DEI4SME Conference & UN PRME Nordic Chapter's annual meeting

Programme & Information for your stay

University of Vaasa | October 2026

Co-funded by the European Union

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Warm welcome to the joint DEI4SME – UN PRME Nordic Chapter conference!

1. Programme & joining the conference

Date & time: Vaasa & Online, 7-9 October 2026

The University of Vaasa (UVA) Finland is pleased to host the **UN PRME Nordic chapter** annual meeting in Vaasa, jointly organised with the **DEI4SME** Conference 2026 featuring a superb programme around DEI: workshops, trainings, presentations, keynotes.

The meeting will take place **on campus & online**, with parts of the programme available only for participants taking part in person in Vaasa. **All sessions will be hosted in English**.

Participation in the PRME Nordic Chapter meeting-related events are limited to colleagues attending the PRME Nordic Chapter meeting. **Participation in the DEI4SME Conference 2026 workshops and keynotes online is unlimited, and all educators interested in the topic and these sessions are welcome to register and join.**

Program includes (minor changes are possible):

Oct 7: Arrival to Vaasa, exploring city and campus

For colleagues arriving early in the day, they are welcome to visit sessions in the ongoing conference *Nordic resilience and European Identity - Building Responsible Partnerships in a Changing World* at the University of Vaasa or enjoy walking or cycling around Vaasa, A Green Leaf City, - we will offer tips and suggest routes (on campus only).

----- Optional session, in collaboration with *Nordic resilience and European Identity 2026* conference: (on campus only)

11.30 – 12.30: Welcome and presentation of the University of Vaasa *[Tervahovi building, Room D304]*

12.30 – 13.30: Lunch on campus *[University Campus Restaurant]*

13.30 – 14.30: Session on Responsible Internationalisation *[Tervahovi building, Room D304]*

----- sessions exclusively organized for PRME colleagues:

14:30 – 15:00 Campus tour to learn about designing carbon neutral, inclusive learning spaces in UVA campus (on campus only) *[Meeting point near University Campus Restaurant]*

15:00 – 16:30 Lab visit to explore research on energy and robotics innovations and how this translates to collaboration with industry and business education (on campus only) *[Meeting point at Technobothnia Lab]*

17:00 onwards: Free time in the evening, walking/Cycling in Vaasa

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Oct 8: DEI4SME Conference program & PRME Nordic Chapter meeting:

9:00 – 9:45 coffee with networking (on campus only) *[Tervahovi building, Levón Lounge]*

9:45 – 10:00 Welcome from Adam Smale, Dean, School of Management (on campus only) *[Tervahovi building, Levón Lounge]*

10:00 – 10:05 Overview of the day (hybrid: online & on campus): *[Tervahovi building, Room B203]*

----- **DEI4SME workshops and keynotes** (hybrid: online & on campus): *[Tervahovi building, Room B203]*

10:05 – 11:00 Interactive training for educators on how to use open access *Digital tool for social sustainability*.
Within the DEI4SME project, UVA developed a digital tool for teaching social sustainability in business with simulations. This tool can also be used by graduates in their business practice. The session introduces this digital tool, ways to teach with it through simulation, and how the digital tool can be used by graduates for managing social sustainability when working in SMEs.

11:00 – 12:00 Teaching social sustainability in business schools using cases.

The session introduces newly developed materials by the DEI4SME project team for educators: cases and two open-access books with teaching cases on social sustainability in business, including diversity, equity, and inclusion, in smaller businesses. The session also provides tips on how to teach social sustainability with cases in business and management studies.

12:00 – 13:00 Lunch *[University Campus Restaurant]*

13:00 – 14:00 Executive Keynote by Helena Rebane, CEO of AddSearch, award-winning SME, on "University-industry collaboration to promote responsible management education". (hybrid: online & on campus) *[Tervahovi building, Room B203]*

14:00 – 14:30 Coffee and networking with executives (on campus) *[Tervahovi building, Room B203 & Levón Lounge]*

----- **PRME Nordic Chapter meeting focused events:** (hybrid: online & on campus)

14:30 – 15:45 UN PRME Nordic chapter's review of the yearly activities *[Tervahovi building, Room B203]*

15:45-17:00 UN PRME Nordic chapter's planning upcoming annual events and planning upcoming annual events *[Tervahovi building, Room B203]*

18:30 Festive dinner in the city *[Location will be confirmed closer to the event]*.

Oct 9: Departure home or colleagues are welcome to visit sessions in the ongoing conference *Nordic resilience and European Identity 2026* at the University of Vaasa.

9.00 – 10.30 Keynote talk by Petri Uusikylä on the topic of trust in society, togetherness and hope. (topic may be subject to change) *[Tervahovi building, Room D304]*

12.00-13.00: Lunch on campus *[University Campus Restaurant]*

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2. About the city and the University of Vaasa

The city of Vaasa

Vaasa is located on the Western coast of Finland, in the Baltic sea where the soil is entirely leached from ice age sea waters. It is also located is the eastern coast of the Kvarken Archipelago, a classified Natural World Heritage Site on the UNESCO World Heritage List.

In addition to being Nordic Energy Hub, the city of Vaasa in known to be the sunniest city in Finland, a place of diverse landscapes where the midnight sun season will surely take your breath away.

In the land of the World Largest Archipelago, you might just understand the secrets of Finnish happiness and fall in love with the windswept beaches, the maritime cultures, and the easy-going island lifestyle.

Read more: [Home – Visit Vaasa | Vaasa]

The University of Vaasa

The University of Vaasa is internationally recognized as the 4th in Europe for research quality* and 18th globally for Business Administration**. It is a multi- and cross-disciplinary university driven by the mission: "*Sustainable Business, Energy, and Society*" (University of Vaasa Strategy 2030).

*measured by citations per paper in QS World Rankings: Europe (2025)
**Shanghai GRAS Global Ranking of Academic Subjects (2023)

News by the University of Vaasa: https://www.uwasa.fi/en/newshub

The University of Vaasa comprises four Schools: ➤Management,➤Marketing & Communications, ➤Accounting & Finance, and ➤Technology & Innovations, as well as several technology labs and platforms for applied research. The University has one of the most beautiful campuses in Finland located next to a UNESCO world heritage site.

Get to know the campus & facilities online (map, opening hours, getting there, getting around): https://www.uwasa.fi/en/university/campus-and-facilities.

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3. Getting to Vaasa & Transports in the city

Getting to Vaasa

If your plane lands elsewhere than in Vaasa Airport, you can reach Vaasa three ways:

- **via domestic flight** from the city you landed **to Vaasa airport**, for example you can check flights from Finnair, the national airline: https://www.finnair.com/fien/destinations/europe/finland/vaasa
- **via train ,** from the city you landed **to Vaasa Railway Station**, Finland's only train line is called VR: https://www.vr.fi/ all trains are found there.
- **via bus,** from the city you landed **to Vaasa Bus Station** (also called: Vaasa linjaautoasema), for example you can review these two companies:
    - https://www.onnibus.com/home
    - https://www.flixbus.fi/

The commuting time and distance varies depending on where you land.

Transports in Vaasa

When getting to Vaasa you can commute to the city-center easily.

If you arrive to Vaasa Airport, you can commute to the city-center two ways:

- **by public transport**: The bus line 4 will take you from the airport to the city center easily, more details via the link: https://www.finavia.fi/en/airports/vaasa/parking-access/public-transport.
- **by taxi**: There are taxis in front of the terminal, or you can use one of the free hotlines inside the airport terminal to call one if the taxi line is empty. Check the link for more details: https://www.finavia.fi/en/airports/vaasa/parkingaccess/taxis.

If you reach Vaasa by train or by bus, the stations are located in the center, so you are already in the city center.

When in Vaasa, moving within the city is easy and quick. You can move around:

- by public transport
  Welcome to use the interactive map for Vaasa city public transport to move around in the city easily and cheaper: https://vaasa.digitransit.fi/?locale=en (enter your departure and arrival place or enable use of your location and it will find the easiest path for you to reach your destination).
- by taxi: https://www.taksivaasa.fi/en/.
- by walk
  Vaasa is a walkable city where you can easily walk from one place to another. Google maps is your friend to walk around and within the city-center. Link to google maps.

4. What to see around Vaasa

The city of Vaasa is full of wonders to visit during your stay. Welcome to look at the official city website to find all the attractions to do in the region: https://www.vaasa.fi/en/see-and-experience/

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On evenings during your stay, you may be interesetd in:

- Museums and attractions: https://www.vaasa.fi/en/see-and-experience/sights-and-attractions/
- Restaurants: https://www.vaasa.fi/en/see-and-experience/restaurants/
- Events happening in the city: https://www.vaasa.fi/en/events/

5. Hotel suggestions

The conference participatns should make the reservations themselves.

Vaasa has several hotels where you can stay. Below are four suggestions, and more choices can be found online: https://www.vaasa.fi/en/accommodations/. For your reservation, we recommend you book via an official channel: the hotel's own website or Booking.com. We would like to put special attention on the fact that breakfast is not always included with the hotel night fee in Finland, you may add it during the online booking, or can often also do it while checking-in at reception upon arrival.

We provide some basic information for you below: ***(fares mentioned are as of 18/08/2026 and are not guaranteed)***

Scandic Hotel Vaasa

https://www.scandichotels.com/en/hotels/scandic-vaasa

Price as of August 2026, for one room, starting from 136€ a night (excl. breakfast).

Located in the town center, 2,5 km from the university. This hotel is close to the Vaasa pedestrian center and the commercial zone. The rooms provide versatile options for all your needs. (**TIP!** This is a great choice if you want a "*Finnish home experience*" with a private sauna. Expect an extra fee of ≈10-15€ if booked early for this type of room)

Sokos Hotel Vaakuna

https://www.sokoshotels.fi/en/hotels/vaasa/original-sokos-hotel-vaakuna

Price as of August 2026, for one room, starting from 264€ a night (incl. breakfast).

Located in the town center, 2,5 km from the university. The hotel is in the heart of the city of Vaasa right by the market square and the shopping center. This hotel provides theme room for a unique experience.

Sokos Hotel Royal

https://www.sokoshotels.fi/en/hotels/vaasa/original-sokos-hotel-royal-vaasa

Price as of August 2026, for one room, starting from 250€ a night (incl. breakfast).

This hotel is located close to the Vaasa pedestrian center and the commercial zone. The hotel is newly renovated with a panoramic sauna and pool overseeing the city.

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Hotel Astor

https://www.astorvaasa.fi/

Price as of August 2026, for one room, starting from 359€ for two nights (oct. 7-9) (incl. breakfast)

Located in the town center, 2,5 km from the university. This charming hotel is close to Vaasa city centre and right next to the train station. It is known for its breakfast and the use of mostly local products for cooking and baking.

Omena Hotel Vaasa

https://www.omenahotels.com/fi/hotellit/vaasa/

Price as of August 2026, for one room 67€ a night (excl. breakfast).

Located in the town center, 2,5 km from the University. This hotel in the city-center is budget friendly and provide easy and comfortable hotel accommodation.

GreenStar Hotel Vaasa

GreenStar Hotel Vaasa - GreenStar Hotels

Price as of August 2026, for one room 89,50€ a night (excl. breakfast).

Located 1km east of the town center, 3 km from the University. This hotel provides necessities for your stay such as laundry machine and kitchenette.

6. Finding the university and going around campus

The address of the university is: **Wolffintie 32, 65101 Vaasa**. The map to the buildling is below. The conference will take place in building Tervahovi.

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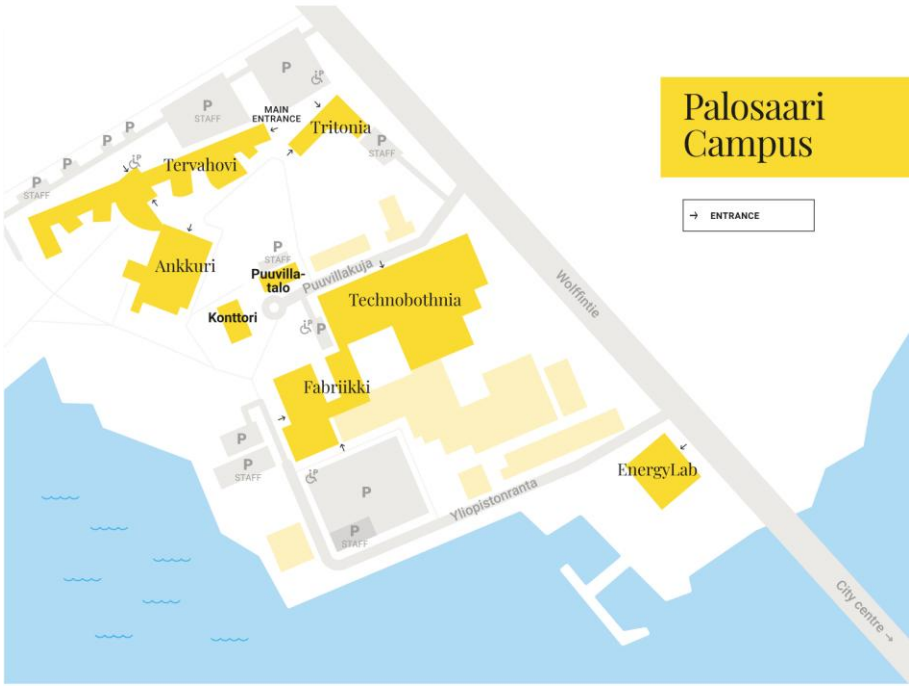

7. What to see in Finland

The official website **Visit Finland** is a goldmine of information where you can find everything you want to know on what to see and do in Finland: https://www.visitfinland.com/en/.

You may be interested in visiting:

- the capital city Helsinki and its region
  - https://www.visitfinland.com/en/places-to-go/helsinki-region/
- the Lapland region known for its wilderness, nightless nights and rich culture
  - https://www.visitfinland.com/en/places-to-go/lapland/
- the Lakeland, where Finns go to recharge and reconnect with nature
  - https://www.visitfinland.com/en/places-to-go/lakeland/
- the coast and Archipelago
  - In Finland: https://www.visitfinland.com/en/places-to-go/coast-and-archipelago/
  - In Sweden, directly from Vaasa: https://www.wasaline.com/en/
- one (or more) of Finland's natural treasures: national parks, islands, forests, lakes, wildlife
  - https://www.visitfinland.com/en/places-to-go/nature/
  - https://www.visitfinland.com/en/places-to-go/national-parks/

8. Useful links

The following may be useful during your stay:

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- City of Vaasa: https://www.vaasa.fi/en/
- Visit Finland: https://www.visitfinland.com/en/
- Vaasa weather forecast: https://en.ilmatieteenlaitos.fi/local-weather/vaasa
- Seasons in Finland, what it is like: https://en.ilmatieteenlaitos.fi/seasons-infinland

Warm welcome to Vaasa!

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