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The national KOTTI project combs Finland for enterprises

## Targeted skills – with Yritysharava

The 'enterprise comb' operating model uses telephone interviews to survey the status of all enterprises in Finland, from order book development to financial outlook. As part of the KOTTI project, the enterprise comb assists authorities in work involving employment issues.

**USING DATABASES, THE KOTTI PROJECT** conducts research, commissioned by the Employment and Economic Development administration for its internal use. Over a period of three years, this project will involve the interview of all enterprises operating in Finland. The information gained will help the authorities to target services in line with the needs of their customer base. In this way, the efficiency and effectiveness of operations can be enhanced. This database-oriented research method operates under the 'Yritysharava' (=enterprise comb) brand. The aim is to establish it as a permanent, nationwide operating model.

Yritysharava compiles telephone interview information into a database, from which data is distributed to ELY-centres and locally to all Employment and Economic Development offices for proactive use. In addition to regional information, the Ministry of Employment and the Economy receives monthly reports on the status of Finnish enterprises, concerning the development of their order books, financial positions and the impacts of economic trends on their activities.

KOTTI is developing an operating model, combining the best features of measures previously applied separately. Enterprises in the region are interviewed, with the resulting information sorted into reports and forwarded during the same day. The system's common data bank is also utilised in the foresight and planning of practical activities. During the project period, 2009–2010, over 100,000 enterprises have already been interviewed by telephone and the number of database users totals some 1,300.

KOTTI also includes two sub-projects, for which the Ministry of Employment and the Economy is responsible. The KOHTI model (automatic data transmission) utilises the information of Yritysharava. KOHTI was developed for the purpose of planning labour market training purchases.

Secondly, KOTTI is implementing an IT solution for internal use within the administration, to ensure the operating model's functionality and data security.

### Companies' recruitment models and investments examined

The region of Pirkanmaa has already been processed by Yritysharava. Yritysharava interviewed enterprises in the region between the autumn of 2009 and the spring of 2010. Pirkanmaa's almost 20,000 enterprises disclosed information and their plans for the future. Workforce needs far into the future were revealed. Among the companies involved, Yritysharava was immediately able to promote training, HR planning, retirement and changes of generation. The database contains information on business locations, lines of business and the numbers of enterprises willing to grow. In addition, there is data on which companies are focusing on development and investment. This helps those in charge of Yritysharava to better adapt the work and resources of regional and local authorities, in relation to the labour market.

### Enterprise comb, Yritysharava, i.e. the national KOTTI project

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