



NEWSLETTER DEC 2020

INTERNATIONAL TALENTS ACCELERATING GROWTH PROJECT

Helsinki Freedom campaign targets international talent

The reputation of a city can play a huge role when individuals and their families make the decision to relocate. Studies show that Helsinki is well appreciated by those who are familiar with it. With that in mind, Helsinki is taking the opportunity to increase global awareness in order to attract more international talent to the city. It is launching a brand & talent attraction campaign in two parts. The campaigning starts with “Helsinki Freedom” (November 2020), which promotes Helsinki as a city with great values and a place where you are free to build a good life. The second part is “Helsinki, home-delivered” from March 2021 onwards, which is a tactical recruiting campaign that aims to attract international ICT professionals to relocate.



This project is primarily funded by the Council of Tampere Region along with project partners; Helsinki-Uusimaa Regional Council, Academic Engineers and Architects in Finland (TEK).

For Helsinki, freedom means creating a life that looks like you without compromising. The campaign is founded on the bold claim that Helsinki is the new city of the free, providing citizens the kind of freedoms, which are connected to Nordic values and achievable in a Nordic society.

HELSINKI FREEDOM WEBSITE, HASHTAGS & TRAILER

HELSINKIFREEDOM.FI

#HELSINKIFREEDOM

#FINLANDWORKS

#MYHELSINKI

#HELSINKI

[HELSINKI FREEDOM
TRAILER](#)

CAMPAIGN CHANNELS

MyHelsinki social media channels:
IG documentaries directed by award-winning directors: Taito Kawata, Ronja Salmi, Susani Mahadura, Juho Kuosmanen and Virpi Suutari

MyHelsinki digital platform:
true individual, My Freedom Stories
as well as fact-based content on
Helsinki Freedoms

Guerilla, PR & influencer marketing:
Paid digital media,
Collaboration with
Helsinki's network of companies
and other stakeholders

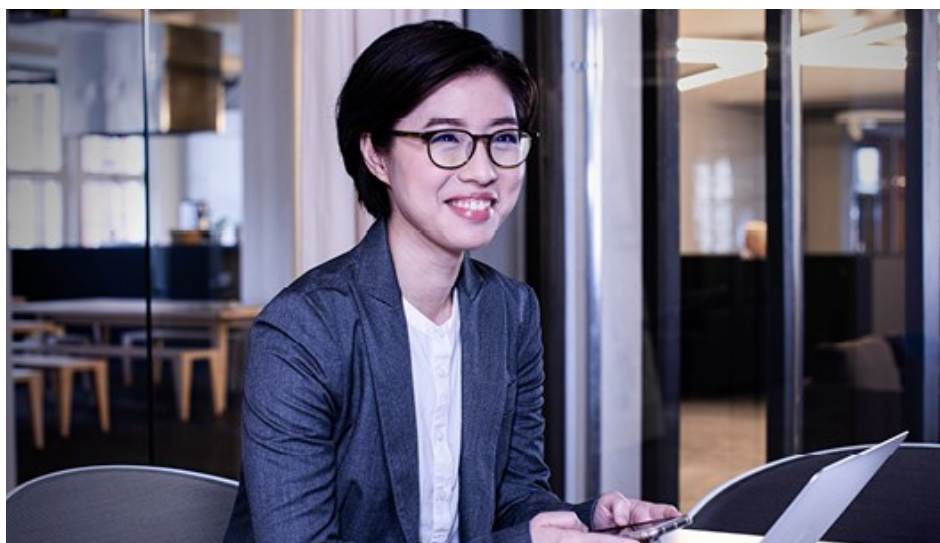
The campaign asks Helsinkians themselves what do they value the most in their life in the city and the campaign shares the stories of these top freedoms:

Freedom Stories

- Freedom to have balance. Koshuke is a Japanese entrepreneur living in Helsinki and his story shows the life that Koshuke has built with his family in Helsinki.
- Freedom to feel safe. Selma is a 9 year-old girl and Selma's story highlights her everyday life and hobbies in Helsinki.
- Freedom to love. Jussi is a gay man living in Helsinki and the story tells of him and his life-long partner.
- Freedom to breathe. Dean is an active professional from Britain living in Helsinki and we see his dynamic commute to work through nature.
- Freedom to learn and grow. Priyanka is from India and his story tells about founding a business in Helsinki.

Diversity as a driving force in companies' growth

International talent can be a solution to the growing need of talent in companies. In addition, international and diverse teams bring positive effects to companies, for example, in customer satisfaction, product development and language skills.



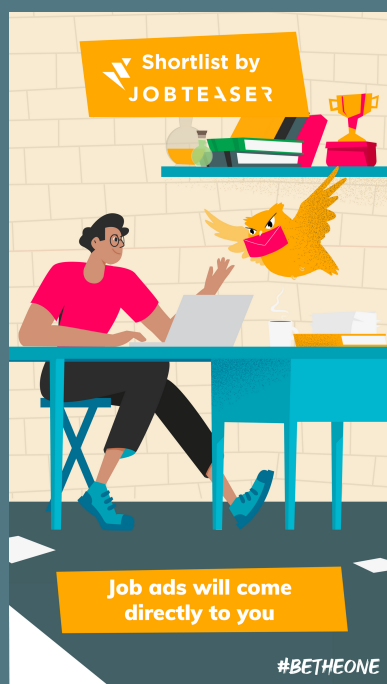
To support employers' readiness to recruit internationally as well as promoting international talent, Helsinki Region Chamber of Commerce with its partners is launching the **Successful Multicultural Company** campaign.

READ MORE ABOUT THE CAMPAIGN AND THE TALENT BOOST INDEX IN FINNISH

INTERESTED IN POSTING AN OFFER TO THE CAREER PORTALS?

You can post a job, work placement or thesis offer to the career portal of an institution free of charge. Once the offer is validated by the institution, you can track its progress: how many views it receives, and how many students have applied. You can also archive it when necessary or modify it.

Choose a university from the next page and start posting!



The campaign highlights the good experiences that companies have from international and multicultural teams and provides information that supports companies in their recruitment.

One of the tools that the campaign offers to companies is Talent Boost Index. Talent Boost Index is an electronic self-assessment tool, which helps the businesses to assess their organization's readiness and openness to recruit international talent. After completing the Index, companies will receive a short profile outlining the current situation. The tool also provides a few service recommendations that might be useful for the businesses' internal internationalization process.

Higher education in Finland starts using JobTeaser

The JobTeaser portal is a gateway for higher education institutions, students and companies in the capital region to develop collaboration. For companies, it gives transparency to upcoming talent and for students it is a door to career paths and jobs. More than 700 schools and universities in Europe are already using career portals powered by JobTeaser, which was founded by a French company in 2008.

Now, as a part of the International Talents Accelerating Growth project (AIKO Talent Boost) the service is utilised by seven higher education institutions in the Helsinki region and by several universities nationwide. Members can use the career portals as channels to reach out to international students and even the local students in most institutions.

What is JobTeaser?

The JobTeaser portal is a tool for institutions to manage job placement and thesis offers, events and other career guidance related services for students. The portal connects companies with students in higher education institutions. Students can discover jobs and other opportunities in key industries, and follow companies of interest. In addition to exploring opportunities, events and career advice, students can also upload their CVs to the platform and make their profiles available to companies looking for specific talent.



KAUPPAKAMARI



How do companies benefit?

JobTeaser helps companies deliver targeted information directly to students. On JobTeaser platform, businesses can post job offers, raise awareness of their recruitment and networking events, and showcase their activities and organisation through a company profile. Companies can also monitor student interests in job postings, including e.g. which key words students use when looking for jobs. Institutions manage their student talent banks and company access is available with an additional agreement.

Interested in posting an offer to the career portals?

You can post a job, work placement or thesis offer to the career portal of an institution free of charge.

Find out more by visiting the following web pages:

[Aalto University](#)

[Haaga-Helia University of Applied Sciences](#)

[Laurea University of Applied Sciences](#)

[Metropolia University of Applied Sciences](#)

[Hanken](#)

[University of Helsinki](#)

[Arcada University of Applied Sciences](#)

[The International talents accelerating growth project \(5/2019-7/2021\)](#) supports companies in internationalization and in finding skilled international work force in Helsinki metropolitan area. The main focus is on industries suffering from labour shortage. Additionally, the project aims to strengthen the ecosystem for international talent operations by developing co-operation and coordination models between actors that are essential for the attraction, integration and employment of international work force.

The project and its ecosystem building is headed by the City of Helsinki. The objectives of the project are in line with the objectives presented in the [Talent Boost Programme](#) (2017) by the Ministry of Economic Affairs and Employment.