

Executive Summary

The world of work is not the same as it used to be: finding jobs, creating jobs and carving out a career today and tomorrow calls for enterprising attitudes and skills. The situation calls for new solutions and better multi-stakeholder cooperation – especially with the young people themselves.

City of Tampere, Employment Services Unit, has been a partner in the project named My Generation @ Work during 1.2.2013–30.4.2015, funded by EU URBACT programme. The main objective of My Generation at Work is to promote the employability of young people in a changing labour market, with special focus on enterprising skills and attitudes. The project is implemented by local support group named Trenterprise (abbreviation of Tampere is Tre and then added enterprise) and it has met 13 times during 2013-2014.

Youth unemployment has been a problem in Finland since 2009. Enterprising, entrepreneurial skills and self-employment concerning young people has been seen as one of the solution among promoting youth employment. There is a wide variety of actors in the field of services for young people where entrepreneurial skills are encouraged. However, the services are funded from various sources (e.g. the government, municipalities, EU) and overlapping is rather common. Therefore, Trenterprise mapped the existing services. This Local Action Plan includes the recommendations that will reduce the weak points identified during the mapping process.

The aim of this LAP is that **Tampere will become the best place in Finland to increase youth employment by approving better entrepreneurial skills and attitudes.**

The steps towards the aim are:

- ✓ educational curriculum, counselling and employment services should include encouraging entrepreneurial skills and attitudes. Young people should be involved as active participants.
- ✓ Education and other relevant local stakeholder related to entrepreneurship issues should collaborate better in order to make a smooth path for entrepreneurial skills and employment of young people.

The means needed (recommendations):

- ✓ Steering group consisting of local stakeholders related to entrepreneurship issues should be established. The Trenterprise LSG is a good core of the group already.
- ✓ The LAP results should be distributed in 2015 by organizing ideation workshops. The workshops should include young people.
- ✓ Recommendations and pilots suggested in LAP should be implemented if possible.
- ✓ Entrepreneurship competitions for young people could be organized (e.g. Bad Idea Competition in Glasgow).
- ✓ Safe spaces and environment for trying entrepreneurship should be organized.
- ✓ Co-operative team entrepreneurship, 4 H entrepreneurship and NY Young entrepreneurship – programmes should be opened for unemployed youth (consulting, counselling, spaces).
- ✓ New kind of training with the aim of employment and entrepreneurship should be created (e.g. Demola –concept, an open innovation platform, as a part of training).
- ✓ Regular entrepreneurship courses for counselors of young people (e.g. counselors meets entrepreneurs and understands what entrepreneurship means in practice).
- ✓ Exploiting Me and MyCity –concept and learning environment in trainings of young unemployed people.

Keywords: Tampere, youth entrepreneurship, enterprising skills and attitudes, employment, changing labour market, coaching, My Generation at Work, Urbact, Local Action Plan

