



LAUREA
UNIVERSITY OF APPLIED SCIENCES

Prime Mover

Voluntary Cooperation between Metsähallitus and Laurea University of Applied Sciences: Case Nuuksio National Park

Labour of Love - Volunteering for Parks
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Sari Jääskeläinen and Irma Tikkanen

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Laurea University of Applied Sciences – Prime Mover

- Laurea is located in Metropolitan Region
- The number of students is about 8 000
- Laurea is a research-oriented university of applied sciences that creates new competences for the future

• www.laurea.fi



Laurea's Profile in the Finnish Higher Education System

1. Service innovations and value networks
2. Internationally acknowledged research, development and innovation activity
3. An operating model that promotes the development of working life by integrating learning and R&D (Learning by Developing)



Types of Cooperation between Metsähallitus and Laurea UAS

- Urban Parks Seminar: April 27 - 28., 2009
- Project work
 - Internships:
 - Demo: Multisensory Web page - NuukioNational Park
 - Demo: Reservation system - Nuukio National Park
- Bachelor's Theses
- Authentic Learning Tasks

Bachelor's Theses: Examples

- Koskela & Mäkelä 2010: Need of Guidance in the Nuuksio National Park
- Siikström 2009: Survey of the Needs of Environment Education Services in Nuuksio National Park
- Markkila 2010: The demand for electrical services in Nuuksio National Park's visitor centre
- Järvenpää & Kirssi 2010: Visitor Research of Nuuksio National Park's Immediate Surroundings
- Pietilä 2009: The international travellers' expectations of the national park's tourism services
- Jyrhämä 2010: Visitor survey in Nuuksio National Park

Topics for New Bachelor's Theses (Finnish Nature Centre Haltia):

- Potential number of customers representing various languages
- Developing the product assortment for a Nature shop as a commercial and educational challenge
- Seasonal exhibitions with cooperative partners strengthening Finland Brand
- Contribution of Events in Haltia Nature Centre implemented in four seasons
- Participation of visitors as fun club members
- The network based business model of Finnish Nature Centre Haltia
- Slow food profile for catering services
- Volunteers as a resource in service network
- Forest therapy - a new nature service: business model and description of a development process
- Web-based feedback system

Authentic Implemented Learning Tasks:

Segmenting potential urban park visitors of Nuuksio National Park based on benefit segmentation

- benefits searched, service concept, service process based on networks, marketing communication were proposed for each segment

- Forest therapy customers
- Cross country skiers (families, beginners, advanced , heavy users)
- Dog hobbyists
- OMNIA - tutor day for new students

- Nature researchers: research and teaching
- Fly-fishing
- Foreign families
- High school students
- Conference participants
- Nature friends
- Orienteers
- Handicap people
- Families with small children
- Active seniors
- Wellbeing at work: joggers
- Adventure canoeists

New benefit segments under process

- Cruising customers
- Pupils in comprehensive schools
- Entrepreneurs of event program services
- Nature and hiking organisations and associations
- Stone hobbyists
- Cyclists
- Nature spotters, bird-spotters
- Slow food customers
- Runners
- Horse hobbyist
- People needing quided services
- Nature-based gym in the forest

Cooperation benefits for Metsähallitus

- Volunteer resources and skills for service development
- Research reports and materials for further internal development
- New ideas based on existing research and theoretical insights
- Networking with local publicly financed actor
- Common interests in developing the local region and services
- Common projects for developing solutions to a fixed problem

Cooperation benefits for Laurea University of Applied Sciences

- Shared resources and capabilities in developing the Metropolitan region
- Authentic development cases for LbD based teaching
- Long-term stakeholder volunteering partner for Metropolitan region development
- Receiving specialists from Metsähallitus for teaching occasions
- Accumulating knowledge from authentic development cases of nature based services

Cooperation benefits for Laurea's students

- Authentic learning tasks and cases
- Cooperation with the representative of a real work life
- Learning how to conceptualize the services offered to a selected customer segment based on the searched benefits
- Conceptualizing services based on prior scientific knowledge
- Establishing a company offering services in Nuuksio National Park (e.g. restaurant services) (student entrepreneurship)

Relationship between Metsähallitus and Laurea University of Applied Sciences

- So far the relationship has been mainly on voluntary basis between the individual actors of both organisations (Metsähallitus and Laurea UAS)
- However, because the cooperation is today quite versatile, maybe, some kind of agreement might be needed, where the types of cooperation are identified and the future needs are prospected