

# Loimu's strategy 2025–2030

The makers of a brighter future



# Loimu's strategy 2025–2030

## Loimu's mission

is the well-being and success of its members.

## In 2030, Loimu's vision

is to be a partner for healthy and successful members and an active and valued social influencer.

## Loimu's values



Focus on the members



Equality



Courage



Responsibility

## Loimu's promises for a brighter future

- 1. We actively serve our diverse and increasingly international members**
- 2. We promote the interests of our members in the labour market**
- 3. We grow and become stronger as an organisation**
- 4. We develop the competence of our members**
- 5. We promote the operating conditions of Loimu's industries**
- 6. We build a community between Loimu members**
- 7. We bear the responsibility to build a sustainable future**



## Strategy 2025–2030

### **Loimu's mission**

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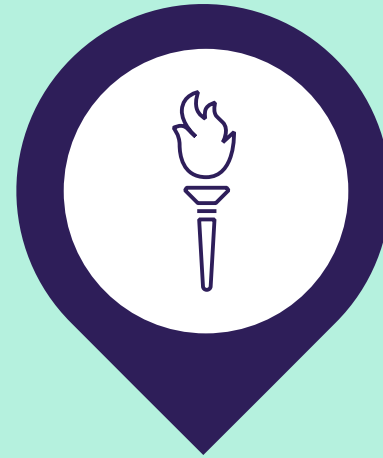
# Values



**Member-  
oriented**



**Equality**



**Courage**



**Responsibilit  
y**

# Loimu's promises

1.

We actively serve our diverse and increasingly international members



- Members are satisfied with the services we provide
- We collect continuous member feedback and measure member satisfaction
- We develop our member services taking different member groups into account
- We support our members' well-being and coping
- We are the member's partner in changes in working life
- We actively communicate to members about our services and membership benefits

# Loimu's promises

2.

We promote the interests of our members in the labour market



- We build a safe everyday life for our members in working life
- We provide expert work and employment relationship counselling
- We provide our members with versatile assistance in matters related to Finnish working life
- We have a proactive and innovative impact on the direction and content of collective agreements and Akava's advocacy activities
- We support our members in local negotiations at workplaces
- We promote equality in workplaces and society
- We support and train Loimu members who are employee representatives
- We promote responsible working life

# Loimu's promises

3.

We grow and become stronger as an organisation

- We do active member acquisition at campuses and workplaces
- We invest in good membership retention
- We are looking for new ways to grow
- We will strengthen and expand Loimu's presence at workplaces
- We activate Loimu members to become shop stewards and member recruiters at workplaces
- We measure membership growth and develop our operations on the basis of data
- We strengthen Loimu's finances in a long-term and responsible manner





# Loimu's promises

4.

We develop the competence of our members



- We develop members' competence and promote career opportunities by offering members
- high-quality and diverse services and trainings
- We support the development of members' working life skills and continuous learning by anticipating
- changes in Loimu members' sectors and operating environment
- We cooperate with universities that educate Loimu members



# Loimu's promises

5.

We promote the operating conditions of Loimu's industries



- We act as a strong party-politically non-committed influencer in business, education and other political issues that are essential for Loimu
- We elevate Loimu experts, their work and achievements
- We impact the financing of research, development and innovation activities
- We improve the operating conditions of public actors important to Loimu members
- We impact the legislation of Loimu's industries and labour markets
- We are active in social discussions

# Loimu's promises

6.

We build a Loimu community

- We look for new ways to build and maintain a sense of community
- We support the operations and cooperation of Loimu's member associations
- We promote networking among Loimu members
- We create ideas and organise Loimu events for different member groups
- We support the development of Loimu members' expertise and identity



# Loimu's promises

7.

We bear the responsibility to build a sustainable future

- We follow the principles of sustainable development in our own operations
- We support actions that promote global justice
- We bring out Loimu members' expertise as part of a sustainable future
- We promote employers' to be responsible with our own example



# Thank you very much!

**Union of Professionals in Natural,  
Environmental and Forestry Sciences  
Loimu**

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