 2024**

**1.** We ensure the sustainability and solid foundation of our operations.

**2.** We develop learning, the working life and society with our innovations and solutions.

**3.** We strengthen our national and international impact.

**STRATEGY  
2030  
STRATEGIC  
OBJECTIVES**

**STRATEGIC OBJECTIVES 2024**

**1.**

We ensure the sustainability and solid foundation of our operations.

**2.**

We develop learning, the working life and society with our innovations and solutions.

**3.**

We strengthen our national and international impact.

**PROGRAMMES**

1.1. FINANCIAL STABILITY AND PROFITABLE OPERATIONS

1.2. IMPACTFUL RDI + LEARNING COLLABORATION

1.3 STRATEGIC CAPABILITIES

1.4 INTERNATIONALISATION

2.1 KNOWLEDGE MANAGEMENT

2.2 DIGITAL ROADMAP

2.3 DIAKHUB AND CENTRES OF EXCELLENCE

2.4 A STANDOUT BRAND

3.1 IMPACT-BASED STRATEGY



**DIAKONIA-  
AMMATTIKORKEAKOULU**  
DIACONIA  
UNIVERSITY OF  
APPLIED SCIENCES