

Making a difference

The concrete action - the pilots that are planned - will unify the actors in a new way. At the same time, the young people will have a safe environment to try the entrepreneurship in practice without losing their social benefits or other income. This is the win-win situation.

Thus, we truly hope that the LAP makes a difference by unifying different actors who promote entrepreneurial skills and attitudes among young people in a new and multilinked way.

We also hope that the LAP makes a difference by making visible the weak steps on young person's path and in the guidance services from the point of view of promoting entrepreneurial skills and attitudes.

Trenterprise team itself is a good example of high involvement and open attitude. The team is emphasizing that entrepreneurial skills are needed in all sectors of life. Open attitude creates creativity and opens new ways of collaboration. Young people and entrepreneurship are in key role already now and even more in the future.



Further reading

You can find our Local Action Plan (LAP) at the webpage of My Generation at Work (<http://www.urbact.eu/mygeneration-at-work>) -> Our Partners -> Tampere

You can also find our My Generation at Work Movie there

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Trenterprise - Spider web Network



Summary of Local Action Plan
My Generation at Work
City of Tampere

Policy challenge

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.

Focus and goals

Within the local support group in Tampere we intend to turn the local action plan into concrete action. Therefore, our LAP has three phases:

Phase 1: Mapping the situation (the survey, completed in May 2014)

Phase 2: Planning and writing the LAP (the action plan report)

Phase 3: Turning the LAP into action (the real action)



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.

Actions

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.

