

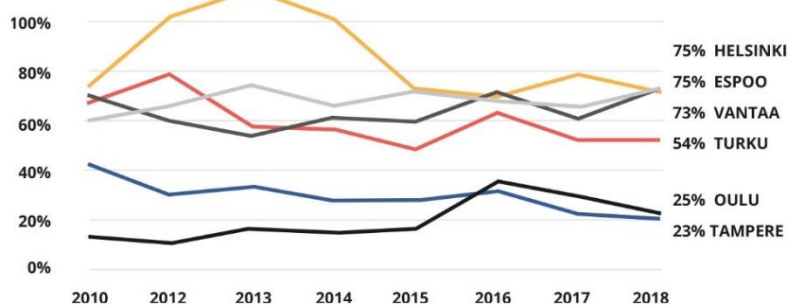
Tampere – Best for you – Attractive and Well-Known City for International Talents

Tampere City's International Talent Attraction and Migration Service Branch supports the settlement of international talents in the region, encourages local employers to utilize international experts for business growth and globalization, and steers job seekers with immigrant background towards open labour markets.

Tackling the demographic challenge through internationalization

With the negative demographic development and forecasts for Finland, Tampere has also woken up to think about how the city will secure demographic growth, availability of skilled labour for companies and increase in the number of working-age population in the future. It is imminent that Tampere's future demographic development depends on immigration and the city's international appeal. More emphasis will also have to be given to the integration processes of those immigrants already residing in Tampere: To hasten their paths to employment and inclusion into the society. In 2019 Tampere had 18 996 inhabitants with a foreign background, with their share of the city's overall population being around 8 %.

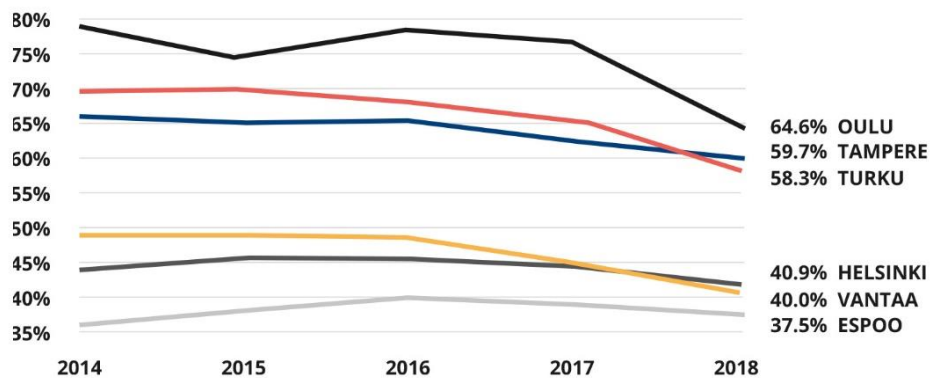
Currently the share of non-Finnish or non-Swedish speakers of the annual increase in Tampere's population is the lowest (23 %) compared to the other growing cities in Finland, the so-called big six. As seen from the chart below, non-Finnish and non-Swedish speakers account for as much as 75 % of the annual increase in the population in the capital area (Helsinki, Espoo and Vantaa).



Share of the population growth of non-Finnish or non-Swedish speakers in the six biggest cities in Finland 2011–2018

The situation is further complicated by the relatively high unemployment rate among foreigners residing in Tampere. As a result of the national statistical properties, unemployed job seekers and job seekers participating in unemployment measures (e.g. training) are reported separately on a municipal level. When we combine these two categories they form a so-called *expanded unemployment**, based on which

a new indicator *expanded unemployment rate*¹ can be calculated. As seen from the chart below, in the period of 2014-2016 almost 60 % of foreign labour force in Tampere were part of expanded unemployment, meaning they were either unemployed or participating in some kind of unemployment measures. In Finnish capital area this percentage was only around 40% of the foreigner labour force.



Foreigners' expanded unemployment rate* in the six biggest cities in 2014–2018
 *includes unemployed job seekers and those in the scope of employment measures, for example training. Finnish national indicator.

It comes as no surprise that the Covid-19 pandemic has had a negative impact on both the employment rate among foreigners residing in Finland, and the flow of new people migrating into Finland, be it international professionals, students, refugees or seasonal workers.

However, according to employment statistics, foreigners in the Finnish capital area have suffered much more from the repercussions of Covid-19 than their peers in the rest of the country, including Tampere. At least for now. In August 2020 the number of unemployed² foreign people in Tampere was “only” 18,8 % higher than the year before, in August 2019. Meanwhile, the percentages were 47,2 %, 49,0 % and 63,2 % for Helsinki, Espoo and Vantaa respectively. Whether this trend will continue into the second half of 2020 remains to be seen. More data and research will be needed in order to better understand the situation and the factors underlying it.

Tampere's Strategic Programme on International Talent Attraction and Migration

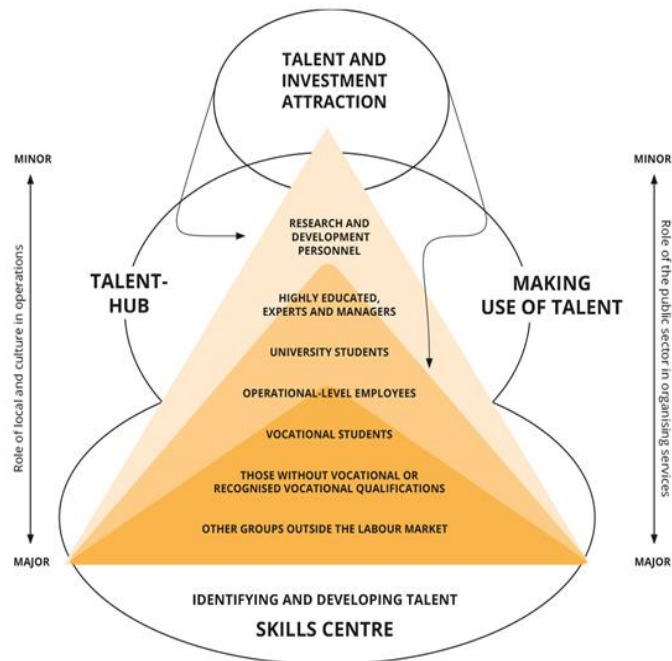
The City of Tampere's Strategic Programme on International Talent Attraction and Migration for 2019-2024 aims to respond to the challenges of attractiveness, shortage of talent and employment of labour force with an international background. The programme proves the entire city's shared strategic intent

¹ *) *Expanded employment and expanded unemployment rate* – indicators. As a result of national statistical properties, unemployed job seekers and job seekers participating in unemployment measures (e.g. training) are reported separately on a municipal level. When combined, those two categories form “expanded unemployment”, based on which a new indicator “expanded unemployment rate” can be calculated. Unemployment measures include: seed money, alternation leave, those employed with wage subsidies, labour market trainings, supported voluntary studies, rehabilitative work activity, coaching and work experiments. These national municipal level statistics are not comparable to OECD unemployment indicators and are based on different national job seeking register.

² Here we are referring to official, or ordinary, numbers of unemployment, not extended unemployment.

and objective in developing internationalisation to the benefit of all.

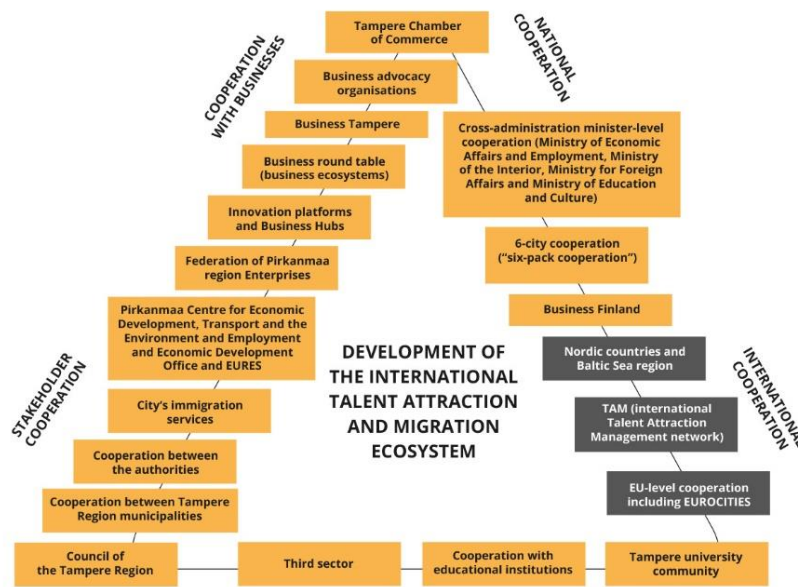
Aim is to create a strategic, cross sector holistic management model, or ecosystem, for internationalisation and integration, with the focus on orchestrating cooperation between the service providing parties. Tampere has already adopted several platform-like, multilateral service operating models transcending different policy segments that support the development and utilisation of international talent in the region. The International Skills Centre and International HUB Tampere are both an embodiment of this thinking.



The action packages in providing services and key targets of joint activities in the ecosystem clearly have different focuses, but have many overlaps.

Tampere seeks to develop the systematics of attracting international talent and investments as a mutually strengthening aggregate. We work towards increasing awareness, accessibility and appeal of the Tampere region to attract students, talent, growth companies and investments with the help of a systematic operating model and national partners (Finland Talent Boost Action Programme).

"We at The Skills Centre will jointly seek a solution with you, who are wishing for a job or study place or an employee for your company, avoiding scattered services or sending the customer back and forth and increasing personal engagement and focus on solution."



Key parties of the city of Tampere's international talent attraction and migration ecosystem.

Tampere smoothly utilises international talent in promoting business and innovation, as well as their networks in attracting investments and committing them to the area. Talent Ambassador-programme is a good example. A key goal is an operating environment and culture that encourages making use of international talent and entrepreneurship in the Tampere region.

"For employers, we provide comprehensive and expert support for recruitment in a multidisciplinary manner, develop job-seekers' skills to meet the needs of employers and develop services in a customer-oriented way using the methods of co-development and service design together with the customers"

The city is also making engagement possible for people with an international background through the identification, development and utilisation of competence as part of the value-generating Tampere community as its full members. This also applies to those in a difficult labour market position. Aim is to carry out competence surveys and promote the development of competence among customers with an immigrant background – one of the main working rationales of the International Skills Centre.

Funding

The city of Tampere's strategic programme initiative is being financed from both municipal and federal sources, namely the City of Tampere, the Ministry of Economic Affairs and Employment of Finland and the Ministry of Education and Culture of Finland. Individual projects within this initiative receive funding from, for instance, the European Social Fund and the Finnish National Agency for Education.

Successes

Main achievements of the city of Tampere's International Talent Attraction and Migration service branch so far -

- Establishment of an International Skills Centre, a multi-professional working platform that aims to accelerate the training and employment paths of immigrants and to facilitate the availability of foreign labour in Tampere
- Establishment of an International HUB Tampere, a contact centre for companies and international talents that aims to intensify the cooperation between actors working in the area of international expertise (students, start-ups, companies, professionals)
- Bringing the Migration Info Centre Mainio, which offers advice and counselling in 16 different languages in all everyday matters, under the auspices of the city's Employment and Growth Services.
- Creating new digital service solutions, such as multi-lingual Neuvoo-application (Advice is offered in English, Arabic, Persian, Dari, Sorani, Somali and Russian from Monday to Friday between 10 am and 4 pm)
- Opening of a joint international service point International House Tampere, scheduled for early 2021.
- Building a Tampere-led internationalization and immigration service ecosystem consisting of 22 municipalities in Pirkanmaa region in order to ensure equal access to services all across the region regardless of the size and location of the municipality.

Both the Skills Centre and International HUB Tampere respectively have managed to bring together a wide range of partners and integrate once scattered services into one comprehensive whole. This includes such major players as the city's Employment and Growth Services, Pirkanmaa Employment Office, Tampere Vocational College Tredu and Tampere University community. The service paths for both unemployed immigrant job seekers and international talents have been streamlined, and their marketing to potential customers intensified. Special attention has been given to multi-language communication and marketing measures in order to reach as much foreigners living in the area as possible.

Challenges

Scaling up the measures initiated in the strategic programme and ensuring their sustainability in the future are naturally contingent on adequate funding. As for now, both the International Skills Centre and International HUB Tampere operate on a project-type basis, whereby funding is applied and granted for one year at the time. A great amount of time and resources goes into the processes of applying and reporting, mandatory every half a year.

The Skills Centre, for instance, receives funding from both the Ministry of Economic Affairs and Employment and the Ministry of Education and Culture, each with their own application procedures and time lines. The International HUB Tampere's budget, on the other hand, is part of a nationwide Economy Boost AIKO-funding by the Ministry of Economic Affairs and Employment, managed by the Council of Tampere Region. Smaller projects and initiatives within the International Talent Attraction and Migration Service Branch receive funding from both the EU and national funds as well as agencies. The scattered

and sporadic nature of funding can thus be seen as the main challenge posed to the execution, expansion and sustainability of measures set up in the strategic programme.

What's next?

From January 1st 2021 Tampere will embark on a two-and-a-half year long local government trial, which aims to boost employment by improving services provided to jobseekers. One of the target groups are immigrants and foreign-language speakers who are either unemployed or in employment-promoting services.

During the trial certain tasks of the employment and economic development offices, which are state-run agencies, will be transferred to local governments. In the trial, the city of Tampere will be in charge of providing services for the 22 municipalities in the Pirkanmaa region on a billing based model. Around 4000 unemployed immigrants, out of which 1800 are still on their integration stage, will become our customers. This will mean a huge influx of new customers to the International Talent Attraction and Integration Service branch, and especially to the International Skills Centre and Immigration Info Centre Mainio.

In the face of the becoming trial, the city of Tampere has already taken some steps in order to boost its ability to serve immigrants and foreign-language speakers in the future. A joint international service point connected to the International HUB Tampere is going to be opened in early 2021 in order to streamline and speed up the initial entry processes of international workforce and immigrants.

The International House Tampere (IHT) will bring together professionals from different fields, such as the Social Insurance Institution, Pirkanmaa Employment and Economic Development Office, Digital and Population Data Services Agency, the Finnish Immigration Service and the Tampere University community, to one physical location. The city's Immigration Info Centre Mainio will also move to IHT, which means that customers can get service in their own language. Service paths in English will also be further developed and strengthened, as are the digital service tools, such as Neuvo-application. This will allow the city to serve also those customers scattered around the Pirkanmaa region and not residing in Tampere.

Contact details

Name of city contact: Ms Mari Taverne

Position: Head of International Talent Attraction and Migration

City service or department: Employment and Growth Services

Email address: mari.taverne@tampere.fi

Website: www.tampere.fi/oske and www.internationaltampere.fi



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