

Leverage from the EU for **Employment**

Structural Fund period 2007–2013




European Union
European Regional Development Fund
European Social Fund

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Leverage from the EU for Employment

The main objectives of the EU's Structural Fund programmes include supporting job creation and reducing unemployment. The EU funds Finnish projects that promote the growth of employment in Finland. Strong and competitive companies and a reduction of the structural differences between regions are important factors in creating jobs. In addition to boosting employment, Structural Fund programmes focus on promoting the ability of individuals to remain active in the labour market and the prevention of marginalisation.

Supplementary funding is granted from the European Union's Structural Funds for activities that improve Finnish expertise, employment and competitiveness. The objective is also to develop equal opportunities for people and regions. The aim is to ensure that Finland is a country with employment, skilled people, a favourable atmosphere for new ideas and successful companies as well as a good environment in which to make a home, to live and to work.

EU funding to create jobs in Finland is directed first and foremost to those who most need it. Project funding is targeted especially at supporting young people, the unemployed, adults, immigrants, the handicapped and other people in danger of marginalisation, and to promote regional equality. People who find work, their immediate acquaintances and communities, and the organisations that hire them all benefit from successful projects. Development measures connected to employment can be implemented throughout Finland.



Support for job creation from the EU's Structural Funds

Additional funding for projects that support employment is available from both the European Regional Development Fund (ERDF) and the European Social Fund (ESF). The policy guidelines of the funds determine the key objectives of the programmes and the projects to be funded.

The European Regional Development Fund supports job creation at the provincial level and improves the attractiveness of regional labour markets. ERDF funding is granted to good project ideas that have as wide an impact as possible on the region and the well-being and employment of its population.

The European Social Fund supports employment by companies and work organisations and the creation of new jobs by boosting know-how and by developing the appropriate services that help people to find work. ESF support for increased employment in Finland is directed at points of focus defined in the ESF programme.



Funds from the European Regional Development Fund (ERDF) and European Social Fund (ESF) are used to boost employment throughout Finland.



Effects on the environment, cooperation and equality under a magnifying glass

The evaluation of environmental impacts is an essential part of projects that receive assistance from the EU. The best for the environment is achieved when the environmental impacts of projects – both good and bad – are recognised already at the stage when the projects are chosen. Finland’s own legislation also requires that the impacts of projects on the environment are assessed.

Cooperation at different levels – such as between the parties that implement the projects, the authorities, industry and commerce, other organisations – takes place at all stages of the projects. Partnership and doing things together are encouraged both during the planning of projects and during the implementation phase.

The promotion of equality in all of society, such as between the sexes, and between people of different ages and population groups, is also one of the criteria of EU assistance. In addition, national legislation requires that attention be paid to gender equality in the implementation of projects.

Good networking improves the quality of life and boosts employment

“Strength from networking for human solutions in life” (Wire) is a development project partly funded by the European Social Fund ESF that is led and administered by the Jyväskylä University of Applied Sciences. Wire’s starting point is to help unemployed people find work on the open labour market and at the same time secure the labour supply of companies. The methods used include training, acti-

vating people and job coaching.

Eine Vesander found out about Wire at the employment exchange. She is delighted by the way in which the project motivates and activates the job seeker: “The person is treated as an individual, which means that the starting point is already positive and encouraging. Therefore, the threshold is low for participating in the courses, active portions and job

coaching offered by the programme, so it works.” Thanks to the Wire project, Eine Vasander went on to complete a degree in social and health care (AMK) at Jyväskylä University of Applied Sciences and now works as a rehabilitation guide. Today she works at the Jyväskylä Dementia Association.

Wire’s Project Manager **Antti Hakulinen** from the Jyväskylä Univer-



EU assistance is directed via programmes

Programmes, through which EU assistance is directed, are approved for a seven-year period. The current period covers the years 2007–2013. EU funding has been reserved separately for each year.

The funding of the European Regional Development Fund is distributed during the 2007–2013 period via five regional programmes in southern, eastern, western, and northern Finland, and in Åland. The programmes are based on the development needs of each region. The programmes define the strategy, measures and funding directed at them, as well as indicators to measure the results of the operations.

In mainland Finland the funding of the European Social Fund is distributed via one programme that is divided between a nationwide part and regional parts. The programmes are described in more detail in programme-specific brochures.

sity of Applied Sciences says that EU funding made the project possible. Hakulinen emphasises that finding a common will is central for the success of the project. “The common vision has to be crystal clear. The strategy and measures used to achieve objectives are based on it.”

The Jyväskylä region has functioned as a forerunner in developing health and activation measures for

the unemployed. Active portions to invigorate participants, based on health examinations, for example, have been found to be extremely important measures to improve quality of life. Exercise groups have also been established throughout Jyväskylä, which attract the participation of hundreds of unemployed people every year.



Enterprises, educational institutions, research institutes, municipalities, and other societies or their combinations can apply for funding for their projects from the EU.



Further information

What does EU assistance mean in practice?

In practice, EU assistance means that part of the public funding allocated to a project is EU funding either from the European Regional Development Fund or European Social Fund and part is national public funding. In addition to the public assistance, the project must also include the financing provided by the party implementing the project. The type and amount of assistance varies depending on the public financier, content of the project and national legislation.

Who can apply for EU assistance?

Enterprises, educational institutions, research institutes, municipalities, and other societies or their combinations can apply for funding for their projects from the EU.

Where can EU assistance be applied for and where is additional information available?

Public financiers describe the procedures for applying for funding, and the possible application periods, on their own Internet pages. Contact information for the financiers is listed at the end of the brochure.



For what kinds of projects can assistance be applied for from the European Regional Development Fund?

The objective of the programmes of the European Regional Development Fund is employment growth and the promotion of the competitiveness and viability of the regions. The programmes seek to increase employment especially in the regions of Finland with the weakest employment performance.

In addition to employment, the ERDF also supports

- the promotion of innovation activities and networking
- the development of new environmental technologies
- the improvement of the accessibility of the regions
- women entrepreneurship
- new creative projects in the service sector
- facilitating the generational transition inside companies
- growth and competitiveness of SMEs
- development of operating environments and services that promote employment



For what kinds of projects can assistance be applied for from the European Social Fund?

The objective of the European Social Fund programme is to support employment and the prerequisites for employment by developing know-how and service structures. The funding of the European Social Fund can promote equality, prevent marginalisation, develop know-how, working conditions and the well-being of employees, or develop systems that ease the operation of the labour market and activate people to participate and work.

In addition to employment, the ESF also supports

- reducing the problem of weak labour supply
- development of flexible recruitment models which can respond to labour demand resulting from a changed situation
- employment for people who lost their jobs due to structural changes
- employment of young people
- promotion of employment and the ability of people to remain active on the labour market
- measures intended to reduce the numbers of young people not finishing their studies
- preparations for the ageing of the labour force
- development of labour organisations and the skills of personnel
- improving the ability of SMEs and employees to meet the challenges of globalisation
- promotion of the creation of a new kind of entrepreneurship
- a better match between education and the needs of working life, and transition to working life
- labour market related immigration

What do I need to do to get EU assistance

If you have an idea for a project to develop employment for which you would like to seek EU funding, you can proceed as follows:

- Get together a group of people who are interested in the idea and who are willing to develop the idea further. Include people who are directly concerned with the development. Ensure that your idea has the support of your own organisation and of the required partners.
- Contact a public financier operating in your region so you can discuss your initiative. It is a good idea to get in touch with financiers right at the planning stage of the project, so that it will move smoothly in the right direction.
- In addition to the EU programmes, find out about the regional strategic programmes and their implementation plans.

The terminal for joint shipping in Oulu is improving the region's competitiveness

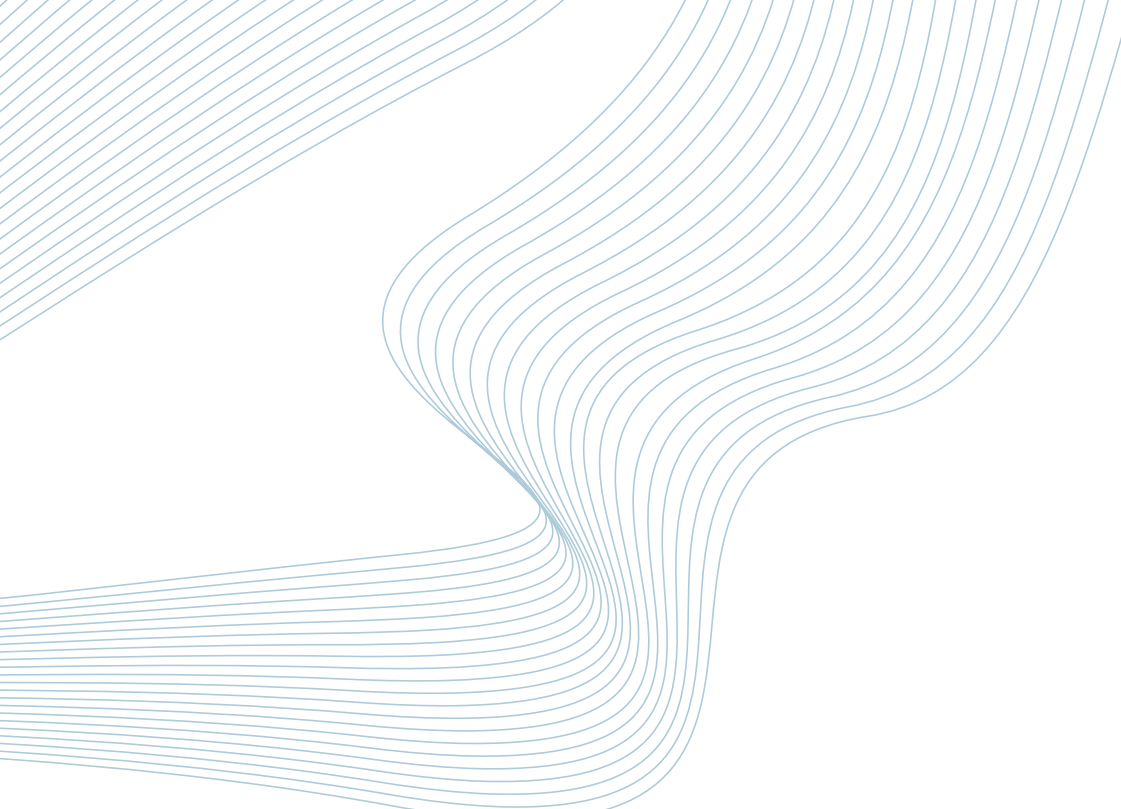
The terminal for joint shipping is a logistics centre located close to Oulu's Oritkari harbour and was brought into use in 2004. It brought a service to the region's companies which is significantly improving the logistic competitiveness of the region's industry and commerce. With the establishment of the new logistics centre, lorry traffic in the southern part of the city centre also

decreased significantly because the terminal replaces the loading point for lines of lorries that used to be located in the Oulu receiving yard for goods.

About 30,000 vehicles are loaded at the terminal each year. Lines of lorries departing south from Oulu can be driven by electric locomotive directly through the Oulu receiving yard for goods without stopping or changing

the locomotive, and then on to their destination.

The terminal area was built together by the City of Oulu, VR Ltd Finnish Railways and the Finnish Railway Administration. In addition to the financing from the parties building it, the project also received funding from the European Regional Development Fund.



- EU funding is always granted for a project that is limited in time and in content. A project plan is always drawn up and it includes the project's content, objectives and stages, division of work, budget and financing plan, and an implementation schedule.
- The application for assistance is completed electronically using the EURA2007 system for the majority of projects. Applications for assistance granted by the Employment and Economic Development Centres, research and development financing from Tekes, and loans and guarantees from Finnvera Plc are carried

out, however, using their own application forms and procedures. Further information on submitting applications can be gained from the public financiers.

- You can find out about EU programmes and their objectives, application periods for funding and other terms and conditions on the Internet at the address www.structuralfunds.fi. The page has links to the Internet sites of your own region and public financiers. Financiers also provide expert advice during the planning and start-up phases of the project.





Other Financing Opportunities

The European Union also has other programmes that support employment. Additional information about them is available from the European Union's Internet pages at www.europa.eu. Several national development programmes and support systems exist in Finland for increasing job creation; additional information about them is available from the financiers mentioned in this brochure.

The development of rural areas is supported through the Rural Development Programme. Additional information is available from the Internet pages of the

Ministry of Agriculture and Forestry at www.mmm.fi or from Employment and Economic Development Centres at www.te-keskus.fi.

The Finnish Funding Agency for Technology and Innovation (Tekes) also funds research and development projects through e.g. product development loans. Companies and public research units can participate in ongoing Tekes technology programmes through their own research and development projects. Additional information is available from Tekes's Internet pages at www.tekes.fi.



FINANCIERS

Finnvera Plc
www.finnvera.fi

State Provincial offices
www.laaninhallitus.fi

Regional Councils
www.reg.fi

Finnish National Board of
Education
www.oph.fi

Road Districts
www.tiehallinto.fi

Finnish Funding Agency for
Technology and Innovation
Tekes
www.tekes.fi

Employment and Economic
Development Centres
www.te-keskus.fi

Regional Environment Centres
www.environment.fi/ayk

Ministry of Transport and
Communications
www.lvm.fi

Ministry of Education
www.minedu.fi

Ministry of the Interior
www.intermin.fi

Ministry of Social Affairs and
Health
www.stm.fi

Ministry of Employment
and the Economy
www.tem.fi

Ministry of the Environment
www.environment.fi/ayk

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