



BUILDING PUBLIC TRUST

UNIVERSITY OF HELSINKI EXPERIENCING

Esa Hamalainen @esahamal
Paris, College de France
5.11.2021

HELSINGIN YLIOPISTO
HELSINGFORS UNIVERSITET
UNIVERSITY OF HELSINKI

WITH THE POWER OF KNOWLEDGE – FOR THE WORLD

OUR VALUES

TRUTH
BILDUNG
FREEDOM
INCLUSIVITY

RANKING AMONG THE TOP 0,5% OF THE WORLD'S RESEARCH UNIVERSITIES

SHANGHAI	74
TAIWAN	93
US NEWS	86
THE	96
QS	107

ANNUAL TURNOVER

674M€

RESEARCH FUNDING

204M€

70M€

RESULT OF FUNDRAISING CAMPAIGN WITH GOVERNMENT'S MATCH FUNDING (2017-2020)

HELSINKI.FI

31,564

DEGREE STUDENTS
6.1% INTERNATIONAL

8,120

EMPLOYEES
58% TEACHING AND RESEARCH STAFF
(27% INTERNATIONAL STAFF)

8,934

DEGREES PER YEAR

200,000

ALUMNI AROUND THE WORLD

4

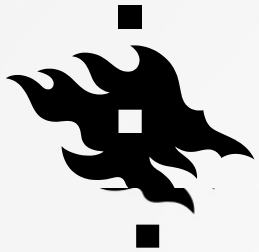
CAMPUSES

11

FACULTIES

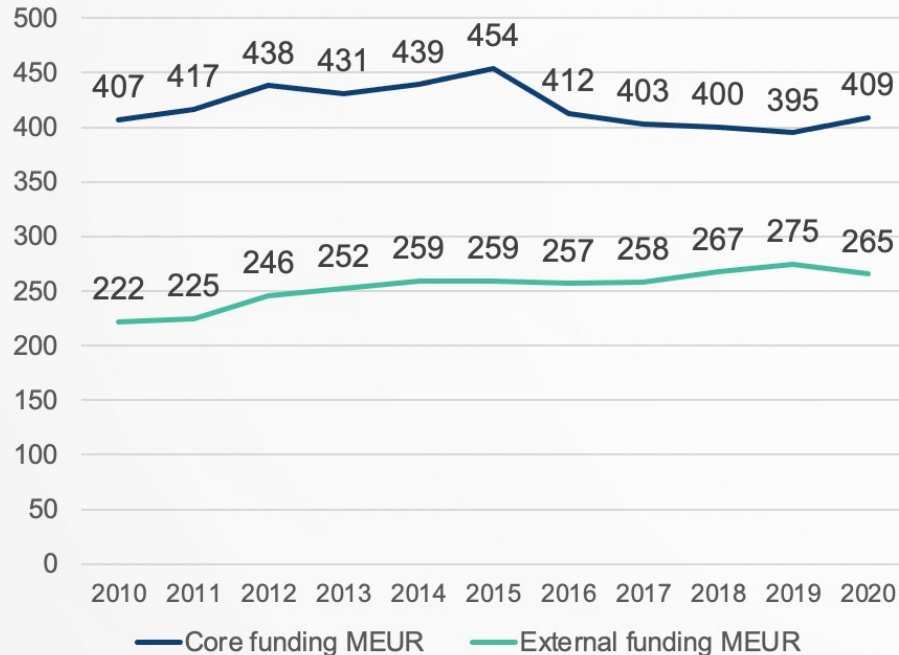


UNIVERSITY OF HELSINKI

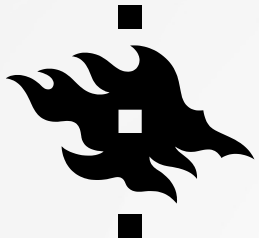


FUNDING DOES NOT FOLLOW ...

The core funding is allocated to the University of Helsinki (UH) by the Ministry of Education and Culture and the Ministry of Finance (8 MEUR).



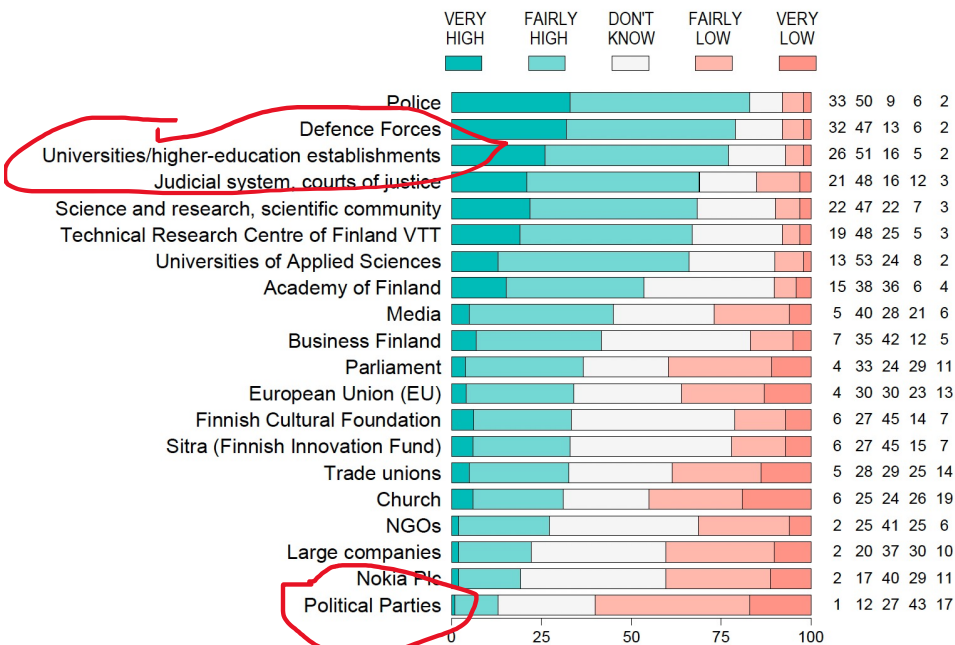
- The performance of Finnish universities is measured by, among other things, the number of degrees and publications produced. These numbers determine the amount of funding granted from the Government budget (i.e., core funding) to each university
- UH seeks external research funding from various sources
- The Finnish Government has made several cuts to the core funding during last 10 years
- Inflation index of core funding has been one of these instruments
 - 2010 starting point
 - 2011 paid
 - 2012 halved
 - 2013 unpaid
 - 2014 paid
 - 2015 halved
 - 2016 unpaid
 - 2017 unpaid
 - 2018 unpaid
 - 2019 unpaid
 - 2020 paid
 - 2021 paid
- Paid for 4 years, halved for 2 years and unpaid for 5 years.



SCIENCE BAROMETER / PUBLIC TRUST

The Finnish Science Barometer 2019

Figure 5. LEVEL OF TRUST FELT TOWARDS VARIOUS SOCIAL INSTITUTIONS (%).

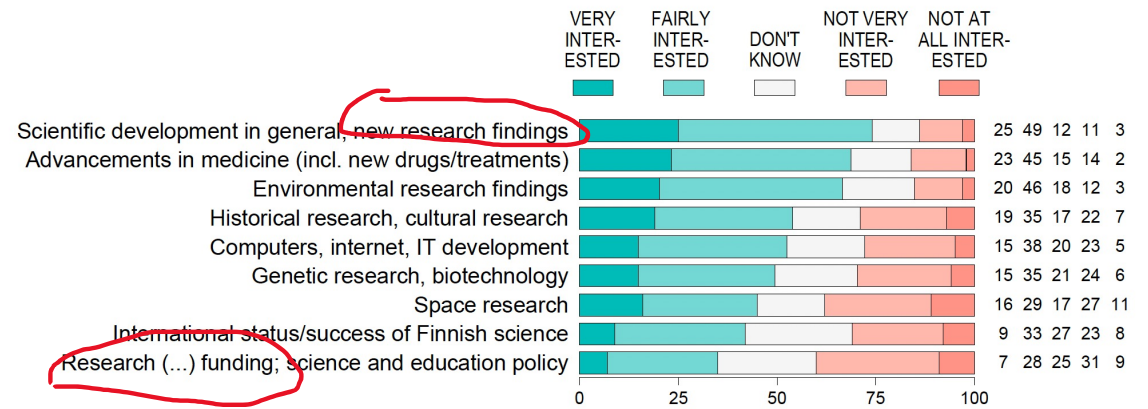


Finnish Society for Scientific Information / Yhdyskuntatutkimus Oy 2019

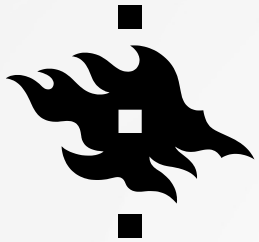
HELSINGIN YLIOPISTO
HELSINGFORS UNIVERSITET
UNIVERSITY OF HELSINKI

The Finnish Science Barometer 2019

Figure 3. HOW INTERESTED IN/ACTIVELY FOLLOW VARIOUS TOPICS RELATING TO SCIENCE AND RESEARCH (%).



Finnish Society for Scientific Information / Yhdyskuntatutkimus Oy 2019



MEASUREMENTS: ROI OR REPUTATION?

- Economic Impact (LERU 2015, Finnish Universities 2017)
 - Show the economic rational of investing in Higher Education and Research // $x 5 - 7$
- Reputation measures 2013, 2016-2017, 2019, 2020 (citizens, decision-makers, media, companies)
 - Key findings ref decision-makers
 - Expect to have direct contact to researchers, innovations, presentations and lectures
 - Need more scientific knowledge in decision-making, engagement in societal discussions, impartiality

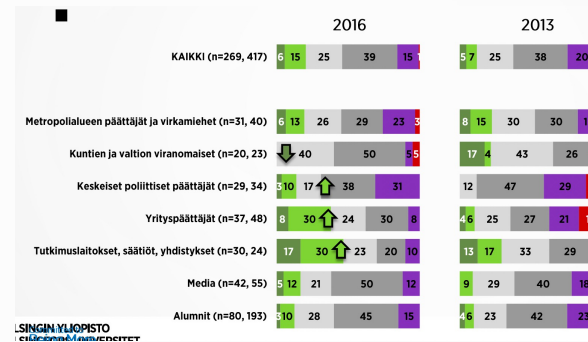
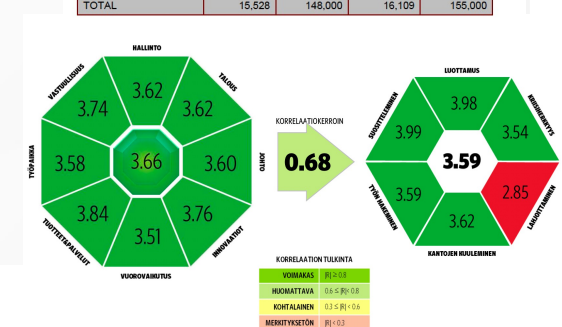
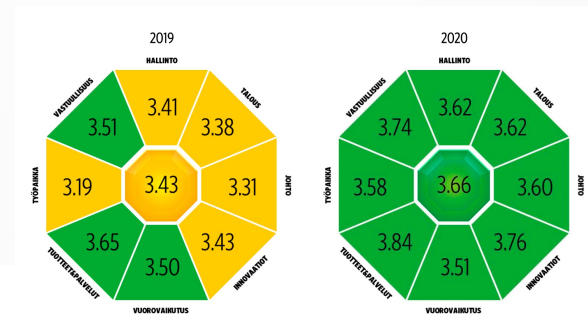
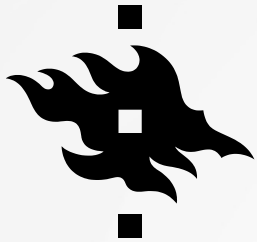


Table 15-1 – Contribution of Finnish Universities in Europe and Globally

	Europe		Global	
	GVA (€m)	Jobs	GVA (€m)	Jobs
Direct Effect	1,826	32,000	1,826	32,000
Supplier Effect	542	9,000	575	9,000
Staff Spending Effect	1,605	20,000	1,701	21,000
Capital Investment	383	3,000	399	3,000
Core Operations	4,356	64,000	4,501	66,000
Student Spending	1,155	17,000	1,205	18,000
Part-time Work	951	20,000	985	20,000
Student Volunteering	92	-	92	-
Student	2,198	37,000	2,281	38,000
Visits to Staff & Students	58	1,000	61	1,000
Conferences & Events	4	<1,000	-	-
Business Tourism	20	<1,000	21	<1,000
Tourism	82	2,000	82	2,000
Spin-outs	329	4,000	342	5,000
University Owned Enterprises	552	3,000	575	3,000
Technology Licensing	10	<1,000	11	<1,000
Services to Business	2,412	28,000	2,581	30,000
Student Placements	44	1,000	46	1,000
Science Parks	629	10,000	729	11,000
Innovation Support	3,977	46,000	4,284	49,000
Sub-Total	10,613	148,000	11,149	155,000
Graduate Premium	3,999	-	4,004	-
Returns to Medical Research	870	-	909	-
Staff Volunteering	47	-	47	-
TOTAL	15,528	148,000	16,109	155,000





FUND- AND FRIEND-RAISING

THE IMPACT OF DONATIONS

3900+
donors

€65+
million in donations

€445000
in support to students and researchers



Donations enable us to engage in new, notable projects and innovations

The activities of over 100 of our professors and other experts rely on donations. A professorship can open up a whole new field of research.

[Read more about the impactful work of our professors](#)



SUPPORT US

By donating to science, you are helping the University of Helsinki build a more sustainable future through education and research. You can donate to a research field of your choice to support studies and research. Join us in activities that are best for the world!



THE GOVERNMENT'S MATCHED-FUNDING SCHEME BOOSTS THE IMPACT OF DONATIONS

The Government of Finland has decided to provide capital to universities in the period 2020–2022. The decision was prompted by the December 2019 pledge made by the Supervisory Board of the Finnish Innovation Fund Sitra to grant a one-off contribution of €100 million to universities. The Government's matched funding scheme boosts the impact of donations to the University by multiplying the sum of euros raised according to the rules during the period. By donating to science, you contribute to building the future through education and research.

[Read more about the matched funding scheme](#)



HELSINKI ALUMNI IS FINLAND'S LARGEST COMMUNITY OF EXPERTS

All graduates, exchange students and staff of the University of Helsinki are considered University alumni. Together we comprise Finland's largest network of experts. There are already more than 35,000 of us. Join us! By joining forces, we can increase the impact of our University, continue to improve the quality of teaching, and conduct research in a variety of fields.



Alumni

Stay on top of the latest science, network extensively at events, advance your skills and knowledge, and share your experiences.

[Our alumni services](#)



[Join the alumni community or participate in the activities at the Helsinki Alumni Hub](#)



News about donations



DONATION | 4.11.2021

Finnish family business supports the recovery of the



CLIMATE CHANGE AND BIODIVERSITY | 4.11.2021

Could one bacterium put damselflies in distress?



LIFE SCIENCES | 3.11.2021

Finding a new purpose for old drugs: Researchers have found



HELSINKI CHALLENGE 2015 & 2017

[HTTPS://CHALLENGE.HELSINKI.FI/](https://challenge.helsinki.fi/)



THE PRIZE OF HELSINKI CHALLENGE IDEA COMPETITION WAS DIVIDED BETWEEN TWO TEAMS

Teams iCombine and HeatStock were chosen as the winners of the science-based idea competition Helsinki Challenge and both will receive a prize of 187 500 euros.



HELSINKI CHALLENGE JOURNEY 2017

Helsinki Challenge is the one and only science-based idea competition in Finland. In the competition teams of scientists worked on solutions that help the humankind reach the UN Sustainable Development Goals (SDGs). In 2017 the competition was organized by ten Finnish universities.



THE SEARCH FOR DIGITAL EMOTIONS CONTINUES: HELSINKI CHALLENGE 2015 WINNER NEMO

Winning solution of Helsinki Challenge 2015 led the team members Katri Saarikivi and Valtteri Wikström to an even bigger research project.

[READ MORE →](#)

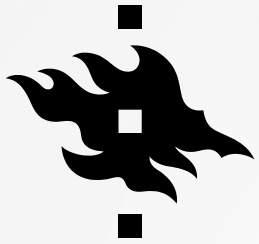


THE HELSINKI CHALLENGE JURY PROCESS IN THREE STEPS

How did we get from 110 competition entries to 7 finalists? Who will choose the winner this November? This is how the Helsinki Challenge jury process works.

[READ MORE →](#)

05/11/2021



THINK CORNER 4.0

[HTTPS://WWW.HELSINKI.FI/EN/THINK-CORNER](https://www.helsinki.fi/en/think-corner)

The University of Helsinki's Think Corner is science street level – an open arena for discussion and coworking, a forum for science and research. Think Corner offers spoken programme, theme events and other scientific contents in easily digestible forms, as well as shared working spaces on three floors. There is also a café and a shop. Drop in, take part, work and study. At Think Corner, the doors and ideas are open to everyone.



Think Corner 360°

Visit Think Corner virtually on a 360° tour!



Tours

Get to know Think Corner and the University of Helsinki on by yourself or by participating in open tours.



Directions

Think Corner is located in the centre of Helsinki and is well connected to public transportation.



Floor map

Where is Stage? What's on K1 floor? See the Think Corner floor map!



THEMED PROGRAMMES AND SERIES



Tiedekulma Live

Tiedekulma Live invites everyone interested in science and researched perspectives to discuss the future of society and humanity.



Hope for Globe

The Hope for Globe events explore climate change and the environment.



Uuden tiedon klubi

The monthly Uuden tiedon klubi ("New Knowledge Club") keeps you up to date on the world of science.



Helsinki Health Week

Top experts in life sciences offer new perspectives on current health issues.



Crazy World

Update your knowledge of the world in the Crazy World events.



Smart as HEL

The Smart as HEL events explore what should be learned and taught in the future and how.

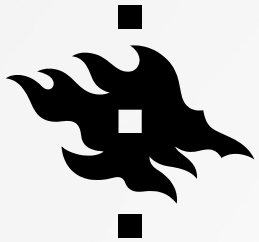
YouTube FR Search [Microphone] [Grid] [Sign In]

Tiedekulma
3.16K subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS

Tiedekulma | Think Corner
6,223 views • 2 years ago

Nyt jos koskaan tarvitaan puntaroitua puhetta. Tiedekulma on kaikille avoin keskusteluareena, jossa kuuluu tieteen ja tutkimuksen ääni. Julkaisemme parhaat palat ohjelmistostamme tällä ...
READ MORE



RESEARCH MATTERS CAMPAIGNS 2018

[HTTPS://WWW.HELSINKI.FI/EN/CAMPAIGNS/RESEARCH-MATTERS](https://www.helsinki.fi/en/campaigns/research-matters)

WHY DO WE NEED SCIENCE?

None of us can predict which research will be useful in 2050. Therefore, policymakers seem to solve any of the problems known today, but might prove vital tomorrow. The cancer and fighting covid-19, while constantly gaining new tools for mitigating climate the best teachers in the world and we will understand the potential and problems of

SATU MUSTJOKI: SHORT-SIGHTED FUNDING FOR CANCER RESEARCH POSTPONES BREAKTHROUGHS

Great advances have been made in cancer research

KAARLE HÄMERI: WHY RESEARCH MATTERS

Research-based knowledge, skills and innovations pave the way forward

SCIENCE ADVOCATES

In the series Science Advocates, people describe the significance of research and research-based teaching for themselves.



15.6.2020 • HIGHER EDUCATION & SCIENCE POLICY

Jutta Urpilainen: Social trust increases resilience in crises

Providing reliable information and strengthening democracy and transparency play an important role in increasing social trust and crisis...



9.6.2020 • HIGHER EDUCATION & SCIENCE POLICY

Akseli Rouvari: Science helps us change the world

Science is the antidote to the challenges we are facing as a society as well as a light guiding us in the valley of darkness we traverse...



31.5.2020 • HIGHER EDUCATION & SCIENCE POLICY

Ilkka Herlin: Science and responsibility

On a global scale, we are encountering such a variety of crises that the probability of large-scale disaster is shockingly high. All the while,...



29.5.2020 • HIGHER EDUCATION & SCIENCE POLICY

Carmela Kantor-Aaltonen: Natural sciences are solving global problems

The coronavirus pandemic has elevated science, as well as the awareness of our inability to tackle the crisis without science, to fresh...



28.5.2020 • HIGHER EDUCATION & SCIENCE POLICY

Mika Klemettinen: From an analogue world to a smart and digital information society

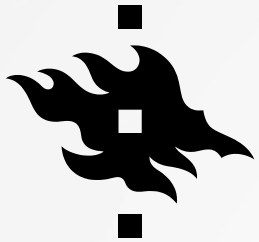
In the past decades, the world has changed to a considerable degree. Content has moved to the internet, there is no longer a need to fill in...



25.5.2020 • HIGHER EDUCATION & SCIENCE POLICY

Tommi Laitio: Useful science

The coronavirus situation has highlighted the significance of science to society. Scientists have been asked to appear on television, in...



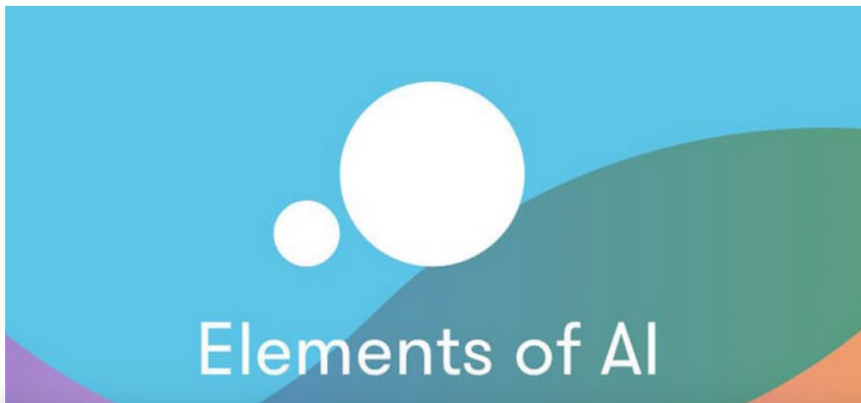
ELEMENTS OF AI

[HTTPS://WWW.ELEMENTSOFAI.COM/](https://www.elementsofai.com/)

Home / News / News and press releases / Elements of AI onli...

Elements of AI online course now available in 22 EU countries and languages

Finland wants to train one per cent of EU citizens in the basics of artificial intelligence. The free online course is designed and organised by the University of Helsinki and a technology company Reaktor.



3.5.2021

NEWS

TEACHING

Share this page



Newsletter

Subscribe to newsletter

HELSINGIN YLIOPISTO
HELSINGFORS UNIVERSITET
UNIVERSITY OF HELSINKI

Elements of AI

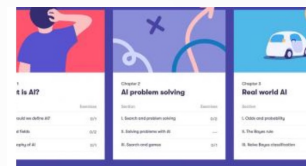
Commencer le cours FAQ

Bienvenue dans le cours en ligne gratuit "Elements of AI"

Rejoignez les plus de 750 000 autres personnes qui apprennent les principes de base de l'IA

Choisissez le pays France

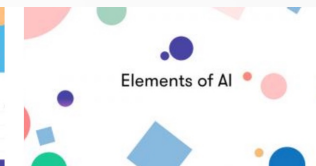
Commencer le cours →



TEACHING | 10.12.2019

Elements of AI online course to expand throughout the European Union

The Elements of AI online course offering basic understanding of artificial intelligence will be translated into all official languages ...



PEOPLE AND TECHNOLOGY | 05.05.2020

Elements of AI online course to be launched in EU countries

Finland will make the Elements of AI online course available to EU citizens in 2020-2021. The objective is to train one per cent of EU...



TEACHING | 15.10.2020

Finland continues its quest to teach 1% of the world the basics of AI – Open online course Building AI published

A new open online course by the University of Helsinki and technology company Reaktor explains the algorithms behind AI. Building



CLIMATE CHANGE AND BIODIVERSITY | 17.02.2021

A new course at the University of Helsinki offers sustainability



ARTIFICIAL INTELLIGENCE | 28.06.2021

US Event Reimagining AI for All hailed a success



TEACHING | 26.11.2020

The Ethics of AI online course urges us to consider what



SCIENCE FOR DECISION- MAKING

[HTTPS://WWW.HELSINKI.FI/EN/COOPERATION/OPINION-LEADERS](https://www.helsinki.fi/en/cooperation/opinion-leaders)

COLLABORATION WITH OPINION LEADERS AND DECISION-MAKERS

On this page, we provide information for opinion leaders and decision-makers about the University of Helsinki and the collaboration opportunities it can offer. The University wants to make research-based knowledge available to society to serve as a basis for decision-making.

KEEP YOURSELF UP TO DATE

Would you like to keep easily up to date about topical developments and available collaboration opportunities at the University? Subscribe to the University's newsletter for opinion leaders!

[Subscribe to a University of Helsinki newsletter →](#)



HOW RESEARCH-BASED KNOWLEDGE IS MADE AVAILABLE TO SOCIETY

#SIKSITIEDE

#RESEARCHMATTERS

Science and research-based teaching are invaluable to our wellbeing. How can we ensure that research-based knowledge will continue to contribute?

[#RESEARCHMATTERS →](#)

Thinkfest leadership forum

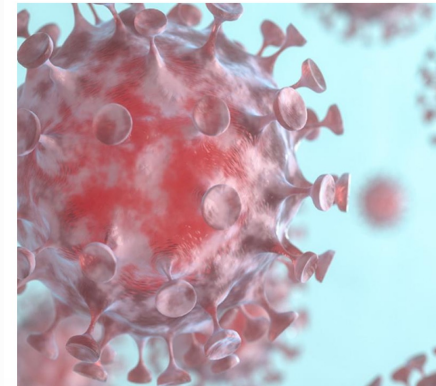
We bring together researchers and influential social figures to address the most pressing issues in Finland.



HELSINGIN YLIOPISTO
HELSINGFORS UNIVERSITET
UNIVERSITY OF HELSINKI

WHAT ARE WE DOING TO STOP THE CORONAVIRUS CRISIS?

A number of research projects concerning the COVID-19 disease are ongoing at the University of Helsinki, with members of the University community contributing in many ways to tackling the coronavirus crisis.



Solving the coronavirus crisis – This is our contribution

Researchers at the University of Helsinki are tirelessly developing new diagnostics and drug therapies to treat coronavirus infections.

[Get to know our activities in more detail →](#)

[Coronavirus situation at the University of Helsinki →](#)

THE BEST DECISIONS
ARE KNOWLEDGE
INFORMED.

Who is Sofi?

Sofi is a novel national-level initiative focusing on building next generation scientific advisory system in Finland. The three-year work (2019–2021) is coordinated by the Finnish Academy of Science and Letters.

What are the main objectives of Sofi?

- > Develop a new mechanism to the science advice ecosystem in Finland
- > Promote dialogue between researchers and decision-makers
- > Facilitate systems levels discussions on future vision of science advice



UUSIMMAT UUTISET

Sofi sai pätevyiden toteuttaa Euroopan komission tutkimuskeskuksen koulutuksia Suomessa



HELSINKI ROUTE IN POLICY AFFAIRS

2013- 2014

- Benchlearning from Student Union
- **Policy Affairs Advisor recruited**
- Policy targets elections 2015
- Alumni decision-makers group started
- Contact strategy / ministers, state secretaries etc
- Fundraising and alumni work go on...
- Helsinki EU office contacts activated
- Brand and reputation studies go on...

2015-2016/7

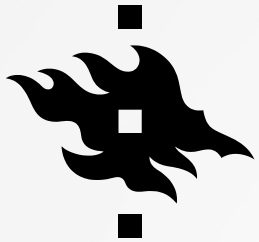
- 375 Celebrations, Helsinki ChallengeS
- Financial Crises -15%, layoffs
- City & University Leadership Forum integrated to Corporate Relations Unit
- City Mayor to the University Board
- Finland Arena in Pori (w Aalto)
- Intensified collaboration w lobbying associations (UNIFI, Finnish Industries,
- Impact studies with LERU and UNIFI

2018-2019

- **Policy Affairs Communication Expert recruited**
- Think Corner, Think Companies spread, Think Forum
- Newsletters to decision-makers
- University Board members w political background
- Cocreated Definition of policy targets, elections 2019
- Campaigns #researchmatters,

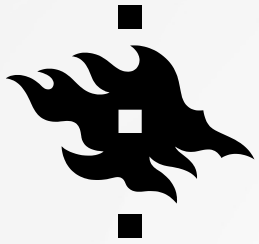
2020-2021

- **EU policy affairs expert recruited**
- Alumni association revisited
- Corona / science impact & funding
- Digital lobbying
- Goals HE 50% and RD 4% ???
- European Future Fund - solutions
- Regional policy goals revisited



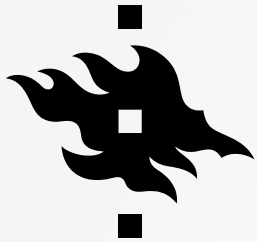
RESOURCES AND FORMS OF ACTIVITIES

- Leadership
 - Rector, (vice-rectors) , Chancellor
 - Registrar and Director of Comm & CR
 - Committee for social interaction
- Policy Affairs Team
 - Policy Advisor
 - Policy Affairs communications manager
 - EU policy affairs advisor
- Alliances & networks
 - Board members, faculty w political connections
 - Specialist network in services backing up the team
 - Alumni friends in politics
 - City of Helsinki leadership
 - Student Union
 - Several Collaborative partnering / networking
- Activities
 - Analysis, intelligence, reports, flyers
 - publicity campaigns, columns, expert opinions
 - Newsletters to EU, national political and regional decision-makers
 - Websites, social media, esp twitter
 - Tete-a-tete meetings, on-site visits
 - Think Corner events, platforms, dialogue
 - Researcher buddies
- No-no
 - Hostile critique
 - Public demonstrations
 - Party-politics
- Yes-yes
 - Listening and sharing
 - Research-based analysis
 - Public thank you



IMPORTANT QUESTIONS

1. Do we really know what we want? Do we agree on common priorities?
2. How to tackle conflicting interests in the sector (eg regional politics)
3. How to preserve political neutrality and how to deal with your own biases?
4. How to deal with politically hot issues and taboos?
5. Are we ready for open pressure vs cabinet politics?
6. How to be part of solution, not the problem – is the academia ready for this?
7. Where are the limits of playing the game – are we loosing our autonomy?



LESSONS LEARNED

Politics is art of solving immediate issues – Long-term commitment important for university business

1. Leadership engagement is paramount (VC face value)
2. Specialised staff, friends, networks, alliances
3. Economic illiteracy breeds misunderstanding
4. Clear and truthful messages: for the public good
5. Understanding your own bubbles – and no lecturing
6. Code of conduct defined and communicated
7. Earning the trust – consistency, acknowledgment and real dialogue

