



JÄMSÄ COLLEGE

IN THE MIDDLE OF FINLAND

Keijo Vehkakoski, teacher and coach

My main topics – future brands😊

24.9.2014



Central Finland

Area 1 466,5 km²

Population

- Jyväskylä 133 000
- Jämsä 22 350 (2012)
- Central Finland 275 100

Students:

Jyväskylä as a whole more than 40 000
Jämsä College 2500



Mission of Vocational Education in Central Finland



- to enhance provincial and regional development
- to develop business, industry and the public sector
- to provide individual learning paths for young and adults

**Provincial
development
strategy**



My Curriculum Vitae



Education

- High School (matriculation examination) 1989
- Master of science in geography 1997
- Degree of wilderness guide (vocational competence) 2004
- Product Developer (further vocational education) 2014

Work

- Teacher since 1998 → team-master 2014 ☺



Keijo Vehkakoski



Teacher of wilderness guiding

My competence

- Nature travel services and guiding
- Outdoor activities (hiking, canoeing, cycling, skiing)
- Knowledge of nature
- Geographical Information Systems (digital maps)
- Orienteering
- Project management
- Co-operation society coaching



Wilderness guide

The wilderness guide will plan and carry out safely different kinds of outdoor tours in all the seasons of the year. He will take notions of the sustainability of nature, and the physical abilities of his customers, as well as their social and cultural background.



MY TOP THREE VALUES

1. Family



2. Sport and leisure



OUTDOORS
AND
BALANCE

3. Work





MY VISION AND MISSION POSSIBLE



Main interests

- Team learning
- Development of Jämsä College Co-operative society
- Project-based learning combining various fields of college studies and students
- Nature and wellness in vocational education
- Branding the nature tourism
- Developing of products based on nature's resources
- Green and sustainable environment



COACH OF THE CO-OPERATIVE SOCIETY

Pegosus, since January 2014

- Wilderness guides
- Wellness professionals (masseurs podiatrists, nurses, sport and youth counsellors)

Our pedagogic co-operative society's visions

- Entrepreneurship
- Learning by doing
- Responsibility
- Real customers
- Competence evaluation



PEGOSUS in ACTION





PEGOSUS and Wilderness team proudly present:

NATURE24-PRODUCT, video

- Customers-oriented 24 hour learning camp for kids
 - learning by doing
 - learning by playing
 - Co-operative learning
 - Insightful learning



FINLAND'S FUTURE BRAND POTENTIAL



How can we produce new products which are based on Finnish nature?

- pure and free nature
 - drinkable lake water
 - wild berries and mushrooms
- every man's rights!
- national parks
- seasons
 - winter, spring, summer, autumn
- Lapland
 - snow and northern lights



Some reasons to visit in Finland

Northern Lights Show, Enjoy!



Visit Finland
Facebook

<http://www.visitfinland.com/>

<http://www.outdoorsfinland.com/>

