



**Campus  
Sport®**

# Vision for 2025

**In 2025, using the CampusSport services is an obvious choice of the students and staff in the higher education institutions in Turku.** CampusSport is a pull factor in selecting both the study city and workplace. We provide our users an equal opportunity for sports and well-being in a safe environment. We offer support for starting exercise and on the other hand, challenges and versatility for those who have exercised longer.

**CampusSport makes the operational culture of the higher education institutions more exercise-oriented.** We promote the comprehensive well-being of our users and through that, coping with the everyday life, studies and work. In 2025, we have introduced a sporty and healthy lifestyle to the everyday operations of the higher education institutions, by supporting a community-oriented at-work exercise culture and by inspiring for everyday exercise.

**CampusSport provides comprehensive well-being services in functional and accessible premises.** Our user group is extensive, and the needs of different participants are taken into account in the service supply. We openly try out new formats of exercise and create and promote exercise trends. Outdoor exercise and exercise in nature are a prominent part of our operations, and we try to promote the establishment of an ecological connection to nature through exercise. In addition to sports-related services, we provide other services, which promote well-being. Our exercise and staff facilities are modern, adequate in size and accessible.

**CampusSport is easily approachable.** We have strong visibility both physically and digitally, and our mobile services are up-to-date. We operate in the official languages of our higher education institutions, in Finnish, Swedish and English. Our operational culture is agile and all members of our higher education community have a constant opportunity to affect the development of our activities. We listen to the higher education community carefully and want to hear aspects for the development of our operations directly from our customers. Our decision-making is transparent, and the justifications for the decisions affecting our services are accessible to everyone.

**CampusSport is a responsible operator, which cares both of its users and of the environment.** We invest in the physical and mental security of our community and in all our operations, we aim at promoting well-being. We take the environment into account in the procurements, recycling and service and maintenance of our equipment. We promote the use of public transport and walking and cycling to work.

**CampusSport is an active cooperation partner.** Our cooperation with the student health care services and occupational health care strengthens our goal of comprehensive well-being. Outside the higher education community, we develop cooperation with the other operators in the field of sports and well-being, to be able to provide an extensive supply of different exercise opportunities in addition to our own classes. As an employer, it is important to us that the employees want to commit as a part of CampusSport, in which everyone gets to develop their professional competence and try new concepts in an inspiring and supportive work community.

**CampusSport increases happiness.** Meaningful exercise, a versatile diet, adequate rest and a body positive atmosphere are the cornerstones of a balanced life. In all our operations, we will deepen our understanding on diversity and individuality, and equality. You are welcome to join CampusSport as you are.