

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 22 educational institutions.

Working groups in 2025:

- Lobbying and foresight
- Education pathways and employer image









”The future is already here, and its makers are born from cooperation between employers and educational institutions.”

”This cooperation seeks to ensure that the sector has competent, enthusiastic and motivated employees and what the students learn meets the real needs of working life.”

Education and employer image

Aim	Working groups	Target group	Action	Content
Improving the financial sector's employer image Workshopping ideas and projects that promote the sector's employer image	Educational paths and employer image Lobbying and forecasting	 Students	EtäTET Hackathon	14–17-year-olds get remote working life experience in the financial sector (30,000+ participants already) Students work in teams to find solutions to the sector's challenges
		 Teachers	Communication OpeTET	Finanssiälle.fi website, members' portal, Instagram Financial companies offer field experience for teachers (100+ participants)
		 Members Educational institutions	Get-togethers	Knowledge sharing, networking and general discussion
		 Employee unions	Ideas Market	Dialogue with the employee unions on fresh and emerging themes in the sector
Having the financial sector's needs recognised in education and training Sharing information and securing the provision of relevant education				

Instagram takeovers 2025 ^(@finanssialalle)

- In early 2025, the Finanssialalle Instagram account will once again be taken over by educational institutions in the Financial Academy network. The following summer, it is FFI member organisations' summer employees' turn to take over the account.
- Educational institutions' IG takeover in early 2025 (weeks 4–10)
- Member organisations' IG takeover in summer 2025 (weeks 21–35)



World's biggest virtual work experience programme

- Was held on 4–8 November
Financial sector's day was Tuesday 5 November, 9.00–15.00
- Participating financial sector companies: Elo, Ilmarinen, LocalTapiola, Nordea, POP Bank, SEB and Varma.
- The financial sector's day offered a peek into day-to-day work in the sector. Students were able to learn about the diverse tasks and duties of banking, insurance and pension employees, for example, and heard more about the central role of themes such as responsibility and fraud prevention.
- The next event will be held on 3–7 November 2025.
- Nearly 35,000 students have attended the world's biggest virtual work experience programme.



Financial Academy hackathon

- The hackathon is aimed for students from the educational institutions in the Financial Academy network.
- Hackathon 2025 will be held on **October 2nd** at Nordea's premises. (The 2026 hackathon will be with LähiTapiola.)
- The participating students are assigned group work challenges on an annually changing theme.
 - 2023: Responsibility in the financial sector
 - 2024: Generative AI in the financial sector
- The students workshop solutions to the challenges together with representatives from the educational institutions and Finance Finland's member organisations.



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