

QUESTION OF THE WEEK, WEEK 35–36 (26.8–6.9.2026)

NUMBER OF RESPONDENTS: 306

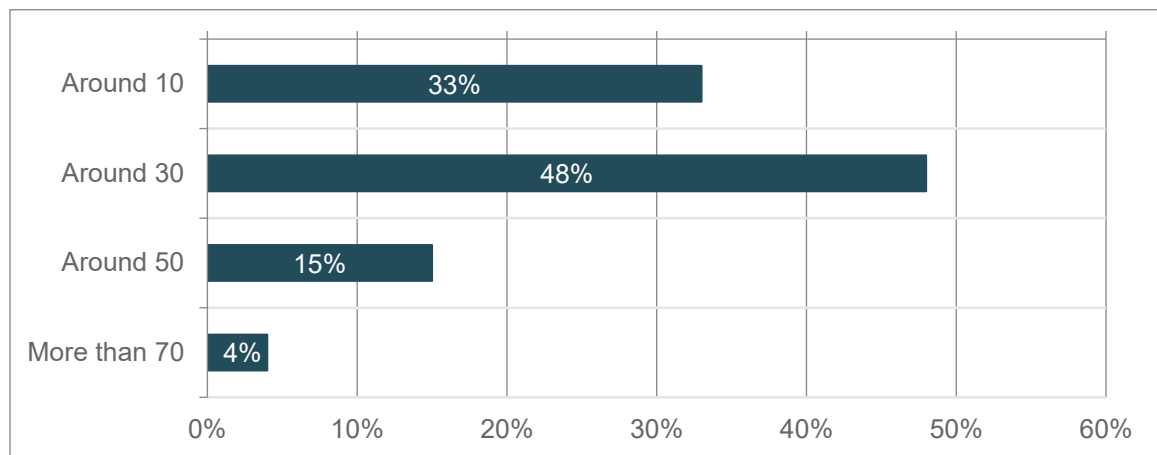
The margin of error is 6 % and thereby the answers are considered to reflect the opinions of the population in Jakobstad.

RESEARCHERS' NIGHT

In the Question of the Week the residents were asked: *“At Campus Allegro, Novia UAS and Centria UAS work with both education and Research, Development and Innovation (RDI). Ahead of Researchers' Night on 25 September, we would like to hear what people in Jakobstad know about the research and development taking place here, how they view it, and what makes them curious to learn more.*

Please take a couple of minutes to answer a few short questions.

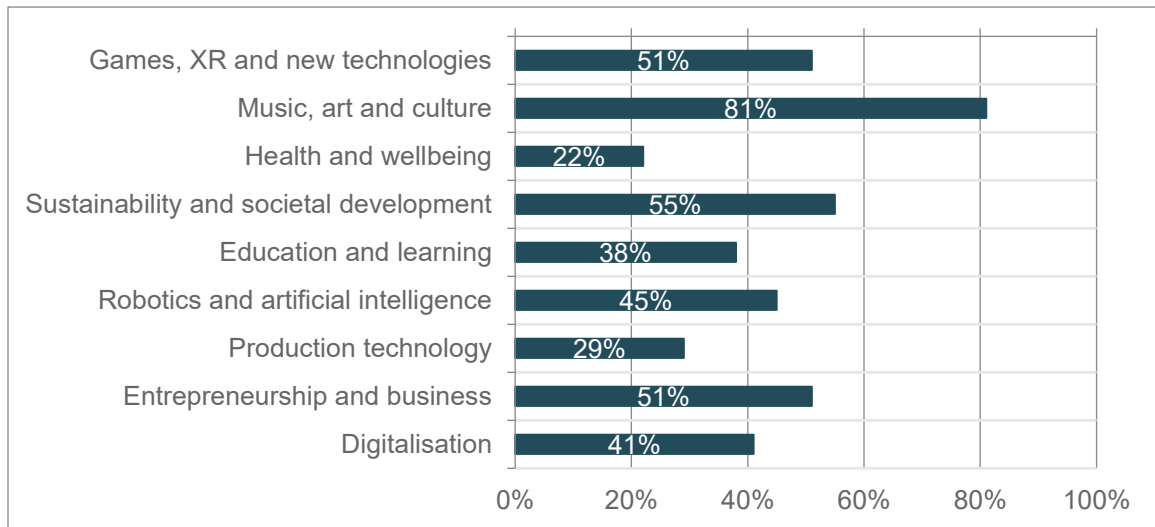
How many research and development projects do you think currently are ongoing at Novia and Centria in Jakobstad?”



At Campus Allegro in Jakobstad, where both Novia and Centria operate, a total of **around 50** RDI projects (Research, Development and Innovation) are currently underway. The number varies as projects are continuously being launched and completed. Both Novia and Centria actively participate in local, regional, national, and international development projects, many of which are funded by the European Union.

At the same time, the operations in Jakobstad form part of a broader network of campuses along Finland's west coast. Novia also has campuses in Turku, Vaasa, and Raseborg, while Centria operates, in addition to Jakobstad, in Kokkola and Ylivieska. Through these networks, the Jakobstad region gains access to a broad knowledge base, diverse partnerships, and extensive project activities across a wide range of sectors and fields of expertise.

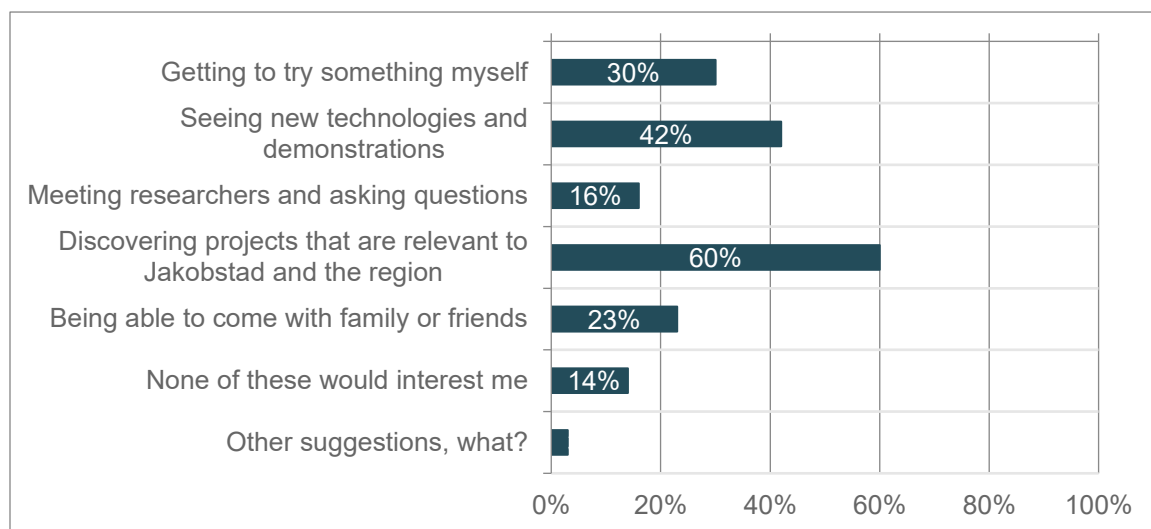
“In what areas do you think Novia and Centria conduct research and development here in Jakobstad? (You can choose several options)”



Novia and Centria Universities of Applied Sciences in Jakobstad conduct extensive research, development, and innovation (RDI) activities across a wide range of fields. **All the areas mentioned in the survey are represented in Jakobstad through various RDI projects.** These activities include game development and XR technologies, music, art and culture, health and wellbeing, social sustainability and community development, robotics and artificial intelligence, production engineering, entrepreneurship and business, as well as digitalisation and cybersecurity. In addition, projects focusing on the development of education, learning, and pedagogy are also carried out.

The RDI projects currently underway at Campus Allegro are funded through a variety of national and European funding programmes and funding bodies. Funding sources include, among others, the EU Structural Funds, the Centre for Economic Development, Transport and the Environment (ELY Centre), as well as various private foundations and funds. Many projects are also financed through European programmes such as Interreg Aurora, Interreg Baltic Sea Region, Erasmus+, and Horizon Europe. The projects may have local, regional, national, or international scopes, and many international collaborations simultaneously contribute to development and knowledge exchange within the Jakobstad region.

“What would make you most interested to visit Campus Allegro and discover what researchers and RDI professionals are working on? (You can choose several options)”



“Is there anything you would like to learn more about or discover when it comes to research and development in Jakobstad?”

32 people responded to this question. Many feel that research, development and innovation activities in Jakobstad are not sufficiently visible, and that they would like more information about ongoing projects, the results they produce, and the benefits they bring to the town and the region. Many respondents also call for better communication through local media, newsletters, school visits and public presentations, as well as more opportunities for residents to participate in or influence these activities. In addition, respondents highlighted specific areas of interest such as sustainable development, language issues, health and wellbeing, robotics, language immersion education, employment opportunities after graduation, and collaboration between higher education institutions, businesses and residents.

NEXT STEP

As part of the ongoing **RURALIGHT** project, **Novia** and **Centria** aim to bring research, development, and innovation closer to the residents of the Jakobstad region and to raise awareness of the RDI activities carried out at the universities of applied sciences.

Reserarchers’ Night is a family-friendly event where visitors of all ages can explore, test, and experience research, technology, and innovations from Novia’s and Centria’s various fields of activity. Throughout the evening, researchers, experts, and project staff will be present to talk about their work, but also to listen to residents’ thoughts, questions, and ideas. Dialogue with the region’s residents is important for identifying needs and generating ideas for future development initiatives. Through various RDI projects, the universities of applied sciences, together with companies, organizations, municipalities, and other stakeholders, can contribute new knowledge, innovative solutions, and tangible benefits to the region.

RURALIGHT is funded by the European Union through the **Marie Skłodowska-Curie Actions (MSCA)** programme.

Do you have an idea that could be developed through an RDI project?

We would love to hear it! Please contact **Therese Sunngren-Granlund, Research Director at Novia**, at therese.sunngren-granlund@novia.fi, or **Pia Forsman, RDI Specialist at Centria**, at pia.forsman@centria.fi, and we can discuss the idea together and explore the opportunities for developing it further.

And please come and meet us at Researchers' Night on 25 September!