Ethical Guidelines and Principles for International Student Recruitment

Länsirannikon Koulutus Oy WinNova's goal is to increase the number of international students in vocational education programmes. This promotes the availability of skilled labour and the internationalisation of education. Länsirannikon Koulutus Oy WinNova adheres to responsible and ethical practices in international student recruitment, supporting students' integration into Finnish society and working life.

WinNova works exclusively with reliable and ethically responsible education agents and partners. WinNova does not tolerate any form of unethical conduct.

These guidelines outline the ethical principles and practices to be followed in international student recruitment. We expect our partners to act transparently and honestly, and to maintain a student-centred approach at all stages of the recruitment process.
Recruitment activities must ensure that applicants and students receive accurate and up-to-date information about the study programmes, living conditions, and work opportunities in Finland. Applicants must not be given unfounded assurances, for example regarding employment or salary levels.

The Partner must present its recruitment model in writing to WinNova, along with any fees charged to applicants. The Partner must offer support and guidance to the applicant both before and during the application process, and provide guidance to admitted students (on matters regarding residence permits, housing, and settling in) prior to their arrival in Finland. WinNova is responsible for academic guidance and support.

The effectiveness and ethical compliance of the recruitment activities will be regularly monitored and assessed both by WinNova and in collaboration with the Partner. Arrangements for communication between the Parties are agreed upon in the Agreement.

Core principles

• Integrity and transparency:
All communication with students and stakeholders is truthful and transparent.
• Prioritising the student's interest:
Recruitment activities prioritise the student's wellbeing and objectives.
• Equality and non-discrimination:
Recruitment is non-discriminatory and respects student diversity.
• Confidentiality:
Students' personal data is processed responsibly and in compliance with data protection laws.
• Professionalism:
All recruitment personnel act professionally and responsibly.

These guidelines have been drawn up by adapting the higher education sector's Agent Code of Conduct to the context of vocational education.
The guidelines are in line with the Finnish National Agency for Education's policies on international student recruitment and responsible education practices.