Wireless wellbeing in Southwest Finland

» **In the Southwest Finland information society cluster, you will find skilled partners for international business, development and research.**
www.ictturku.com/expertdb • www.tukkk.fi/tutu/wsis

Information Society with a Sustainable Future

Globalisation and the associated new international division of labour and wellbeing require a continuous renewal of Finland's national economy and production structures. This increasingly fast process of change is shaping the new economy, in the background of the information society, into a creative entity highlighting cultural know-how and creativity. The growing significance of cultural know-how can be described in terms of three development challenges.

The growing significance of cultural know-how can be described in terms of three development challenges:

1. In the ever-changing global operating environment, the competitive ability of the Finnish national economy is based on its ability to renew itself: creativity = creation and renewal. This is why we have to be creative and innovative in all our activities.

2. Culture is increasingly becoming significant business. This is why we must develop the interfaces of culture, art and other industries.

3. The wellbeing of the local culture and regions is an important competitive factor in the global economy, too: global = local + local. This is why we must also look after our local identity and cultural processes.

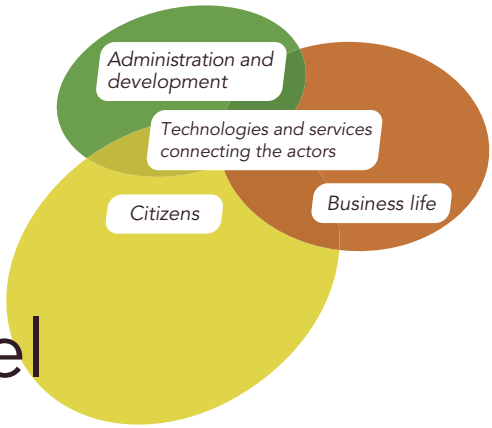
Aiming at a socially sustainable citizens' information society

Traditionally, one of the criteria for the social sustainability of the information society was whether every citizen had access to it. Access mainly referred to technical access, in other words an interface, and occasionally also skills and motivation. In Finland, information and communication technology is already so rife and common that the sustainability of the information society is not so much dependent on technical access but rather on what one can do with the information and communication technology. In this case, the real sustainability of the information society can mainly be judged based on whether the technology, services and content can meet the real social and cultural needs of the people.

As to the economically, socially and culturally sustainable future of the information society, challenges facing Finland include know-how and process management related to education and health care, which could also be some of the central export products and success clusters of Southwest Finland in the future. Indications of this were received for example at the beginning of the new millennium when the Finnish Ministry for Foreign Affairs asked South African researchers to assess the Finnish information society. The researchers were less interested in Finnish technology or content services, than in the Finnish national innovation system – the ability to invent and develop independently. Products like the innovation systems combine creative economy and information society. This combination could for example be called the third phase of the information society.

Southwest Finland as a pioneer in the third phase of the information society

During the first phase of the information society, Finland's success in international competition was based on the construction of information technology. Our national economy made money with technology. During the second phase, our success depends on whether we can produce the content and services that help to develop those processes of culture and wellbeing that are at the core of society. We are making money by using the technology. The products of the third phase of the information society include the concepts and formats of culture and wellbeing – education, innovation and health care systems and their management. From a society led by technology, we are now moving towards one piloted by content. At the same time, the weight of development is moving away from the physical infrastructure towards social infrastructure. Social infrastructure includes the methods and structures of information management and dissemination as well as networking knowledge .



The Southwest Finland Information Society Model

» combines the needs and aims of the citizens, administration, development and businesses in a fruitful and unprejudiced way. The core of the information society contains the technologies, services and practices best promoting the wellbeing of all actors in the information society.

Principles of the Sustainable Information Society in Southwest Finland

1. The information society in Southwest Finland will be ecologically, economically, socially and culturally sustainable. All aspects of sustainability will be developed in a balanced way.

2. The information society will be developed wherever the citizens are located. Targets of special importance for development include libraries, educational organisations, NGO's, workplaces and the media.

3. The citizens, public administration and companies will work together to develop the information society in Southwest Finland. This participatory and connecting process in itself will be a significant social infrastructure and part of the information society know-how in Southwest Finland.

4. Technology and services will be provided by both private actors and the public administration. Significant values behind the development efforts and co-operation will include wellbeing, quality, safety, freedom of choice, accessibility and cost-effectiveness.

5. Virtual and immaterial services will be used to replace traditional material products and to make these more efficient, which will enhance the ecological efficiency of Southwest Finland. Virtual services will not, however, replace physical local services, but will complement them instead: the physical and virtual living environment will be developed in balance.

6. Southwest Finland will have high-class, easy-to-use fixed and wireless information and communication technology, thanks to which the services of the information society will be accessible to all.

The following pages contain some good examples of the information society know-how in Southwest Finland. These examples have been grouped according to the Southwest Finland information society model: 1) information society of the citizens 2) good administration and development
3) enterprises and products. And finally, examples combining the various actors.

In the information society cluster of Southwest Finland, you will find skilled partners for international business, development and research.

- 54 municipalities
- 3 universities and 4 polytechnics
- 445,000 citizens
- 23,500 companies
- an ICT cluster of 1,700 companies
- High-quality OpenSpark wireless technology and mobile services

The Southwest Finland information society model produces ecologically, economically, culturally and socially sustainable business, administration, technology and services that are accessible to the public; not only in Finland but also elsewhere in the world.

Southwest Finland expert database

ICT Turku Oy and the Business and Research Development Centre of the Turku School of Economics and Business Administration have produced a database of ICT experts at the universities of Turku.

» www.ictturku.com/expertdb • www.tukkk.fi/tutu/wsis

Citizens in the Information Society

» The information society with a human face and size exists wherever people are located.

- **ICT Turku Oy and the Open Spark wireless network**
- **The TAD Centre**
- **Internet services of librarieswww.turku.fi/library**
- **Turku School of Economics and Business Administration and Finland's Future Research Centre**
- **The Wellcom project by the City of Turku health administration**
- **The ihminen@turku entity**
- **Skärgårdsnet, an example of an IT services application for small archipelago municipalities**
- **The school in the information society**
- **Remote teaching in the archipelago/Norssi**
- **Tutoring Adults On-line (University of Turku/Centre for Extension studies)**
- **Sanako – IT infrastructure for the archipelago**
  www.sanako.com
- **Turuxi, linux activation work**
  twiki.linux-aktivaattori.org/view/Turuxi/

Case 1: Internet services of the Turku City Library

The libraries offer a wide range of possibilities when using the internet to search for information in their physical and virtual libraries (www.turku.fi/library). In this way, customers can look for information, book materials, renew loans and be notified by e-mail of themes of interest to them.

In 2006, a Southwest Finland search portal will be completed, which will make it easier to find information in the physical and electronic collections of all the libraries in Southwest Finland.

All libraries offer help in finding information and using the databases. *Everychild's Library* and the *Path of Culture* are programmes implemented together with day-care centres, child health care clinics and schools, in which the world of information and books is opened up for children and teenagers in an age-appropriate manner.

The libraries feature Internet Contact Points, which place computers with versatile software and internet connections at the disposal of the customers. At these Contact Points, free courses suitable for beginners are organised, in which peer instructors teach the use of information technology, and the library staff offer guidance in the use of the libraries' internet systems.

Turku City Library takes part in the national *Ask Your Librarian* information service, in which customers can ask about anything and receive the answer by e-mail.

All libraries are equipped with the SparkNet wireless internet connection, through which the customers can use the internet from their own portable computers. Some libraries also have portable computers for the use of their customers.

At the new main library complex to be opened in 2007, plenty of workstations and guidance in the use of information networks will be available for the customers.

» www.turku.fi/library



Case 2: The school in the information society

Thanks to the Department of Teacher Education at the University of Turku, the pioneering approach and information society know-how of Southwest Finland schools will also have wide-ranging national significance: many Finnish teachers are trained in Turku. Turun Normaalikoulu, which acts as a training school and a further training unit for teachers, also plays a significant role in teacher training.

1. In the **VITRANET** (Virtual Training Network) project of Turun Normaalikoulu, a virtual training network is being created and technological co-operation in the area of Eastern Turku will be developed. The main content includes experiments in virtual teaching and a network meeting forum, in which the products and product development of participating companies play a key role. This project enables the internal and mutual co-operation of educational organisations and companies by creating a virtual forum in which dissemination of information, meetings and discussions mainly take place through the internet. This project also supports content production, the education of immigrants, the development of teacher training and the information society plans of Eastern Turku.

» www.tnk.utu.fi/index.php?226

2. **eNorssi** is the co-operation network of Finnish teacher training schools, the purpose of which is to play an active role in the development of national projects, intensify co-operation between teacher training schools and diversify the use of information and communication technology in the daily work of schools. The eNorssi portal acts as a forum of the project and a window into the workings of this co-operation network.

» www.enorssi.fi

3. **Turun Opetusverkko – tkukoulu.fi** is a platform for promoting and developing the use at schools of information and communication technology by the Educational Administration in Turku. It is maintained by the TOP centre, which is an independent unit of the Turku Educational Administration. In the beginning, the main task of the teaching network was to provide further training for teachers. The project introduced its own tkukoulu.fi domain identifier in 1995. Today, all schools providing basic education, sixth form schools and adult education institutes are within the scope of this broadband network and make use of the servers and network services for teaching maintained by the TOP centre.

» www.tkukoulu.fi

4. **Perunakellari** is a collection of freely available interactive exercises. The majority of this material is directed to primary school students, but the exercises also include those in subjects that pupils normally start at a later stage, such as French and Spanish. The target group indicated for each exercise is for reference only. Many of the exercises are also well suited for pupils older than the target group, at least for revising and streaming. At present, Perunakellari includes 267 exercises in such subjects as mathematics, Finnish, environmental studies, English, French, Spanish, history, religious education and information technology.

» www.perunakellari.fi

5. **The Virtual Interpreter project** aims at developing the co-operation between the workers in the schools, social services and health care (e.g. teachers, wel-fare officers, psychologists, doctors, social workers) arranged through video conferencing from each participant's own place of work. The Virtual Interpreter also offers remote interpretation services of rare languages and sign language. The citizens of the municipality benefit from this project whenever they need an interpreter or, for example, want to discuss the affairs of their child or teenager with the day-care centre or school. The Virtual Interpreter project acts to solidify multi-professional co-operation between the various administrations.

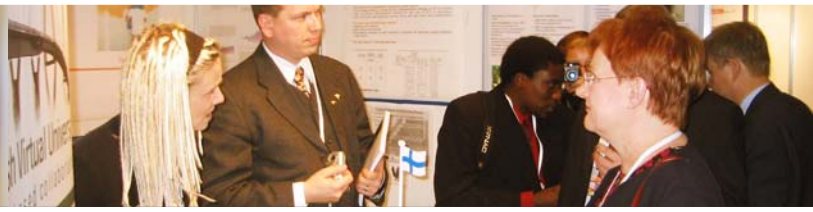
» www.turku.fi/virtuaalitulkki

6. **Mobile interpretation - the future of remote interpretation?** The project co-ordinated by the Turku Unit of the Diaconic Polytechnic examines the possibilities of applying mobile equipment, such as third generation mobile phones, to mobile interpretation of the sign language. The most immediate objective of this project is to test sign language interpretation in a functioning network by means of various video phones and other wireless terminal devices. The aim is to develop a mobile interpretation service in order to promote the equal participation in society of the 8,000 people in Finland who use sign language as their means of communication.

» www.diak.fi

7. **Käspaikka** is a high-class networking learning environment, the aim of which is to support the learning of handicrafts by means of developing network based www learning materials and promoting the use of virtual, communal learning environments based on the building up of information.

» www.kaspaikka.fi



Public Services Bring the Administration and Citizens Together

» The key words for good administration and development are quality, safety, accessibility and cost-effectiveness.

- **Health care services: Wellcom**
- **Regional portals**
- **Wirelessness – SparkNet and OpenSpark**
- **Ihminen@turku**
- **The library**
- **Universities and third-level colleges**
- **The Employment and Economic Development Centre**
- **The TAD Centre**
- **The municipalities (professional skill of the authorities, the cost-effectiveness, quality and accessibility of public services)**
- **Arsnet-service**

Case 1: Developing the electronic means of conducting business with the health care administration – Wellcom

The Wellcom project of the City of Turku health administration aims at examining how the customers of the health services can use the new information and communication technologies to conduct their health-related business. Such units as the contraception advisory services, the Kirkkotie Health Centre, part of the students' health care services and part of the occupational health care centre are involved in this experiment.

The use of electronic services is free for private citizens who are entitled to use the services of the City of Turku health administration. The customer can send a question concerning his/her state of health to his/her own medical expert, such as a doctor. In addition, it is possible to obtain laboratory test results and make appointments with the centres taking part in the experiment electronically. By means of on-line forms, up-to-date information is compiled on the state of health of those coming in for a medical examination.

» **wellcom@turku.fi**

Case 2: Regional portals such as loimaanseutu.fi

A portal is a network service residing on the internet which, in addition to its own functions, offers links to several other services. A regional portal provides information for various users from the point of view of the region: inhabitants, tourists and accidental visitors to the pages.

The regional portal www.loimaanseutu.fi took two years to develop in co-operation with the municipalities in the region.

The aims of the regional portal were specified in the beginning of the development efforts as providing as good a service as possible to visitors searching for information, promoting the transparency of decision-making and encouraging electronic methods of conducting business. Loimaanseutu.fi was published on the internet in March 2004. In April 2004, the regional portal counter had recorded 5,000 visitors. In September 2005, the number of visitors was 32,000.

» **www.loimaanseutu.fi**

Case 3: The Citizens' Information Society programme by the City of Turku – ihminen@turku

Similarly to other towns, Turku plays a significant role as a producer of services and, consequently, a contributor to the local information society. The three-year information society programme of Turku, ihminen@turku, was launched in 2003.

The strength of the information society in Turku is in its wide scope. It is equally accessible to all: young people and those in working life as well as the most vulnerable target groups of the information society, such as the ageing, the disabled and those on low income.

The programme focuses on developing services and making it easier for citizens to deal with the services, improves the every-day life of the inhabitants and promotes their possibilities of having an impact through the means offered by the information society. It also compiles, compares, communicates and helps the citizens to access and use the information society.

Ihminen@turku supports development needs arising from the every-day life. It is implemented by organisations, associations and other communities close to the citizens, such as parents' associations, sports clubs, residents' associations and the City's own units and the companies in the area.

Funding from this project has for example been used at the libraries to purchase computers and accessories placed at the disposal of the customers. The Citizen's Computer Advisory service helps people in problems related to computers. The tkuasukas.fi e-mail service is available for communication between the City and the residents.

» www.turku.fi/tietoyhteiskunta

Case 4: SparkNet and OpenSpark

SparkNet, which is based on co-operation between companies, universities and the City, enables a wireless internet connection, which can be used not only in Southwest Finland but anywhere in the world.

SparkNet provides new prerequisites for mobility and co-operation, the establishment of virtual offices and the development of new mobile services.

The latest service provided by SparkNet is OpenSpark. When acquiring an OpenSpark basestation, the customer also receives unrestricted and free global access to the fast-growing OpenSpark network.

By means of the wireless total concept, the citizen or the company can generate a mobile operating concept at home, in the office or be brought along out in the world.

» www.openspark.fi

» www.sparknet.fi

Case 5: Arsnet-service

The ARSNET service brings together the cultural know-how and demand for culture in the Turku region. At the moment, the Arsnet Gallery includes some 900 professionals of all aspects of arts and culture. In Arsnet, you can browse thousands of images, hundreds of video clips and presentations and search for cultural services: programme, art, writers, lecturers, orchestras, crafts – anything to do with culture.

» www.arsnet.fi

State-of-the-Art Technological Know-How

Southwest Finland is a concentration of technological know-how of national and international significance. A total of 1,700 companies providing jobs for 14,000 people and producing a turnover of 8 billion euros form a significant cluster of know-how in the field of information and communication technology.

- **Nokia** www.nokia.fi
- **Teleste** www.teleste.com
- **Good Mood** www.goodmood.net
- **Lingsoft** www.lingsoft.fi, www.pasanet.fi
- **The TS-Group** www.ts-group.fi, www.turunsanomat.fi, www.visicom.tv, www.turkutv.tv
- **Nordic ID** www.nordicid.com
- **Satel Oy** www.satel.fi
- **Neoxen Systems ltd** www.neoxen.com
- **MP-Masterplanet Oy** www.masterplanet.fi
- **Unifixer Oy** www.unifixer.fi
- **Netello Systems Oy** www.netellosystems.com

Case 1: Teleste

Teleste Corporation is an international technology group founded in 1954 and specialising in broadband data communication systems and solutions.

The Group is divided into two Strategic Business Units. Broadband Cable Networks supplies comprehensive high-tech broadband network solutions with related products and services to cable operators. Teleste's core field of expertise is signal processing and transfer technology in cable networks.

Video Networks supplies solutions for optical signal transmission and video network management software solutions for video surveillance, and a major part of its business is handled through system integrators. The key market areas include traffic control and city centre monitoring as well as high-end public security control systems.

Case 2: GoodMood

GoodMood is a leading webcasting technology solution provider offering software products and complementary services.

GoodMood software products include the communication suite GoodMood WIP and GoodMood Media Publishing Framework (MPF). Products are based on extensive usage of streaming media with a rich user experience.

GoodMood has the ability to serve its customers in almost every field of digital media, from smallest web solution to a high quality DVD presentation or massive Webcasting transmission around the globe.

GoodMood operates globally through its 40 Webcasting Service (for example virtual meetings) Partners (WSP), which are located in nearly 20 countries in Europe, USA, Asia and Australia.

Case 3: Lingsoft

Lingsoft offers solutions for the processing and understanding of languages in today's multilingual world. Lingsoft specialises in electronic dictionaries, thesauruses and speech synthesis applications. The proofing tools of Lingsoft will help you ensure the high quality of your writing.

Case 4: The TS-Group

The TS-Group is a regionally, nationally and internationally important large-scale media company providing employment for 2,057 people. The main product of the company is the third biggest newspaper in Finland, Turun Sanomat – the major provincial paper that has reached its 100th year. In electronic communications, the TS-Group incorporates the video production house Visicom and Turku TV, which reaches 104,690 households every day through a cable network. Since the beginning of April 2004, Turku TV also started digital broadcasting over a terrestrial network. At the same time, the broadcasting zone of the channel expanded to nearly 50 municipalities in Southwest Finland.

Southwest Finland – a Pioneer of Wireless Co-operation and Synergy

» The citizens, the public administrations and companies work together to develop the information society of Southwest Finland. At the core of this know-how are technologies and services central for all the actors.

- **Turku Science Park and ICT Turku**
- **Technologies associated with speech recognition and webcasting**
- **Remote services such as the internet services of the library, remote teaching in the archipelago, virtual interpretation and remote consultation**
- **Geographical information know-how**
- **Consideration for special groups (such as the disabled and the elderly)**
- **Health care services: Wellcom**
- **Development of business services in municipalities: for example the TAD Centre and the Employment and Economic Centre of Southwest Finland**
- **The Regional Council of Southwest Finland**
- **City of Turku**
- **As examples of specialist co-operation, the geographical information project Lounaispaikka and Turku Centre for Computer Science (TUCS)**
- **Turku School of Economics and Business Administration**
- **Other universities and vocational institutes in Southwest Finland**

Case 1: ICT-Turku Oy

ICT Turku Oy is a business community focusing on information and communication technology and digital content production, the aim of which is to develop the ICT cluster in Southwest Finland into an internationally successful group of actors.

ICT Turku is part of the science and enterprising community Turku Science Park. It brings together companies of the sector, universities and other educational institutes, research centres and organisations of the public administration in Southwest Finland.

The supply of skilled labour, which is one of the basic requirements for growth and development of ICT companies, is in good hands in the Turku region. The teaching and research units of computer science of the University of Turku, Åbo Akademi University and Turku School of Economics and Business Administration are involved in Turku Science Park. The computer science research centre TUCS is responsible for graduate and postgraduate level education in computer science. The ICT units of Turku Polytechnic and ICT Turku's Software Development Centre are located in the immediate vicinity of one another at the centre of Turku Science Park.

ICT Turku comprises 35 professors and 260 researchers. There are 2,000 graduate and 100 postgraduate level students as well as more than 1,000 students in the Polytechnics. There are some 100 ICT companies in the Turku Science Park area.

» www.turkusciencepark.com » www.ictturku.com

Case 2: Turku Area Development Centre (TAD) – developing industries and regional co-operation

The Turku Area Development Centre (TAD) aims at creating good prerequisites for lively and versatile business activities in the Turku region. Its most important duties include regional development and the creation of a common industries policy for the region in particular, the marketing of the region as a location for businesses and the development of regional co-operation. The TAD Centre can for example help enterprisers looking for new company contacts or available premises and advises those wishing to set up a company.

The activities of the Centre are divided into two areas: the Business Unit and the Regional Development Unit. The Business Unit works in partnership with the municipalities of the region, aiming at developing the operating environment of companies. The Unit works to support co-operation between universities and the business world, promote enterprise and improve the image of the region nationally and internationally.

The Regional Development Unit promotes co-operation between municipalities. It co-ordinates and administrates the Regional Centre programme of the Turku region aiming at implementing the regional development strategy. The duties of the Unit also include various projects to develop the administrative and wellbeing services in the region.

» www.turunseutu.net



Case 3: The Regional Council of Southwest Finland

The Regional Council of Southwest Finland is one of 19 such Councils in Finland. These Regional Councils are municipal federations based on the principle of municipal self-government and acting as regional development authorities as well as planning and lobbying organisations for their provinces. The basic duties of the Council are determined in the Municipalities Act, Regional Development Act and the Land Use and Building Act.

The Regional Council is responsible for the planning of land use at the provincial level in Southwest Finland. In addition, the Council prepares a provincial plan for the next 20 years, as well as a provincial programme that is checked at the beginning of the mandate of each assembly. These aim at helping to coordinate the measures of various authorities that have an impact on the development of the province. The Council also grants provincial development grants for projects promoting the implementation of the objectives of the provincial programme and plan.

The lobbying involves anticipating matters that are important for the province or individual municipalities and informing the decision-makers of these. This is why the Council also maintains close contacts with the members of parliament hailing from the province.

The Regional Council of Southwest Finland also engages in international contacts and co-operation and ensures the administration of the funding for the EU's Objective 2 Programme Interreg IIIA Southern Finland - Estonia. The Council also provides a remote access point of InteractPoint, a shared information and advisory unit of EU regions located on the Eastern border of Europe and in Central Europe. The Council also is involved in voluntary international co-operation with various regions and, together with the City of Turku, maintains a joint lobbying agency in Brussels.

» www.varsinais-suomi.fi

Case 4: City of Turku

Turku is a bilingual growth centre in the Baltic Sea area and the leading city in the economic region, focusing on regional co-operation. The city's assets are its history, its multicultural, international background, its logistic position and its dedication to innovative work and sustainable development.

The oldest town in Finland has 175,000 inhabitants, and it provides jobs for 93,000 people.

The points of strategic importance for the city include:

- Competitiveness and sustainable development
- Wellbeing and quality of life
- Vitality through education, competence and entrepreneurship

» www.turku.fi

Case 5: Lounaispaikka and TUCS as examples of expert co-operation

Lounaispaikka is a Southwest Finland geographical information centre and an internet portal, behind which are the Regional Council of Southwest Finland, the Southwest Finland Regional Environmental Centre and the University of Turku.

Lounaispaikka is the result of co-operation focusing on geographical information that started in 1999. Its operating principles include services focusing on geographical information, achieving collective benefits through co-operation and shared use as well as having a non profit-making approach. Lounais-paikka promotes co-operation in regional geographical information both on the internet and outside it. The aims include the creation of a geographical information centre specialising in the shared use of digital geographical information materials, publication of data and filing.

» www.lounaispaikka.fi

The Turku Centre for Computer Science, or TUCS, was established in 1994, as a joint centre of higher computer science teaching with an international emphasis of the University of Turku, Åbo Akademi University and Turku School of Economics and Business Administration. The teaching and research activities take place in the TUCS's own research laboratories. In the constituent departments of the TUCS, 50 researchers work under the direction of 35 professors. There are 2,000 students with this specialisation as their main subject, as well as 100 postgraduate students. The teaching language is English.

» www.tucs.fi/about



Case 6: Turku School of Economics and Business Administration

The Turku School of Economics and Business Administration is a significant cluster of Finnish business know-how working for the businesses in the increasingly international Finland. There are some 2,000 undergraduate students at the School. Annually, some 800 students take part in further training and some 700 in open university teaching. The staff numbers of the Turku School of Economics and Business Administration are around 350.

» www.tukkk.fi

Finland's Future Research Centre and the Business and Research Development Centre are independent units of the Turku School of Economics and Business Administration, which have played a major role in the preparation of this brochure.

1. Finland's Future Research Centre is a multidisciplinary and versatile community of experts, which provides for the decisions-makers visionary information on alternative futures and the challenges and opportunities inherent in these. The customers of the Centre include both actors of the public sector and companies – and in particular, persons directing these and engaged in demanding expert tasks. Finland's Future Research Centre offers research-based information on the future in a fascinating form both nationally and internationally.

The Centre has three branch offices in Turku, Helsinki and Tampere. The staff of the Centre comprises a total of over 40 people.

The Centre also co-ordinates the Finland Futures Academy, in which the students of 17 Finnish universities accumulate 1,500 credit points annually. The Turku School of Economics and Business Administration recently launched the first Master's Degree programme in Future Research and also researcher training in Future Business Know-how.

» www.tukkk.fi/tutu

2. At the Business and Development Research Centre, the research and practical applications meet. The five units and some sixty researchers and trainers serve companies, municipalities and the rest of the public sector and organisations regionally, nationally and internationally.

» www.tukkk.fi/ytkk

3. The discipline of logistics and the Institute of Information Systems Sciences are other facets of the information society know-how at the Turku School of Economics and Business Administration. Among other areas the Institute of Information Systems Sciences focuses on the strategic management of information administration and information systems for health care. The branch of logistics focuses on the management of the logistics chain consisting of purchases, sales and warehousing functions of international companies.

» www.tukkk.fi/markkinointi » www.tukkk.fi/tjt

Case 7: Other universities and vocational institutes in Southwest Finland

When the ICT cluster in Southwest Finland was asked to name some of the information society actors with regional significance, in addition to the Turku School of Economics and Business Administration, the other universities and third level education institutes were also mentioned.

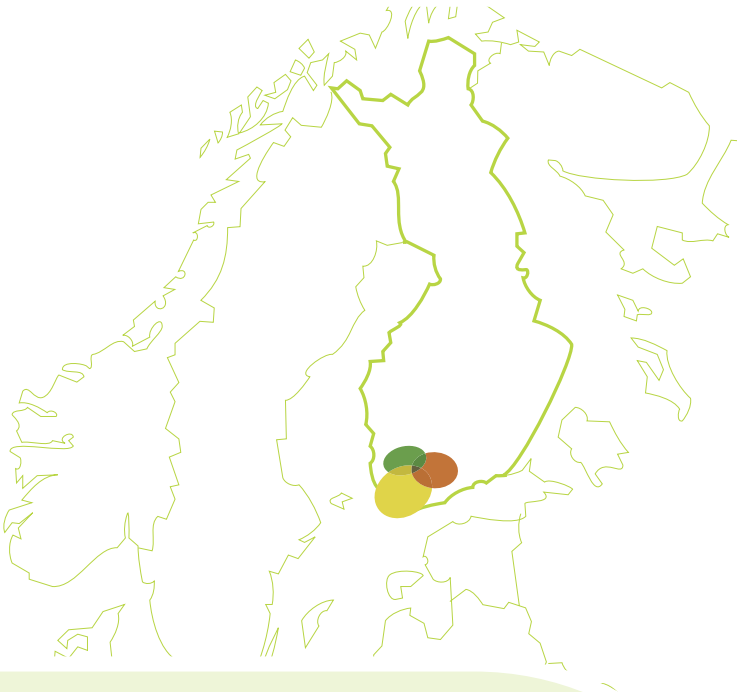
- The University of Turku www.utu.fi
- The Åbo Akademi University www.abo.fi
- Turku Polytechnic www.turkuamk.fi
- Sydväst Polytechnic www.sydvast.fi
- The Polytechnic of Humanities www.humak.edu
- Diaconia Polytechnic (Diak) www.turku.diak.fi

In 1994, the IT teaching provided by the University of Turku, Åbo Akademi University and the Turku School of Economics and Business Administration was combined by establishing the Turku Centre for Computer Science, or TUCS.

» www.tucs.fi/about

Other equally significant actors in the information society comprise a number of vocational institutes in the Province.

- Turku Vocational Institute www.turkuai.fi
- Loimaa Professional Institute www.lai.fi
- Raisio Region Educational Municipal Federation www.raseko.fi
- Vocational Institute Novida www.vsai.fi
- Salo Vocational Institute www.saol.fi



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Communication and advertising agencies also are a part of the information society. Communication has traditionally been a bond between the business life and arts, and this is why communication and advertising agencies are also at the forefront of creative business. The layout and editing of this brochure was ensured by Enala//Hyysalo, a privately owned advertising agency established in 1999 with 31 employees. Enala//Hyysalo has branch offices in Turku and Helsinki, and is part of the International Network of Business Agencies (INBA).

» www.enalahyysalo.fi