

MOONA

Multicultural counselling -project

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**HAAPAVEDEN
OPISTO**

Kestävää kasvua ja työtä -ohjelma

Vipuvoimaa
EU:lta
2014–2020



Euroopan unioni
Euroopan sosiaalirahasto

Background

ESF -funded project for starting up an immigrant counselling service in the subregions of Haapavesi-Siikalatva, Nivala-Haapajärvi and Ylivieska 2011-2014.

- In co-operation with local authorities (municipalities, public employment services, KELA, Police, Magistrate) NGOs and other communities.
- **Aims of the project**
- Solution in organizing the services of the newly arrived immigrants in Oulu South Region
- To make a social integration plan for the Oulu South Region.
- To intensify the co-operation between authorities and to increase the multicultural know-how in the region.

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ESF -funded project for starting up an immigrant counselling service in the subregions of Haapavesi-Siikalatva, Nivala-Haapajärvi and Ylivieska 2011-2014.

- **Results of the project**
- Counselling services had 125 clients from all municipalities of the region
- Social integration plans implemented with several different regional teams
- Attitudes towards the immigration changed to more acceptable direction.

Kestävää kasvua ja työtä -ohjelma



Background

ESF -funded preliminary research project for multicultural counselling in the subregions of Haapavesi-Siikalatva, Nivala-Haapajärvi and Ylivieska. Executed in 2014

Executor Haapavesi folk high school.

- **Starting point:** In Oulu South Region there is no easy accessible single place where one could find information and help about facts related to employing an immigrant. In other words. Employers and immigrants don't meet!
- **Goals:** To survey and put together the needs and wishes of local employers in multicultural counselling serving both employers and immigrants.

Kestävää kasvua ja työtä -ohjelma



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- **Actions:** Surveys and interviews of the employers of the area. Benchmarking excursions to corresponding projects in other regions of Finland.
- **Results:** Based on the results of the survey and excursions we developed the basis for the coming project in which we started to develop and execute counselling services to local employers.

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Project in a nutshell

- Project helps employers of the region to take the first step in hiring immigrants.
- Goal is to make practices related to multiculturalism easy and a natural part of a company's everyday life.
- We help immigrants with questions related to employment and social integration.
- We help employers and immigrants to meet each others.
- Target group of the project is employers of the subregions of Haapavesi-Siikalatva, Nivala-Haapajärvi and Ylivieska and all immigrants in the area regardless of duration, period and reason of the stay.



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- Duration 3 years (1.1.2015-31.12.2017) Funded by Centre for Economic Development, Transport and The Environment in Northern Ostrobothnia (ELY-centre).
- Executes priority axe 3 of the Finland's structural fund programme 2014-2020 "Employment and labour.
- Executes special objective 6.1. Improving the employment of youngsters and other groups in weak position in labour market.
- Budget of the project 325 000 €.



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- **Financiers:** ELY-Centre 260 081 €, Subregions of Haapavesi-Siikalatva, Nivala-Haapajärvi and Ylivieska 35 896 € , Haapavesi Folk High School 29 124 €.
- **Area of operation:** Oulu South Region. Consist of subregions of Haapavesi-Siikalatva, Nivala-Haapajärvi and Ylivieska
- Together 14 municipalities.
- **Personnel:** project manager and project worker



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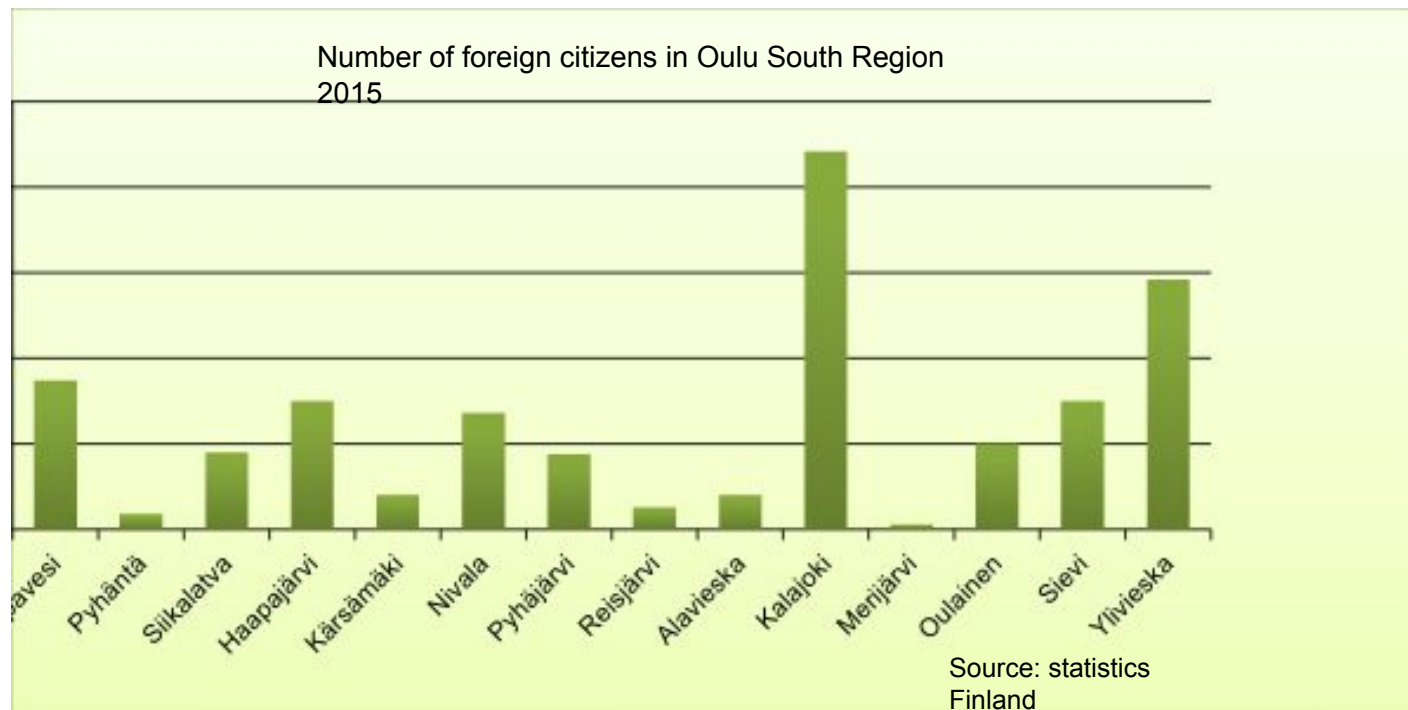
Oulu South Region



- Population approx. 88 500 people (2015).
- People in working age (15 – 64 years old) consist. 63 % of the population (2011).
- Approx. 4600 enterprises on the area.

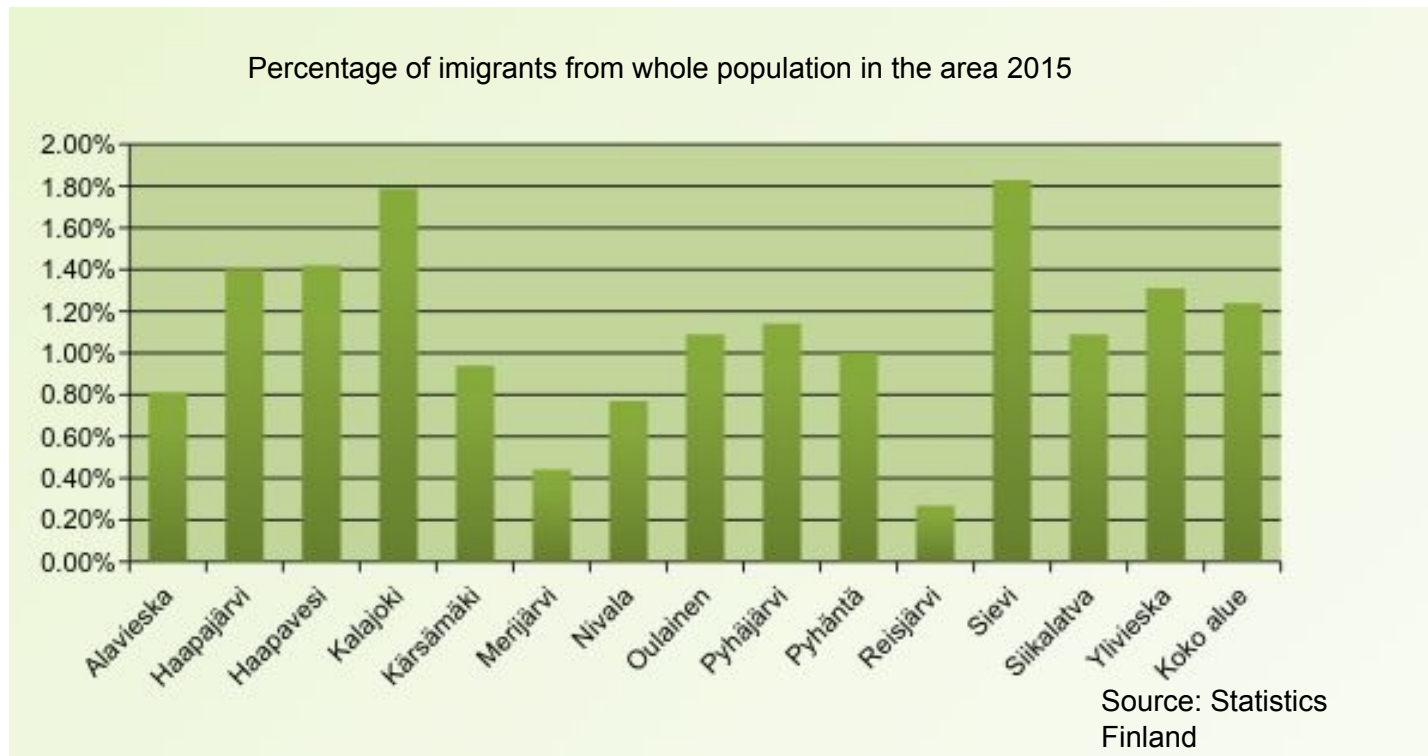
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Number of foreign citizens in Oulu South Region 2015



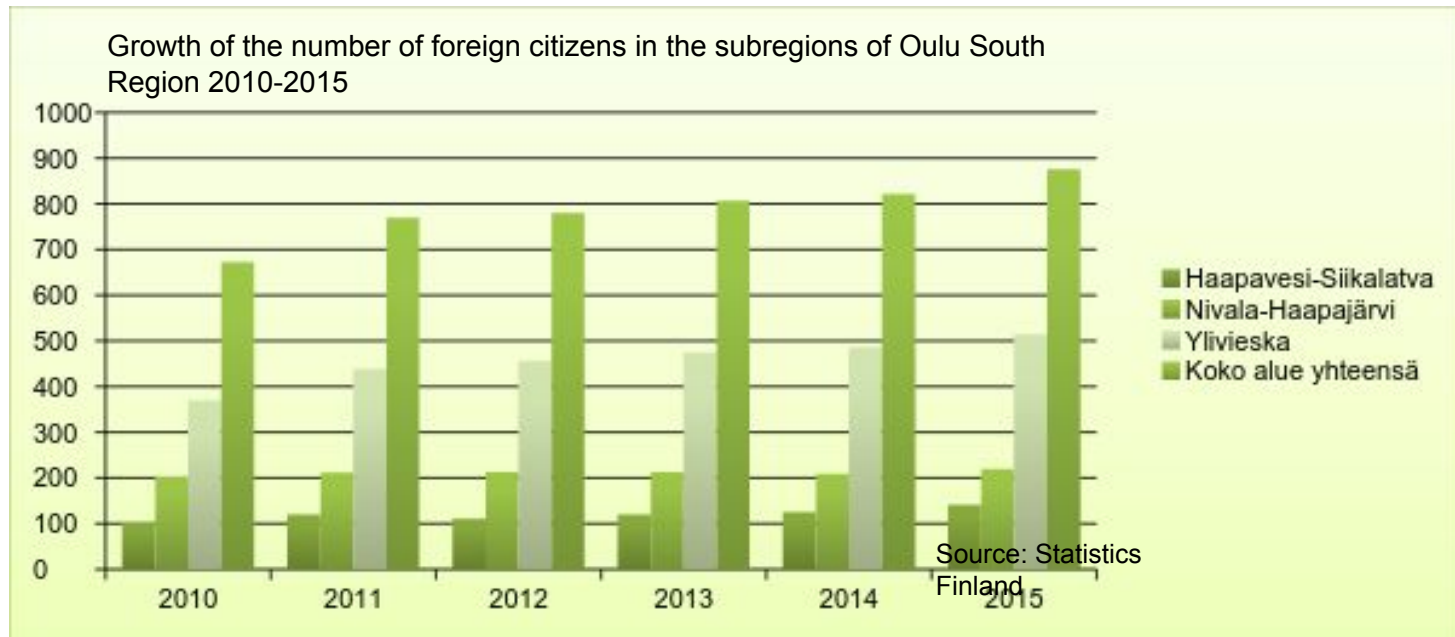
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Percentage of immigrants from whole population in the area 2015



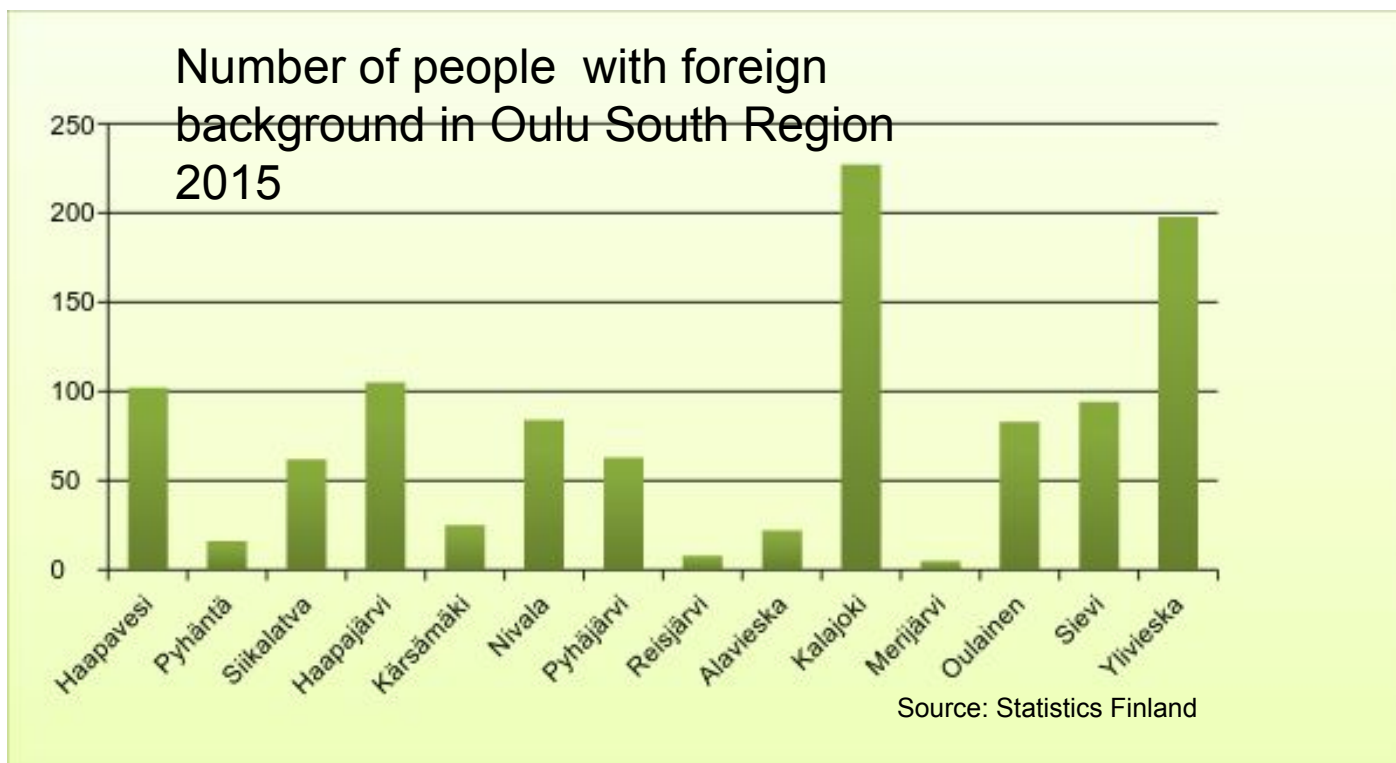
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Growth of the number of foreign citizens in the subregions of Oulu South Region 2010-2015



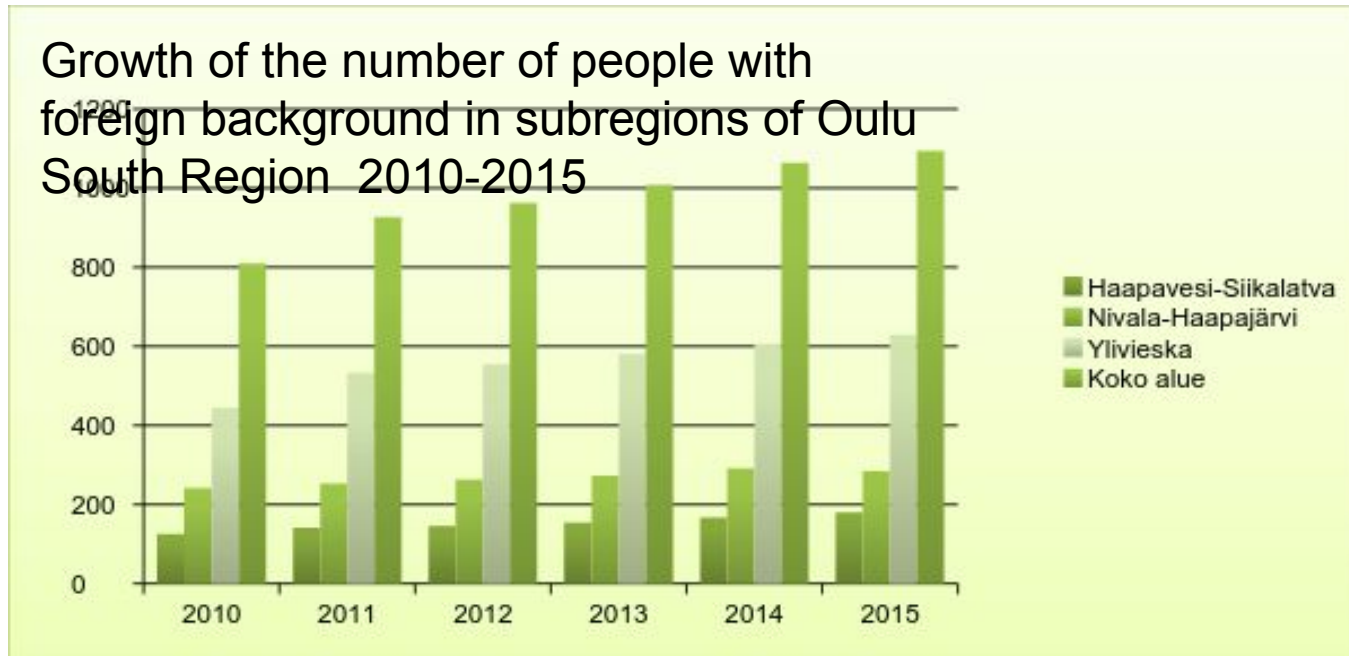
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Number of people with foreign background in Oulu South Region 2015



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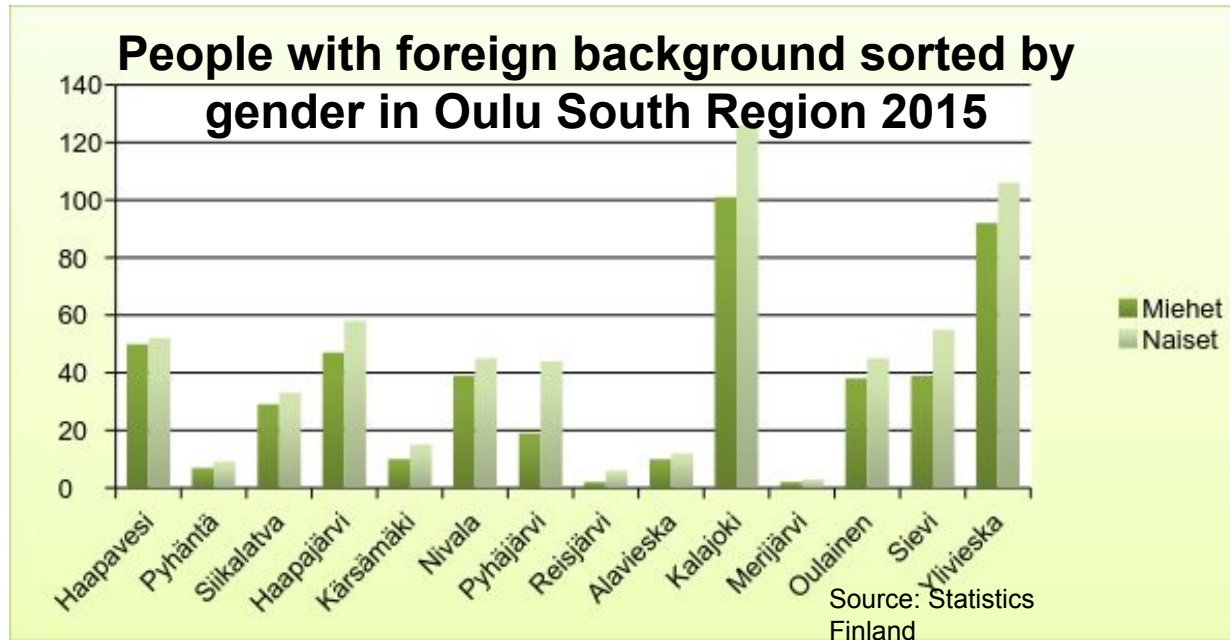
Growth of the number of people with foreign background in subregions of Oulu South Region 2010-2015



Source: Statistics Finland

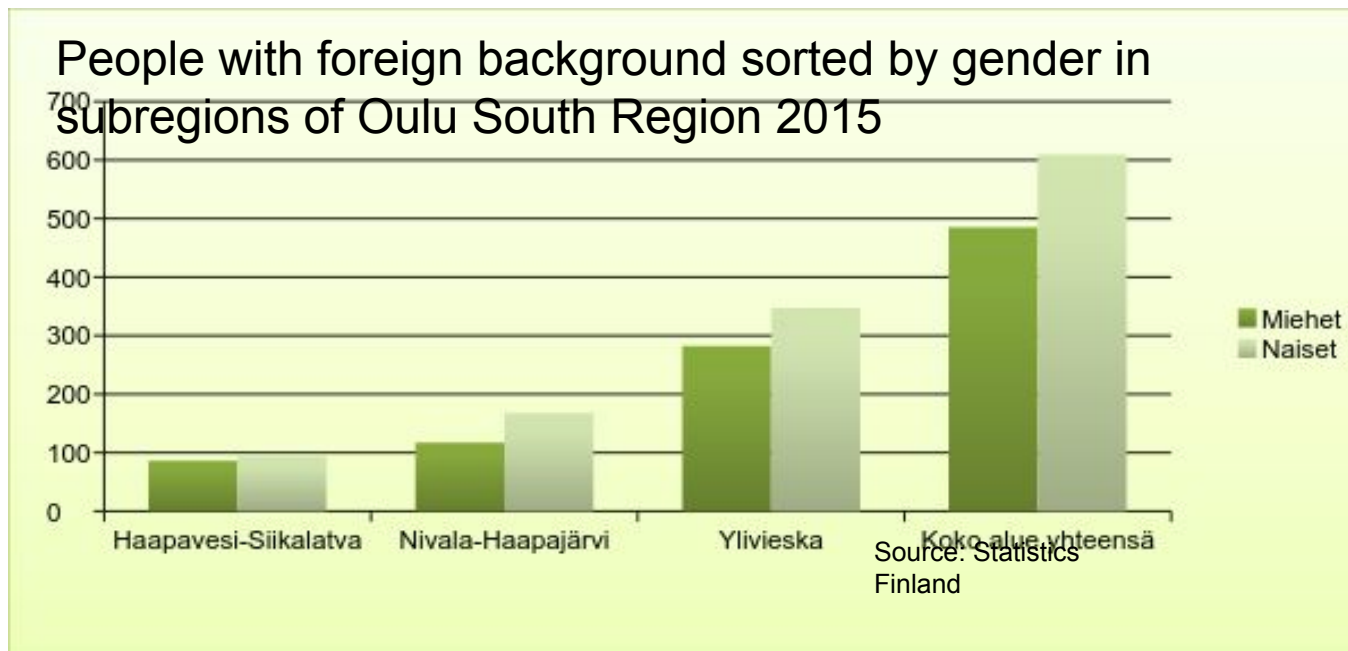
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People with foreign background sorted by gender in Oulu South Region 2015



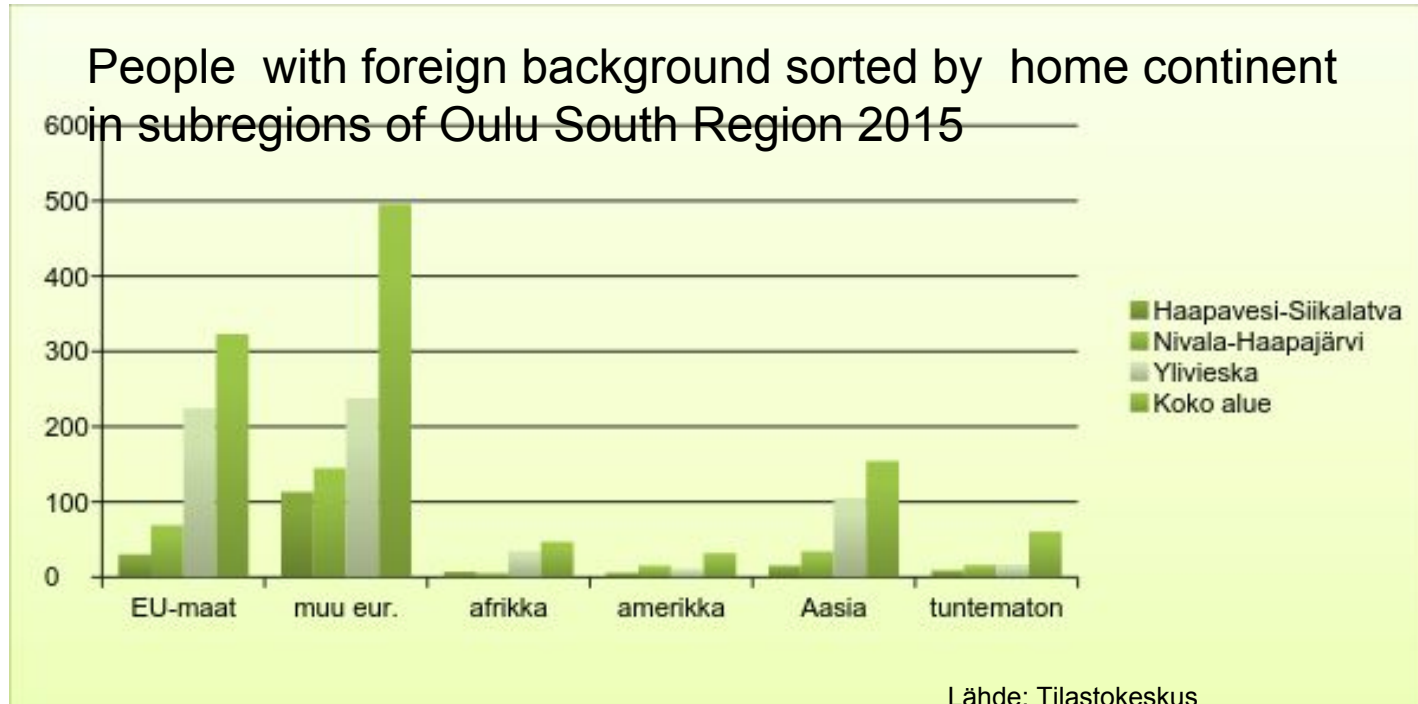
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People with foreign background sorted by gender in subregions of Oulu South Region 2015



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People with foreign background sorted by home continent in subregions of Oulu South Region 2015



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Needs of local entrepreneurs related in hiring, briefing and recruiting immigrants.

- Needs were investigated in preliminary research project for multicultural counseling in 2014.
 - 67 % of respondents thought that multicultural counselling could lower entrepreneurs step to hire foreign employees. Special needs for counselling were **cultural differences, labour code and the rules of working life.**
 - Before hiring an immigrant entrepreneurs hoped to get information about **services of Public Employment and Business service (TE-service) for employers and immigrants, licenses, municipalities' services for immigrants and coaching of personnel for arrival of foreign employees.**

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Needs of local entrepreneurs related in hiring, briefing and recruiting immigrants.

- After hiring an immigrant entrepreneurs hoped to get information about **language studies, arrangements of immigrant's everyday life, immigrant's further education, familiarization, social integration of immigrant's family,**
- When recruiting directly from abroad entrepreneurs hoped to get information about **legislation, residence permits, practical arrangements (interviews, interpretations), contacts to foreign recruiting partners, culture and situation in labour market in country from where recruiting.**

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Necessity of the project

- Many immigrants are in danger of social exclusion from Finnish society and working life.
- The challenges of educated immigrants are the recognition of competence, finding a job corresponding with education, lack of knowledge, meeting with employers and social integration to work.
- Employment is one of the cornerstones of social integration.
- The immigrants of Oulu South Region have a great potential which still hasn't been successfully capitalized in enterprises of the region.
- The construction of nuclear power plant in Pyhäjoki opens up new kinds of possibilities in employing local immigrants.



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Actions in the project

- There are 6 different actions in the project. They are based on the best practices of former TUPA –project, results of the survey and the benchmarking excursions of other corresponding projects.

1. **A single desk counselling and guidance service.**

- Serves both immigrants and employers of Oulu South Region.
- Personnel of the project travel to every municipality of the region when needed. Our offices can be found in Haapavesi, Kalajoki and Nivala.

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2. Recruiting events "Kohtaamo"

- Events where immigrants and employers can meet each others
- The project personnel attempt to look in advance for such employers which are providing exactly the type of work that would correspond with your skills.
- It is also possible to arrange these events meant for specialists of some professions.



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3. Matching

- With matching we mean ensuring the demands of working place and working environment and also securing the skills of the immigrant with the help of job coaching.
- The basic idea is to find a match among employers and immigrants looking for a job
- Matching offers a fast and supported way to recruit for employers: Employers will have the support of job coach in planning of employing and familiarization to work.



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4. Work shadowing

- Immigrant is "shadowing" the work of a professional in his work place. It is also possible to try real tasks in supervision of the professional.
- Shadower is able to get a holistic picture about the work of the professional.
- Immigrant and employer will have the support of the job coach, who will counsel them both.
- Immigrant is able to see the finnish way of working and he will get an idea of his needs for further education and requirements of work life.

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5. Civic forums

- Open events where immigrants are able to meet and discuss with local population and different kind of agents in the area about current themes.
- **Seminars and workshops about multiculturalism.**



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Thank you!

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