

# Digital memory aid - Tampere 18-19 June 2014

## My Generation at Work International Partner Meeting



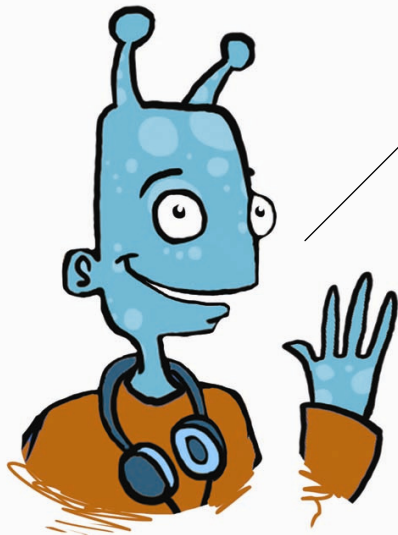
**Moro,**



Tampere took us on a **TOTAL TRENTERPRISE JOURNEY**: from enterprising spaces for 6th graders via exciting programmes in further education, like the Proacademy and TALLI, to inspiring places to meet young entrepreneurs like the HUB. We learned a lot during the visits and it inspired us to bring more entrepreneurial spirit to our cities. Just do it!

This visual memory aid will help you to refresh your memory and it gives an overview of our Tampere journey. You can also read more about the next steps on our MyGeneration@Work journey. We will meet each other this autumn in three thematic workshops in Glasgow, Warsaw and Torino. And 3-4 March 2015 we will have our final conference in Rotterdam.

**Lets bridge the gap, walk the spiral and go for it!**



*“We have to find new ways to encourage youngsters to start their own business and enable them to make errors if necessary. Promoting youth entrepreneurship starts at the level of basic education where we have to encourage children in free thinking. From second level and up we have to facilitate youngsters to try their ideas.”*

**-Olli-Poika Parviainen, vice-mayor of Tampere**



Tampere was destined to be an industrial city by the Ice Age (and we got a bit of snow during the workshop, did we not ;). 7500 years ago the waters of lake Näsijärvi broke through the esker to Pyhäjärvi (where we had the cruise) and the rapid of Tammerkoski was formed.

Here in 1820 James Finlayson (a scottish entrepreneur trained in Glasgow!) set up a cotton mill. Now factories have been transformed into restaurants, hubs, shops and cultural spaces.

This was the beginning of industrial Tampere, eventually the biggest industrial hub of Finland, nicknamed 'Manse' (referring to Manchester), where people say 'moro' instead of 'moi' like in the rest of Finland.

Today Tampere is a dynamic educational and industrial city – wanting to be the best place in Finland to set up an enterprise

## Before the journey – a warm up for the young people...

Most cities don't include youngsters to solve problems and make policies.  
We want to encourage cities to include them because to get an 'out-of-the-box perspective'

### The City of Gotham

617.000 inhabitants,  
5.23% of the citizens are 10-14 years old,  
5.62% is 15-19 years old,  
8.12% 22-24 years old,  
8.64% is 25-29 years old,  
7.87% is 30-34 years old,

50% consists of migrants,  
people with lower education level 23%,  
48% has secondary education,  
39% has higher education,  
it is the youngest city in the country.



# The young people suggested solutions to the city of Gotham...

Make a 'crazy room', a space where young entrepreneurs can let anything happen

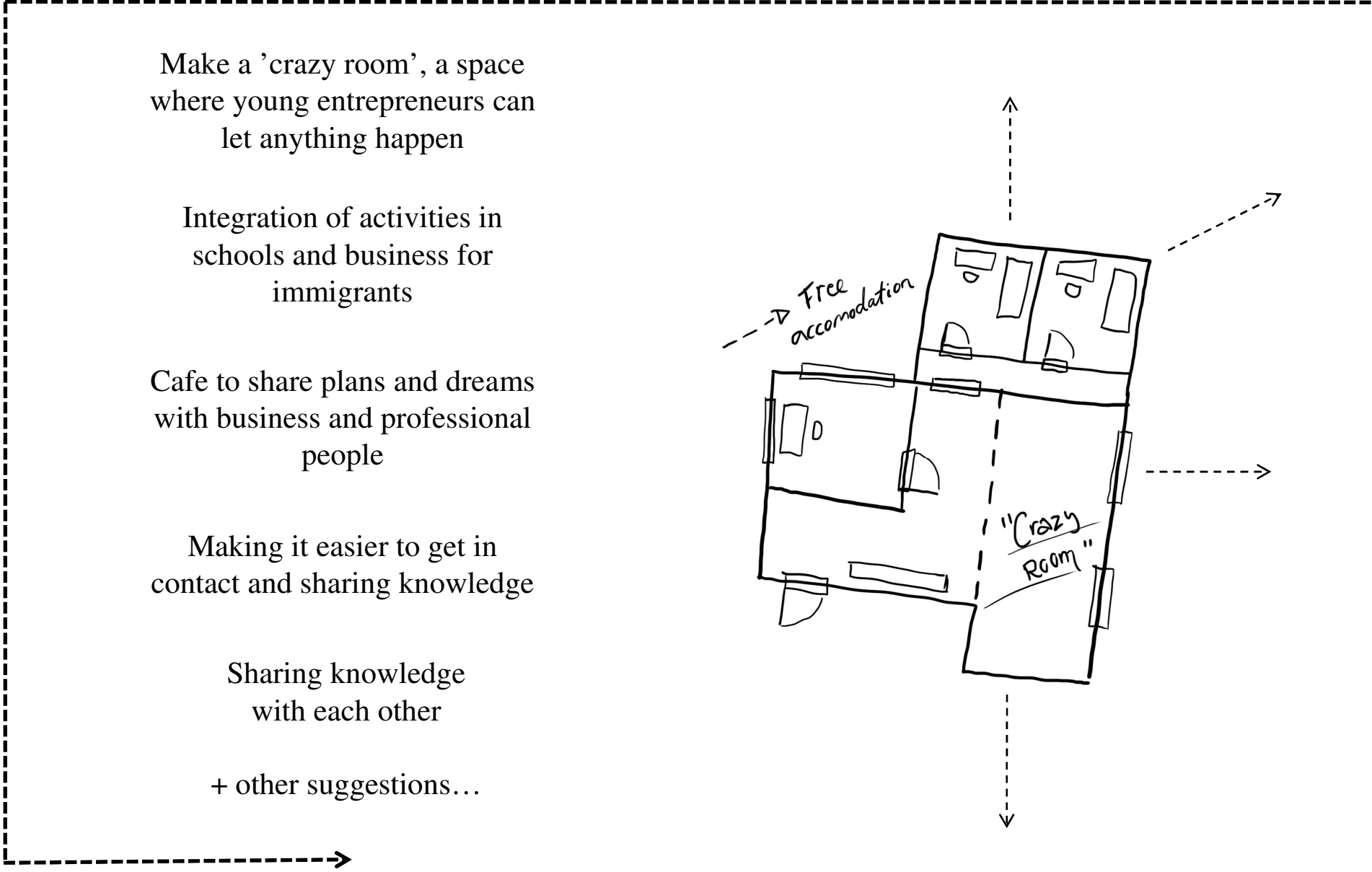
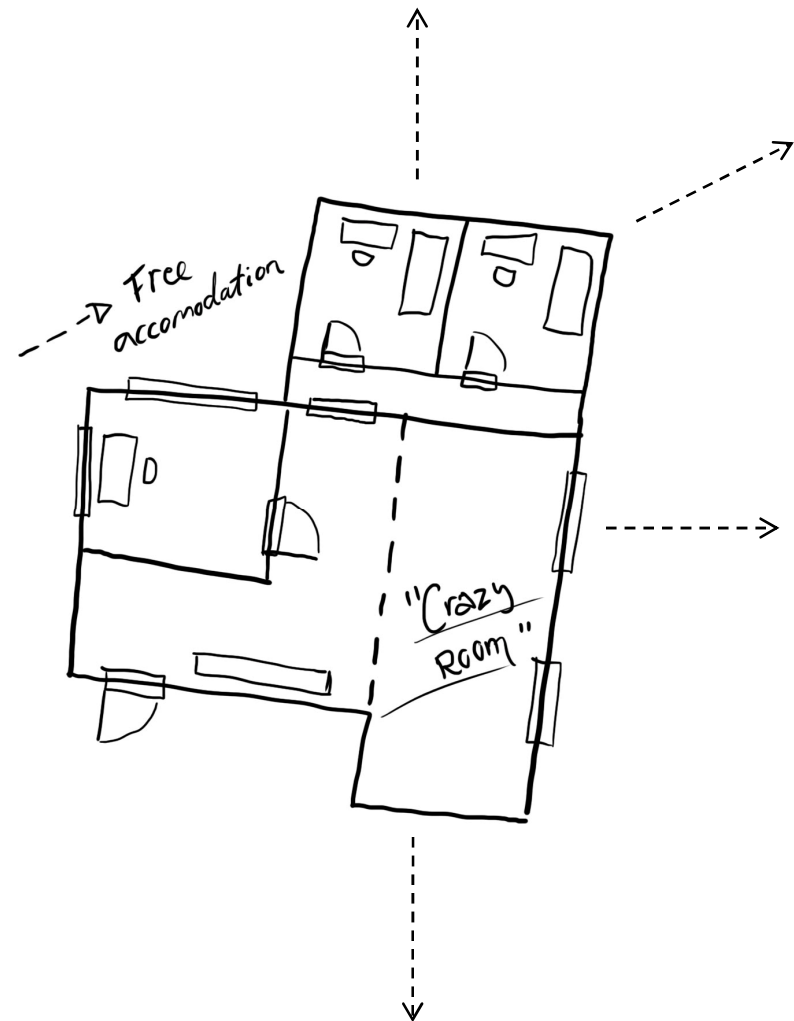
Integration of activities in schools and business for immigrants

Cafe to share plans and dreams with business and professional people

Making it easier to get in contact and sharing knowledge

Sharing knowledge with each other

+ other suggestions...



# Site visit theme 1: Encouraging Youth Entrepreneurship

*Finding good questions to be answered... visiting the Federation of Finnish Enterprises, Tampere Region*

- A challenge to reach small companies
- What is the benefit of being organized? How to get win-win?
- Oversupply of actors, need to network networks
- A need to reinvent business models and connections to young people, make convincing content, lower the thresholds, free startup fee year, get young people connected to useful networks
- Voimala ('Powerhouse', Young Entrepreneurs Network and Meeting Place in Tampere) arranges events and connects young people with entrepreneurs of all ages

"Federation"  
sounds like  
Darth  
Vader...)



# Site visit theme 1: Encouraging Youth Entrepreneurship

## Tampere Hub

'Young people have other ways to connect', 'tweet'  
'Nice to have people around'  
'Just let it happen'  
'I like doing things'  
'Customers bring customers'

EEEDO, smart social intranet, connections thru content  
'I do it because I like it'

Smart Wall Paint  
'Doing real things called for me'

'Employees push you forward'

'Without doing things, nothing happens'

'Don't make education a pressured pipeline – give time and space to experiment and to connect'

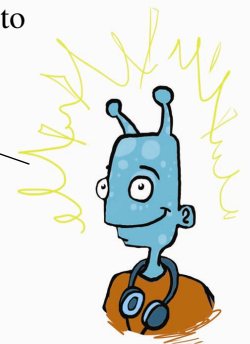
'At Proacademy I found the encourage to start enterprising, could learn by doing – the best thing in Proacademy'

### Some do's:

- Find right people around you
- Take care of your mental and physical condition
- Make even small successes count
- Think about the next step
- Be active, be open, be trustworthy
- Stay relaxed, enjoy what you are doing, the good things will come

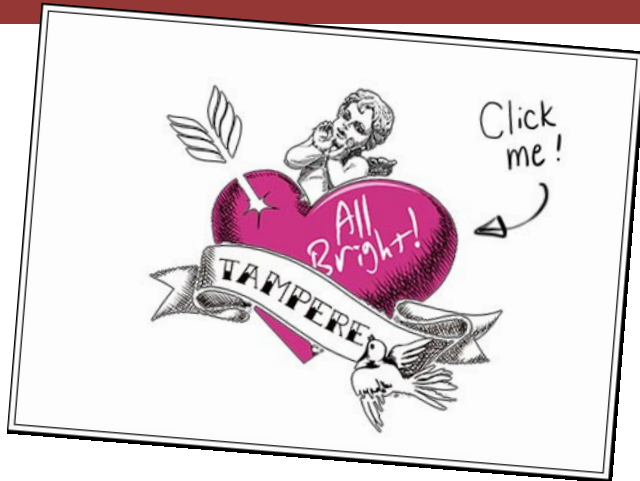


Do you need to be over 2 meters to be an entrepreneur?



**We play, every day! Have fun at work!**

# Theme 2: Guidance and support for starting entrepreneurs



*How does Tampere offer guidance & support for starting entrepreneurs?*

## **Reframing unemployment**

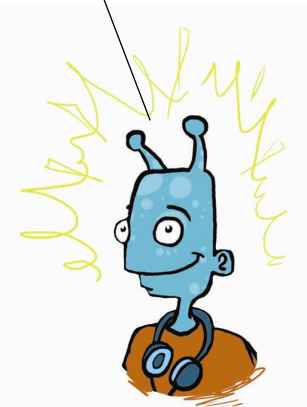
At the employment office of the Tampere region the idea of jobseekers seems to be reframed allowing for entrepreneurship. Instead of thinking in terms of jobs we think in terms of income. We are not looking specifically for jobs to get an income. We are also looking at possibilities to create an income as an entrepreneur. The employment office offers a variety of more or less standard workshops and course to develop and enterprising idea (how to create a businessplan ect, start up grants). A practical manifestation of this reframing is that both jobseeking and entrepreneurial assistance are situated in the same building.



## **Promotion of cooperatives**

Worthwhile nothing is the emphasis on starting cooperatives. In practice this allows people to help each other to look for alternatives sources of income. This can also be on a part time basis. Finnish law is favourable for cooperations. It is relatively simple to start one.

Co-operation!





# Bravehearts & The Sanssi Card

## Theme 2: Guidance and support for starting entrepreneurs

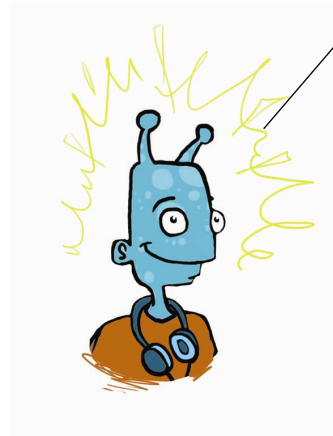
Urho(s) = Braveheart(s)



### The Young Bravehearts -Nuoret Urhot

- 'My all time favourites' explains our host 'please give them a warm applause'
- Three 17 year old 'Urho's' (word for 'bravehearts') enter the room.
- 'We are vigourous'
- Yes we would like to hire these hard working young men for all sorts of physical labour such as snow shoveling...

Sanssi card gives you a chance!



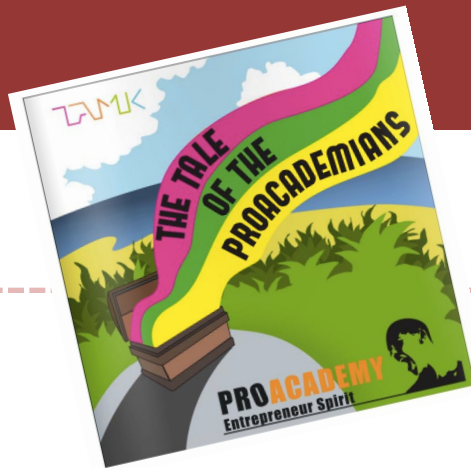
"Sanssi" = Chance



### Smart communication tools: the Sanssi card

- Part of Youth Guarantee in Finland
- After graduation every student gets Sanssi-card, a voucher to be given to employer to sponsor salary ( a subsidy of € 700 for max 10 months, or entire time of apprenticeship training

# ProAcademy



## Theme 2: Guidance and support for starting entrepreneurs

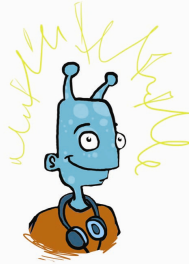


### **We all want the Proacademy!**

Studies at Proacademy begin by forming a team company, a cooperation, which consists of 15-20 students.

*'The greatest part is that we can make mistakes'*

Studies include team meetings, group workshops and projects, which usually concentrate on marketing, communication, sales, event organizing, graphical design, project management, innovation and utilization of computing skills – only imagination is the limit.



## **‘Big switch from planning, planning - to doing and reflecting’**



No teachers, but coaches

Network of graduates who help students

Students select their own individual priorities by examining their current strengths and identifying areas of particular interest. In this way, each student creates his/her own personal learning path.

Embedded in studies and in an inspiring setting (old factory) and loosely coached by professionals the proacademy seems to be a live changing experience for the participants.

‘We were all very impressed by Proacademy, we all want to bring the example home to our own networks’

‘Every alumni of this academy we come across seems to be a very determined beautiful entrepreneur’

**PROAKATEMIA**  
Yrittäjäseuralla



## Theme 3: Educational institutions promoting entrepreneurship

### Y Campus

The Tampere University of Applied Sciences has invented a place where students are no longer taught, where teachers become coaches and their relationship is based on doing and entrepreneurship. Can the invented idea be commercialized?

- Teachers become coaches – 50 out of 600 teachers have completed the 6 day course as volunteers
- No teaching, a lot of learning sessions, reinforced by coaches
- Entrepreneurial attitude
- Learning by doing
- Follow up session for teachers once a month

ProAcademy (the story in theme 2)

Good stuff at Y Campus!



## Theme 3: Educational institutions promoting entrepreneurship

### TALLI

TALLI is a support service for new entrepreneurs and innovations inside Tampere University of Technology campus. Support and advices for the students and researchers at the university to develop their business idea ready for market. Also events and workshops, and free room to open innovation and idea sharing.

It embraces the culture of failure, whilst most teachers have a professional disease : "it's important that all my students get 10 out of 10"

"It's just an idea until someone pays you"

'It's all about attitude and culture'

"I'm 16 and I've been an entrepreneur for 1,5 years"

How to apply what I learn to real life?



# Theme 3: Educational institutions promoting entrepreneurship

## Ylötehdas -factory

- ‘Schools are like boxes with closed windows & doors. Learning by opening books is the old fashioned way of thinking. Teaching should be more pro-active – invite people from the real world’
- Ylötehdas -factory is a service center for entrepreneurs situated in the town of Ylöjärvi, about 15 minutes from Tampere. The service center offers local schools and companies entrepreneurial education and other entrepreneurial activities.

One of the Proacademy alumni has opened her own company and works half time in a local school, coaching teachers into more entrepreneurial initiatives.

- The school fetes are organized by the youngsters
- Each initiative is analysed to see what entrepreneurial skills can be brought out
- The teacher no longer feels alone, can take risks and is coached



## Theme 3: Educational institutions promoting entrepreneurship

### Me and My City

**"Thank God the break is over ; we can get back to work"**  
(a comment of a pupil on Me and My City)

A miniature town, where local and national companies have installed their material at their own cost. 70 pupils spend a day in the town, after the teacher has been trained and prepared and has conducted 10 specially prepared lessons. The environment shows not just entrepreneurship but all aspects of a local town and it's society – even voting.

- 12 year olds apply for jobs in the virtual city
- Everyone opens a bank account, works, has to buy and sell and interact
- The whole system is a complex web of challenges which enthral young persons
- There are 8 such installations in Finland, some are mobile some are fixed
- It costs 300 000 euros a year, the price for 1 child is 20 euros
- 10 students animate every session and learn to interact with youngsters



# Feedback session day 2

[Link to presentations dia 31](#)

## GROUP 1:

- There has been a bridge between young entrepreneurs and the official entrepreneurial networks (like chamber of commerce) and the city. If young entrepreneurs are not a member of the networks, then information is lacking for the young entrepreneurs and the city.
- Schools are lacking entrepreneurial skills and tools
- Platform for crowd funding for young entrepreneurs
- Cities need to map out all activities for young entrepreneurs, so that they know where they can get knowledge and coaching
- Passionate learning experience, like learning by doing, lowering the threshold (like pro-academia)

## GROUP 2:

What are the qualities we like about the proacademy?

- It's embedded in studies
- Low cost
- Learning by doing
- You have the experience of graduates
- Big switch from planning and more planning to doing and reflecting
- Large team of 20 students working together – learning from mistakes and sharing ideas
- We want to tell our universities about Proacademy
- Sanssi-card inspired us

## GROUP 3:

Key is that you have to convince your university

Money came very central out of it. This is Europe with money falling down from the sky. This way is too soft and too save. People create their company with money. Free money kills responsibility and creativity (disease money)

Healthy money. Garden of opportunity, passion and will. The hand is in the pocket, investing own money, risk is part of the game. Real life environment, like in Me&Mycity. The real thing is attitude, it is not about qualifications. You become an entrepreneur if you have a good attitude.

“I can fail” is a step and it can happen.

The places should be visited with the decision makers



# Quotes from the domino-session

In the domino session every one could tell in one sentence what they liked most about the side visit. Here is an impression of the quotes:

- Pro-academy: everything about this was important. Everything we want.
- Process takes time, we need to give time to develop, networking is an essential thing to do
- We need places where people can meet each other.
- Learn that entrepreneurship should be learned as young as possible.
- Cooperation between primary and secondary school.
- I learned today entrepreneurship is an integrated part of society, not something special.
- Chamber of Commerce has to look at how it can make an attractive product for Chamber of Commerce. We want to make this together with young entrepreneurs.
- Collaborate with other entrepreneurs. You should really like what you do.
- “Just do it” if you want to reach success
- Just do your dreams. Encourage youngsters to do their dreams.
- Enjoying and celebrating small successes. Very important for young people



# Quotes from the domino-session

- You need others even if you are a one-person company
- Young people are successful in their business because they like it.
- I always thought you needed a precise idea to create your business.

Proacademy showed that this isn't necessary

- Children playing adults in Me&Mycity.
- Pro-academy: I like the logical approach. Learning by doing.

Example of GFI

- I want to be in My&Mycity to be a child there. I want to have the my city to experience and implement this.
  - Very important to teach entrepreneurship. It should be built in the system.
  - I take home you should not be afraid to do what you love and try to make a business out of it. Hub experience their success and failures.
  - I learned today you can't learn everything from books, you need courage to try.
  - No pipeline guidance for entrepreneurs.
  - Discussion about what you can do for society with your company.
- Social sustainability should be inside the spaces.
- Important to connect countries and cities in the world.



## Quotes from the domino-session



- I saw how youngsters can fall in love with learning things. I saw this at the proacademy. They earn money with learning.
  - I think it is crucial in every educational system that they can learn from their ancestors / alumni.
  - I really like about pro-academy that the students take their own risks. They invest themselves in their business and take responsibility.
  - You should be careful to talk about network. Everybody has a different definition about it. Be sure you talk about the same thing.
  - This afternoon I learned that entrepreneurs need capital. But it isn't easy to find it. The capital market and investors have a problem.
    - Me&mycity is really impressive
    - I learned to trust in myself and just do it
  - I discovered Bubble soccer. And the impact of impact social investment.
  - It warms the heart of alumni pro-academy to see the domino. It gives a warm feeling that it gave such an impact on you. Just doing. Sharing is caring. I'm happy that you can take ideas home. I hope that I will learn more about your cities.



*“More entrepreneurs should say I’m very confident in my approach, you only pay me after my success. The Buzinezzclub follows this approach in two cities in the Netherlands with social impact bonds.”*

*“An important condition for the social impact bond is that you need a city who wants to do this and a government who is willing to work transparently”*

### Social impact bonds: a new way of investing in social project

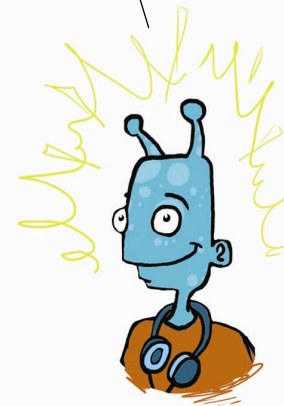
The Buzinezzclub trains youngsters who are willing to step out of unemployment and support. Buzinezzclub youngsters leave unemployment 6-7 months quicker than comparable youngsters. The Buzinezzclub is financed by social impact bonds. Social impact bonds are a new way of investing: the enterprise doesn’t get money at the start or half way of the project. Money is only paid when results have been reached. The results are determined by an objective assessor.

For more information see presentation

See dia 31

and the 4th MyGeneration@Work newsletter

Payment by result!



## URBACT messages – Eddy and Simina

The problem isn't the youngsters, but the systems that support the young persons

MyGeneration@work is one of the most innovative networks, the energy and methodology used is very innovative

The tools and techniques you learn, take them back to your own cities. Tell people about MyGeneration@work

The local dissemination event is the moment to share with your local partners the things you produced, you created new dynamics. Put some thinking in this event and celebrate what you have done

There are inspirational things going on. But there is also a messy picture: projects are half financed or only for the short term. We have to decide when to pull a plug: **stop the things that don't work!** The problem isn't the youngsters, but it are the systems that want to support the young persons. **You have to have the courage to do the right things. So put the money on the projects that work well.**



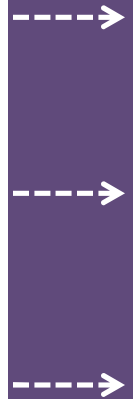
## The journey to the final conference in Rotterdam

GFI's and LAP drafts of the cities showed that the MGat Work cities have very different situations concerning the strategy and policy landscape, 'cityscape'

The LAPs and the new innovations need to be fitted to the cityscape to help the development of a new ecosystem of employment

We organise this autumn three in-dept thematic workshops in Glasgow, Warsaw and Turin.

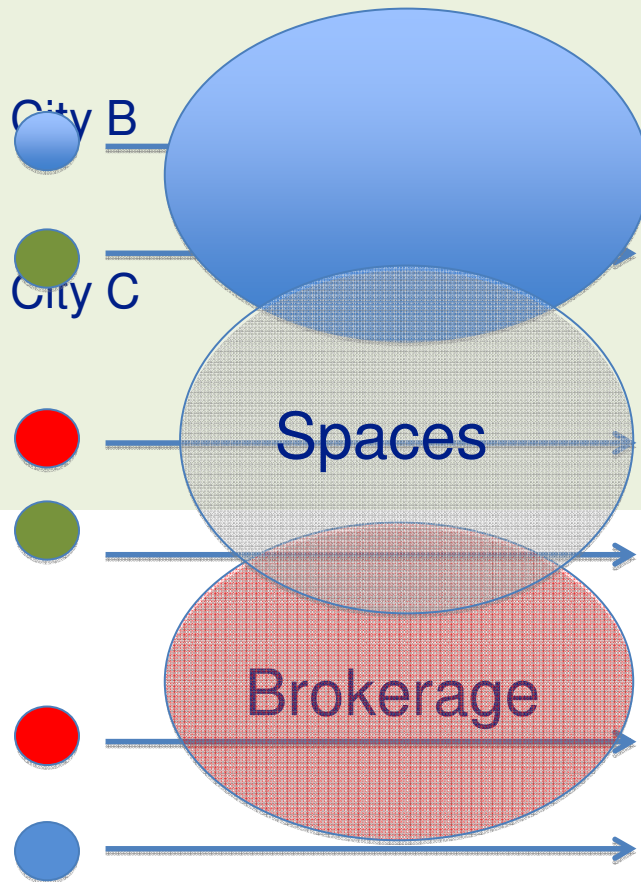
At the end of the project we will have good LAP's, movies, three thematic papers (based on the workshops) and we are going to have an overall reflection about what cities can do in promoting entrepreneurial skills and attitudes



# MGatWork – timeline

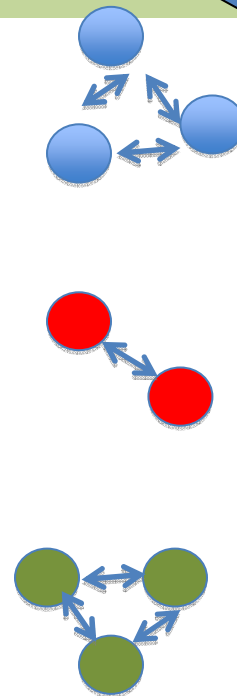
Launching GFI's  
(Start – September 2013)

Launching GFI:s  
City A



Learning from  
other's GFI's and  
drafting LAPs  
September 2013 –  
June 2014)

**We  
are  
here**



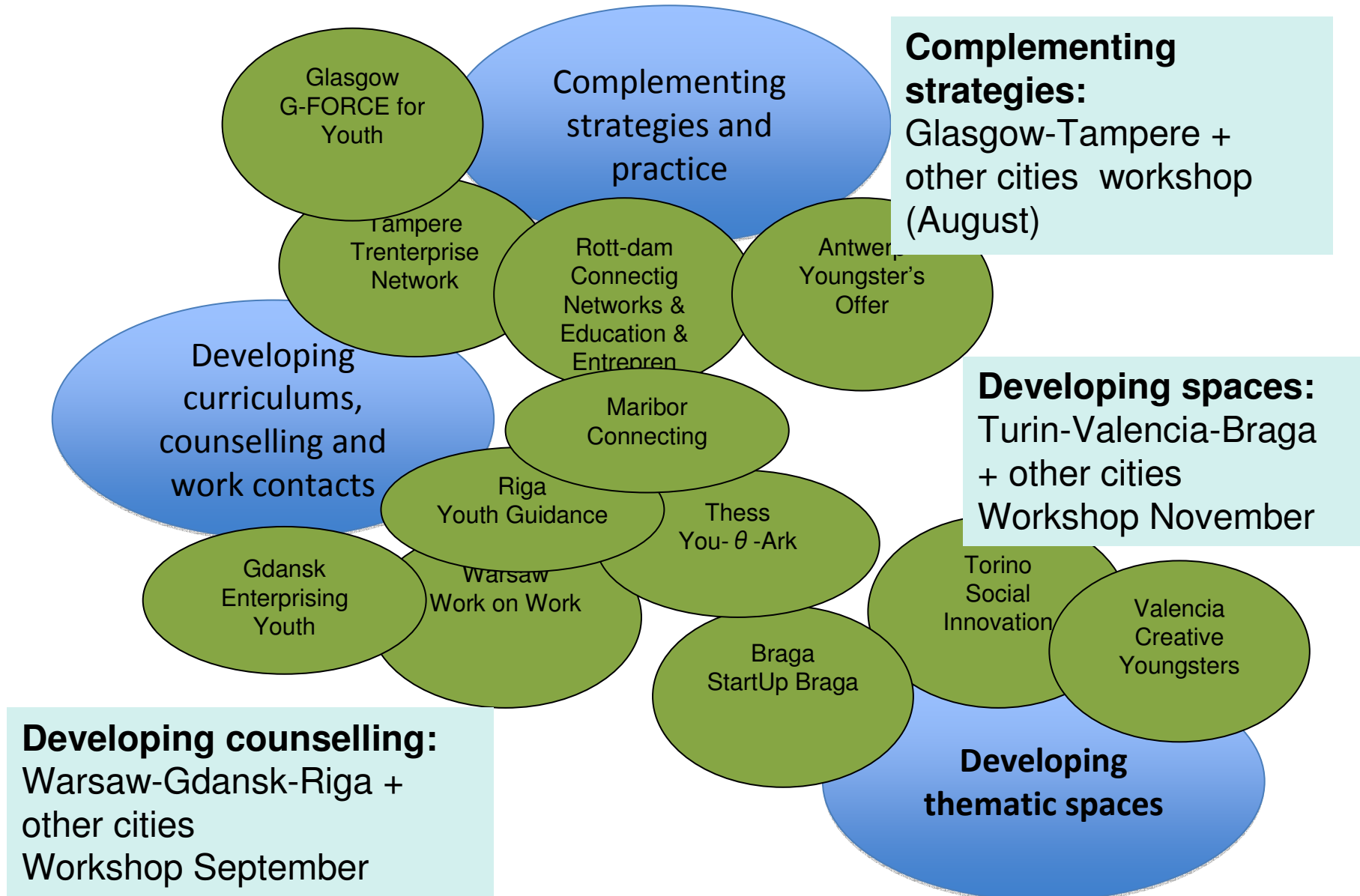
Consolidating  
Products & LAPs  
(May 2014 – Feb  
2015)

Developing  
curriculum,  
counselling and  
work contacts

Developing  
thematic spaces

Complementing  
strategies and  
practice

# City Local Action Plan 'Clusters' and future workshops





# Calendar

26-27 August 2014: Thematic workshop in Glasgow:  
How to enrich a city youth policy by including enterprising curriculums and attitudes schemes

23-24 September 2014: Thematic workshop in Warsaw:  
Developing a counseling system that supports enterprising attitudes and skills.

30 September 2014: films by local moviemakers ready.

15 October 2014: deadline for the improved LAPs.

18-19 November 2014: Thematic workshop in Turin:  
Building new 'spaces' of cooperation (both physical and virtual) around a theme or focus in promoting youth employment, like creative and cultural industries and social innovation.

End of December: deadline for submitting the final version of your LAP.

From now till end of this year:  
organise your local dissemination events to share with your local partners the things you produced  
and to celebrate what you have done.

3 & 4 March 2015 Rotterdam Final conference. 4 March open conference.

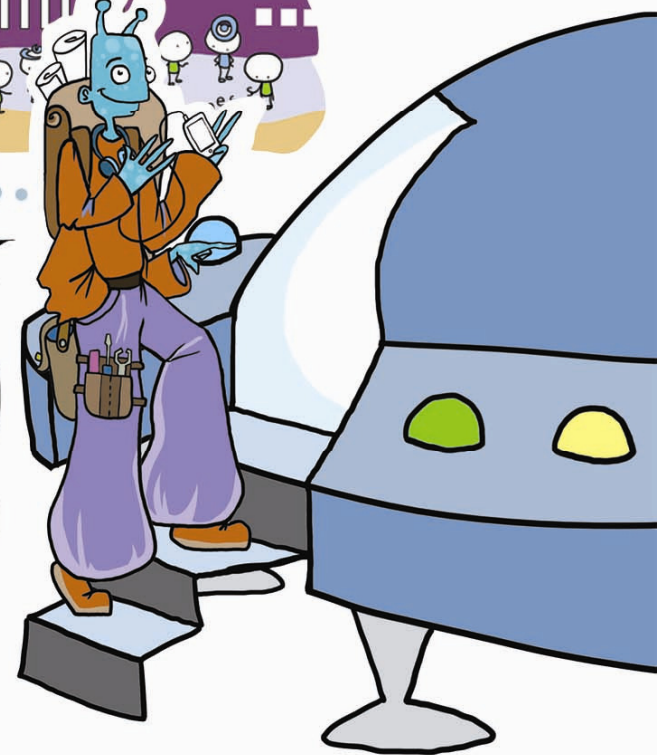
April 2015 end of the project.



## **Have I got ideas and tools!**

Start young! Follow your dreams! Give real experience! Allow mistakes! Celebrate success! Have fun! Find new ways of funding! Learn by doing... and make all this into a complete journey from education to jobs and enterprising!

**I'M OFF TO NEW DISCOVERIES!**



# Movie makers - Tell the story and capture the emotion

*Why, what, how, when, who?*

MyGeneration@work invited young potential filmmakers from each city to tell the story of my generation@work from their perspective.

Professional Rudy MacKay gave a workshop on how to go about this:

**step one:** find the story write a script

**location:** outside preferably, action

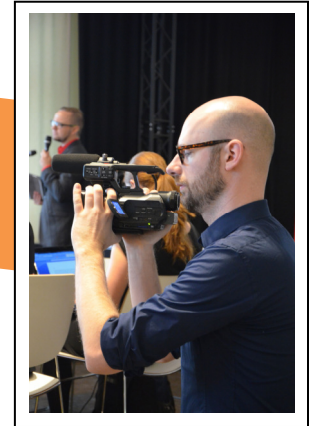
**characters:** relevant person that can tell the story simply

**story:** intro, problem, conclusion

... and then grab your camera.

*“We like movies because we can relate emotions”*

Film Training  
Rudy MacKay



Short movies by young movie makers (links dia 31):

BRAGA

WARSAW

GDANSK



# Write the script: the Local Action Plan's

The cities were challenged to tell the movie makers in one sentence the core of their Local Action Plan's:

**Antwerp:** Co-creation of an offer for youngsters, by youngsters

**Rotterdam:** Opening windows of opportunities

**Glasgow:** Don't interfere, interface!

**Gdansk:** Teacher triggers of change!

**Braga:** Localizing and globalizing big business ideas

**Warsaw:** Make it young, make it fresh, make it together!

**Tampere:** Trentreprise creates possibilities

**Valencia:** Where change happens. We create, we connect and we share.

**Maribor:** Change by connecting you, by encouraging youth and supporting youth.

**Torino:** Facing social challenges.

**Thessaloniki:** You -  $\theta$  - Ark.

**Riga:** Creating an environment and blasting opportunities for young entrepreneurs



# Go Social Media, dude!

An impression of tweets during our Tampere MyGeneration@Work workshop

[@Siminal](#) the solution to better connect education to the real world is co-creation in every aspect of it [@urbact](#)  
[@MyGenW](#) [#mygenworkshop](#)

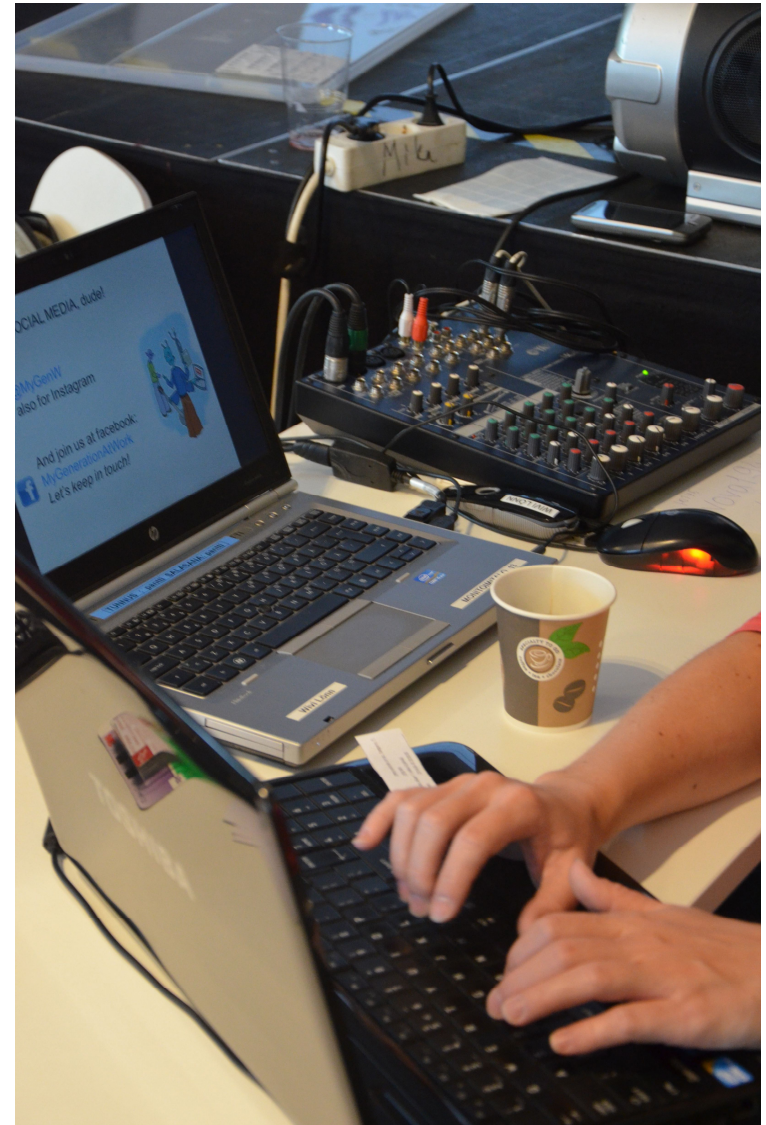
[@Siminal](#) [@Buzinezzclub](#) staircase4success -training [#youth](#) for [#entrepreneurship](#) to make their normal dreams come true [@URBACT](#) [@MyGenW](#) [#mygenworkshop](#)

[@Eddyca1](#) Advice to young people thinking about business? "Relax and enjoy what you're doing." [#Tampere](#)  
[#entrepreneurs](#) [#MyGenWorkshop](#) [@urbact](#)

Use the [@MyGenW](#) for tweets about your project

And join us at facebook: MyGenerationAtWork

**Let's keep in touch!**





**Kiitos Tampere for the perfect organisation!**

*“We appreciated the snow, renovated industrial buildings, loved the expensive beers, impressed by the good organization. Local persons care and they are not waiting for something, but do it!”*

**Soom moro!**

# Links

## SITE VISIT THEMES

<b>EEEDO:</b>	<a href="http://eee.do/">http://eee.do/</a>
<b>Sanssi:</b>	<a href="http://www.te-services.fi/te/en/jobseekers/finding_job/young_people/sanssi_find_job/index.html">http://www.te-services.fi/te/en/jobseekers/finding_job/young_people/sanssi_find_job/index.html</a>
<b>ProAcademy:</b>	<a href="http://issuu.com/proakatemia/docs/proacademybook">http://issuu.com/proakatemia/docs/proacademybook</a>
<b>Talli:</b>	<a href="http://www.tut.fi/en/business-and-industry/entrepreneurship-and-innovations/index.htm">http://www.tut.fi/en/business-and-industry/entrepreneurship-and-innovations/index.htm</a>
<b>Me and My City:</b>	<a href="http://yrityskykla.fi/en/">http://yrityskykla.fi/en/</a>

## PRESENTATIONS

<b>Presentations:</b>	<a href="http://urbact.eu/en/projects/active-inclusion/my-generation-at-work/event/?eventid=689">http://urbact.eu/en/projects/active-inclusion/my-generation-at-work/event/?eventid=689</a>
<b>Social Impact Bonds presentation:</b>	<a href="http://urbact.eu/fileadmin/Projects/My_Generation_at_Work/events_media/20140617_PDF_Presentation_Buzinezzclub_-_Tampere_-_MyGeneration.pdf">http://urbact.eu/fileadmin/Projects/My_Generation_at_Work/events_media/20140617_PDF_Presentation_Buzinezzclub_-_Tampere_-_MyGeneration.pdf</a>

## FILM TRAINING & SHORT FILMS

<b>Film Training by Rudy MacKay:</b>	<a href="http://prezi.com/bfrkpwtzmobm/mygeneration-work/">http://prezi.com/bfrkpwtzmobm/mygeneration-work/</a>
<b>Short film Gdansk:</b>	<a href="http://www.youtube.com/watch?v=z3ksDJi6qGk&amp;index=2&amp;list=UU9fkUkGrM84sAm_SSe_gKXA">http://www.youtube.com/watch?v=z3ksDJi6qGk&amp;index=2&amp;list=UU9fkUkGrM84sAm_SSe_gKXA</a>
<b>Short film Warsaw:</b>	<a href="http://www.youtube.com/watch?v=XSLjahBbze8&amp;index=3&amp;list=UU9fkUkGrM84sAm_SSe_gKXA">http://www.youtube.com/watch?v=XSLjahBbze8&amp;index=3&amp;list=UU9fkUkGrM84sAm_SSe_gKXA</a>
<b>Short film Braga:</b>	<a href="http://www.youtube.com/watch?v=tpTnrDOqyWE&amp;index=1&amp;list=UU9fkUkGrM84sAm_SSe_gKXA">http://www.youtube.com/watch?v=tpTnrDOqyWE&amp;index=1&amp;list=UU9fkUkGrM84sAm_SSe_gKXA</a>



# List of participants

## Rotterdam

Lennon Alblas  
Marie-Louise de Bot  
Laura Collé  
Laura van Dongen  
Rudy Mackay  
Mitchell Habermehl  
Adri Hartkoorn  
Rieke Koskamp  
Leo van Loon  
Jarle Lourens  
Marika Mancev  
Cleo Pouw

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