

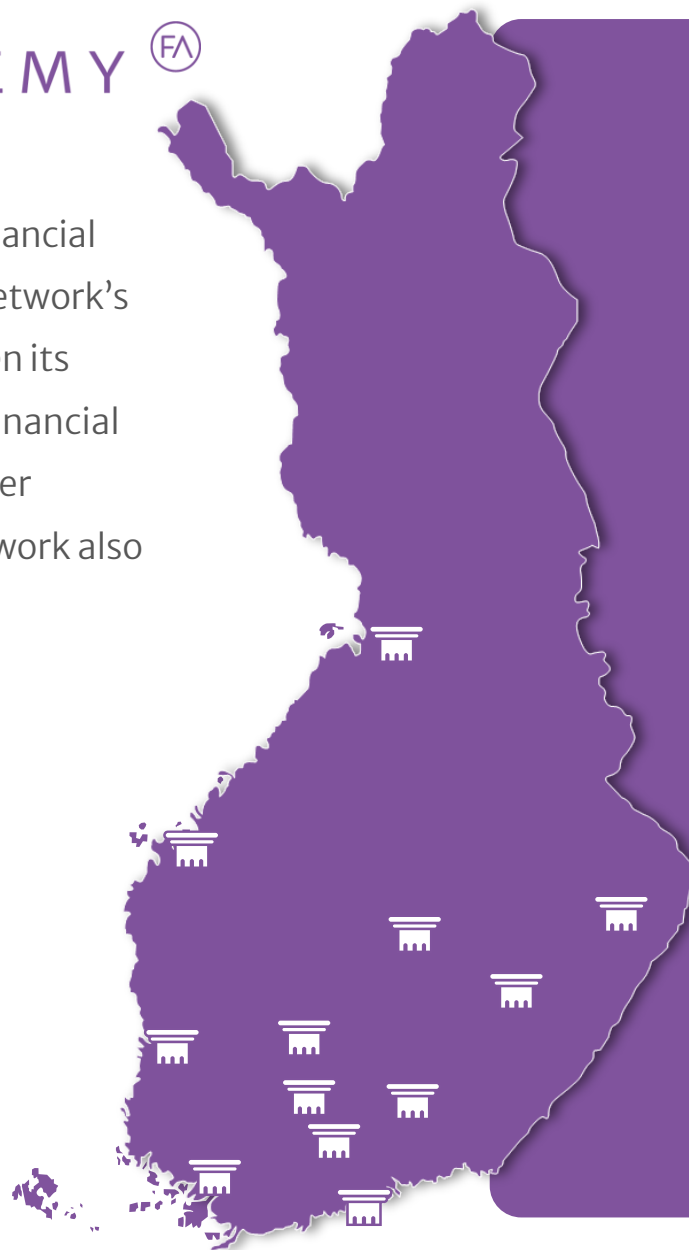
FINANCIAL ACADEMY^{FA}

The Financial Academy is a **network** that unites financial organisations and educational institutions. The network's aim is to **share information and know-how** between its members and to increase collaboration between financial organisations and educational institutions to better account for changing needs in the sector. The network also seeks to improve the sector's **employer image**.

The network includes Finance Finland's member organisations and 24 educational institutions.

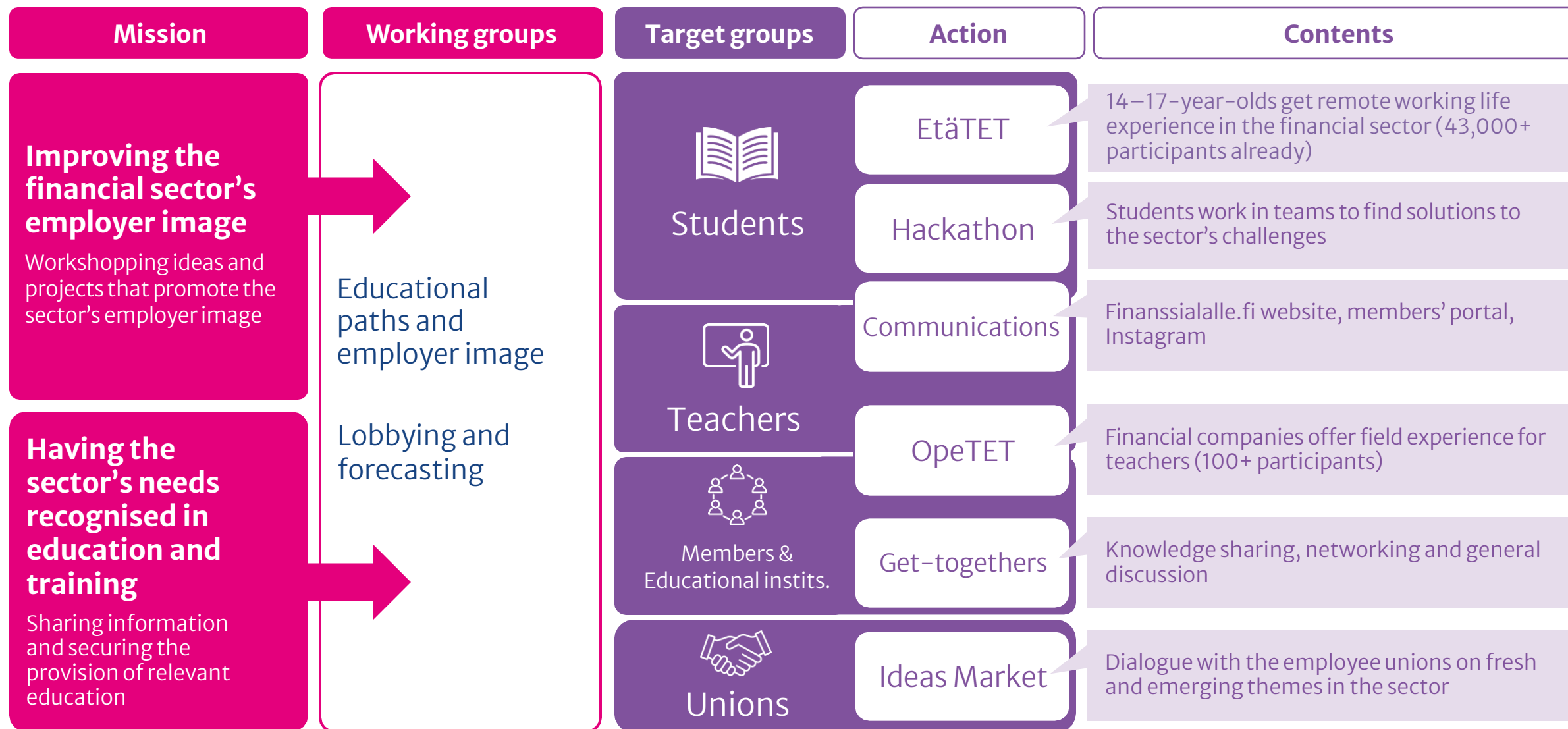
Working groups in 2026:

- Lobbying and foresight
- Education pathways and employer image

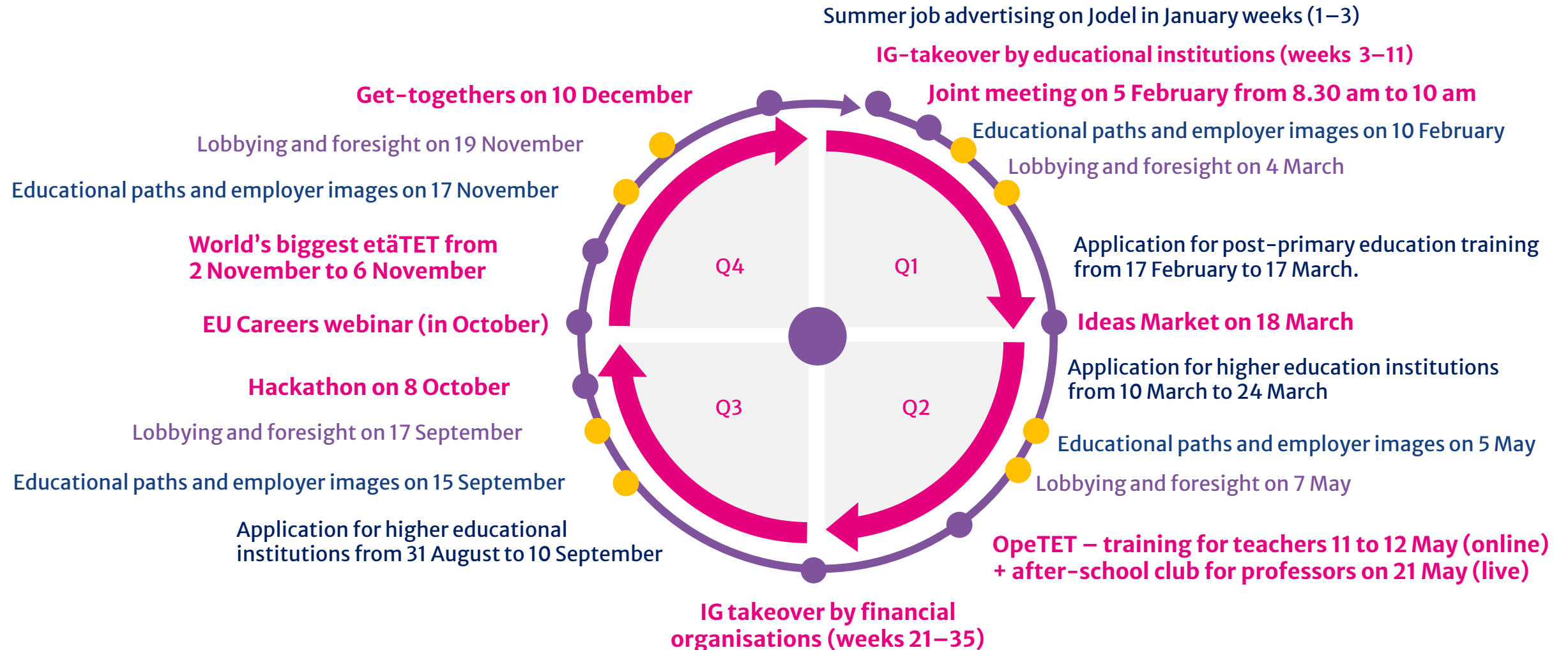


Aalto University Executive Education Oy
Omnia Joint Authority of Education in Espoo region
Finva Finanssikoulutus Oy
Haaga-Helia University of Applied Sciences
Hanken Svenska handelshögskolan
Helsinki Business College Oy
University of Helsinki HY+ Oy
Häme University of Applied Sciences (HAMK)
University of Eastern Finland
JAMK University of Applied Sciences
University of Jyväskylä
South-Eastern Finland University of Applied Sciences
Keuda Central Uusimaa Education Association
Laurea University of Applied Sciences
LAB University of Applied Sciences
Metropolia University of Applied Sciences
Perho Culinary, Tourism and Business College
Rastor-instituutti
Satakunta University of Applied Sciences
University of Tampere
Turku University of Applied Sciences
University of Turku
University of Vaasa
University of Oulu

Education and employer image



Financial Academy 2026



Hackathon brings students together around the theme of AI

Hackathon 2024 and 2025

- Students work in teams to find solutions to the sector's challenges.
- Participants come from educational institutions across Finland.
- The student teams pitch their ideas to a jury, who picks the winner.
- All teams' solutions are shared with member companies in the sector. The companies can make use of the ideas or develop them further.
- The hackathon has been organised three times. The two most recent ones have focused on generative AI in the financial sector.
- The 2026 hackathon will continue to focus on generative AI, but from a different viewpoint.



etätET – Virtual introduction to working life

World's biggest etätET 2020 →

- 14–17-year-olds have the chance to learn about working life in different sectors and industries.
- The world's biggest virtual TET work experience week gives the stage to several sectors, such as the financial sector, the commerce sector and the forest industry.
- The content is produced by industry associations and their member companies.
- The event is coordinated by Junior Achievement Finland (JA).
- JA ambassadors also take part in hosting the event.
- etätET attracts 8,000–11,000 participants each year, most of them eighth and ninth-grade students or first-year upper secondary school students.



Instagram takeover takes viewers behind the scenes of day-to-day life in the financial sector

Let's take over Instagram!

- The *Finanssialalle* Instagram account is handed over to member companies in summer and educational institutions in winter.
- The purpose of the takeovers is to showcase what day-to-day work in the sector looks like and what it's like to study for a career in the sector.
- During a takeover, the account is updated by summer employees, interns, students, teachers and student associations.
- Social media takeovers are one way to promote employer image and strengthen the public perception of the sector as a diverse workplace.
- Finanssialalle's Instagram account has about 3,000 followers.



Contact us

FINANCIAL ACADEMY

Katja Repo

Emilia Peikola

first name.last name@finanssiala.fi

WORKING GROUPS 2026:

Lobbying and foresight

Linda Corin,

linda.corin@danskebank.fi

Education pathways and employer image

Fanni Helin,

fanni.helin@lahitapiola.fi



Follow us:

- [Finanssialalle.fi](https://finanssialalle.fi)
- Instagram: [finanssialalle](#)
- TikTok: [finanssialalle](#)
- LinkedIn: [finanssiala ry](#)