

**"People over 50 on the labour market"**  
**2013-1-PL1-GRU06-38713**

**4th partnership meeting in Finland 2.-3. September 2014**

**LIFELONG LEARNING PROGRAMME GRUNDTVIG**  
**Project title: People over 50 on the labour market**  
**2013-1-PL1-GRU06-38713**

**Project meeting in Finland**  
**Porvoo, 2nd and Vantaa 3rd September 2014**

Organiser of the meeting:  
Itä-Uudenmaan koulutuskuntayhtymä  
Eduoli

**List of project meeting participants:**

Wojewódzki Urząd Pracy w Katowicach – Voivodeship Labour Office in Katowice - an organizational unit of the Silesian Voivodeship Government:

- Magdalena Wrzecion – Vocational counsellor,
- Ilona Wiącek – Labour Market Programme Specialist,
- Agnieszka Rozmus - Labour Market Programme Specialist;

University of Economics of the Third Age in Katowice local partner of Wojewódzki Urząd Pracy w Katowicach

- Katarzyna Franke

The MRS Consultancy Ltd - a corporate member of the National Institute of Adult and Continuing Education:

- Margaret Smith - Director
- Roy Smith – Director

Eduoli – Adult Education Centre:

- Taina Paananen – Project manager
- Johanna Holmikari – couch, trainer
- Elina Wähämaa – couch, trainer

Fundación Universidad Empresa de la Región de Murcia – Foundation University Enterprise of the region of Murcia - FUERM, non-profit institution:

- Maria Consuelo Garcia Sanchez – International Programmes Manager
- Carlos Belmonte Fernández-Ballesteros – Director of the Business Research Department

**List of regional local experts that participated at the seminar:**

Ulla Posti-Telama, Team Leader, Eduoli

Riina Salminen, Trainer, Eduoli,

Raija Vuorenmaa, Project Coordinator, Eduoli

Minna Ekblom and Laura Liski, Entrepreneurship 50+ -project, Rastor Oy

### Programme

Timetable		Item/activity	Who and where
Monday, 1 <sup>st</sup> September		Arrival of the participants	
Tuesday, 2 <sup>nd</sup> September  (Edupoli Porvoo, Ammattitie 1)	08.30	Pick up from the hotel Sparre	Johanna & Elina
	8.45 – 9	Quick overview of the Edupoli Porvoo campus	
	9.00 – 9.15	Welcome, introduction of Finland and Porvoo area	Raija Vuorenmaa
	9.15 – 10.45	Update of the project progress. General overview of the project: activities and outputs already developed and things to be done. The content of the project website.	Agnieszka / All
	10.45 - 11.15	Coffee/comfort break	In the classroom
	11.15 – 12.15	Forms of support and counselling in adult vocational education in Finland, case Edupoli <b>Annex 1</b> <b>Annex 2</b> <b>Annex 3</b>	Taina, Elina and Johanna
	12.15 – 13.15	Lunch	Amica, Edupoli
	13.15 - 14.30	Entrepreneurship 50+ - project. <b>Annex 4</b>	Minna Ekblom, Laura Liski, Rastor.
	14.30 – 16.30	The content of questionnaire. The brochure.	All/Roy will lead the workshop to develop the questionnaire
	16.30	End of the session. Free time	All
	18.30	Dinner at a local restaurant.	

<p>Wednesday, 3<sup>rd</sup> September</p> <p>(Edupoli Vantaa, Virnatie 5 A)</p>	08.30	Pick up from the hotel, travel by car to Vantaa for the visit	Taina and Ulla
	9.15 – 10.30	Visit to career counselling education in Edupoli, Vantaa <b>Annex 5</b>	Ulla Posti-Telama, team manager Riina Salminen, trainer + class
	10.30 – 11.30	Service Manager from Vantaa Unemployment office Hilikka Koukkunen was unable to attend the meeting, but sent the material concerning the functions and services of the Unemployment Office <b>Annex 6</b>	Introduction Taina, Elina and Johanna
	11.30 – 12.00	Coffee -break	In the classroom
	12.00 - 14.15	Visit to “Kokemus esiin 50+” – project. Presentation of the project. Meeting with project clients and correspondents <b>Annex 7</b> <b>Annex 8</b>	Taina, Johanna and Elina, clients, Kokemus esiin 50+ -project, all
	14.15	Certificates of mobility  Travel to Helsinki / back to Porvoo	Taina
<p>Thursday, 4<sup>th</sup> September</p>		Departure of participants	

Partners took the following agreements:

**Project website:**

- Partners decided to add interesting links to resources if they find some website to share regarding the situation of People over 50;

- Partners will send personal profiles in order to add them to Space to Blog.

### **Questionnaires to evaluate key competences and motivation**

Partners will correct their mistakes in questionnaires. All decided to have at maximum 5 questions for each competence. The scale will be as the following: 1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree.

Partners will upload into Dropbox the final versions of the key competence areas for which they are responsible. All evaluation questionnaires will be adapted to one common document. It was agreed that the motivational questionnaire will be a separate document to facilitate in depth discussions with people over 50 seeking to learn.

### **Bank of tools**

Partners will discuss examples of tools they have found in their countries during the trilateral meetings and all partners will upload examples into Dropbox.

### **The content of the brochure:**

Partners discussed what will be the key points regarding the content of the brochure but it was difficult to reach decisions without a template. Eventually after much discussion it was agreed that the brochure would be 4 sides of A4 on 2 pages, with many links to the website which will contain the results and products of the project. MRS will prepare sample templates - 4 sides of A4 - for discussion at the Trilateral meeting in December.

The initial content of the brochure, within a template, will be prepared during this meeting in the UK, by partners from the UK, Finland, Spain and circulated post-meeting for discussion by all partners.

### **Upcoming Project meetings in partner countries**

4th and 5th December 2014 – Meeting in UK

12th and 13th February 2015 – Meeting in Finland

16th and 17th March 2015 – Meeting in Spain

19th and 20th May 2015 – Meeting in Poland

## Annex 1

### + Career guidance services for adults in Finland



Taina Paananen

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### Adult education means

- Liberal adult education (*Johanna will tell..*)
- General adult education
- Vocational education and training for adults - > e.g. Edupoli

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### Guidance services for adults

In vocational education and training:

- **Career guidance training** (20 or 40 days), to find a new job when you have lost your job. Ulla will tell more about these in Vantaa.
- **Job search training**, (from 5 to 15 days), to develop skills to find a new job.
- **Learning coach –services**, to learn how to learn better, to help in difficulties in studying.. Elina will tell you more.

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### Guidance services for adults

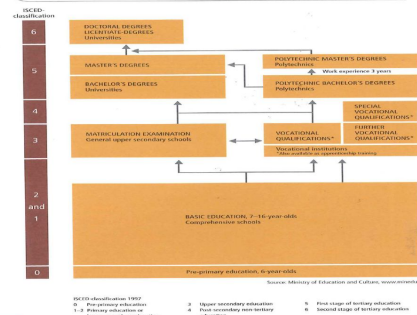
- In unemployment offices
  - Employment services
  - Competence and development services
  - Supported employment services
  - Vocational guidance psychologist

Hilkka Koukkunen, Uusimaa employment office Vantaa, will tell you more
- Projects develop new methods in guidance services and carry out guidance services

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### Formal education in Finland



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### Competence-based qualification =

- Mature students attain a vocational qualification through competence-based qualification
- The system makes it possible to **recognise an individual's vocational competencies** regardless of whether they he/she had learned them through work experience, studies or other activities.

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### Competence-based qualification

- Candidates must demonstrate certain skills and competences (required in the profession)
  - Includes practical work tasks
  - Can include written or oral assignments

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### Competence-based qualification

- The skills needed are defined by the Finnish National Board of Education.
- Modules are defined in cooperation with the business life.
- Modules are directly based on real-life work tasks.

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## There are three levels of competence based qualifications

- *Vocational qualifications* indicate competence to enter employment in the field.
- *Further vocational qualifications* indicate the vocational skills required of skilled workers in the field.
- *Specialist vocational qualifications* indicate a command of the most demanding tasks in the field.

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## Vocational qualifications

- 52 vocational qualifications
- a bit more than 300 further and specialist qualifications in different fields

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## Competence-based qualification

- If you have very good skills and theoretical knowhow, you can try getting the qualification without preparatory training
- Anyhow, very often the student participates in training

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## Competence-based qualification

- Interested student can apply directly to the educational institution
- A student can also do this training as labour market training

Source: Quidence. Lifelong learning in Finland 11/2012.

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## Individual study plan

- What the student already knows ([www.osaan.fi](http://www.osaan.fi))
- What he/she needs to study
- Each student progresses according to their own individualisation plan
- Takes into account the individual's
  - life circumstances,
  - competencies,
  - identified learning needs and
  - opportunities for on-the-job learning.

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## Learner assessment

- Different and primarily qualitative methods, such as
  - observation
  - interviews
  - surveys
  - group assessment
  - self-assessment

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## Candidates' competence is assessed

- Persons skills are assessed by an employer, an employee and a person from the educational sector
- Usually in tasks in the workplace
- Each student also assesses his/hers own competence.
- There will be an assessment discussion
- The assessors submit their proposal for either failing the module or awarding a specific grade (1,2,3).

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## Annex 2

### General and Liberal adult education in Finland

Johanna Holmikäri  
2.9.2014

## Adult Education

Adult education is designed to provide study opportunities for adults. It encompasses self-motivated education, staff training and labour market training. The Ministry of Education and Culture is responsible for self-motivated education, the Ministry of Employment and the Economy for labour market training and employers for staff training.

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### Adult education system

- Educational institutions provide further and continuing education of varying duration, non-degree studies, as well as education leading to a qualification.
- Learning mostly takes place in working life and through informal studies using networks, libraries and other learning environments.

Adult education and training is provided by some 550 institutions in Finland; some of them are specialised adult education providers.

**Adult education is available within the official education system in:**

- adult upper secondary schools
- vocational institutions and vocational adult training centres
- national and private vocational institutions
- polytechnics and universities

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And in liberal adult education in:

- adult education centres
- folk high schools
- summer universities
- study centres
- sports institutes

### Staff-development

Adult education also includes staff-development and other training provided or purchased by employers.

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### Labour market training

- Labour market training is financed by the labour administration and mainly intended for unemployed persons and those aged 20 or over who are threatened by unemployment.

### A great variety of aims

- Adults can study for qualifications or parts of qualifications in open instruction (such as open university and open polytechnic) and attend training preparing for competence-based qualifications. An important part of adult education consists of further and continuing training designed to upgrade and update competencies.
- General adult education responds to adults' self-development needs, offers learning opportunities catering for mature learners' own interests and preferences, and develops citizenship skills.

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## Studies and degrees in adult education

- The purpose of vocational adult training is to maintain and enhance competencies and promote employment.
  - In language tests, adults can demonstrate their proficiency in nine languages.
  - Liberal education institutions offer courses in subjects relating to citizenship skills and society and in different crafts and subjects on a recreational basis. There are advisory organisations which arrange courses relating to various hobbies.
- In higher education, adults can study in separate adult education programmes offered by polytechnics. In universities there are no specific programmes for mature students, who study in the same groups with young people.
  - Some institutions specialise in adult education.

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## LIBERAL EDUCATION

- Liberal education institutions offer courses in subjects relating to citizenship skills and society and in different crafts and subjects on a recreational basis. There are advisory organisations which arrange courses relating to various hobbies.
- In Finland the term non-formal education covers the general adult education opportunities provided by non-formal adult education institutes defined by the The Liberal Adult Education Act. The Liberal Adult Education Act provides both for operations and funding.
  - The essential feature of non-formal education (i.e. liberal adult education) is the diversity of curricula, voluntary nature of participation and use of learner-based methods.
  - The institutes set up objectives independently and they have independent responsibility over the usage the state subsidy.

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## Courses open to all

- There is a rich array of studies available that are of general educational worth, whether they relate to personal or societal interests. These studies are open to everyone regardless of their age, objectives and educational background. A tuition fee is usually charged.

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## Open Universities

- The Open University in Finland is not a single, coherent organisation. Rather, almost all Finnish universities offer Open University education.
- Students can complete individual courses or study modules at the Open Universities. The studies are open to all regardless of age or educational

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## Open universities..

- ...are founded on scientific research and comply with Finnish universities' degree requirements
- ..offer the students the opportunity to improve their general knowledge, upgrade their basic education, work toward self-development and prepare for academic degree studies

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## Summer universities

- Finnish summer universities offer
- Open University education
- Vocational further education
- Preparatory and extramural courses
- Seminars and events on cultural and regional issues
- Finnish courses for foreigners

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## Adult education centres

- Adult education centres offer general education to adults in almost all Finnish municipalities in the following subject areas:
  - Languages
  - Social sciences
  - Information technology
  - Sport and exercise
  - Handicrafts
  - Arts

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## Folk high schools

- Finnish folk high schools are residential schools: studies are full time, and the schools offer room and board. Most of the schools are owned by private ideological organisations, foundations or corporations.

Long-term courses of study usually concentrate on:

- Social sciences and humanities
- Arts
- Languages

- [http://www.sivistystyo.fi/doc/VS-engl\\_final.pdf](http://www.sivistystyo.fi/doc/VS-engl_final.pdf)

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## References

- [http://www.opintoluotsi.fi/en-GB/Studies\\_in\\_English/Open\\_to\\_all/](http://www.opintoluotsi.fi/en-GB/Studies_in_English/Open_to_all/)
- [http://www.minedu.fi/OPM/Koulutus/aikuis-koulutus\\_ja\\_vapaa\\_sivistystyoe/aikuiskoulutusjaerjestelmae/?lang=en](http://www.minedu.fi/OPM/Koulutus/aikuis-koulutus_ja_vapaa_sivistystyoe/aikuiskoulutusjaerjestelmae/?lang=en)

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## Annex 3

### Learning Coach

- supporting Students and Trainers



### Learning Coach

- Learning Coaches work in **co-operation** with Vocational Trainers
  - There are app. 8-10 learning coaches in Edupoli
- Facilitates the learning process, supports in problem situations
- Main goal is to prevent students from quitting the studies

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## The Learning Coach's Role in Competence-based Qualification System:

### Application Period

- Participates in selection interviews to map applicants' motivation and readiness to take part in the studies
- Dyslexia test and math test, so the possibly needed support can start immediately in the beginning of the studies
- Development of self-direction, help in making the individual study plan

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### Preparatory Training

- Learning skills, learning to learn
- Time management, how to combine studies, work-life and family life
- Help in learning difficulties
  - How to start doing learning tasks and how to finish learning tasks on time
- Help students to find motivation

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### To Complete the Degree

- Encourages the students - how to cope with excitement and anxiety
- Ensures that the candidate understands the written instructions for practical work tasks and oral assignments
- Plans how to replace written assignments for example with photos or videos

### General

- Learning coaches are involved in all kinds of studies: government-funded, apprenticeship training and labour market training programmes
- Sometimes also during on-the-job training or practical training, depending on the needs of the student and/or the workplace



- Learning coaches are available without appointment once a week at every premise

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### Special Needs Teachers

- Edupoli's special needs education's aim is to guarantee self-development and lifelong learning despite of student's personal challenges

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## Annex 4



### CONSIDERING BECOMING AN ENTREPRENEUR @50+? – FREE training and coaching programme



We offer for FREE One2One Coaching and tailored group coaching and training targeted at a 50+ audience who are considering entrepreneurship as their next career move. Geographically targeted at Uusimaa and Itä-Uusimaa counties only.

Match making for people looking for a business to continue, for a business partner or for a business to invest in. No age limit in this activity.



RASTOR

## BOOST THE ECONOMY



- Society needs for people to continue their careers and professional activity longer than before
- Structure of population has changed and is changing continuously: > it is possible – and even desirable - to continue one's career as an entrepreneur for longer a and in a more flexible manner
- The transfer and utilisation of know-how, skills, experience and knowledge
- Benefit from existing, often large and useful networks
- The benefit of using one's accumulated private wealth as an investment – both as an active partner as well as an investor in the background. Both in terms of "real money" and "sweat equity".



Source: Tilastokeskus 2013

## OTHER CENTRAL CONCEPTS



- Ownership transfers, generational change of ownership, succession planning, pipeline and succession
  - active, up-to-date market or register for small business and sole traderships?
- Senior entrepreneurship – ie retired people



## PLACES TO START



- Know how, reputation and networks that one has built during one's career
- Spin offs
- A hobby or other self expression that one wants / can to take to the next level
- Investment activity and business angel activity



## TARGET GROUPS



- 50 years+ people interested in becoming entrepreneurs
  - still working
  - feeling the threat of becoming unemployed
  - unemployed
  - retired
- Entrepreneurs looking for partners / successors (no age limit)
  - partnerships in existing endeavours
  - succession
  - starting anew with partners
- Financing and investments (no age limit)
  - private equity, investments – business angels



## THE PLANNED BUSINESS GEOGRAPHICALLY



- Counties
  - Uusimaa and Itä-Uusimaa
- Regions
  - Helsinki, Raasepori, Porvoo and Loviisa
- Municipalities
  - Askola, Espoo, Hanko, Helsinki, Vantaa, Hyvinkää, Inkoo, Järvenpää, Karjalohja, Karkkila, Kauniainen, Kerava, Kirkkonummi, Lapinjärvi, Loviisa, Lohja, Myrskylä, Mäntsälä, Nummi-Pusula, Nurmijärvi, Pornainen, Pukkila, Porvoo, Raasepori, Sipoo, Siuntio, Tuusula, Vihti



## PARTNERS IN THE PROJECT



- Rastor Oy
  - Co-ordinates and facilitates
  - All planning, design and delivery of coaching, training, educational activity
- The Federation of Finnish Enterprises (Suomen Yrittäjät)
- EnterpriseHelsinki (Helsingin uusyrityskeskus ry (YritysHelsinki))
- The Finnish Association of Business School Graduates (Ekonomiliitto SEFE ry)
- Academic Engineers and Architects in Finland (Tekniikan Akateemiset TEK)
- Association of the Self-Employed and Self-Employment (Omaehtoisen työllistämisen tuki OTTY ry)
- Finnish Business Angels Network (Kansallinen bisnesenkijärjestö FIBAN ry)



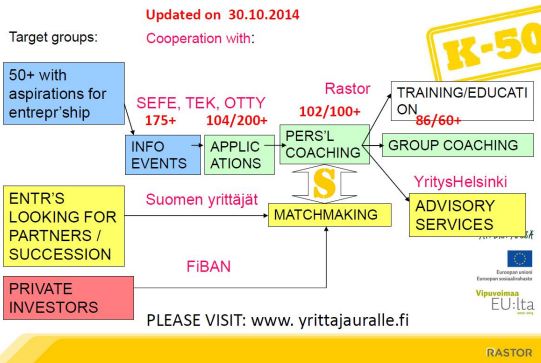
## OUR TEAM



- Minna Ekblom, Project Manager (May 2014 →), Coach, M.Sc.Econ, Entrepreneur
- Esa Blomberg, Coach, Trainer, Entrepreneur (original Project Manager → may 2014)
- Tuomo Talvitie, Trainer, specialty: Education Planning ( → 03/2014)
- Eeva Riistama, Trainer, specialty: Communication ( → 05/2014)
- Laura Liski, M.Soc.Sci., Project Coordinator
- Outsourcing as needed and within budget



## THE SERVICE PATH



## STATUS AS PER MAY 21ST 2014

- 133 people have attended our targeted information evenings (plus we've reached at least the same number of potentials in trade fairs and other professional public events)
- 64 applicants (all of them accepted to the programme) (our goal for 2014 was 100 applicants)
- 2 applicants have declined their spots (one got a job, other one did not accept our agreement policy)
- Have offered at least one individual coaching session to 62 people, many of them already 2 sessions
- It is our intention to be able to offer up to 3 individual coaching sessions / applicant
- A series of 5 group coaching / training days in May/June 2014 have been attended by 40 people per session on average

## GROUP SESSIONS TOPICS (RUN 4.45-8.45 PM)

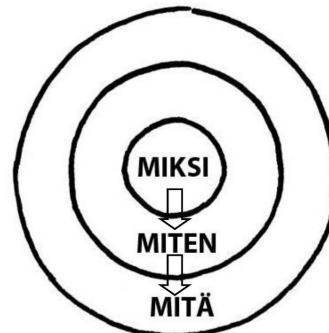
- Tue 6th May: An entrepreneurs Survival guide / kit (PK-yrittäjän eloonjäämisoppi)
- Tue 13th May: Change and succession of ownership and senior entrepreneurship (Omistajanvaihdos ja eläkeläisyrittäjyys)
- Thu 22nd May from a business idea to having a viable business (Yritysideasta kohti toimivaa liiketoimintaa)
- Tue 27th May Mastermind and roundtable – interactive networking day (Yrittäjyiden pyöreä pöytä –interaktiivinen verkostoitumistilaisuus)
- Tue 3rd June Private and Public financing and investment (Yksityinen ja julkinen rahoitus)

## OUR METHOD AND THESIS

## A TOOL KIT FOR SUSTAINABLE ENTREPRENEURSHIP

## ENTREPRENEURIAL IDENTITY IN DEPTH

- Qualifications of sustainable entrepreneurship – identity, motivation, business know how, skills (existing and needed), self-knowledge. **Life plan**. Me? An entrepreneur?
- Business idea, **business plan**, product/service, innovation, competition, brand, pricing, the basic ABC concepts of a healthy business
- Getting started – ABC of setting up a business



## SUSTAINABLE ENTREPRENEURSHIP

- Basic needs are met
- Manifest your value system
- Natural personal strengths in use
- Sense of purpose
- Lifestyle choices
- Financial needs are met

## A HEALTHY BUSINESS IS BUILT ON



- Demand before supply (listen)
- Value before price (my USP)
- Creativity before productivity (confidence boost)
- Sales before profit (get started with sales and marketing)



## BUSINESS PLANNING



- A wealth of public domains, organizations, internet sites and tools, resources, instances available
- Strategies
- Marketing, brand building, SoMe
- Taxation and contract aspects
- Visions, planning, delivery, reporting
- Organization, personnel, staff, development and admin, business manners
- Business and financial planning
- P&L, balance sheets, cash flow calculations
- Business Canvassing



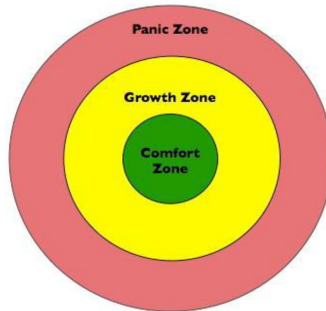
## LIFE PLANNING



- An Entrepreneur's 3 roles: 1. Technician, 2. Manager 3. Entrepreneur (E-Myth, Gerber)
- Talent and natural strengths. Skills. Passion. Market. → Highest Point of Contribution
- Self care, extreme self care, personal growth and development, energy management.
- Holistic life management and well being.



## ENERGY MANAGEMENT



### Annex 5



### Career guidance and coaching in Edupoli



Ulla Posti-Telama, Team manager  
Valmennuksen ja ohjauksen palvelut - VALO



### The Team

- 27 professionals
  - 20 educators and learning coaches (3 of them are in a part-time job)
  - 4 full-time project professionals
  - education planner
  - assistant
  - team manager



## Trainers and Learning coaches

- Most of them have the Master's degree of Education, Arts, Psychology or Health Science
- Some of them are special needs teachers
- Everyone has a long and wide experience of teaching and careers guidance

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## Training and coaching

- Most of the services our team provides are aimed for the unemployed persons
- The employment office of Southern Finland buys our services for their customers
- Local employment offices send the jobseekers to our training and coaching courses

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## Training and coaching

- Career guidance training
  - 20 days for adults, adults under 25 and over 50
    - Participants need support in competence improving and counselling
    - Includes on-the-job training for 5 days
  - 30 days for adults under 30
    - Participants are interested in technical or service sector fields of vocational education and training
    - Includes on-the-job training for 10 days
  - 40 days for adults and adults under 25
    - Participants need supported employment services
    - Includes on-the-job training for 10 days

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## Training and coaching

- Jobseeking courses
  - 15 days
    - Includes teaching of the basic computer skills (word, excel, power point, internet use, and so on)
  - 10 days
    - For the people over 50
    - Includes teaching of the basic computer skills (word, excel, power point, internet use, and so on)
  - 5 days
    - For adults and adults under 25

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## Training and coaching

- Personal jobseeking guidance
  - Two hour meetings in every or every second week
  - Maximum length of the service is 50 hours per person
  - The main goal is finding a job
  - Possibility to have trainers support also in starting in a new working place

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## Annex 6



### Public Employment Services in Finland

Hilkka Koukkunen, Service Manager  
Uusimaa Employment and Economic Development Office  
Competence Development Services

Email: [hilkka.koukkunen@te-toimisto.fi](mailto:hilkka.koukkunen@te-toimisto.fi)

### Employment and business services are provided under the Act on Public Employment and Business Service

#### The Ministry of Employment and the Economy

is responsible for policy outlines, drafting of statutes, guidelines and performance management related to entrepreneurship, employment and labour force policy and labour force competence development



#### Centres for Economic Development, Transport and the Environment (ELY Centres) 15 in all over Finland



Employment and Economic Development Offices (TE Offices)  
15

the Customer Service Centre of the employment and economic development administration (the TE Customer Service Centre)

Labour Force Service Centres (the Labour Administration, municipalities and the Social Insurance Institution of Finland).

## The employment and business services are tasked with

- Securing the availability of skilled labour
- Finding employment for jobseekers without delay
- Improving the operating conditions of companies, organisations and other employers

The employment and business services are for those in search of jobs, education and training, and for companies, organisations and other employers

3 3.9.2014 Usimaa Employment and Economic Development Office  
Vantaa - Finland

TE-palvelut | TE-työpaikat | TE-työvoima

## Services driven by customer needs

- The employment and business services are organised around three service lines:
  1. Employment and Business Services
  2. Competence Development Services
  3. Supported Employment Services
- The employment and business services are always driven by the service needs of individual customers, companies, organisations and other employer customers
- The service lines work together seamlessly, so that a customer can be flexibly directed from one line to another



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## Customers benefit from multi-channel employment and business services

- The customer receives versatile services online, on the telephone and face to face
- Many reports and notifications that previously required a personal visit can now be dealt with online or by calling the telephone service
- Employment and business service experts serve both individual and business customers based on service needs identified together with the customer



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## Employment and Business Services

### Customers

- Companies, organisations and other employers, new entrepreneurs
- **Jobseekers whose competence and professional skills are sufficient for finding employment directly in the open labour market.**

### Particular tasks

- Assessing and analysing the customer's service needs
- Employment services
- Personnel development
- Services related to lay-offs and redundancies
- Services for new entrepreneurs and enterprise development services
- Cooperation in partner networks
- Coordination of cooperation with companies, organisations and other employers

### Activities

- Providing customer services online, on the telephone and face to face at the TE Offices
- Partners include companies, sub-regional business services, other business service actors and municipalities

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## Competence Development Services

### Customers

- **Jobseekers who need to develop their competence to find employment**
- Persons considering questions related to career choices, changing careers or career planning

### Particular tasks

- Assessing and analysing the customer's service needs
- Vocational guidance and career planning, competence development services
- Vocational education and training as labour market or independent training
- Customer guidance work, integration and customer work related to labour market and independent training
- Cooperation in partnership networks (including the Youth Guarantee, services for integration customers)

### Activities

- Providing customer services online, on the telephone and face to face at the TE Offices
- Service paths supported by an instructive work approach that guide the customers in using the online services and service products and approaching the partners
- The partners include municipalities, training providers, educational institutions and companies

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## Supported Employment Services

### Customers

- **Jobseekers in need of individual and/or multiprofessional support**

### Particular tasks

- Assessing and analysing the customer's service needs
- Putting together a service package that supports employment
- Coordination of aspects related to vocational rehabilitation
- Finding and tailoring jobs that are suitable for the customer
- Cooperation over partner networks (including municipal social welfare and health care services, the Social Insurance Institution and the intermediate labour market)

### Activities

- An instructive work approach is highlighted in work with individual customers
- Individual solutions in cooperation with employers and companies

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## Services at TE Office

- Jobs online [www.te-office.fi](http://www.te-office.fi)
- The Job Watch / The Training watch service
- The CV Net
- EURES and International Employment Services
- The Job search coaching ( usually 5 - 20 days)
- The Support for starting entrepreneurs

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## Services at TE Office

- Assistance in choosing a profession and career planning
- Work trials ( max 6 month in same place)
- Training trials
- Career coachig ( 20 or 40 days)
- Labour market training:
  - Vocational
  - Entrepreneurial
  - Joint purchase training
- Independent study through unemployment benefits

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## Services at TE Office

- Employment coaching
- Pay subsidies
  - Basic: 700€ for maximum 10 months
  - In special cases even half of the salary up to two years
- Public employment services as vocational rehabilitation
- Effective and high quality purchasing
- Own operations will focus on the basic function of the Employment office
- Partnership and networking

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## Many ways of promoting employment among older people and long-term unemployed

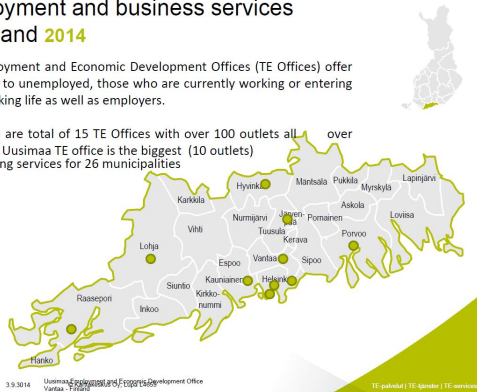
- An extensive municipality driven experiment
- Long-term employment subsidy (1.1.2015?)
- Labour Force Service Centres
- Projects like "Kokemus Esiin 50 +" and "Työsiita"

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## Employment and business services in Finland 2014

- Employment and Economic Development Offices (TE Offices) offer services to unemployed, those who are currently working or entering the working life as well as employers.
- There are total of 15 TE Offices with over 100 outlets all over Finland. Uusimaa TE office is the biggest (10 outlets) providing services for 26 municipalities

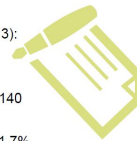


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## Statistics on the region 31.7.2014 Uusimaa/ Vantaa

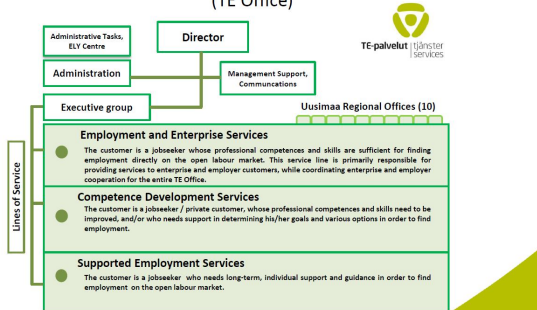
- Population of Finland / Uusimaa/ Vantaa(31 Dec 2013): 5 450 614 / 1 585 026 / 208 098
- Vacancies est: 23 653 / 2 935
- Labour force in the **Uusimaa/ Vantaa**: 820 857 / 111 140
- Unemployed jobseekers : 91 763 / 13 015
- The share of unemployed in the workforce 11,2 %/ 11,7%
  - Men 48 469/ 6 775
  - Women 43294 / 6 240
  - Young people 11 544 / 1 536
  - Over 50s 29 209 / 4 121
  - Long-term unemployed 25 229 / 3 462
- Employed on a pay subsidy: 8 171 / 1 166
- In work practice/working life coaching: 2 265 / 403
- In labour market training: 5 945 / 963
- Other measures: 7 794 / 1 132



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## Uusimaa Employment and Economic Development Office (TE Office)



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## Uusimaa TE services

- Operating area Uusimaa
- Offices: Helsinki (Central, Pasila and Itäkeskus), Espoo, Vantaa, Lohja, Raasepori, Porvoo, Järvenpää and Hyvinkää
- Labour Force Service Centres: Helsinki, Espoo, Vantaa, Lohja, Porvoo, Hyvinkää ja Nummijärvi
- Sub-regional business services: several places all over Uusimaa

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## Employment and business services as an expert service

### Online

[te-services.fi](http://te-services.fi)

- offers individual customers and employers information and a channel for versatile service use



[enterpriseinland.fi](http://enterpriseinland.fi)

- offers to companies or those interested in starting a company information about enterprising and public business services, as well as possibilities of using online services



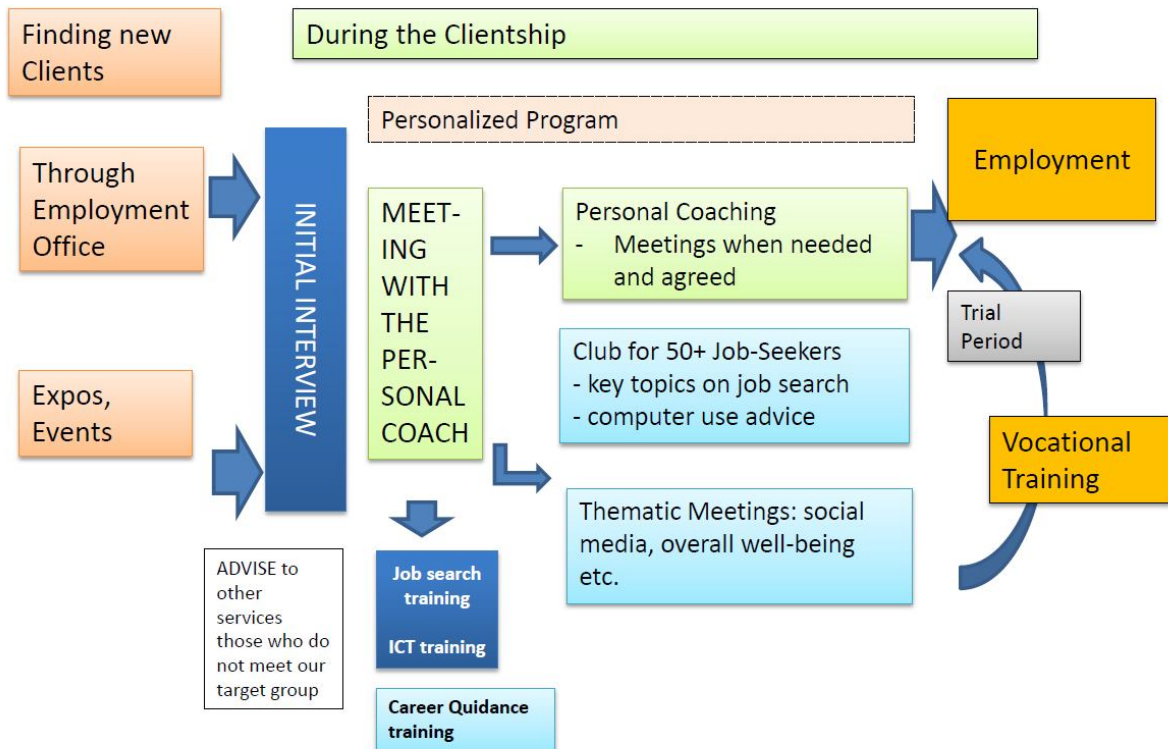
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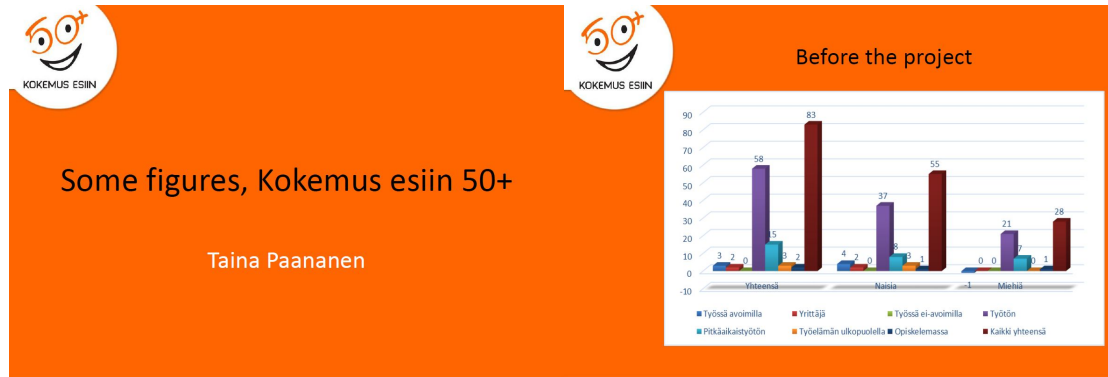


## Annex 7

# Kokemus esiin 50+ Counselling Procedure



## Annex 8



7.10.2014

edupoli

Etäopinto, oppiminen ja  
työelämä

Vantaa

Vuorokausi  
EU-Itä

European Union  
Erasmus+

7.10.2014

edupoli

Etäopinto, oppiminen ja  
työelämä

Vantaa

Vuorokausi  
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European Union  
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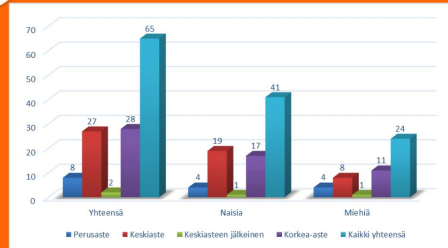


### Who came into the project 1.1.2014-31.6.2014? - The age

- 45-54 years old 32 persons (50 %),
  - Women 17 persons (41 % of women)
- 55-64 years old 32 persons (50 %)
  - Women 24 persons (58 % naisista)
- No persons over 65 years



### Who came into the project.. Education



7.10.2014



7.10.2014



### After the project (by 30.6.2014)

- By the end of June 2014 76 persons has finished the project
- They continued to
  - 34 cliets found a job "open market"(45 %)
  - 6 cliets to work practise, work trial etc. (8 %)
  - 14 cliets stayed unemployed (18 %), part of them went to another local project
  - 5 cliets sick leave, to retiment etc
  - 17 started studying (22 %)

7.10.2014

