



## CHALLENGES

The statistics show that during last year the unemployment in the population with higher education has increased faster than in other population groups. From February 2014 to February 2015, overall unemployment has increased by 9,9 % while the number of unemployed with higher education degree has increased by 15,9 %. As one of the key challenges of the unemployed with higher education, the employment services have found a limited view to competence and way to utilise it in the labour market. In addition, concrete means to market one's competence are lacking, as the vast majority of vacancies are filled via professional networks of the employer.

Furthermore, keeping up to date with one's competence is difficult while unemployed. The fear of losing unemployment benefits hinders pro-activity. On the other hand, those who are granted the possibility to study while unemployed, lack the required skills for studying and the support for planning studies that promote employability might be difficult to find. As unemployment prolongs, self-esteem decreases and the confidence in one's competence weakens.

## AIMS AND OBJECTIVES

The aim of the project is to increase the customer-oriented services to the unemployed with higher education. The aim of the project is to increase the customer-oriented services to the unemployed with higher education. The objectives are:

1. To increase the joint development of the service providers. The objective is to establish a service process of multiple service providers where the directing to service between the actors is fluent and where the services complement each other.
2. To engage the client in the development of the service. The engagement aims at enhancing the appropriateness of the services and the allowing segmentation. The engagement reinforces the commitment, motivation and empowerment of the client.
3. To produce engaging and multi-channel services that enhance possibilities for employment and self-employment in concrete ways. The services aim at enhancing the client's

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### Project duration

1.11.2015 - 31.12.2017

### Operating sphere

Regional

### Partners

University of Turku  
Brahea  
Åbo Akademi  
University of Tampere  
Turku University of Applied Sciences

### Total funding

703 342 €

### TUAS budget

150 000 €

### Project results

As a result of the project, the unemployed with higher education have new and customer-oriented service by multiple service providers. The project has established new collaborative development. The direction to service between the service providers has been enhanced and the services complement each other.

The project has produced engaging services, offered by multiple service providers. The services enhance employment and entrepreneurship in concrete way and increase the commitment, the motivation and the empowerment of the client.

The unemployed with higher education, who have participated the project, have developed the understanding of their competence, ability to recognise and create opportunities for employment and self-employment, and skills for marketing their competence. The clients have developed skills and competence

ability to recognise and create employment and selfemployment possibilities, to support the development of competencies increasing employability, and to assure adequate inner resources for the process.

4. To assure the sustainability of the services and the service process. The aim is to develop services and tools that can be utilised for the benefit of a larger group of clients, also after the project period.

### **Target Groups**

The primary target groups of the project include the unemployed with higher education, also unemployed who have suspended their studies in a university. The target groups also include the actors promoting the employment of the unemployed with higher education, e.g. employment services, unions, cities, educational institutions, career coaching business, and development projects in the field. Furthermore, the target group includes the employers and the business of the regions and the personnel of the potential employers.

The secondary target group includes the unemployed not participating in the project activities, those in risk to become unemployed, and the actors promoting employment. In addition, the secondary target group includes the employers and the business of the regions and the personnel of the potential employers.

### **Activities**

#### **Collaborative and engaging development**

The development work in the project takes advantage of the expertise and experience of the partner organisations. Joint workshops and open communication builds joint view on the current status of services, the development need, and means. The actors establish a service process of multiple service providers. The clients are also engaged in the development work. The engagement is carried out through using the services and through crowdsourcing in service development and assessment. The assessment of services takes into consideration the effectiveness and resource intensity of the service and enables the segmentation of clients. In order to develop the service process, the project charts the services available for the unemployed with higher education. The project assesses the appropriateness and accessibility of the services and looks for substantial needs.

#### **Engaging services**

The project develops concrete services promoting employment and entrepreneurship. The services engage the client in the service process. The method leads to service and process that is customer-oriented in a new way: both the service and the process accept the unique needs of the client and engage the client in composing the services that answer his needs. The engagement increases the empowerment of the client, as well as adds to commitment and motivation.

#### **Services aiming for attaining possibilities**

With the clients and the existing tools, the project develops tools for understanding one's competence. Through the

clients and the existing tools, the project develops tools for understanding one's competence. Through understanding the competence and by realising unexpected possibilities, the client finds concrete ways to market one's competence to employers and to start a business. Marketing one's competence in social media and in digital services is an important part of the job seeking. The clients also receive concrete help in building their customised CVs for different positions.

As the possibility of self-employment has become more relevant also for the highly educated, the clients are supported in entrepreneurial paths. The skills and competence are developed and concrete help and support is provided. The project develops a model for low-risk entrepreneurship that lowers the thresholds for self-employment.

### Services for developing competence

The project develops services for competence development, according to the labour market needs. The services include project management competence, via course studies but also via practical development project for a local business. In addition the project provides the opportunity to develop innovation and development competence in LeanINNOprocess. The project also provides services to develop language and communication skills.

Furthermore, the project supports the unemployed who have suspended their studies in a university, in completing their degree.

### The empowering of the clients

The empowering coaching of the project adds to the inner resources of the client. The project carries out peer coaching groups in Tampere and in Turku.