



NEWSLETTER JUNE 2021

INTERNATIONAL TALENTS ACCELERATING GROWTH PROJECT

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).

International Talents Accelerating Growth

is a project that supports companies in finding and recruiting skilled international employees in the Helsinki metropolitan area, especially on industries that suffer from labour shortage. Additionally, the goal has been to strengthen the ecosystem for international talent operations in the capital region, by developing cooperation structures between actors that work within attraction, integration and employment of international workforce.

Project timeline: May 2019 - July 2021

Project partners: the cities of Helsinki, Espoo and Vantaa, Helsinki Region Chamber of Commerce, Helsinki Marketing, Helsinki Business Hub, Aalto University, Hanken School of Economics, University of Helsinki, and Haaga-Helia, Laurea and Metropolia universities of applied sciences.

The project and its ecosystem have been led by the City of Helsinki, and the objectives of the project are in line with the national **Talent Boost** programme.

Helsinki Business Hub talent attraction events

Helsinki Business Hub (HBH) has been attracting international talents to the Helsinki region with international recruitment events. In the beginning of the project, recruitment events were organized face-to-face in target countries such as Russia and India. Later on they were moved to virtual platforms, in which companies and talents have been able to meet and get matched with each other regardless of their place of residence.

KEEP UP TO DATE ABOUT
INTERNATIONAL
RECRUITMENT EVENTS
IN THE FUTURE:
HelsinkiBusinessHub.fi/Events

KEEP FOLLOWING AND
SHARING THE HELSINKI
FREEDOM STORIES:
HelsinkiFreedom.fi

In addition, HBH maintained and updated the **Work in Helsinki** website and launched a Talent Pool Helsinki platform in which companies could search for top ICT talents from around the world.

Results: HBH organized or participated in altogether 10 recruitment events during the project. Through the events, HBH reached at least 6 400 talents around the world and cooperated with over 40 companies that were interested to reach those talents. The recruitment events resulted in around 380 job interviews between companies and talents, and at least 8 recruitments have been reported so far. Talent Pool Helsinki got close to 5 000 registered talents and 11 companies to use the platform, while the Work in Helsinki website had over 36 000 visitors during the project time.



Helsinki Marketing talent attraction campaigns

Helsinki Marketing has played a key role in increasing global awareness of Helsinki and to attract international talent to the capital region. Since November 2020, ***Helsinki Freedom*** campaign has been promoting Helsinki's values and opportunities for a good life, with short documentaries, videos and fact-based articles about the happy residents of Helsinki. Following with the ***Helsinki, home-delivered*** campaign in March 2021, Helsinki Marketing has been promoting a 'digital Helsinki box' to international ICT professionals around the world. Eight companies joined the campaign by providing products to the box, while also getting the benefit of reaching a potential candidate pool of ICT talents who showed interest towards working in Finland.

Results: Paid media for the Helsinki Freedom campaign reached about 3 million people, and the videos were watched nearly 9 million times. In addition, the 'Helsinki, home-delivered' campaign resulted in 2670 candidates sending applications and showing interest towards Finland and Helsinki.

SPOUSE PROGRAM IS
ALREADY SUPPORTED BY
OVER 50 COMPANIES.
WANT TO JOIN AS A
PARTNER?

READ MORE
[SPOUSEPROGRAM.FI](https://spouseprogram.fi)
OR CONTACT
jochen.faugel@hel.fi



TEST YOUR
ORGANIZATION'S
READINESS TO RECRUIT
INTERNATIONAL
TALENT:
[TALENT BOOST INDEX](#)

VIEW THE ARTICLES OF
[SUCCESSFUL](#)
[MULTICULTURAL](#)
[COMPANY](#)

One year of Spouse Program

Throughout the last 12 months, the **Spouse Program** has helped numerous spouses of international employees in their social and professional integration process. A supportive community, weekly workshops, networking events and smaller initiatives combining fun and advice, have proven valuable to the participants of the program. Companies have played an important role during this time, promoting the program internally in their organizations, providing experts for workshops and giving professional insight to the spouses. It is a win-win situation for both parties involved, as the Spouse Program is a valuable tool for companies to attract and retain its international talent.

Results: Since its launch in June 2020, well over 400 participants signed up to the program, benefiting from close to 40 diverse workshops, trainings and networking events. 15 of the events have been organized in cooperation with a company or NGO partner, bringing varied content and more value to the spouses. 52 companies from various industries are already promoting the program internally, out of which 31 companies are involved as active partners.

Helsinki Region Chamber of Commerce - supporting companies in internationalization

The Helsinki Region Chamber of Commerce has been strengthening companies' competencies to hire international employees. Throughout the project, the Chamber has provided employer counselling in themes such as legal matters and recruitment and residence permit processes of international employees. Together with Business Finland, the Chamber developed the **Talent Boost Index**, an electronic self-assessment tool to help organizations evaluate their readiness towards hiring international talent. To support this goal, the Chamber also launched the **Successful Multicultural Company** campaign to highlight positive experiences from companies that have multicultural teams.

Results: The Chamber has held 670 counselling sessions, as well as general and pop-up info sessions for companies about international recruitment. Talent Boost Index has already been used 780 times since March 2020, while the Successful Multicultural Company campaign reached almost 200 000 people in social media channels.

READ MORE ABOUT THE
CITIES' INTERNATIONAL
TALENT SERVICES:

INTERNATIONAL HOUSE
HELSINKI

TALENT ESPOO

TALENT VANTAA

OR CONTACT THE
BUSINESS
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VANTAA
lotta.bjorn@vantaa.fi

Company cooperation in the cities

The cities of Espoo, Helsinki and Vantaa have cooperated closely with companies to help them attract and retain international employees. Business coordinators have actively contacted companies to understand their recruitment needs and tell them about relevant services, programs and events related to international talents. They have also tried to create employer contacts for international degree students by forwarding relevant job and internship opportunities to higher education institutions and matching students directly with companies whenever possible.

Results: Altogether, the business coordinators of the three cities contacted more than 700 companies during the project. Out of those, 20 % have led to a job or internship offer or other activities making use of international talent. In addition, 38 % of the contacted companies had either worked with international talents in the past or expressed interest towards hiring them in the future. These findings show that there is interest and positive attitude towards hiring international talent, and demand for events, programs and services that support companies in these efforts.



Matching international talents and employers

The project's target group of international talents has consisted of international degree students, graduates, spouses and other highly educated people who reside in the capital region. The Helsinki Region Chamber of Commerce organized the **EntryPoint Mentoring Programme** that matched international talents with professionals, to help the talents enter the Finnish job market.



BECOME A COMPANY
MENTOR FOR
INTERNATIONAL
MASTER'S STUDENT:

AALTO
INTERNATIONAL
TALENT PROGRAMME

HANKEN
INTERNATIONAL
TALENT

HELSINKIUNI
INTERNATIONAL
TALENT PROGRAMME

In addition, the project partners have collaboratively organized virtual networking events to match talents and companies. Such events have provided a useful platform for companies to meet candidates during COVID-19, and for job-seekers to build meaningful connections with business representatives.

Results: The EntryPoint Mentoring Programme had 164 participants in total, meaning that 82 mentoring pairs were formed during the project. Numerous virtual networking events reached well over 1 000 participants altogether, and job and internship placements have been reported as a result of these events.

International Talent Programmes

One goal of the project has been to help international degree students to enter the Finnish job market. The University of Helsinki and Aalto University created International Talent Programmes which were based on HankenHIT programme of the Hanken School of Economics. International Talent programmes make it easier for international students to get worklife contacts and broaden their professional networks. In the talent programmes, company or organization representatives provide students with advice and insights about them as an employer and Finnish working life. For companies, these programmes are a great way to become familiar with international students from their own field and to create positive employer brand among university students. All three universities will continue to organize the International Talent Programmes in the future – more companies are encouraged to join for the 2021-2022 rounds!

Results: Hanken organized two rounds of **Hanken International Talent** (HankenHIT) during the project, and altogether was able to match 46 students with individual mentors. Most students found work or thesis related opportunities with the help of HankenHIT. **Aalto International Talent Programme** was also organized two times, with 220 students and 16 employer organizations participating in the group mentoring. **HelsinkiUNI International Talent Programme** (HITP) was organized the first time during the project, with 120 students and 12 employer organizations participating.

POST A JOB, INTERNSHIP
OR THESIS OFFER TO
UNIVERSITIES OF APPLIED
SCIENCES:

HAAGA-HELIA UAS

LAUREA UAS

METROPOLIA UAS

MULTIPOSTING TO
UNIVERSITIES:

AARRESAARI.NET

JobTeaser – platform for companies and students to find each other

JobTeaser is a service for companies to post their job and internship offers or create visibility among students with an employer profile. Students can use JobTeaser to find interesting jobs and companies, attend their virtual events and upload a CV in the Talent Bank – a feature that is very useful also for companies that are looking for specific skills in their candidates. For companies, JobTeaser is a great place to reach international students as the platform was first introduced to the English degree programs in many institutions. However, JobTeaser has been opened to national students as well, making the service even more useful for all companies looking to cooperate with students.

Results: As a result of the project, 7 higher education institutions in the capital region have already started using JobTeaser as their official job board: Haaga-Helia UAS, Laurea UAS, Metropolia UAS, Arcada UAS, Aalto University, Hanken and the University of Helsinki. In addition, JobTeaser has been launched in many other higher education institutions around Finland. In the future, some of the institutions will develop the portal to allow their alumni to register as well - widening the talent pool even further for companies recruitment purposes.



HANKEN

