



**EUniverCities**

# TAMPERE LOCAL ACTION PLAN



Connecting cities  
Building successes



## 1. INTRODUCTION

The city of Tampere, Finland is a partner in European EUniverCities co-operation network and EUniverCities Urbact project.

The EUniverCities network unites 10 medium sized European cities that seek to improve the city-university co-operation. By applying the Urbact programme, they want to learn from each other's experiences and practices, and move forward as successful and inclusive knowledge cities to realize Europe's 2020 strategy.

EUniverCities addresses the issue how to frame co-operation between city and university and arrive at smart next-generation forms of city-university collaboration. The core idea behind the network is that more comprehensive types of collaboration and co-creation will bring significant benefits for both sides and will strengthen the position of the city.

The EUniverCities Urbact project was launched 1.5.2012 and will be completed by May 2015.

The Lead partner of the EUniverCities Urbact project is the city of Delft, Netherlands. The other partners of the project are

- City of Magdeburg, Germany
- City of Lecce, Italy
- City of Gent, Belgium
- City of Aachen, Germany
- City of Varna, Bulgaria
- City of Lublin, Poland
- City of Linköping, Sweden
- City of Aveiro, Portugal
- City of Tampere, Finland

The working method of the network co-operation has been the peer review meetings in the partnering cities. The EUniverCities has also organised joint work shops together with different stakeholders.

The EUniverCities Urbact project's overall focus is on city-university cooperation which is addressed through five thematic focuses

- Local/regional economy
- Students and city life
- Internationalization
- Science in society
- Attractiveness and marketing.



Picture 1. The EuniverCities Urbact Project themes, the flower model

## 2. CITY-UNIVERSITY CO OPERATION IN TAMPERE

Tampere is a middle sized city in an European context but the second largest city in Finland after the Helsinki capital area. Tampere has over 220 000 inhabitants. The number of students is quite large; there are about 35 000 students in the city. Students have a very positive effect on the city's atmosphere but they also are a very important part of the region's economical succes.

The main reason for businesses to locate in the Tampere region is the skilled labour force produced by the high quality educational institutes. When businesses locate in the region, they create more jobs and enforce the overall competitiveness of the region.

Tampere has three universities; Tampere University, Tampere University of Technology and Tampere University of Applied Sciences. They are all among

the most attractive universities in Finland and play a key role in the city's success.

Tampere is a rapidly growing city area and has been the most attractive place to live in among the Finns for several years already. One reason for its popularity is the high quality and versatile education.

Tampere has a strong tradition and focus on co-operation between the main stakeholders in different fields. The co-operation between the city and the universities lies on the strong tradition but also on the common understanding of the overall benefit of the co-operation for the attractiveness, vitality and competitiveness for both the universities and the city.

## 2.1. EUNIVERCITIES PROJECT IN TAMPERE

In the Tampere City Strategy, one strong focus is on developing the city-university collaboration. One of the actions to enhance this development is the EUniverCities Urbact project.

The city of Tampere and the Tampere University of Technology are both partners in the EUniverCities network. The city is also a partner in the EUniverCities Urbact project.

On local level, the EUniverCities project development activities are steered by the Urbact Local Support Group (ULSG).

The members of the Tampere ULSG are

- Mr. Kari Kankaala, Executive Director, City of Tampere, chairman of the ULSG
- Ms. Tuija Telén, Liaison Director, City of Tampere, EUniverCities Tampere Project Manager
- Mr. Markku Kivikoski, President, Tampere University of Technology
- Ms. Anne-Mari Järvelin, Director, Tampere University of Technology
- Mr. Antti Eskelinen, CEO, Tampere Chamber of Commerce
- Mr. Peer Haataja, Director, Tampere Chamber of Commerce
- Mr. Jukka Alasentie, Director, Council of Tampere Region
- Ms. Päivi Myllykangas, CEO, Tampere Region Economic Development Agency Tredea Ltd.

The preparative work for the ULSG has been done by the ULSG working group (Mr. Kari Kankaala, chairman, Ms. Anne-Mari Järvelin and Ms. Tuija Telén).

Tampere EUniverCities Urbact project focuses on city-university collaboration overall and specifically addresses three themes

- Students and City Life
- Internationalisation
- Local/regional Economy

These themes, their current status, challenges and activities are presented in more detail in the following chapter.

The City of Tampere and the Tampere University of Technology work together on several development issues concerning the overall development of the city (f.e.g. the new smart city solutions, open innovation platforms and research programmes) . The key themes for Tampere that were selected to be addressed in this Local Action Plan were seen as the most important points of development where Tampere could learn from the other EUniverCities partners.

The EUniverCities Urbact project was mainly used to boost the city-university collaboration and to give it focused themes, new tools and new international examples to learn from.

### **3. TAMPERE THEMES AND LOCAL DEVELOPMENT ACTIVITIES**

The Tampere ULSG decided to focus on four areas of development in the EUniverCities Urbact Project.

- City-University co-operation
- Local/regional Economy
- Students and City Life
- Internationalisation.

#### **3.1. CITY-UNIVERSITY CO OPERATION**

##### **Strategic Alignment**

The Tampere City Strategy aims to enhance the city-university collaboration to a more strategic level. This has also been set as a strategic target in the Tampere Economic Development Policy.

##### **Background**

The Tampere University of Technology (TUT) was established in 1965. Since the beginning of the new university there has been a long tradition and systematic interaction between the city and the university.

The management of the three universities and of the city meet on a regular basis. There are also active discussion and co-operation related to development of the city economic strategy and new strategic initiatives.

The Tampere University of Technology is a major partner of the city in several development projects and also some national agreements. (F.eg. The Open Tampere programme, Innovative Cities programme (INKA) and the Growth Agreement between the city, TUT and other regional actors with national government of Finland).

### **Local Action Plan Aim**

The aim for the development of city-university co-operation in this local action plan is to develop the co-operation to more strategic level.

### **Local Action Plan Means and Actions**

The means for the development of city-university co-operation in this local action plan are to find common, shared issues and challenges which will be developed further in Local Action Plan framework.

The actions for the development of city-university co-operation in this local action plan are to develop common initiatives related to students & city life, internationalization and local/regional economy.

## **3.2. STUDENTS & CITY LIFE**

### **Strategic Alignment**

The Tampere City Mayoral Programme and also the Tampere Economic Development Policy state the goal of Tampere being the most student friendly city in Finland. The other strategic goal related to students and city life states that Tampere offers an adequate amount of student houses (Tampere City Strategy).

### **Background**

Tampere is one of the most attractive places to study in Finland with all the three universities ranked very high nationally. There are around 35 000 students in Tampere and the students play a key role in the city's overall attractiveness and also give a dynamic image on the city life and make the city a more vivid place.

The skilled labor force is one of the major reasons for companies to locate in the region and the high level education one of the main reasons for citizens to see the city a very attractive place to live in.

## **Local Action Plan Aim, Means and Actions**

The aim for the development of students and city life is to increase the city's student friendliness together with the students, universities and the city.

The means and LAP actions are to develop and implement the Student Friendly Tampere programme in Local action plan framework. This is done in a EUniverCities local sub project.

## **Student Friendly Tampere Programme**

One of the main actions in the Tampere LAP programme is to complete and implement the Student Friendly Tampere programme as a sub project for EUniverCities project.

The Student Friendly Tampere programme initiative started in the end of 2013 by the Mayor of Tampere appointing a steering group for the project. The steering group consisted of members from the three universities in Tampere, the student organizations of the three universities, the Student's Tampere Association and key officers from the city. The chairman of the steering group was Ms. Tuija Telén who is also the Project Manager of the Tampere EUniverCities Project.

The Student Friendly Tampere Programme was developed by organizing five thematic workshops, of which the themes were

- Internationalization
- Student housing
- Students and city services
- Employment, entrepreneurship
- Urban development, traffic and environment

The thematic workshops were carried out during spring 2014. The structure was similar in all the five workshops and the work method was based on problem solving. First the students invited to the workshops gave a presentation of the theme and the challenges the students are facing in the theme area. Then the participants of the workshop worked to come up with ideas to address the challenges as well as naming the responsible parties and stakeholders concerned in carrying out the suggested solutions. In addition to the steering group also other key stakeholders of each theme were invited to the workshops. The workshops were facilitated by a students' cooperative.

The outcomes (challenges, ideas and stakeholders/responsible parties) were documented after all the workshops were completed. This document was published during the EUniverCities meeting in Tampere on September 25<sup>th</sup> 2014.

The document was approved by the City Board in autumn 2014 as the basis for further operations to improve the student friendliness of the city. The operations and activities will be carried out during 2015 and 2016. The aim of

these activities is that Tampere will be the most student friendly city in Finland by 2017.

### **3.3. INTERNATIONALIZATION**

#### **Strategic Alignment**

The Tampere City Economic Development Policy states two goals in the theme of internationalization: The internationalization in education is developed on all levels and the Universities internationalization is developed in the Unipoli cooperation.

#### **Background**

One of the main challenges concerning internationalization is that the majority of the foreign degree students in Tampere would want to stay and work in Finland after their graduation, but only few manage to do so. Also the local SMEs in the Tampere region need capabilities and resources for internationalization.

The existing international talent attraction and retention activities at the moment are seen too limited with too little resources to tackle the needs and challenges related to the internationalization of the region

#### **Local Action Plan Aim, Means and Actions**

The aim for the development of internationalization in the local action plan is to strengthen the internationalization of local SMEs and the region itself through enhancing foreign student employment at local firms and public sector.

The means and local action plan activities aim to create Talent Tampere co-operation model among local and national actors to reach the aim by 12/2016.

#### **TalentTampere co-operation model**

The aim of the TalentTampere project is to create a co-operation model among local and national actors for enhancing talent attraction, integration and retention in the Tampere region.

TalentTampere co-operation model aims to build integrated services for two target groups;

- 1) SMEs
- 2) International talents (incl. international students).

These are done by enhancing the co-operation between local and national service providers and other actors.

Some of the actions will be carried out as a part of implementing the Student Friendly Tampere Programme.

TalentTampere steering group was started in August 2013. As a part of the large TalentTampere umbrella, the Talent Tampere Start programme started at the end of 2014. It is funded by the Tampere Economic Development Fund for the years 2014-2016. The total budget of Talent Tampere Start is 450 000 euros.

The focus points of Talent Tampere Start are:

1. The coordination, activation, facilitation and marketing of TalentTampere, networking and service design. Making TalentTampere a permanent cooperation model for variety of actors.
2. International talents as a catalyst. Making use of especially recently graduated foreign students for internationalization of the businesses in the Tampere Region.
3. Promoting Tampere as a top place where international talents are appreciated and where their know-how is being used as an asset that strengthens the business.

TalentTampere is coordinated by Tredea, the regional economic development agency. The steering group consists of all the relevant parties related to talent management (incl. city of Tampere and HEIs).

You can find more about TalentTampere <http://www.livetampere.fi/contact-us/talent-tampere/>

You can also follow discussion related TalentTampere in LinkedIn [https://www.linkedin.com/groups?home=&gid=4703673&trk=my\\_groups-b-discgroup](https://www.linkedin.com/groups?home=&gid=4703673&trk=my_groups-b-discgroup)

## 1.1. LOCAL/REGIONAL ECONOMY

### **Strategic Alignment**

The Tampere City Economic Development Policy states the strategic goals to be the strengthening of the born, growth and internationalization of companies in co-operation between the HEIs, the city, regional development organizations, entrepreneur associations and other stakeholders.

### **Background**

There is an ongoing economic restructuring in the Tampere region. The current economic structure which relies on big corporations does not ensure enough growth for the Tampere region.

New growth can be reached only through the birth of new companies.

In the region, the past and most of the current economic development programmes have concentrated on developing the existing clusters. Now there is a clear need for new approaches and actions in economic development policies. There is a profound change going on in the Finnish economy and society including the higher education system. One result of this is the increasing interest in and demand for entrepreneurs and entrepreneurial attitude.

### **Local Action Plan Aim, Means and Actions**

LAP aim is to enhance the creation and growth of university spin-offs and start-ups and strengthen entrepreneurial culture.

The LAP means and actions consist of several concurrent projects and programs carried out jointly by all HEIs and development organizations in the region.

### **Entrepreneurship projects and programmes**

The aim of the entrepreneurship projects and programs is to enhance the creation and growth of university spin-offs and start-ups and to strengthen the entrepreneurial culture.

There are several concurrent programmes and projects in Tampere for promoting entrepreneurship. The HEIs in the region work together to enhance the creation of entrepreneurial culture for example by organizing events and sharing experiences. TUT, UTA and TAMK (Tampere University of Applied Sciences) also started to organize common entrepreneurship studies in autumn 2014. At the moment each university produces a study module onto a common entrepreneurship study platform from which the students can choose different courses to their curriculum. The two universities TUT and UTA have started to develop common innovation services. The aim is that in 2016 the universities will have common innovation processes and unified organization.

City of Tampere, UTA, TUT and TAMK are all actively involved in developing existing and new innovation platforms like New Factory (ICT) and Mediapolis (media and creative industries), Kaupin Kampus (biotechnology, health and well-being) and Kampusareena (engineering). The parties have created a common vision on how to develop innovation platforms and how innovation platforms can be integrated as a part of city's development process. This relates closely to the themes of smart city and healthy ageing.

All the public organizations serving entrepreneurs and all the educational institutions in the region are involved in the project called TREAM. In the TREAM the parties share experiences and organize events targeted to

existing and potential entrepreneurs. One of the key goals of TREAM is to enhance the entrepreneurial culture among students.

Demola innovation platform has proved to be an efficient tool also for creating entrepreneurial culture among students. In the beginning of Demola project only few students consider entrepreneurship as a career choice, but most of the students do so at the end of the Demola project.

You can find more information about Demola on <http://tampere.demola.net/>

Many parties and organizations are at the moment involved in various activities and projects related to the theme entrepreneurship. There is a clear need for city level integration between all stakeholders and projects.

## **2. IMPLEMENTATION AND FOLLOW UP OF THE LOCAL ACTION PLAN ACTIVITIES**

The implementation of the LAP activities are carried out in different projects and initiatives introduced in chapter 3. These projects and initiatives have their own responsible parties and the impact measurement and follow up activities are carried out by these parties.

The impact of strategic actions on the city-university co-operation are followed up on three times annually; at the end of April, August and December. These impacts and results are reported to the city board. This is due to the strategic city-university co-operation being one of the goals of the city's Economic Development Policy.

The Student Friendly Tampere Programme is the main aim of the theme Students and City Life. The programme includes a lot of different activities. The activities will be carried out between the years 2015-2016 and followed up on a yearly basis. The results and activities are also reported to the city board.

The TalentTampere programme is the main tool in this context to carry out the actions under the theme internationalization. The activities will be carried out in 2014-2016 and followed by supervisory board (4 times a year) and the board of Tampere Economic Fund (2 times a year).

Related to the entrepreneurship, a number of projects and initiatives take place at the moment. HEIs and city are actively involved in many of those. During the Urbact project it was realized, that there is a clear need for city level integration between different stakeholders and projects. This action is now taken on by the regional economic development agency Tredea Ltd.

The Tampere ULSG will meet on a regular basis until the EUniverCities Urbact Project is completed by May 2015. After the approval of the Local

Action Plan there is no need for ULSG to work any further as the activities will be part of the normal collaboration.

The management of the three universities and the city meet together on a regular basis. The next step is to make the EUniverCities Local Action Plan and activities a part of that meeting's agenda. This is also the best way to share the work with the other two universities that were neither directly involved in the project nor members the EUniverCities network.