

Become entrepreneurs together!

This is the encouraging theme of one of the project entities within the programme 'Entrepreneurship as a way of utilising workforce'. The other is entitled 'Support for regional business services'. Enterprise Finland is the ideal brand for the programme. Since cooperation is the key to everything, cooperative entrepreneurship plays a central role in the programme.

IN ADDITION TO TWO COORDINATION PROJECTS, the programme includes two target areas. Firstly, it develops the processes and systems of regional business services. Secondly, the programme expedites the development of multiform, new entrepreneurship.

Finland has a high number of business service organisations, with private entrepreneurship the most common form of entrepreneurship. The programme 'Entrepreneurship as a way of utilising workforce' emphasises cooperation as a counterbalance to separate service organisations and private entrepreneurship, both in providing services to enterprises, and for private entrepreneurs. Because the key word is cooperation, cooperative entrepreneurship receives a major emphasis within the programme.

The activities of enterprise service organisations are being developed as part of the Enterprise Finland service system. For this reason, the name 'Enterprise Finland' serves not only as a brand but as a slogan referring, within suitable contexts, to entrepreneurship activity.

Regional business advisory services pay attention to the customer

Cooperation within regional business services is being developed by opening the process up, through an evaluation and development discussion led by the support project for regional business services. Within each region, the aim is to achieve a cooperation agreement which makes business advisory services more productive, influential and customer-oriented

Development processes have been launched in various parts of the country and the project has adopted a stronger role in disseminating best practices. Regional negotiation processes also reveal a need for national development. The Ministry of Employment and the Economy has approved the first regional agreement complying with the Enterprise Finland service standards (Kotka-Hamina region). New agreements are being concluded on a continuous basis.

National programme projects financed by ELY-centres contribute to supporting regional development work. They offer a funding framework for the development of services provided by various actors in the region, in order to meet cooperation requirements.

Become entrepreneurs together! Entrepreneurship section of the mol.fi website renewed

Programme projects emphasise cooperation aimed at furthering the development of new entrepreneurship, in a range of forms and in many ways. The 'Become entrepreneurs together!' project revamped the entrepre-



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neurship service section of the www.mol.fi website, to better support those seeking business partners or successors. Partners can also be sought for cooperatives and franchising chains, or entrepreneurs for businesses, based on an existing business idea.

Multiform entrepreneurship is also emphasised by e.g. the MASUUNI project. This promotes multifaceted immigrant entrepreneurship and develops services for immigrant entrepreneurs.

Advisory services for start-up firms in the Tampere region are an example of the development of a regional service entity. Preparedness for cooperation is reflected in the fact that voluntary work (such as business mentors) also forms part of the service entity. The project arranges key advisory and development services for enterprises, while forging closer cooperation between service providers and other operators. For instance, the cooperative service led by the association Tampereen seudun osuustoimintakeskus ry provides advice to those considering the establishment of a new cooperative. Meanwhile, the 'passing the baton' service, led by the Pirkanmaa entrepreneurs' association Pirkanmaan Yrittäjät ry, helps in changeovers of ownership. The 'passing the baton' service also maintains a register of exiting entrepreneurs and their successors.

Development programme Entrepreneurship as a way of utilising workforce

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