

**Interreg
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MILEstone

MILEstone-hanke

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2 Huhtikuuta 2025

**MILEstone - Migrants' Integration in
Local Economies**

Maaliskuu 2023 – Toukokuu 2027



<https://www.interregeurope.eu/milestone>



Tavoite

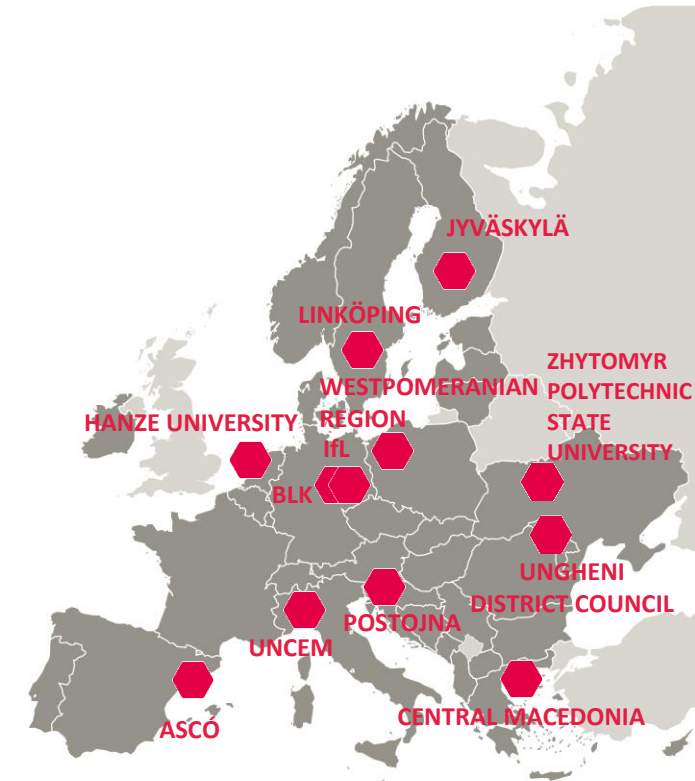
Tukea hankkeeseen osallistuvien partneri-organisaatioiden edustamien julkisten tahojen päätöksentekoa koskien Euroopan Unionin ulkopuolelta tulleiden maahanmuuttaneiden työmarkkinaintegroitusstrategiaa.



Strategiassa huomioitaisiin paremmin

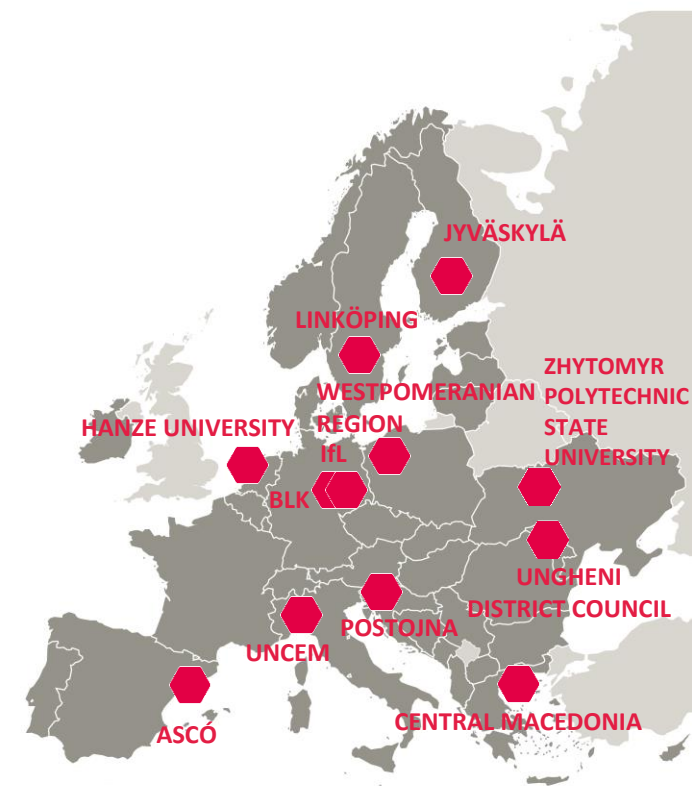
Tarkoitus

Hankkeen tarkoitus on edistää Euroopan unionin ulkopuolelta tulleiden maahanmuuttaneiden työmarkkinaintegroitumista tukemalla yrittäjyyttä ja osaamisen kehittymistä jatkuvalla oppimisella.



Partnerit

- **District of Burgenlandkreis (DE) – Lead Partner**
- Municipality of Postojna (SI)
- Westpomeranian Region (PL)
- Hanze University of Applied Sciences Groningen (NL)
- Municipality of Ascó (ES)
- National Union of mountain municipalities and mountain communities – UNCEM Piemonte (IT)
- City of Jyväskylä (FI)
- Regional Development Fund of Central Macedonia (EL)
- Leibniz Institute for Regional Geography (DE)
- City of Linköping (SE)
- Ungheni District Council (MD)
- Zhytomyr Polytechnic State University (UA)





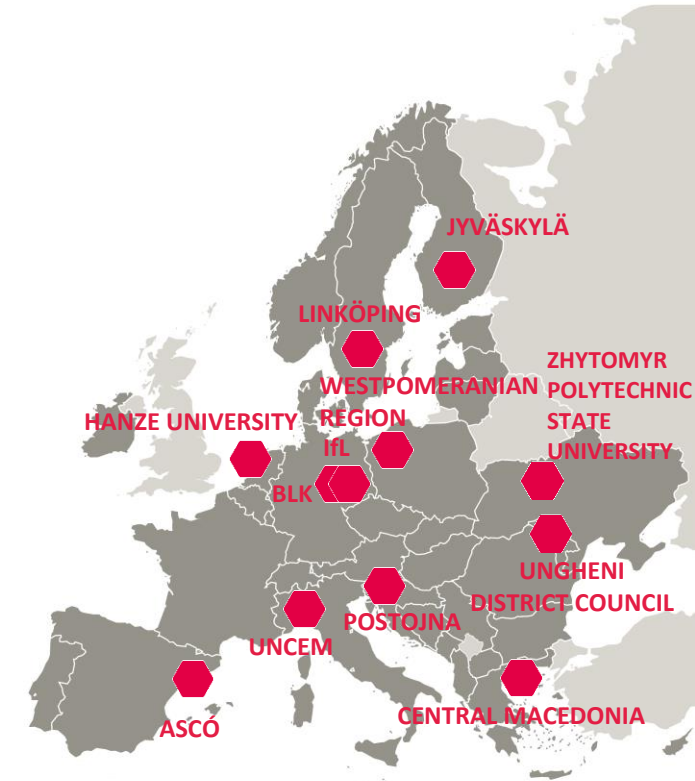
Pääväline

[Kaupungin kotoutumisen edistämishjelma 2021-2024](#)

"Kunnan tai useamman kunnan yhdessä on laadittava kotoutumisen edistämiseksi ja monialaisen yhteistyön vahvistamiseksi kotouttamishjelma, joka hyväksytään kunkin kunnan kunnanvaltuustossa ja jota tarkistetaan vähintään kerran neljässä vuodessa." - Laki kotoutumisen edistämisestä (2010/1386) luku 4 § 32

Tunnistetut haasteet

- Työnantajien valmiudet palkata maahanmuuttaneita.
- Osaamisen tunnistaminen ja sen hyödyntäminen työmarkkinoilla
- Suomen kielen taidon puute esteenä osaamista vastaavan työn löytämiselle
- Työelämäkulttuuri-erojen huomioiminen

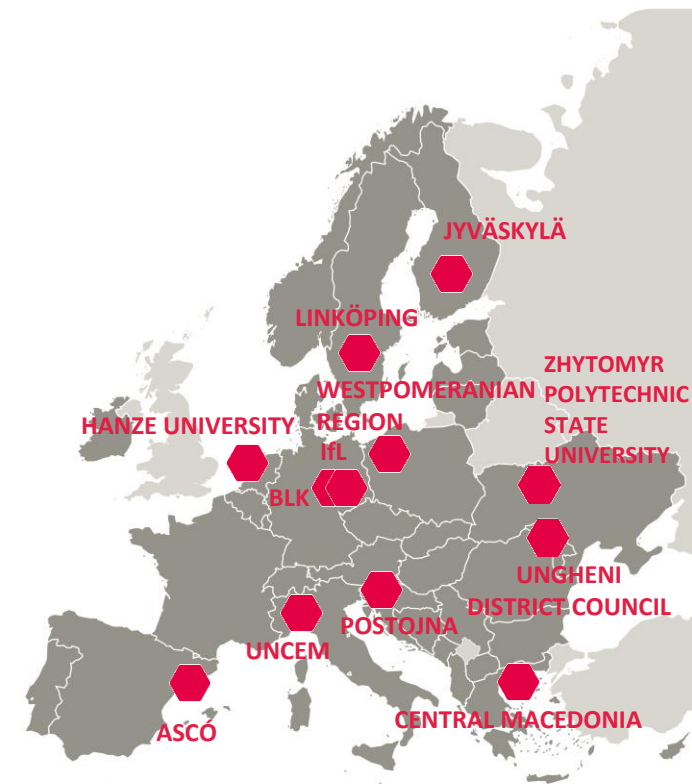


Muutos

Syvällisestä tiedon
vaihdosta oppiminen ja
uusien ideoiden
saaminen



Tunnistettujen
haasteiden
minimoiminen



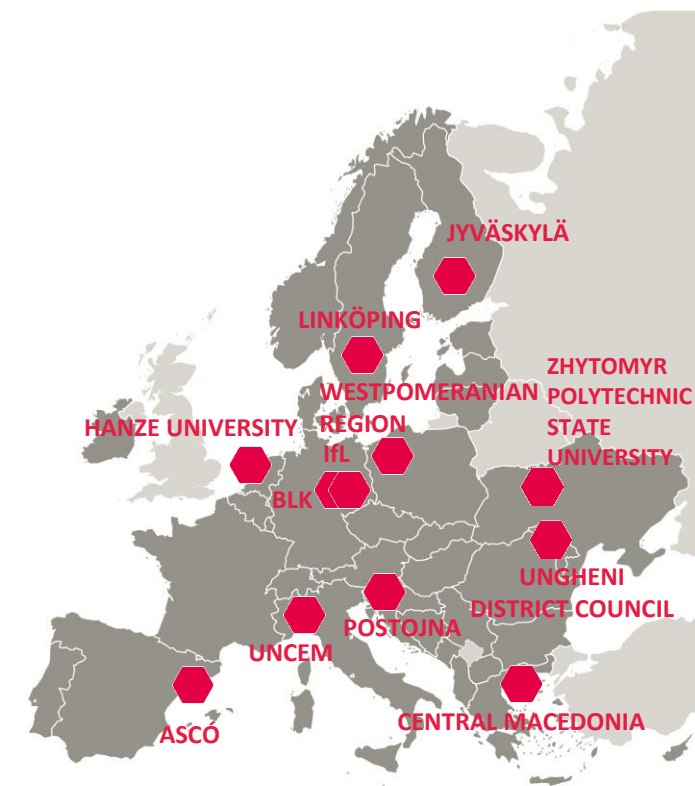
Hankkeen eteneminen käytännössä

Core phase

- Sidosryhmän tunnistaminen ja kokoaminen
- Hyvien käytäntöjen tunnistaminen ja jakaminen nettisivuilla
- Nykytilankatsaus – Baseline Study raportin laatiminen
- Tiedonvaihto – 3 teemaseminaaria
- Vertaisarvionti (Peer Review) Baseline Study raportin pohjalta
- Vertaisarvionnin raportin ja suositusten läpikäyminen sidosryhmän kanssa -> muutokset päävälineeseen
- Policy workshop, jossa käydään partnereiden tulevat policy-muutokset

Followup phase

- Tehtyjen muutosten vaikutusten läpikäyminen
- Tuki päätöksenteon vakuuttamiseen jos vielä tarpeellinen



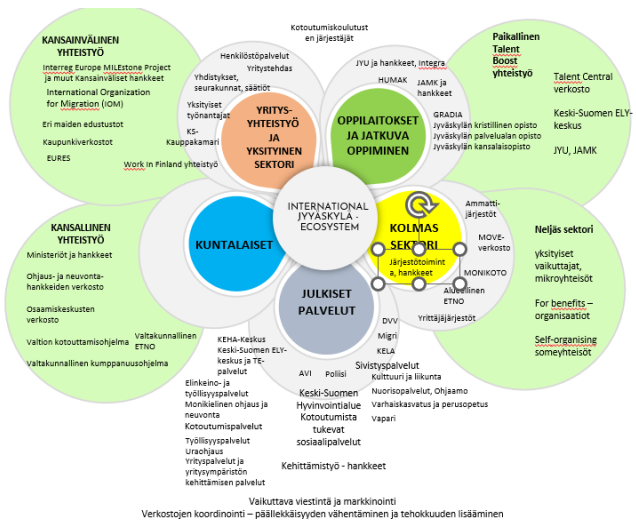


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Baseline study

- Nykytilan kartoitus yhdessä sidosryhmien kanssa, (ml. paikallinen ekosysteemi ja SWOT analyysi). Paikalliset sidosryhmät mukana.

Strengths	Weaknesses
<ul style="list-style-type: none"> Ecosystem is deep and wide. Services and opportunities are available diversity for various groups. Connections and collaborations exist. Willingness and appetite for collaborative work – International House Concept development (also to extend it to neighbouring municipalities) Recognition of the heterogeneous nature of the target group Strong educational and third sector presence. Present International House Jyväskylä brings together municipal services to promote integration - a permanent set of core services, developed via projects. Specialized services for humanitarian immigrants in the social services of wellbeing service county of Central-Finland Aptitude for promoting bi-directional/two-way integration and good peoples relationships Internationalization accepted as part of the current city strategy and International House Jyväskylä. Safe and secure living nature, attractive and friendly environment. 	<ul style="list-style-type: none"> Service landscape is still fragmented at some levels due to the sheer number of actors resulting in redundancy and inefficiency. Ecosystem needs to be made more cohesive. Lack of coordination and information flow among the actors and the existing networks. High bureaucracy. Lack of joint / one-stop-shop communication measures (Web pages, social media, print media) Prejudiced and biased labor market, unrealistic demand for perfect Finnish language skills from employers. National level Work in Finland services understressed. Present service landscape does not fully support the differing needs of the sub groups with in the target group (for e.g. international students and the families of the international workers – big retention factor) Low representation of internationals in decision making positions Devaluation or lack of recognition of formerly acquired qualifications. Highly educated immigrants in low paid jobs in which they are overqualified Limited accessibility of services for those without or poor Finnish language skills Voice of the target group is not audible enough Underutilization of the Third sector offerings to integration
Opportunities	Threats
<ul style="list-style-type: none"> Existing collaborations and networks can be strengthened TE-Services reform giving more freedom and responsibility to municipalities Legislative reforms bring opportunities to develop new models, including the third sector. Alternatives for developing the International House concept further, being explored via external funding. Jyväskylä being the biggest city in the Central Finland region is in a position to pioneer and model a successful integration strategy for other smaller surrounding municipalities. Jyväskylä's population growth is mainly based on immigration, which is a supporting factor for broadening in attitude openness and emphasizing on the needs of the target group (learning, multiculturalism, motivated and hard-working labour force) Jyväskylä as a student city attracts a huge talent pool as international students on a year-to-year basis – highly educated immigrant work force available Availability of national services like Work in Finland (.com and .in) to build upon more. Different projects providing new information and good practices 	<ul style="list-style-type: none"> Political environment and upcoming retirement policies not inline with the goal of promoting integration and retention of international talents – Reduction of the integration time in the upcoming Integration Law High level bureaucracy, organizational structures and decision making weigh down upon funding and developmental work. Reduced funding for third sector organisations. City of Jyväskylä's own financial situation and lack of resources puts a pressure on the existing measures as well as on the development work. Despite the increase in international population, demographics of Jyväskylä still do not fulfil the governmental criteria for various funding opportunities. Other bigger and more open regions successfully attract the talent pool, away from the Central Finland region. Vicious circle of unemployment – course after course. Reskilling does not necessarily lead to employment. Structural racism as hindrance to better work and living opportunities. Customer service (also in public services) is not entirely free of negative attitudes and pre-conceived notions/stereotyping. Exclusion and segregation → Bifacialisation and parallel societies. Crisis situations around the world – surge in migration.



Diversifying the opportunities for Finnish language learning

- Integration training for those having a official integration plan
- Labour market training for immigrant job seekers including Finnish language learning
- Work-sector based Finnish language learning
- Group for practicing vocabulary
- Group for practicing language skills required for job search
- Info sessions: CV, cover letter workshops, Where to learn Finnish
- Speak Finnish at work – practice group
- Collated information on Finnish language courses and trainings available, self study material
- Jutuklubi Jyväskylä – open Finnish language practice club
- Integrates – integration training for highly educated immigrants
- Finnish as a second language in higher education
- Groups and language cafes offered by third sector organisations
- Basic education for adults
- Preparatory education for degree education (TUVA)
- Adult High School
- Language courses at Liberal Education Centre
- Work activity/rehabilitative work activity groups focusing on language training
- Courses at open and summer universities

Increasing opportunities for immigrants to engage in the labour market

- Statutory services from employment centers for unemployed jobseekers
- Career guidance and assistance in job search, collaborative work with other projects regarding the same
- Information sharing about open vacancies
- Connections with local employers and companies
- Advice related to entrepreneurship, info sessions regarding setting up a business, light entrepreneurship, initial financial management, startup grant etc.
- Career club for highly educated internationals
- Support and advice to local employers regarding hiring internationals
- Support in familiarising a new employee to the workplace
- Jamk Talent Boost
- Job search training as acquisition from recruitment firms
- Job postings in English - Work in Finland for international talents abroad
- PAIKKO (Practical experience -> study credits)
- IMAGO Coaching – for brand building and internationalisation (employers and business)
- Occupational Card trainings (Occupational Safety Card, Hygiene Passport etc.)
- Labour market training for immigrant job seekers
- Rehabilitative work activity for immigrants
- Vocational trainings and degrees
- Municipal allowance for businesses for hire immigrants
- Career Trips to neighboring municipalities and businesses

Increase the attractiveness and retaining ability of the City of Jyväskylä

- Easily accessible multilingual guidance and counseling
- Welcoming events for international students
- Initial assessments and support for new international students
- Student Ambassador Programme
- Kohdeutus Project
- Youth services
- Leisure time activities for children and adults (few multilingual)
- Sport associations and communities offering free trials
- Hobby courses in Adult education Center (few multilingual)
- Yhteppäkkä Suomi – Learn Finnish at work
- Volunteer work opportunities (few multilingual)
- Internationalization accepted as part of the current city strategy
- KV-Kummi Coaching for businesses and employers to induct immigrant employees into the work place and environment

Promoting community-spirit and good relations among local people irrespective of their background.

- Community spirit enhancing events such as Mindän Jyväskylä
- Collaboration with NGO sector and enhancing participation of the target group – Multicultural Center Gloria, Piremmän yhdessä y
- Mentoring Program for Internationals
- Friend Family Program for Internationals
- Supporter for immigrants Program – Finnish Red Cross
- Welcome events for new international students
- Ethnicin suhteiden neuvottelukunta (ETNOJ) Advisory Board on Ethnic Relations
- Activities for elderly immigrants – Monikko ry
- Integration services and social orientation for immigrants coming on humanitarian grounds

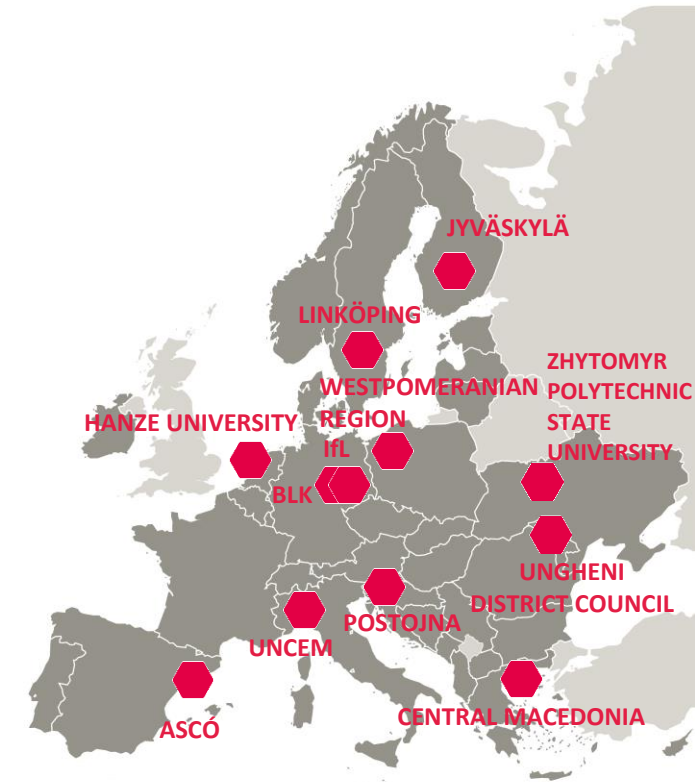


Valkoinen viestintä ja markkinointi
Verkoston koordinointi – päällikkyyden vähentäminen ja tehokkuuden lisääminen



Peer review

- Pohjautuu nykytilakatsauksiin
- Toteutetaan partnerimaissa, 2-4 partnerimaata osallistuu kuhunkin vertaisarviointiin
- Kesto 3 päivää, johon sisältyy tutustumista toimintaan ja tapaamisia paikallisten sidosryhmien kanssa.
- Vertaisarvioinnin päätteeksi järjestetään tilaisuus sidosryhmille ja päättäjille, jossa hankepartnerit kertovat havainnoistaan ja antavat kehittämissuhteita.



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Kiitos!