

Youth for work conference:  
new ideas, partnerships, life lasting friendships and loads  
of new knowledge about how to stay active  
at the Baltic Sea! #BSSSC

# Youth for Work!

The BSSSC Youth Event 2013

I remember that so many people from all over the Baltic came together, to find solution for us - the youth in BSR  
\*BSSSC

It was wonderful time with wonderful people! Taking part in such a great event and working on so many important issues connected to Baltic Sea made us feel like we are taking part in a history of BSSSC! \*BSSSC



Youth  
in Action



Helsinki-Uusimaa  
Region

This publication has been funded by the European Commission.  
The Commission accepts no responsibility for the contents of the publication.

# Introduction

The BSSSC Youth Event 2013: Youth for Work! was organized in Helsinki, Finland on the 15th and 16th of October 2013 back-to-back with the 21st BSSSC Annual Conference. Altogether 37 youth representatives from Denmark, Estonia, Finland, Germany, Latvia, Norway, Poland and Russia participated in the event. The project was partly funded by the Youth in Action Programme.

The main event of the project was a multinational workshop on how to tackle youth unemployment on the local and regional level. The results of the workshop were presented at the BSSSC Annual Conference.

The working groups produced fun and innovative ideas, which can be found in this document. The workshop proved that solving tough questions doesn't always have to be about policies – simple practical solutions can also make a difference. We hope that the ideas will be promoted in the regions around the Baltic Sea, that they will spark the decision makers' imagination and that they'll be tested out in practice!

The youth event also included a seminar on youth participation and youth unemployment and an excursion to the Aalto Entrepreneurship Society, a student-run entrepreneurship community and startup ecosystem. After the youth event the participants joined the BSSSC Annual Conference.

The host region Helsinki-Uusimaa wishes to thank everyone involved in the youth event and to wish you good luck in your future Baltic Sea endeavors!



Baltic Sea States Subregional Co-operation  
Helsinki-Uusimaa Chairmanship  
2013–2014



# Process

The BSSSC Youth Event 2013: Youth for Work! service design workshop was carried out in the following steps:

1. **Empathise** – How do the unemployed youth feel? What do they think, hear, see, say and do? What are the pros and cons in being unemployed?
2. **Define** – What is the real problem we need to solve?
3. **Ideate** using the Disney method:
  - The Dreamer's view – Come up with solutions, no restrictions, use your imagination!
  - The Realist's view – How could the ideas from the dreamer's view be realized?
  - The Critic's view – Look at the idea from a critical point of view and develop it further
4. **Present** your best idea!





## Service design workshop

Youth unemployment and schemes to promote youth employment.

## What are we here to do?

To generate ideas on what kind of **services** or **processes** the regions and municipalities could offer in order to tackle youth unemployment.

## What is Service Design

## Design thinking

## What is Service Design

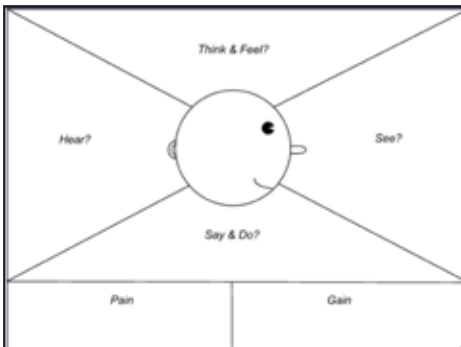
## Problem-solving thinking

## Design process



## Empathise

## empathy map



## Define

What is the **real** problem here?  
**What** do we need to deal with?

## Disney method

## The Dreamer's view

## Disney method

## Realist's view

## Disney method

## Critic's view

## Present

## Sell us your idea!

5 minutes per group

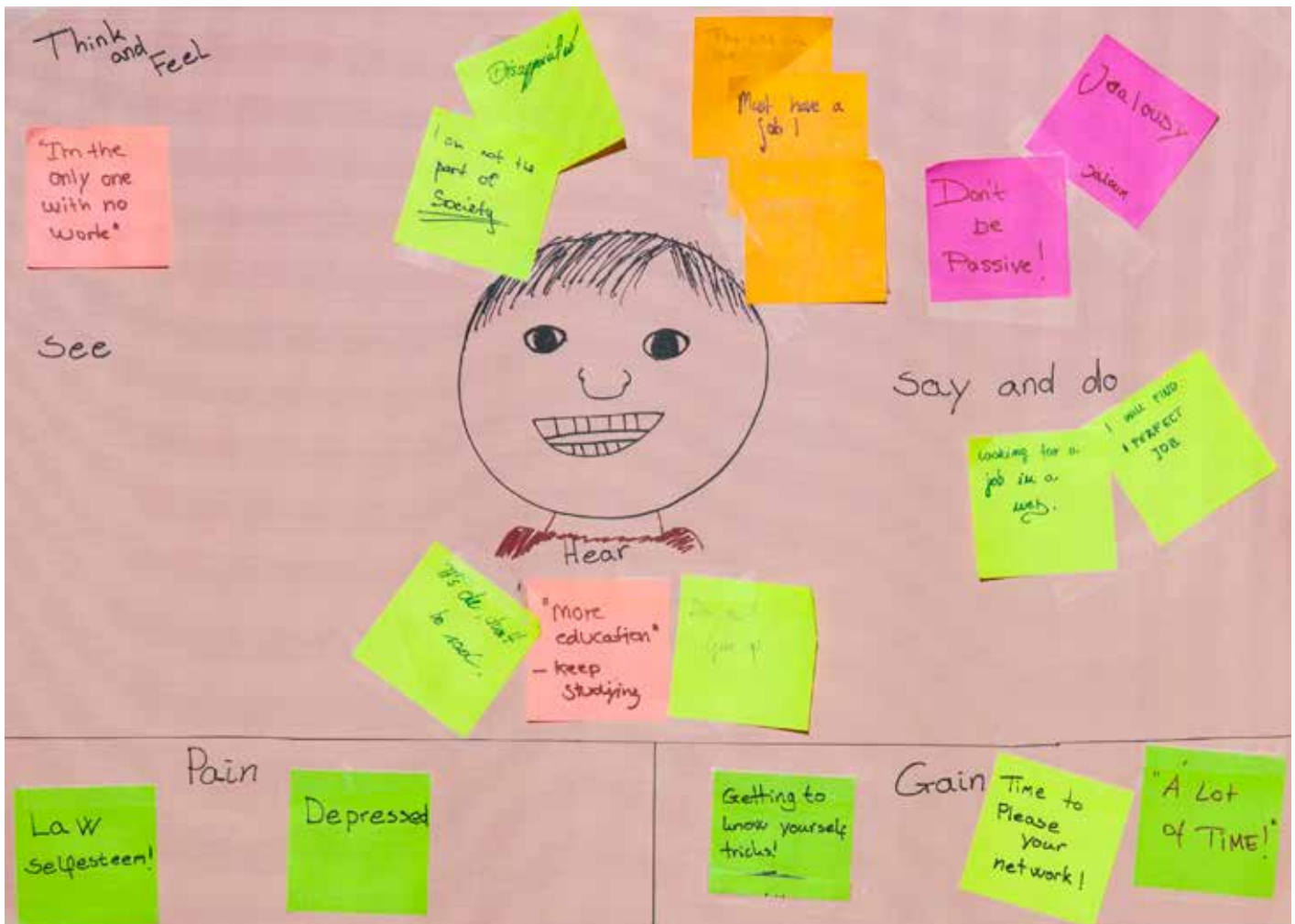


# Empathise

jealous  
useless depressed economically insecure  
embarrassed free unhappy  
stressed  
**How do the unemployed youth feel?**  
disappointed lonely bored helpless  
dumb misses feeling of belonging  
frustrated shameful not motivated

"Don't be passive!"  
**What do they think?**

"My parents are angry with me."  
"Other people have money to buy nice clothes, cars, holidays, homes etc."  
"Everyone has an idea for the future besides me."  
"Do I need a university degree to get a job as a toilet cleaner?"  
"Must find a job!"





"I drink too much."

"I will find a perfect job."

"How do you apply for jobs?"

"Where can I find a job?"

"I am unemployed, because I choose to be unemployed."

"It's hard to get a job."

"It's ok to be unemployed, because we have social security."

What do they say and do?

constantly having to excuse themselves for being unemployed

are active in searching for jobs and participating in job seeking courses

possibility to fall out of social circles

"You are useless."

What do the unemployed youth hear and see?

"I see success around me."

"Dropout is a big problem."

"People are too lazy to work."

"It's ok, don't be sad."

"Do not give up." "Keep studying."

"You are lazy."

+++

- lots of free time for hobbies, networking, creative things, orientation and training
- living on social security benefits

What are the pros and cons of being unemployed?

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- low social status/ falling out of social circles
- negative feelings
- lack of confidence
- no development
- lack of practical work experience



Think &

poor social relations → poor social relations  
- lonely  
- sad / depressed  
- no motivation  
- "I'm not good enough"  
- being nothing & do  
- no money "I'm poor"  
- not happy with employer and the society (for being me)

Hear?

- People are too lazy to work
- Dropout is a big problem
- Low or too high ambition among youths
- Not enough internships
- Firms do not want to offer jobs to people with little work experience.

Why  
• It's hard to get a job / internship  
• Welfare  
• It's ok to be unemployed because I get welfare  
• So many people are unemployed anyway  
• "I drink too much"

See

Pain

- Falls out of social circles
- Financial problems
- Drinking problems
- Lack of confidence

Hearing and seeing often overlap



Feel

"I'll drown my sorrow  
with alcohol"

- freedom  
to do anything
- free time
- content with social  
welfare

+

see?

- LAZYNESS
- few job opportunities
- low educational level  
means jobs with low  
opportunities with low

y & do?

seeking job better / ~~the~~  
financial better

seeking couples

active in searching for  
jobs

- Uses defence mechanisms  
- ~~to~~ ~~mean~~

• Seeks a job level which is  
not high - don't want entry-  
levels

- can fall out of social  
circles
- start drinking more  
amounts of alcohol

Gain

- lots of freetime
- Social welfare

# Group 1 – YOU'RE THE MAN!

Brage, Inger Lise, Ole Martin, Roosa, Trond, Vilma

## The Dreamer's view:

- Every youth has their own personal councilor to guide them and help them find a job or place to study. Counseling is given to students and unemployed youth.
- Lower taxes for the young (to help them cope better financially)
- Job seeking courses are offered during compulsory education
- Private courses are offered, if a person isn't able to get an internship (e.g. in vocational school). Courses are held at schools, financed by the government and lectures are given by guest lecturers from different companies.

## Idea: Self-esteem Camps

- Courses or camps that helps one search for jobs.
- During the courses/camps youth learn about team building, their own strengths, moving outside their comfort zone and about gaining self-confidence.
- The courses/camps are free of charge and financed by the national lottery fund and/or the government.

"You can do it!"

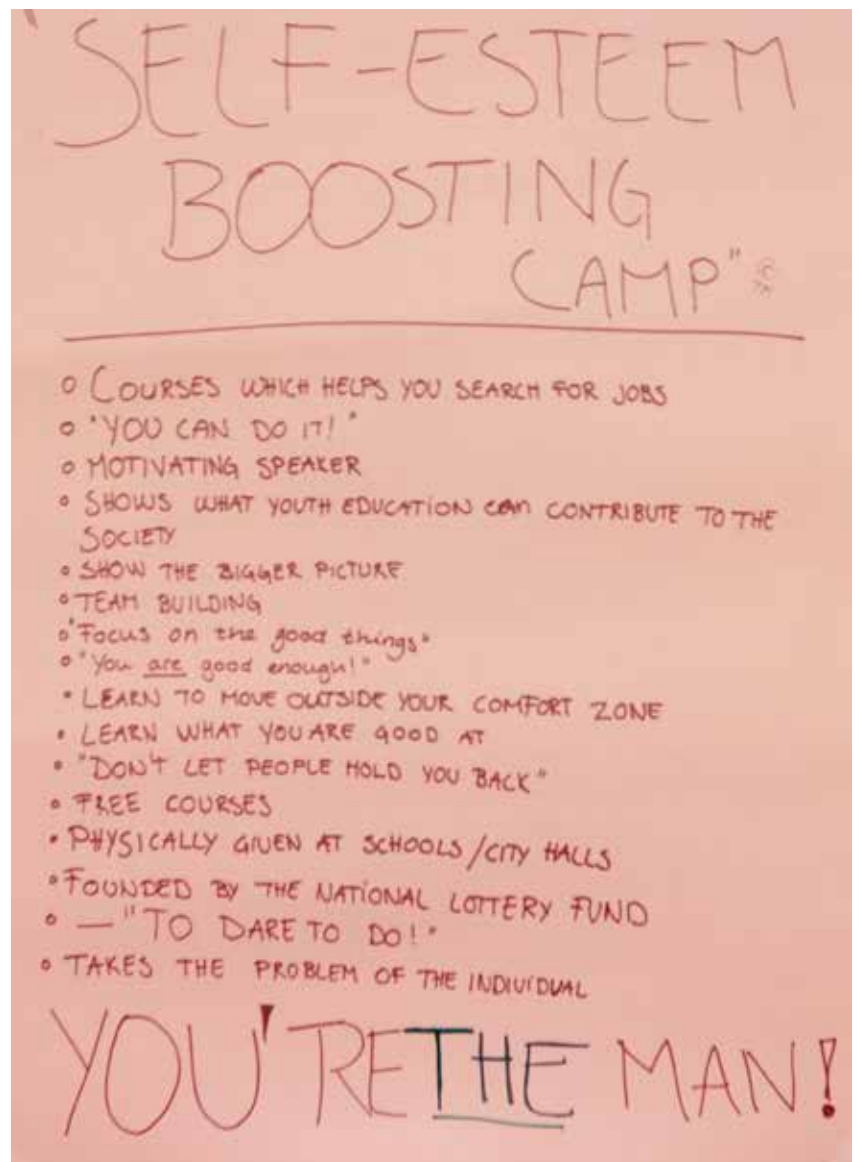
"Focus on the good things"

"You ARE good enough!"

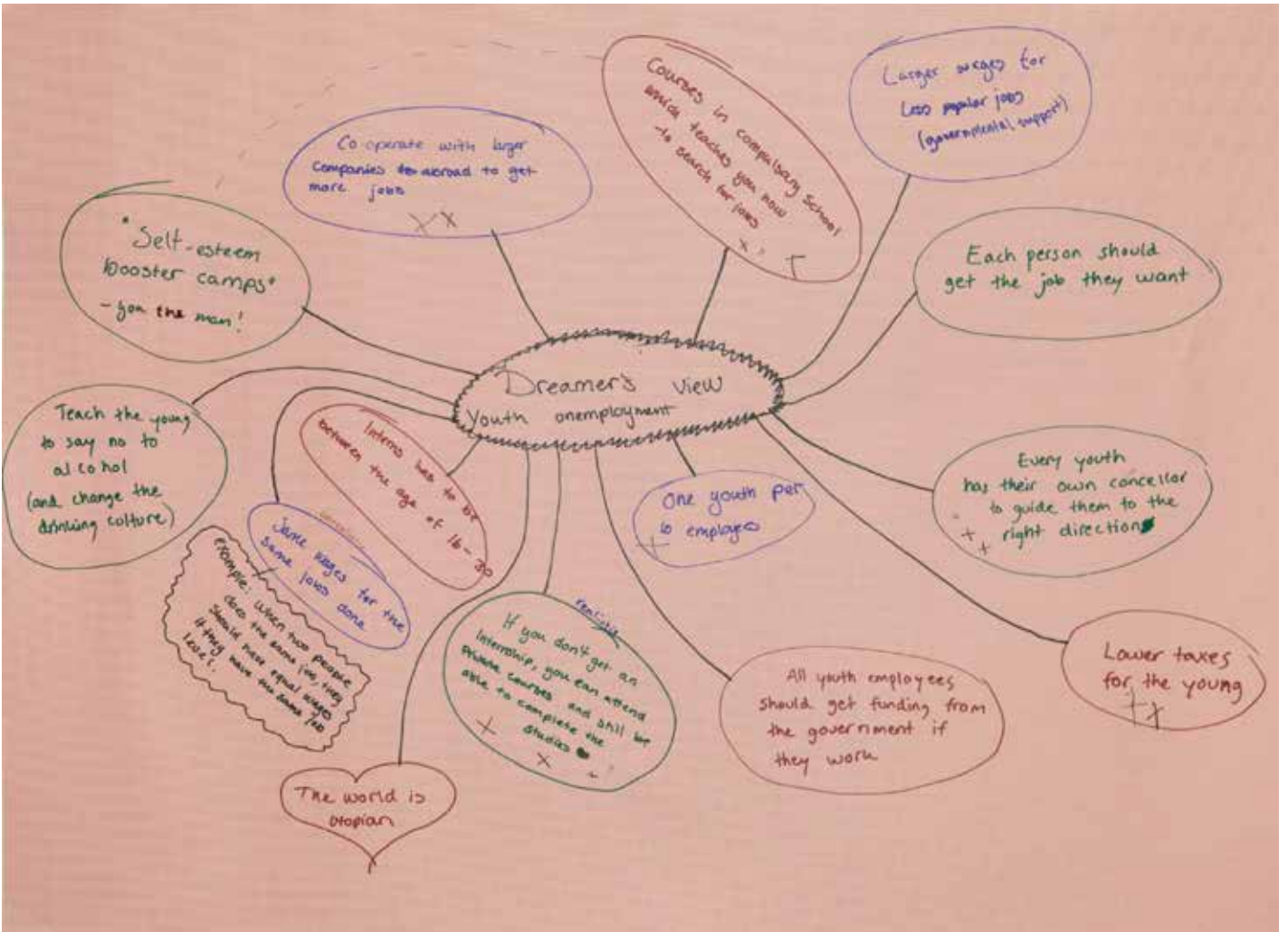
"Don't let people hold you back!"

"Dare to do it!"

"YOU'RE THE MAN!"







**Dejan, Elena B., Elena K., Elisa, Kimi, Lasse, Ove-Kuth, Victoria Elisabeth**



- I want to be successful

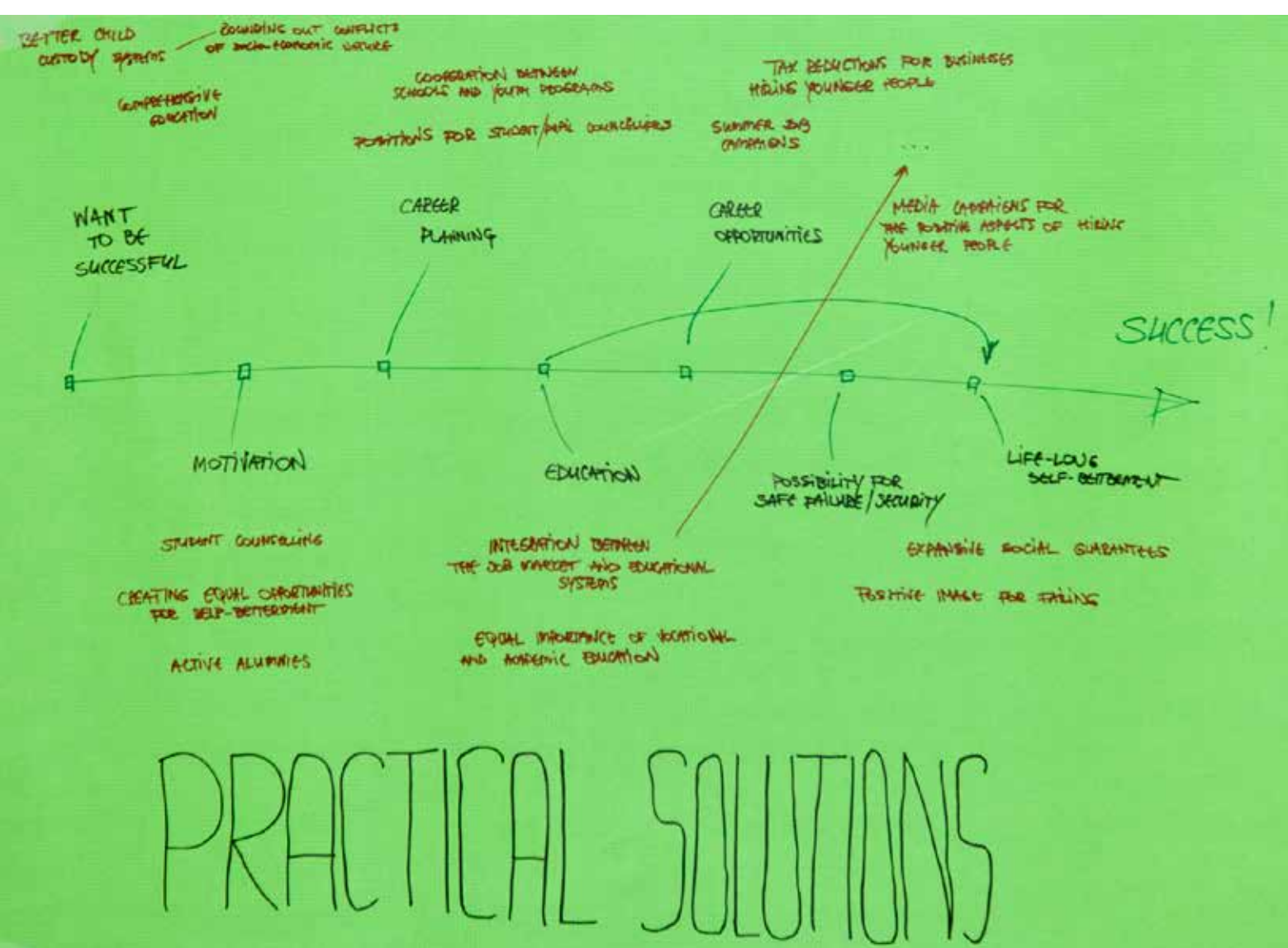
- ### Idea: Path to Success

## The path to success in

- supporting motivation through student counselling







# Group 3 – Bosses <3 Unemployed Cruise

Ali, Inken, Jannik, Melf, Niels, Rohat

## Idea: Bosses <3 Unemployed Cruise

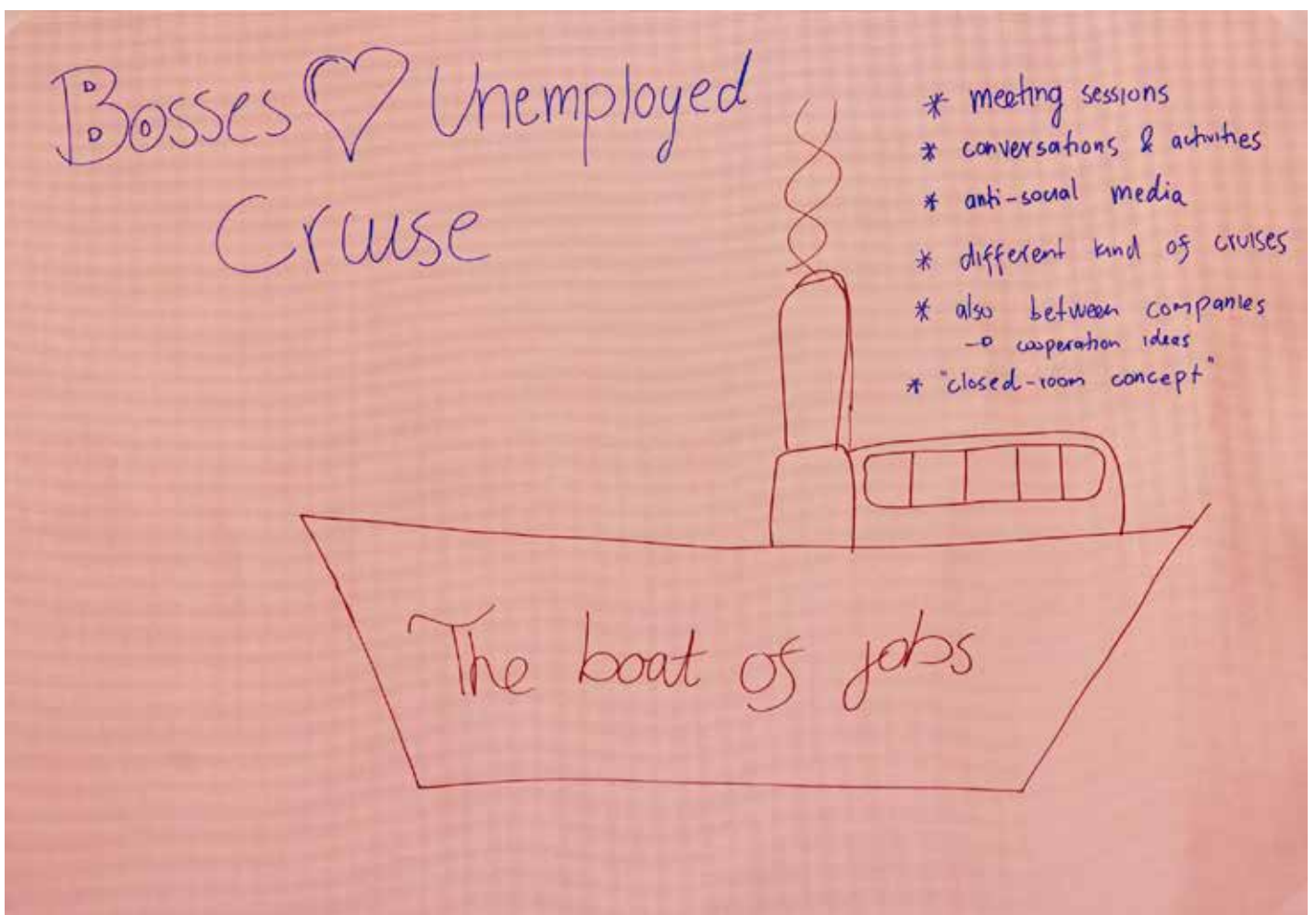
Bosses and job seekers should meet on the Bosses <3 the Unemployed Cruise.

The cruise could include:

- organized conversations and activities
- meeting sessions between the unemployed and the employers.  
Conversations should be led by authorities.
- different kinds of cruises for different audiences: e.g. co-operation cruises for companies
- the “closed room concept” and people meeting face to face –  
a counterweight to information technology and social media







# Group 4 – Developing Social Networks

Anna, Christin, Lauri, Magdalena, Maja, Steven, Thea Benedicte



## The Dreamer's view:

- Exchanges between the unemployed
- Unemployed do social work
- Starting a farm on Mars or the Moon
- Throwing charity parties
- Creating construction projects funded by the state, designed by the unemployed
- Showing people how to do business and encouraging entrepreneurship

## Idea: Developing Social Networks

Unemployed are seen as an unsocial group, which increases the danger of losing social contacts that could help in finding a job.

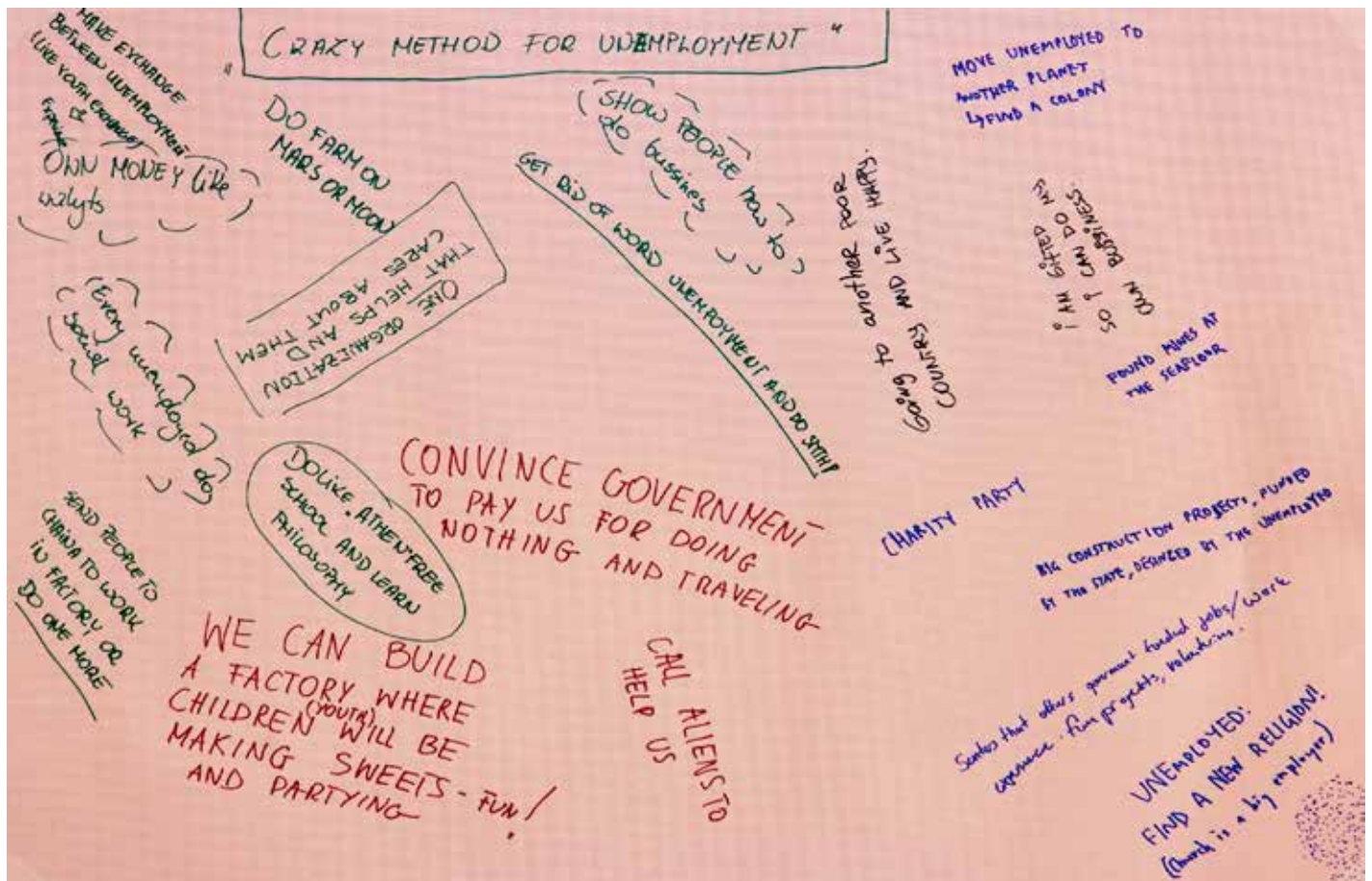
Solution:

- founding a social network to help the unemployed (including health care personnel etc.)
- creating one government funded website for job offers and seekers

The unemployed also have a lot of free time. How to make this free time productive?

Solution:

- forcing people to do something in exchange for social security benefits, e.g. training in companies subsidized by the government.







# Group 5 – Jobs through Mentoring

Anna, Carina, Cris, Ilja, Katrine, Mateusz, Sebastian

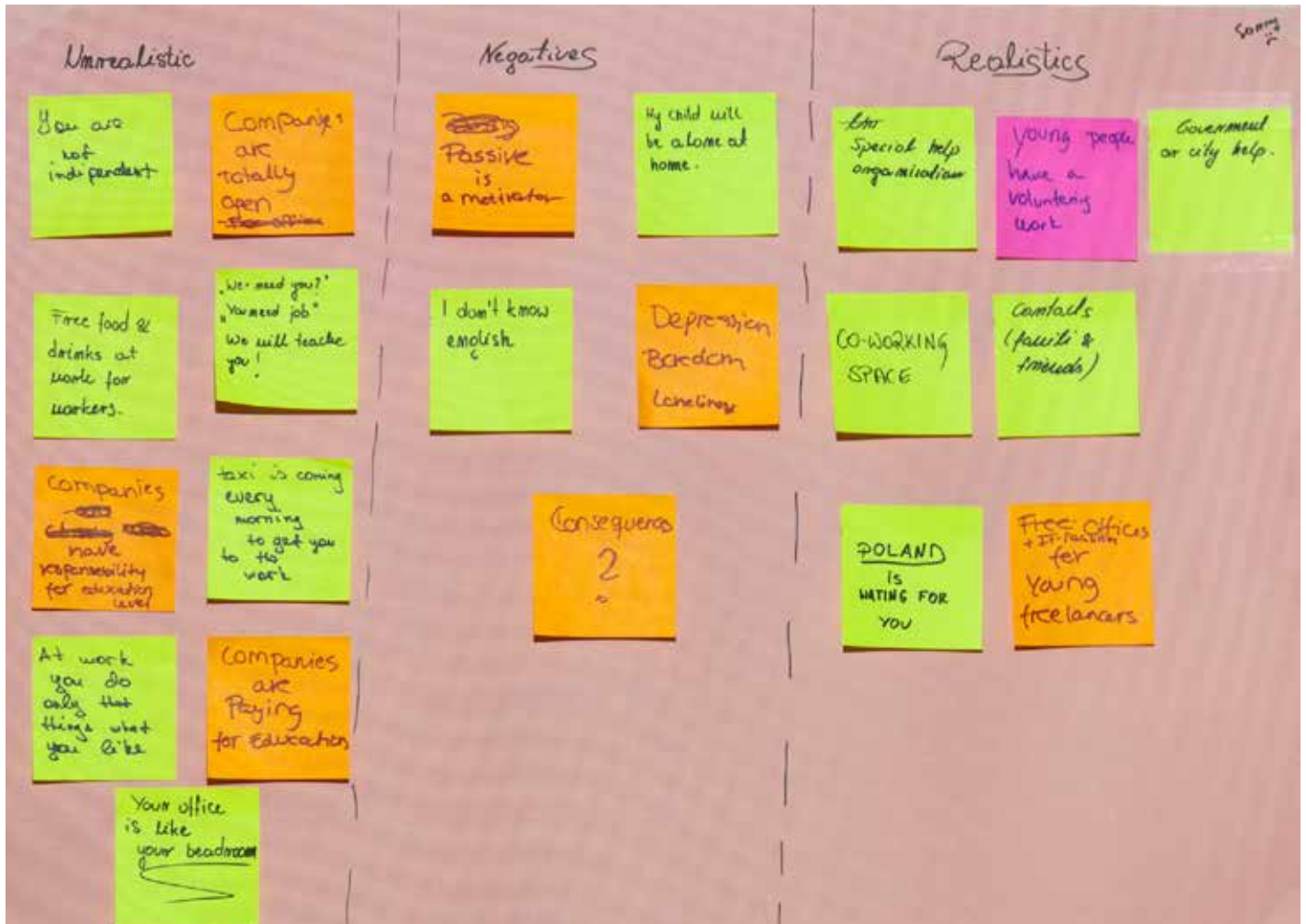


## The Dreamer's view:

- Companies are open and pay for education
- Working is comfortable: free rides and food and a comfortable working environment
- Nice salary and bonuses

## Idea: Jobs through Mentoring


- Mentoring to facilitate the job seeking process – companies / leaders in contact with students
- Companies sponsor freelance facilities supporting young entrepreneurs







# How to get a job?



Get a mentor

1. Target! - University Students
2. Secondary - Companies/Leaders

Our Two EASY STEPS

1. Get job
2. Earn money

Be happy!  
all life

Pos a)

2000 € for everyone per month (BONUS)

You can/just only relax at work

Make a law that every person must work or get imprisoned

Neg b)

Few Jobs

Young People don't have experience

You have to work even when you don't like your job.

Real c)

Paid Interns - Ships

Mentors from companies

Companies sponsor Freelance facilities  
= Young Entrepreneurs

BussC  
2013  
Helsinki





Dear politicians, give us the floor to support you, our situation is difficult but not hopeless :-)  
#BSSSC

Great conference, working hard during conference, dancing harder in the night :-)  
#BSSSC



It was super to meet so many new people, hear a lot of unknown languages and visit places where I have learnt very much! I ate new delicious dishes that I didn't try yet also! #BSSSC



The youth conference was full of variety and we all got to know so nice and different youngsters! It's an amazing way to speak up for your country and change circumstances! #BSSSC



During these few days in Helsinki I've extended my language competences, met a lot of great people and enjoyed city very much! I would recommend everyone!  
#BSSSC

