



**THE ETHICAL GUIDELINES**  
of Laurea University of Applied Sciences

# Foreword

**ETHICAL GUIDELINES IS** a tradition that began nearly a decade ago at Laurea. Laurea's new strategy 2030 and the changed operating environment require that Ethical Guidelines is updated. As was the case with the previous Ethical Guidelines, this update has also been a collaborative process.

**THE PURPOSE OF** the guidelines is to provide support and act as a tool for the everyday operations of personnel and students. The goal is for the guidelines to facilitate everyday encounters in different situations and between different stakeholder groups. Laurea's Ethical Guidelines supplements and elaborates on various statutory obligations and other instructions to which we are committed. Ethical Guidelines forms part of Laurea's set of guidelines, including the equality and non-discrimination plan, safety and security guidelines and the standard operating procedure.

**THE VALUES THAT** guide operations and activities in Laurea University of Applied Sciences are openness, effectiveness and responsibility. Laurea's strategic intent is to be an international developer of workplace competence and dynamism in the Uusimaa region in 2030. We are proud to be part of Laurea. The well-being of personnel and students is very important to us. The policies outlined in these guidelines support the realisation of well-being in the everyday operations of Laurea. At Laurea, we do things together. Clear responsibilities and roles support well-being. We value and respect one another – at Laurea, everyone is treated equally.

**MEMBERS OF THE LAUREA** community participate in the public discussion even when the topics being covered are sensitive. An open culture of discussion is a way for us to make visible our competence and social impact in a responsible manner and in compliance with Ethical Guidelines. As a member of the Laurea community, you have permission to speak with your own voice.

**I WANT TO EXTEND** my thanks to the working group and, in particular, to all of the workshop participants.



**PhD Jouni Koski**  
President, CEO



# Learning

Learning is the foundation of Laurea's culture. We create the conditions for learning and for the development of the skills and competence needed in workplaces.

As a member of the Laurea community, I want to learn. I value researched information and I am able to assess the reliability of the information.

I try new things in an open-minded and responsible manner and allow others to do the same. I share the results of my successful and unsuccessful experiments for the community to apply.

I bear my responsibility for the development of my own competence and the shared competence. To do so, I receive support from my team and my supervisor or from my student community and teacher.

I enable others to learn and succeed.



# Work

Our work as members of the Laurea community serves students, partners, communities and society.

I value expertise. I foster sound and respectful working conditions.

I respect my own working time and leisure and those of others.

I commit to openness, responsibility and effectiveness in my work.

I am responsible for carrying out my duties productively and for complying with the shared guidelines. I keep my promises.

I know my own role and what I am responsible for.

I use all of Laurea's shared resources responsibly.

My work is a catalyst for students to graduate and find employment in demanding positions.

I am present, regardless of the way I encounter others.

I comply with good scientific practice in my work.

I recognise conflicts of interest and refrain from making decisions if I am biased.



# Leadership

Our leadership complies with  
Laurea's values and strategy.  
Leadership is fair and respectful.

As a leader and supervisor, I am present, I listen to and hear what is being said, and I discuss with others in a respectful manner.

I make decisions concerning matters for which I am responsible.

I make use of the competence available in the organisation when making decisions.

I encounter everyone as individuals and treat everyone equally.

I communicate and justify my decisions in a clear and open manner.

I do not avoid difficult situations but act constructively in order to solve them.

I am responsible for managing my own activities and, if needed, I request support.



# Community and stakeholders

We build a healthy working community. We foster Laurea's reputation as an ethical actor. We actively work with Laurea's stakeholders in order to positively impact the surrounding society.

I am aware of my actions having an impact on the community and its well-being.

I bear my responsibility for achieving results through collaboration.

I value difference as a strength. I actively promote equality.

I do not approve of unprofessional treatment or discrimination. When I observe unprofessional behaviour, I intervene.

I promote cooperation that supports social impact.

I take our partners' ethical principles and their sustainability into consideration.



Laurea has **six campuses** in the Helsinki-Uusimaa Region. Real-life assignments arising from the needs of workplaces, such as projects, have a significant role in the studies. These projects help students to develop networks during their studies and also to develop important workplace skills.

the laurea community comprises approximately **6,500** Bachelor's degree students, **900** Master's degree students, **550** staff members and over **28,000** Laurea alumni. Laurea has no religious or political affiliations.

laurea focuses on practical research and development work in strategic areas, based on future needs and strong expertise in the fields of social services and health care, service business and security.



**AMMATTIKORKEAKOULU**  
University of Applied Sciences

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