

YOUTH EMPLOYMENT PROGRAM 2024-2026



Prepared by Robert Arnkil and Ilkka Peltomaa

Sitations: Comments from 9th graders collected from the 2023 Vaikuta! -päivät events about work.

Layout: Hanna Kirmanen and Taru Halme

Cover image: Olli-Pekka Latvala, Visit Tampere
Back cover image: Laura Vanzo, Visit Tampere

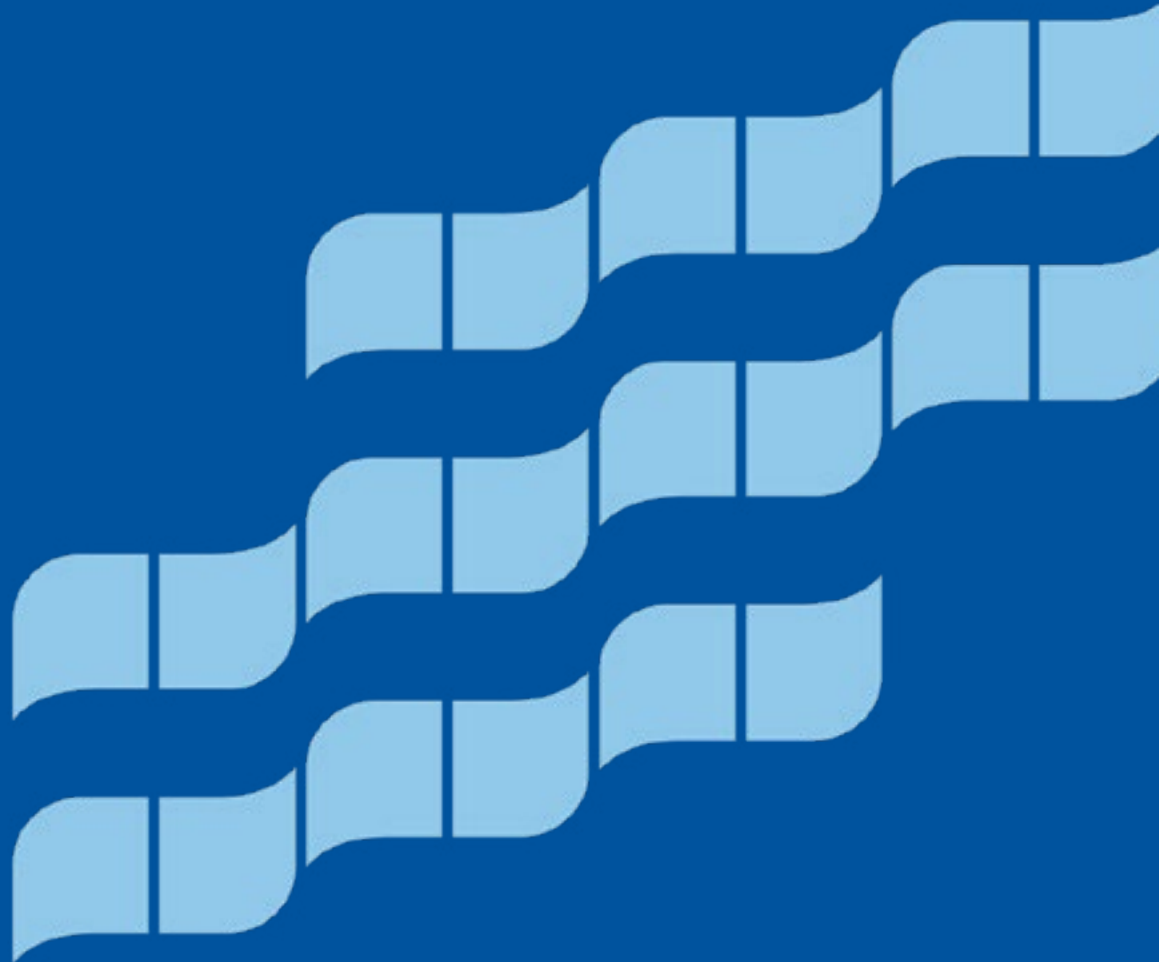


Table of contents

Foreword	1
Background to the Youth Employment Program	2
Transformation of work: opportunities and concerns	2
Tampere has what it takes to face transformation	4
Seamless path towards employment and a high-quality career start	4
1. Entering work: Consolidation of the path	6
towards employment and entrepreneurship	6
Entrepreneurial Tampere: Creating a path towards employment	6
Working life week	6
2. Kick-off for work: Good start for a career and entrepreneurship	7
Good start for young people's careers, and better collaboration with companies	7
Increased use and upgrading of the OMA Guide	8
Start-up activities promoted by Employment and Growth Services	8
3. The City of Tampere as an exemplary employer of youth	10
Municipal recruitment services supporting young people	10
Summer Jobs campaign	10
Summer job voucher	11
"Find a summer job!" events	11
Summer entrepreneurship voucher	11
Summer placements	11
at Youth Services	11
Collaboration with actors in the intermediate labour market	11
Youth Employment Program and Data-Driven City for Citizens 2021–2025 program	13
Young people and integration	13
Multilingual info point "Mainio"	14
International House Tampere	14
4. Bringing the Program to life: Get young people involved!	15
Communications and marketing	15
Tampere Youth Council	15
Multi-channel approach and interactivity in support of program delivery	16
Implementation roadmap for the program	17
Annexes	18

Foreword

Equipping youth to enter active life and ensuring a smooth career start

The goal of the Youth Employment Program of the City of Tampere is to make Tampere the best city in Finland in working life-related education, skills, and employment. It aims to try out new ways to promote employment among young people. The key idea is to reinforce cooperation within the existing network of youth services, which is currently too fragmented. By drawing on good collaboration, the program builds a path towards employment for young people from the basic education level until career start. Young people were actively involved in the drawing up of this program.

Following an initiative by the Tampere Youth Council in 2022, the City of Tampere charged its Employment and Growth Services with preparing a program for youth employment. Working on the program in 2023 involved extensive collaboration with the city's educational services and various employment-promoting stakeholders, and with young people themselves.

The Youth Employment Program boosts partner collaboration and the policy of knowledge-based management following the objectives of the Tampere City Strategy 2030 and the new services strategy for the reform of public employment and business services and in line with the sustainable development goals. The program is managed and monitored by a steering group made up of representatives of the city's Employment and Growth Services, Educational Services, the Chamber of Commerce, Youth Services, and the Youth Council. The current programme will provide a basis for more systematic development efforts. Coordination of the Youth Employment Program will be assured by the One-Stop Guidance Centre ("Ohjaamo") in Tampere.

I wish to extend my thanks to all those who have participated in the drawing up of this Employment Program.



Regina Saari
Director
Employment and Growth
Services

Background to the Youth Employment Program

Transformation of work: opportunities and concerns

This program is needed because the world of work is in transformation. Megatrends such as globalization, environmental sustainability, digitalization, remote work, and non-traditional employment patterns, along with an ageing population, are shaping the labour market, the ways of working, career paths, attitudes, and skill requirements.

In Tampere, the skills mismatch among young people under 30 has grown to some extent in recent years. Statistics (Annexes 1 and 2) show that unemployment among the under 30-year-olds started to decrease clearly in Tampere in 2020 but then increased slightly in 2023, as in other major Finnish cities like Oulu and Turku. While long-term unemployment (referring to under-30-year-olds continuously unemployed for over a year) started to diminish clearly in Tampere in 2021, there was a slight increase in late 2023, as in cities like Oulu.

The key response to the skills mismatch is to upgrade skills and align them with the cur-

rent recruitment needs in the labour market. This calls for a new kind of collaboration within the employment ecosystem. We need to create new skills, promote conversion training and changes of occupation, build more compact degree programmes, and offer a wider choice of open university courses. In the continuous expansion of Tampere, the share of persons speaking foreign languages has been growing steadily, calling for more efficient internationalisation, increased labour immigra-

While the changes in working life and the labour market bring new opportunities, they are also a source of concern for young people, families, and companies. We therefore need to better ensure that young people are offered up-to-date, motivational, and fact-based working life knowledge. The acquisition of positive and high-quality work experiences, as well as the development of necessary skills for job seeking and professional life, is important.

tion and better integration. Good practices must also be established to improve the work ability and well-being of young people.

We must reinforce the working life-related education of youth in school, consolidate their path towards employment and improve their skills. The very first experiences in the

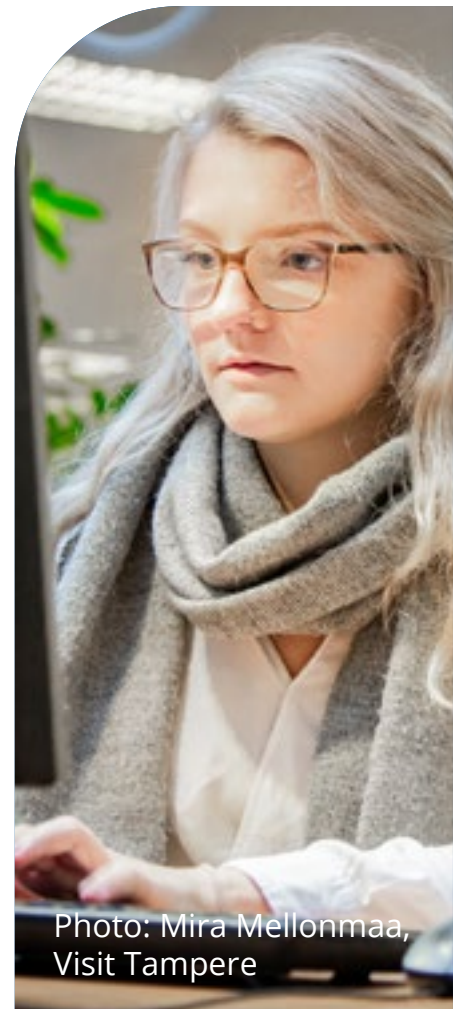


Photo: Mira Mellonmaa, Visit Tampere

“We should learn in school how diversified different jobs can be and that all jobs are important.”



As an attractive, innovative, and youthful city, Tampere is in a good position to confront the current transformations. Securing people's wellbeing, retaining operational capacity in the transformation of work, a sustainable ecological transition, and leveraging digital transformation are singled out in the Tampere City Strategy 2030 as important factors for the city's renewal.

working life are extremely important for young people in terms both of their attitudes and their skills. We therefore need to involve employers and workplaces to provide information, orientation, and positive work experiences. The Youth Employment Program aims to address these specific issues.

Tampere has what it takes to face transformation

The City of Tampere contributes to the achievement of the Sustainable Development Goals in the UN's 2030 Agenda that seek to establish a balance between ecological, human, societal and economic sustainability. Tampere is also well-prepared for the national reorganisation of public

employment services at the local level. The city's strategy for public employment and business services 2025–2030 underlines ecosystem collaboration across administrative sectors. Knowledge-based management and capitalising on digital transition are promoted through the Data-Driven City for Citizens development program and its flagship projects.

The Youth Employment Program will contribute to the enhancement of ecosystem collaboration and knowledge-based management in line with the objectives of the city strategy, the employment service strategy, and the sustainable development goals.

While Tampere has many actors and experience in promoting youth employability, action often takes place in isolated groups. Service processes get disrupted, the stakeholders do not always know each other well enough, and the actors tend to change. The key idea of the Youth Employment Program is to strengthen collaboration within the existing ecosystem, which is currently too fragmented. The program also aims to develop innovative services and experiment with new practices.

Seamless path towards employment and a high-quality career start

The key goal of the Youth Employment Program of the City of Tampere is to enhance collaboration within the ecosystem that works for young people's employability.

When the program comes to an end in 2026, there will be better collaboration within the ecosystem advocating the employability of young people in Tampere and more information on the further development needs related to ecosystemic management and collaboration. The outcomes will be evaluated in the program's multi-actor workshops, made up of representatives of the City of Tampere and Employment and Growth Services, the world of education, businesses, the third sector, and young people themselves. Each campaign module also has its specific methods and indicators for monitoring impact.

The Youth Employment Program is aimed at individuals between the ages of 15 and 30. Additionally, there will be measures in place to strengthen the path to employment earlier in life. The program is scheduled to run from 2024 to 2026. It will be launched in February 2024 in the form of four thematic campaign modules that work

The program will be launched with the following campaign modules:

1. Entering work

Consolidation of the path towards employment and entrepreneurship

2. Kick-off for work

A good start for a career and entrepreneurship

3. City of Tampere as an exemplary employer of youth

4. Bringing the program to life

Get young people involved!



together and as individual entities.

In November 2024, a multi-perspective mid-term evaluation workshop will be organised for all the campaign modules to introduce necessary modifications and additions. In late 2025, the situation will be reassessed, and at the end of 2026, the campaign outcomes will be evaluated.

The implementation roadmap for the program is presented on the last page of this publication.

These four campaign modules were identified at the planning stage of the program as key for employment promotion through ecosystem collaboration.

While the program is running, we remain open to any modifications and new themes that prove important. The world is changing, and we can only partly anticipate the issues involved in the transformation of society and work. During 2024–2026 there will be several structural reforms to be implemented and settled down in public services in Finland (such as the new well-being services counties and transferral of responsibility for employment services to the local level). The Youth Employment Program can contribute to the implementation of such changes.

This is a dynamic program. Each year, the different campaign modules will report on their results and collaboration in joint and individual workshops and through communication activities. In the joint workshops organised by Ohjaamo One-Stop Guidance Centre, the results will be evaluated extensively and from many perspectives. The Youth Employment Program complements the City of Tampere’s policy of knowledge-based guidance by amplifying the voices of young people and the ecosystem boosting their employment.



Photo: Alex Mazurov, Visit Tampere

1. Entering work: Consolidation of the path towards employment and entrepreneurship

Children and youth make the future of the world of work – a future that also causes concern. We therefore must improve children's and young people's knowledge about working life and ensure that they gain positive experiences. Accurate and inspiring information about work is required at different levels of education and training.

This campaign addresses children and young people, from toddlers to doctoral students, i.e. from early childhood education to higher education. The pursued goal is a joint Path towards Employment in

"I don't care so much what tasks I have as long as I enjoy being at work and the atmosphere is good and the pay is fair."

Tampere that embraces the main contents of the training for persistence, entrepreneurship, and working life skills. Through service design, these three training paths will be united in an integral package, which will ideally be included in the city's strategy.

The campaign invites all stakeholders of working life-related education to come together

to merge, model, conceptualize and renew the employment-related contents of education and training and create a single integrated Path towards Employment. It means making efficient use of existing good practices, materials and events and enriching their contents.

Entrepreneurial Tampere: Creating a path towards employment

In 2023, the Entrepreneurial Tampere network initiated the creation of a Path towards Employment by drawing up

a more detailed implementation plan for 2024–2025. The network covers early childhood education, basic education, upper secondary schooling, higher education, the Employment and Growth Services, and the University of Tampere. Strengthening the role of working life-related education in upper secondary schools is important for the consolidation of the Path towards Employment.

Entrepreneurial Tampere brings together the existing stakeholders in Tampere to support children and young people on their way to employment. Alongside the city's own entities, the collaboration network is made up of educational and training partners, including Junior Achievement Finland, 4H in Finland and the YES network, and working-life partners such as Ensimetri startup centre, Business Tampere, the regional SME association, and Tampere Chamber of Commerce.

Working life week

A joint Working Life Week is organised by the Entrepreneurial Tampere network every year, in the first week of September. The network invites all Tampere to join in this thematic week and contribute to it in their own operations.



Photo: Mirella Mellonmaa
Visit Tampere

2. Kick-off for work: Good start for a career and entrepreneurship

This campaign module focuses on the period from the completion of upper secondary school to the start of a career and concerns youth aged up to 30 years. The program invites stakeholders active in the field of career launching to update young people's job-seeking skills and employers' orientation and recruitment processes.

Launching a career is a major phase in a young person's life after completing education. Career transition points, such as moving from education into professional life or returning from unemployment

or periods of illness back to work, or switching from employed activity to entrepreneurship by starting a business, are often prone to risk and call for particular attention.

The first experiences in work or starting a business may be crucial. While positive experiences are encouraging, negative ones may discourage. Young people may experience difficulties and face periods of unemployment when starting a career or entrepreneurship. It is necessary to reinforce their skills, knowledge and services related to job

seeking and starting a business and ensure that, when entering work, they will be properly welcomed and adequately introduced to working life. There is a demand for employers who are committed to giving young people a good start for working life.

Good start for young people's careers, and better collaboration with companies

Youth need a good kick-off for their careers, and companies in turn need skilled employees. It is therefore impor-



Photo: Laura Vanzo, Visit Tampere

tant for companies to provide information on the world of work for young people and develop recruitment practices targeted at them.

The Youth Employment Program of the City of Tampere produces, in collaboration with Tampere Chamber of Commerce, events and campaigns on introducing young people to work and recruiting them.

The goal of the “Good start for youth” campaign is that companies will offer periods of work experience and first jobs to young people, taking particular care to ensure a good and encouraging welcome and adequate orientation. Young people should also be informed of different sectors and industries and the job opportunities available in them. Companies are invited to participate in the events organised under the programs and its campaigns. The program promotes more effective pop-up job-seeking events and better use of recruitment, entrepreneurship, and employment events.

Increased use and upgrading of the OMA Guide

Drawn up by the Employment and Growth Services of Tampere as a support for skills identification and job seeking, the OMA Guide for job seek-

ers will be introduced more actively into educational institutions and employment services, and user experiences will be gathered to further improve on it.

A dedicated version of the Guide will be drawn up for employers, in collaboration with the “Good start for youth” campaign, to support their job orientation and labour recruitment practices.

More skills and talent for industry and other occupations through a virtual work experience environment

Industry is a major field of activity in the Tampere region, and securing the availability of workforce for this sector will be increasingly important. Under the campaign entitled “Kick-off for work: Good start for a career and entrepreneurship”, a pilot project based on a virtual environment will be carried out to enhance the image of the industrial sector and make it better known.

The virtual work experience environment project will first be introduced into lower secondary schools, and with more user experiences it will be extended to job seekers, career switchers and migrants and to different educational levels and other sectors.

Start-up activities promoted by Employment and Growth Services

The Youth Employment Program gives special attention to new business creation as there is currently insufficient start-up activity in Tampere. The goal is to increase the number of start-ups and success stories in the city. This will be achieved through a pre-start-up program, called The Dock, which is coordinated by the Employment and Growth Services of the City of Tampere. The six-month program supports young people on their journey from a start-up idea to establishing a company and becoming an entrepreneur. It also enables them to join a start-up ecosystem, a community with services, before they take up their business activities.



Photo: Laura Vanzo, Visit Tampere



“In my dream summer job, the conditions are good and I have different things to do. The tasks are demanding but not too hard. Working must be fun.”

3. The City of Tampere as an exemplary employer of youth

The City of Tampere is a major employer, and youth being key to its future success it now aspires to honour its own principles. The purpose of this campaign module is to offer positive, exemplary experiences for young people at different stages of their path towards employment and as they enter their first job. The Programme invites all units administered by the City of Tampere to offer young people quality first jobs, gateway jobs and job experiences.

Municipal recruitment services supporting young people

The mission of the recruitment services of the City of Tampere is to promote the continuous availability of labour and successful job-skills-matching.

Support will be lent to young people by engaging in close collaboration with employers. Models for continuous employment services can be built by identifying the labour needs of employers and by harnessing existing job-finding services.

Another goal is to discover new impactful paths towards employment for people of all ages in collaboration with the HR services sector and major businesses. The recruitment services assure coordination of the young people's summer job voucher project, to be further developed together with the Summer Jobs campaign.

Summer Jobs campaign

The purpose of this campaign is to assist SMEs in Tampere and its surroundings in their

summer recruitments by providing a platform for announcing summer vacancies and summer job voucher opportunities. From the job seeker's viewpoint, the campaign makes looking for a summer job as easy as possible.

The target for 2024 is to reach out to a minimum of 3,700 companies, out of which 250 companies will employ young people. A minimum of 24,000 young people should be reached through different channels in 2024.

Summer job voucher

The summer job voucher is part of the Summer Jobs campaign. By supporting SMEs and civil society organisations, we can improve



Photo: Laura Vanzo, Visit Tampere

their capacity to employ summertime workers. The voucher is intended to encourage the hiring of 15–17-year-olds for summer jobs. The pursued goal is to obtain 350 summer job vouchers and have all vacancies filled during the 2024 campaign.

“Find a summer job!” events

The “Find a summer job!” events are intended to bring together young people in search of summer jobs and SMEs that have jobs to offer. These events enable companies and young people to meet face-to-face, thus facilitating the recruitments of summertime staff.

Summer entrepreneurship voucher

One of the goals of the City of Action 2030 strategy is to enhance the establishment, growth, and globalisation of companies by bringing different actors together. The summer entrepreneurship voucher will promote entrepreneurship and encourage young people to set up their own companies. The voucher is part of the Summer Jobs campaign, which boosts the city’s image in the field of youth employment.

Summer placements at Youth Services

Every summer, the Youth Services of the City of Tam-

“The best job is a job that you really like.”

pere offer a total of 70 young people a placement lasting from one to two weeks. The tasks are varied. A camp under the theme Towards Employment in Antaverkka also takes place every year, giving 20 young people the chance to carry out various tasks and learn about several jobs.

Collaboration with actors in the intermediate labour market

The operation and organisation of the intermediate labour market are undergoing changes in Finland, notably because of the setting

up of the wellbeing services counties. The intermediate labour market refers to transitions during which young people need support to overcome any difficulties they may face in the management of their daily lives and in finding employment.

In addition to a lack of professional and job-seeking skills, barriers to young people’s employment may include mental health problems, poor ability to manage their everyday lives, indebtedness, and substance abuse. Overcoming these obstacles and promoting the strengths and wellbeing of



Photo: Opa Latvala, Visit Tampere

youth is a goal shared by the City of Tampere, the Wellbeing Services County of Pirkanmaa and various associa-

“They should tell us in school that the field we choose to study does not have to pre-determine the kind of jobs we can get later on.”

tions. Co-development will be increasingly called for in the long run. Accompanying social counselling, support by a work ability coordinator and social rehabilitation are key methods in social welfare to achieve these goals.

The Wellbeing Services County of Pirkanmaa is involved in the activities of the One-Stop Guidance Centre and contributes to its further development. As part of the Youth Employment Programme, the City of Tampere, the Wellbeing Services County of Pirkanmaa, and third-sector organizations will collaborate in idea workshops at the Centre to develop a functional intermediate labour market during the upcoming transition period. The operation of such organisations is in many ways linked to the City of Tampere strategy for promoting sustainable development, an aspect to be further specified in the idea workshops. Workshops will be arranged

in the course of 2024 and, in 2025–2026, services implementing the new Youth Guarantee will be created

and piloted based on the new ideas acquired.

The City of Tampere annually awards Youth Guarantee grants for activities that promote the employment and skills of under 30-year-olds living in Tampere who are not in education, em-

ployment, or training, or strengthen their inclusion and increase their wellbeing. Such grants are available for non-profit associations and communities providing services for young people. They are awarded as seed funding or basic funding for creating and piloting new services that implement the Youth Guarantee.

Youth and the SIB project

The Youth Employment Programme monitors and evaluates, together with the Wellbeing Services County of Pirkanmaa, the experiences gained from the Social Impact Bond (SIB) project in Tampere, which supports young people who have been taken into care. The aim



Photo: Laura Vanzo, Visit Tampere

of this project is that 80% of the participating youth will complete, as a minimum, upper secondary education and 80% will be in gainful employment or studying when they reach the age of 25. The Social Impact Bond is a performance-based financing agreement, a form of impact investing. Impact investing

aims to find novel solutions to societal challenges, including the marginalisation of children and young people. The workshops of the Youth Employment Program will discuss the results of the SIB project and assess how action under a performance-based agreement could benefit other activities for preventing youth exclusion and increasing their wellbeing.

the employment-promoting ecosystem in the city's policy of knowledge-based management. Information will be exchanged with the flagships entitled "School paths", "International Tampere", and "Business services" in the workshops that evaluate program delivery.

Young people and integration

The integration of young people is subject to special attention, and the cultural and linguistic accessibility of services will be ensured. It is particularly important to interface with educational institutions, the Wellbeing Services County, the City of Tampere's KOTO team for early-stage integration services, and other networks.

Attention should also be given to second-generation young migrants, who need special support due to their status. Even those who have Finnish as their native language are treated differently from youth of Finnish ethnic origin, which puts them in a vulnerable position. The risks of exclusion, including child and family poverty, can accumulate on these young people.

Multilingual info point "Mainio"

The non-status multilingual counselling service Mainio

Youth Employment Program and Data-Driven City for Citizens 2021–2025 program

Tampere is developing its knowledge-based guidance with determination. The Data-Driven City for Citizens development program is set to increase the wellbeing of residents in Tampere, improve the city's efficiency, strengthen the vitality of the region, and promote new business opportunities through better use of data and a sustainable digital transition.

The Youth Employment Program complements the city's policy of knowledge-based guidance by providing information and observations on the implementation, feasibility, and challenges of the seamless path towards employment at the education and training stage and on a good career start. It strengthens the voice of youth and the role of



Photo: Laura Vanzo, Visit Tampere

offers advisory services in 14 languages to all persons of legal age without appointment. Culturally sensitive methods are applied at Mainio's general counselling services when advising young people on how to deal with administrative matters and public

authorities unaided. In its networking activities Mainio also aims to prevent labour exploitation and racism and promote wellbeing. The set goal is that youth will receive clear information when referred to the different public services and the service paths will be described in plain language.

In addition to guaranteeing services for young migrants, Mainio acts proactively to address their situation by dismantling segregation, doing anti-racist work, and implementing a program on poverty and wellbeing.

International House Tampere

When interacting with local employers, the international recruitment coordinators of International House Tampere (IHT) highlight the potential of international talented professionals studying or seeking work in Tampere.

International House Tampere also implements an internship programme and offers every year three international students the chance to work as interns. The programme provides internships for students in both upper secondary education and higher education. It also allows higher education students to prepare their thesis during the internship.

Ohjaamo One-Stop Guidance Centre as promoter of dialogue for better youth employment

Ohjaamo One-Stop Guidance Centre in Tampere provides an important vantage point and a path towards collaboration on employment promotion. Its comprehensive youth service with a low threshold opens access to the entire ecosystem available for them. During the programme period, Ohjaamo will be scaled up as a meeting place for the different stakeholders engaged in promoting youth employment. Ohjaamo will provide a forum for dialogue between the different campaigns of the Employment Program and organise the annual evaluation workshops. Together with other actors, Ohjaamo implements and further develops the dynamic employment program and its communications activities and encourages multi-channel participation by youth.

The experiences gained from the Youth Employment Program can contribute to our understanding of the delivery and development needs of ecosystemic cooperation as well as the opportunities it offers. In this way, the planned dialogue and multilateral guidance will contribute to the City of Tampere's policy on knowledge-driven management and the furthering of joint employment promotion.



Photo: Armi Kulmakorpi

4. Bringing the Program to life: Get young people involved!

The implementation period of the Youth Employment Program is 2024–2026, and it will start off with the campaign modules described above: Consolidation of the path towards employment and entrepreneurship; Good start for a career and entrepreneurship; and The City of Tampere as an exemplary employer of young people.

The role of the fourth module is to enliven the program and make it interactive. Its goal is to genuinely involve young people in the services, evaluation activities and development work.

The initiative originally came from young people, and their ideas will be needed throughout the delivery of the program. Young people will enrich the program's contents and help develop youth outreach activities and multi-channel communication. The program will increase the input of youth in the different actions it covers. All stakeholders who promote youth employment are invited to further develop and enrich the program.

Communications and marketing

The Programme's communications and marketing activi-

ties are led by the campaign managers, responsible for determining the external and internal communication needs of each campaign. This is done in collaboration with the program partners and the communications and marketing experts of the City of Tampere.

Specific marketing and communication plans with multi-channel solutions will be drawn up for campaign actions.

Tampere Youth Council

The Youth Council of the City of Tampere is an advocacy group that makes the voices of young people heard in the city's decision-making processes, determined to improve their chances to

participate and exert influence and empower youth in general. The work of the Youth Council is politically and religiously non-affiliated. It drafts position and opinion papers and makes statements and submits initiatives to the city on issues important and topical for youth. The Youth Council regularly meets with the city's decision-makers and represents young people in bodies like the City Council and its committees.

The Youth Council monitors the implementation of the Youth Employment Program and makes initiatives related to it. The Council's event and communication teams provide advice on different ways to target information to young people.



Multi-channel approach and interactivity in support of program delivery

Bringing the program to life means transparency and a multi-channel approach, including social media presence.

The program will be made alive by actions such as the "Aktorit" WhatsApp group, Wilma messages, the Make a difference! event, the DigiPanel, the Timeout dialogues, our own website and social media communications, and the dialogue implemented by Ohjaamo One-Stop Guidance Centre. Ohjaamo supports making the Employment Program alive by providing a forum for dialogue between the campaigns and young people.

Situation-specific policies and tools will be selected to bring the program to life. The following are some of the tools to be used:

"Aktorit"

"Aktorit", or Actors, is a WhatsApp group that brings together young people who wish to make their voices heard. Participants will learn where and how they can exert influence. They will also be informed of surveys, workshops and events that provide a forum for expressing one's opinion on topics close to one's heart. The group operates during the school year from autumn

to late spring and can be joined by all 13–19-year-olds.

Digipanel

The DigiPanel is an online service for youth allowing them to take part in debates on topical issues related to the Employment Program. The panel aims to give young people an equal opportunity to make their voices heard on issues concerning the program.

The participants will exchange opinions on a pre-agreed topic for two to three weeks. The debate takes place in writing under a pseudonym on the closed discussion forum of this online service. The purpose is to produce a final statement on the debated subject, which will then be passed onto the campaign managers and the steering group of the program.

Timeout dialogue

Timeout provides a forum for launching and engaging in a constructive debate on societal matters. This tool brings together persons from different backgrounds to conduct a discussion on an equal basis. It can also serve to engage individuals who are easily excluded from discussions.

The Timeout approach is a dialogue for gaining a better understanding of the topic debated, of another person or of yourself. In the best case, such dialogue can generate unpre-

dictable insights and novel thinking.

The Timeout dialogue can be used during the program as part of the process or at its outset to gain a better understanding of the views of different people, or when there is a need for a deeper understanding of a topic or for an equal encounter of different kinds of individuals.

Wilma online communication system

As a popular teaching and learning platform, Wilma gradually builds up a digital learning path that extends from a person's day care years to upper secondary schooling. Wilma can be used to transmit surveys and event bulletins related to the program.

Vaikuta! -päivät

These thematic "influencing days" are an event concept that makes use of gaming methods to inspire and encourage young people to make their voice heard and reinforce their participation in society and their democracy skills. The event enables interaction between youth and the city and the gathering of young people's thoughts and ideas to support decision-making by e.g. the local authorities. These thematic days are co-organised by various partners, who will gather and hear young people's thoughts on topical issues.

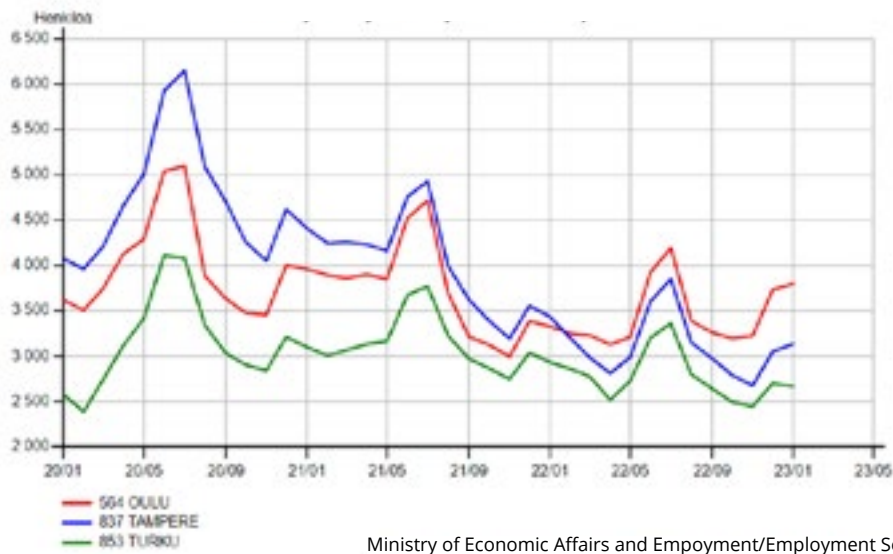
Implementation roadmap for the program

	2024 Launch of campaigns	2025 Supplementations and modifications	2026 Consolidation of outcomes
Joint workshops and events	MARCH Making the program public NOVEMBER Evaluation workshop: evaluation of campaigns, their follow-up and possible modifications	NOVEMBER Evaluation and follow-up of campaigns and planning for consolidation	NOVEMBER Final evaluation
Campaign workshops and events	Individual and shared for each campaign	Individual and shared for each campaign	Individual and shared for each campaign
ENTERING WORK Consolidating of the path towards employment and entrepreneurship	Launch of the Path towards Employment/ Entrepreneurial Tampere network Working life week (first week in September) Launch: Increased use of the OMA Guide in schools More skills and talent through a virtual work experience environment	Path towards Employment/ Entrepreneurial Tampere network — continued Working life week (first week in September) Increased use of the OMA Guide in schools — continued More skills and talent through a virtual work experience environment — continued	Evaluation and consolidation of outcomes of the “Entering work” campaign
KICK-OFF FOR WORK Good start for a career and entrepreneurship	Good Start for Youth — beginning OMA Guide for employment services OMA Guide, employers’ version Pop-up job-seeking events Events with a focus on recruitment, entrepreneurship, and employment	Good Start for Youth — continued OMA Guide for employment services — continued OMA Guide, employers’ version — continued Pop-up job-seeking events Events with a focus on recruitment, entrepreneurship, and employment	Evaluation and consolidation of outcomes of the “Kick-off for work” campaign
CITY OF TAMPERE AS FRONT-RUNNER	Summer Jobs campaign SIB project for youth Synergies with Data-Driven City for Citizens programme Recruitment through Employment and Growth Services Young people and integration Ohjaamo One-Stop Guidance Centre as promoter of dialogue within the ecosystem Launch of information campaign	Summer Jobs campaign SIB project for youth Synergies with Data-Driven City for Citizens programme Recruitment through Employment and Growth Services Young people and integration Ohjaamo One-Stop Guidance Centre as promoter of dialogue within the ecosystem Information campaign — continued	Evaluation and consolidation of outcomes of the “City of Tampere as front-runner” campaign
DYNAMIC PROGRAMME	Communications plan Youth Council Ohjaamo as a forum Situation-specific policies and tools	Youth Council Ohjaamo as a forum Situation-specific policies and tools	Evaluation and consolidation of outcomes of the “Dynamic Program” Campaign

Annexes

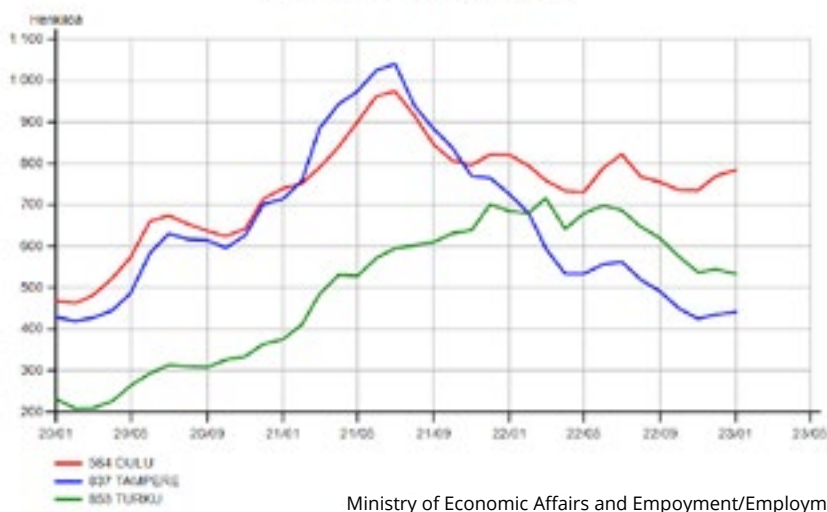
Annex 1. Unemployment among under 30-year-olds started to decrease clearly in Tampere in 2020 but rose slightly in 2023, as in Oulu among other major Finnish cities.

Job seekers by occupation and employment
 Age grouping = job seekers under 30 years
 Employment code = 02 Unemployed
 Variables = Job seekers on calculation date



Annex 2. Long-term unemployment (over a year continuously) started to decrease clearly among under 30-year-olds in Tampere in 2021. It rose slightly in late 2023, as was the case in Oulu.

Structural unemployment by sex, age, occupation, education/
 training, and employment service line
 Age grouping = job seekers under 30 years
 Variables = Long-term unemployed





TAMPERE

Särkänniemi.fi