



Strategy

2025–2028

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Reason for existence: **what makes Diak unique**

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

The reason for Diak's existence summarises the purpose of Diak and explains why Diak is needed. Diak plays a significant role in society. We are building a world that is humanly, socially and environmentally sustainable. We can build this world together.



Vision 2028: Pioneer in social sustainability

”*Meaningful and happy
lives for everyone.*”



Strategic message



Diak combats the polarisation of society – we strive to stop social disintegration in Finland and create a socially sustainable society, in which everyone can live happily.

Diak is a university for everyone – a meeting place for learning skills needed in the future together with different kinds of people. We utilise our competence, research and innovations in promoting universal equality, well-being and health.

We believe that humanity is closely connected with competence. Diak is building a better world by educating and training skilled professionals and developers as well as experts in human-oriented work approaches. We provide up-to-date information and develop impactful solutions and ways of working.

Our mission is clear: “Diak will be needed until our world is a good world for everyone.” We believe in change. We believe in people.

Values



Bold renewal



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

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.

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.

Megatrends impacting our actions:

Nature's carrying capacity is crumbling

Well-being challenges are growing

Struggle for democracy is becoming harder

Competition for digital power is intensifying

Economic fundamentals are faltering



Phenomena we aim to address:

Need for changes in the service system and productivity challenges

Poor retention in social welfare and healthcare

Need for international experts

Labour market mismatch

Raising the society's competence level and need for innovations

Decreasing number of university applicants

Changing values and world views

Social inequality

Social tensions

Diak's strategy 2025–2028

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Diak's strategy 2025–2028



Impact objective: stop social inequality in Finland

Vision 2028

Pioneer in social sustainability – "Meaningful and happy lives for everyone."

Strategic objectives

1. **Equality and unity**
2. **Impactful competence**
3. **Socially sustainable society**

By pursuing these objectives, we train 1,000 new professionals and develop 10 socially impactful solutions annually to stop the development of social inequality in Finland. We strengthen our position as the most accessible, attractive and competent university in our fields. We reinforce the impact of our activities, actively aim to become more international, and utilise data and technology effectively in our development efforts.

Strengths

1. Value-focused reformer
2. Innovative partner for working life
3. Expert in human interaction
4. Developer of ethical and cultural dialogue

Functions

- Education: social services, health care, interpreting, diaconia and education
- RDI
- Service business

Mission

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

Values

Bold renewal. Honest encounters. Standing up for goodness.

Our strategic objectives for 2025–2028



Impact objective

Stop social inequality in Finland

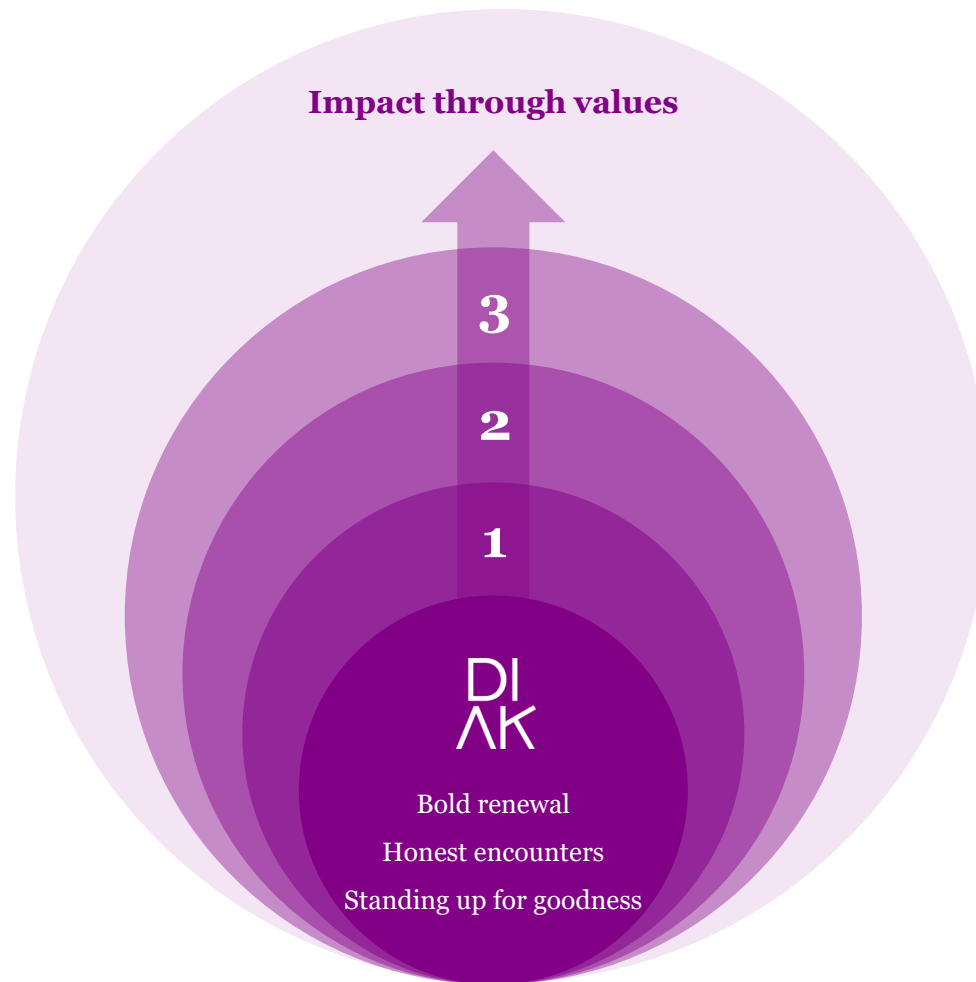
We aim to stop the development of social inequality in Finland by cooperating with various operators: we are improving the well-being of the most vulnerable people in society. To achieve this goal, we train 1,000 new professionals and develop 10 socially impactful solutions annually.

Strategic objectives

1. Equality and unity

Education has become more equal.

We are the most accessible university in Finland, and we provide equal learning opportunities for students from all backgrounds. Our students graduate within the expected time and gain knowledge and skills needed in working life. The Diak community is competent and happy.



Strategic objectives

2. Impactful competence

Our competence has increased the level of experienced occupational well-being and productivity.

We do not hesitate to reform the professional competencies needed in our fields, and we anticipate future needs of working life through cooperation. We are the most trusted partner in developing approaches to working with vulnerable people and skills to promote diversity.

Strategic objectives

3. Socially sustainable society

Social sustainability has improved and inequality has decreased.

Our research and development work focuses on reducing social inequality and increasing well-being. We will become a leading university in Finland by offering solutions that strengthen social sustainability and reform the service system.

Annual objectives 2026



1. Equality and unity



- We will significantly increase the number of students in bachelor's and master's degree programmes.
- We will ensure accessibility and smooth transitions into higher education studies.
- We will ethically grow the number of international students subject to tuition fees and support their employment prospects.
- We will enhance the wellbeing of our Diak community – both staff and students.

2. Impactful competence



- We will expand our offering for lifelong learning and efficiently produce new expertise.
- We will increase the range of master's degree programmes available.

3. Socially sustainable society



- We will boost and diversify external RDI funding and carry out impactful and results-driven RDI work.
- Our service business will permeate all operations. We will build a clear and productive operating model.
- Our publishing activities will be multi-channel and cover a wide range of themes, generating societal debate. We will streamline our operations through digital solutions.



Diak in 2028



Diak is a university centred around social justice, social sustainability and new professional competence. We have provided people from different backgrounds with equal learning opportunities.

Internationality and diversity are part of our everyday life: our campuses bring together different kinds of people. They form a community in which everyone can be happy.

Our alumni develop and reform working life. Our teaching methods anticipate and respond to the ever-changing needs of working life.

Diak is known for its responsibility, professional ethics, and ability to build a sustainable future. We are experts of human interactions.

Our research and development work generates high-quality, nationally and internationally renowned research on themes related to social inequality and diversity.

Solutions developed by Diak have made their way into practical application – they change the structures of society and develop the service system and working life.

Diak in 2028



In 2028, Diak will be more than a university.

We will be a driver of change – a reformer of society and working life. We will not only train and study but also build a world in which everyone can live a good life. Diak will be an example of courage and ambition – and we generate hope for a better future.

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