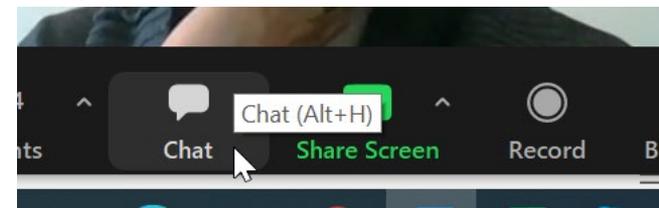
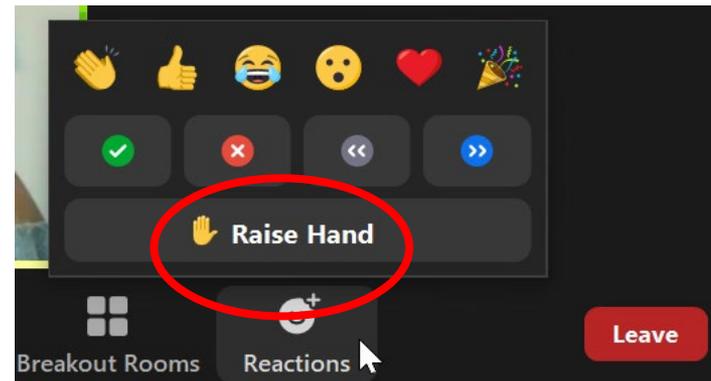
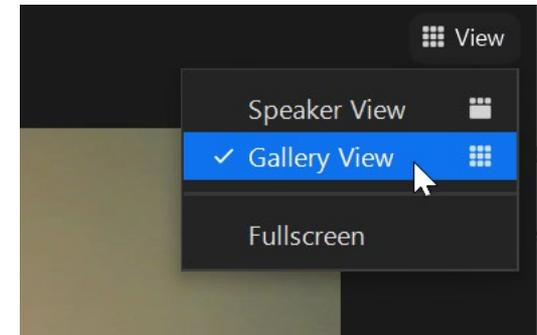




# LABOUR MARKET

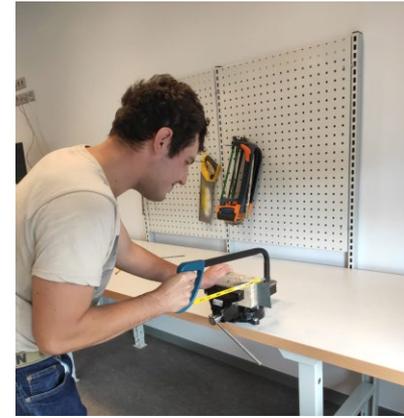
# Technicalities in Zoom

- Keep your camera open
- Mute your microphone if not speaking
- Raise your hand if you have comments, questions etc.
- If you prefer you can also ask your question via chat
- *Menti.com*



# Agenda of the Session

- Labour market expert presentation  
prof. Raul Eamets, dean of Faculty of Social Sciences, University of Tartu
- RETHINK project results  
Johanna Palmstierna, project manager,  
Lina Helgstrand
- DigiYouth project results  
Ardo Rohtla, project manager
- Gardens and ActiveMoms project stories
- Discussion



# RETHINK

*How we made young people with mental health problems feel more included*

*FOCUSING ON ABILITIES AND CHANGE*



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# Rethink

- **Project period:** April 2019 - April 2021
- **Target group:** 18-30 years, carrying a history of poor mental health.
- **Partners:** Municipality of Linköping in Sweden and Region of Zemgale in Latvia are partners.
- **Output:**
  - Develop a training programme
  - Pilot the training programme, total 40 persons (20 for each partner)
  - Develop a mentoring programme
  - Recruit 20 mentors (10 for each partner)
- **Funding:** Interreg Central Baltic.



# The target group - characteristics

Sweden	Latvia
<p>The Rethink project's target group is women and men, 18 to 30 years of age, not in employment, education or training (NEET) which also lives with some form of mental ill health (NEETMI). In both partner regions these target groups face social exclusion and have difficulties to enter labor market, education, etc.</p>	
<ul style="list-style-type: none"> <li>• The target group is heterogeneous.</li> <li>• Poor mental health in combination with social problems.</li> <li>• Low level of daily function</li> <li>• Often drop-outs from school.</li> <li>• Dysfunctional family background</li> <li>• Poor social networks – many professionals</li> <li>• Falls between the chairs – fragmental care systems and services.</li> <li>• Isolation</li> </ul>	<ul style="list-style-type: none"> <li>• Undiagnosed disability</li> <li>• Health problems</li> <li>• Unnoticed individual strenghts</li> <li>• Low level of daily function</li> <li>• The individual is socialized into helplessness and a lack of independent decision-making</li> <li>• Lack of support services</li> <li>• Isolation</li> </ul>



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# The goal was to make the beneficiaries feel more included in one or more areas

- Education/work.
- Health.
- Relationships.
- Economy.
- Hobbies/activities.
- Sense of self.



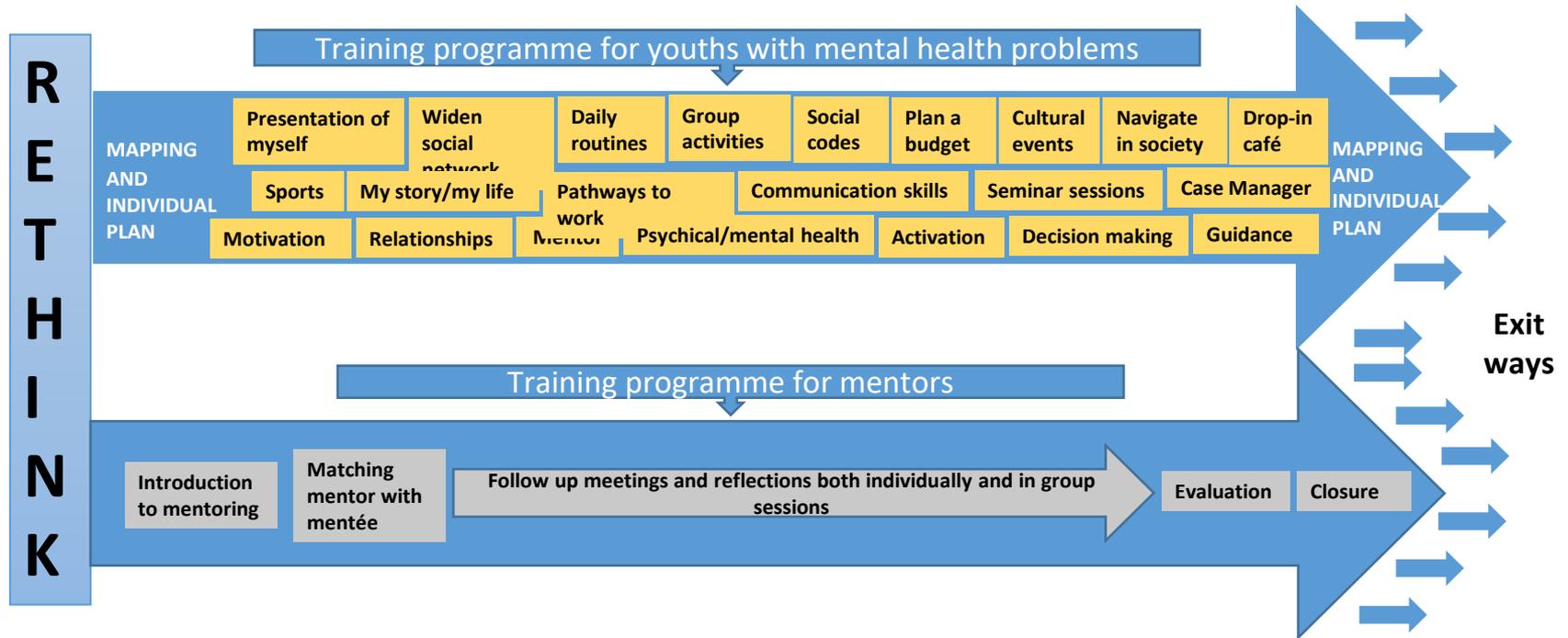
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# Methods and activities – Rethink model





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## Results according to UNESCO learning pillars

### Learning to be

About 40 young people received emotional support in their personal development. Received support in physical health related questions – Learned to cook – Practiced shopping independently – Performed physical activities together with mentor – role-play

### Learning to live together

Participated in the Summer camp 2020 and in group-based activities. Developed social skills including better understanding of social boundaries; Learned to create eye contact; Conflict solving skills, family and romantic relationships discussed; Young people reported feeling more included, accepted and better understood

### Learning to do

Voluntary work experience; Preparing for a job interview (creating a CV, how to present oneself in an interview); Enrolled in employment; Internship, Received mentors' support in decision making about future employment, planning, setting priorities. 14 undertook voluntary / work experience, study visits and 5 obtained employment.

### Learning to know

Learning foreign languages; Economy, Daily routines, effects of physical training, Photography courses; Creative technical skills, digital skills.

## Voices from target group and mentors

- 36 out of 40 beneficiaries achieved a positive outcome through completion of the course or 90%.

*“The meetings made me come out from my apartment which was positive for me because I have been stuck in my home. I met new people, in combination with my mentor and am sleeping better. I am out more often than before”.*

*“ I learned to talk...look in the eyes. I’m learning English now .I’m very keen to change my life, although a lot of things have changed already”.*

*“It works well with my mentor. We meet once every week, walk, talk or play a game”.*

*“ I believe there is certainly need for a mentor. There are people who need more, including help with even everyday tasks. Other times you need a little push, that you are called and somebody says, ‘Let’s go! Let’s go! “*

*“The project is so much better than I expected it to be. Not so much learning, more personal development”.*

*“Through my mentor I get another perspective on myself and what is expected”.*

# Overall challenges and conclusions

- Very different contexts in Sweden versus Latvia regarding services and possibilities for the target group.
- Beneficiaries have very different needs.
- Training programmes needs to be individually tailored to be successful.
- You have to be flexible, meeting place and time as well as offer a range of activities.
- COVID-19 pandemic. Many beneficiaries are in the risk group of covid-19 or feel worried about Covid-19.

# Challenges and conclusions - Sweden

- Digital meetings don't work as good as physical meetings when it comes to building relations.
- Difficulties recruiting mentors.
- Matching mentor with mentee is crucial.
- Mentor is an appreciated form of support.
- It is necessary to have enough time to build relations.
- Group-based interventions have potential and offers a context.

# Challenges and conclusions of mentoring - Latvia



- Mentors carefully recruited and tested, **motivated** and informed
- Well prepared professionally, trained about mentoring process, mentor's identity and tasks of social mentor
- Ready to share his/her experience, **social capital**, invest time and energy supporting 1-3 persons for a limited time (6-9 months)
- Successful and highly motivated in his/her field of interest. **Well matched** with the needs and interests of the young person
- Mentoring is not the main occupation, but the salary is appropriate, expenses of meetings are covered!
- Mentors are receiving professional counselling (supervision) all through the mentoring process
- Mentors are responsible for **integration** process, not arrangement of basic social, medical services or routine tasks. Mentor «**opens the doors**»
- Mentors are part of a team, information exchange with case manager is important!



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# Partnership and cross-border added value

- Each side of partnership had specific previous experience in field created new approaches.
- Regular meetings in zoom provided emotional and intellectual support in finding new ways to reach the project goals with a sensitive target group in an extraordinary COVID situation
- Shared experiences in testing and evaluating along the project
- Knowledge and exchange about support services in different welfare systems

# Sustainability

- Elaborated and tested a training program which can be used in preparation of mentors in the region.
- The mentors from the project continue work in municipalities and use their knowledge with other persons from the target group.
- Approach and methodology presented to decision makers at regional and national level (Latvia).
- The target group is hard to reach, but digital tools can be a step on the way.
- The possibility of group based activity as one way of empowerment.

THANK YOU!

Johanna Palmstierna

Lina Helgstrand





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# digi youth

Ardo Rohtla, Project Manager  
University of Tartu



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Turun yliopisto  
University of Turku



UPPSALA  
UNIVERSITET



VENTSPILS  
IZGLITIBAS  
PARVALDE



# Aims

- developing the entrepreneurship and cross-border cooperation skills of Estonian, Finnish, Latvian and Swedish youth in age 14–19
- supporting the creation and activities of start-up type student companies with focus on digital products, services and solutions.

**Duration:** January 2018 – April 2021

**Budget:** 1 618 000 euros (ERDF 1 290 500 euros)



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# Partnership

## Project partners:

- University of Tartu, EE (LP) + 4 schools
- University of Turku, FI
- Merikarvia Upper High School, FI
- Rauma Lyceum, FI
- University of Uppsala, SE + 1 school
- Ventspils City Government, LV + 2 schools



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# Indicators

- **40** cross-border student companies will be created
- **220** pupils will participate from 4 Central Baltic countries
- **45** teachers and mentors will be trained
- **cross-border network** of schools and partners will be created
- **3-semester study module** on digital entrepreneurship for general education



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# How did it work?

- 2 cycles, each 3 semesters
  - 1st semester: **ideation** + Big Meeting
  - 2nd semester: **prototyping** + Big Meeting
  - 3rd semester: **sales and marketing** + Big Meeting



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# How did it work?

## **1st cycle:** Sep 2018 – Dec 2019

- 83 students, 17 teams/ companies
- Big Meetings in Rauma, Visby, Tallinn

## **2nd cycle:** 2019 sept – March 2021

- 155 students, 24 teams/ companies
- Big Meetings in Tartu and online



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## IDEA



Welcome to the programme!  
September III week



Rising Technologies  
September IV week



Technology and Ideation  
October I-II week



Tartu Big Meeting  
15-18 October



International teamwork  
November I week



Empathise, ideate  
November II, I

## PROTOTYPE



Intro to prototyping phase  
January



How to build a prototype?  
February



Production I - build prototype, meet customers  
March



Production II - evaluate, build prototype;  
I-II week April



Get Ready for Online Prototype Fair  
III-IV week April + I-III week May



Online Prototyping Fair  
27-28 Mai - or

## SALES



Intro to sales and marketing plan  
III and IV of September



Intro to visual and written materials  
October I-IV week



Summarising and presenting  
I-IV November



Final Big Meeting  
December 2020



ALI KAJA  
EXHIBITION ROOMS OF THE

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EXHIBITION ROOMS OF THE

# How did it work?

- Country coordinators **meeting** every week
- Teacher **trainings** on entrepreneurship
- DigiYouth **lessons** and practices at schools
- International **team cooperation and help by mentors**
- **Equipment** for teams

Local, regional, international **visits and meetings** of start-up events and entrepreneurs:  
sTARTUp Day, Spark MakerLab, Latitude69 etc



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B I N		
Can give a guide	Has a deal on a pair	Has built experience that you
Can spend more than three languages	Recently joined in green	Has visited East London, Fildes & other
Has green card	Can find work in software	Can spend "high" back to back to back
Has a passport in a place	Has a car that	Has a free phone

I R G O		
Has a car that	Has a free phone	Has a car that
Has a car that	Has a free phone	Has a car that
Has a car that	Has a free phone	Has a car that
Has a car that	Has a free phone	Has a car that

# Main challenges

- Coordination between stakeholders, participants
- Teamwork
- Communication and visibility
- Covid-related restrictions



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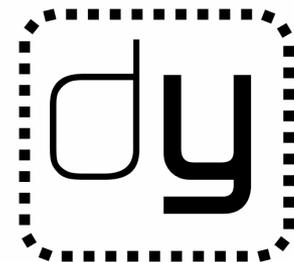


# WISBY STRAND



# Team ideas and topics

- Mental and physical health apps, motivation, self-esteem, improving social skills, developing 3d toys-coloring books, car parking solutions, environment, green thinking, recycling, platform for promoting creativity, language learning, online selling, finding a teacher online, restaurant table booking, reducing accidents with animals on the roads, finding lost items, finding a job, 3d computer cases, quit smoking app, computer game and etc



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# Results and added value

- 41 teams and student companies created
- 238 students participating
- Repository for future use and elaboration
- Regional cooperation and network of universities, schools, connection to start-up world, education, labour market
- Intercultural learning, friendships, entrepreneurial spirit among youth
- Better skills and competitiveness



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ESTONIA  
FINLAND  
LATVIA  
SWEDEN

# Biggest achievements

- Great new ideas!
- Real experience of entrepreneurial opportunities and career choices related to (digital) technologies for students
- Cross-border cooperation, awareness and a possibility of getting to know your peers in the region – an opportunity for future collaboration and start-ups



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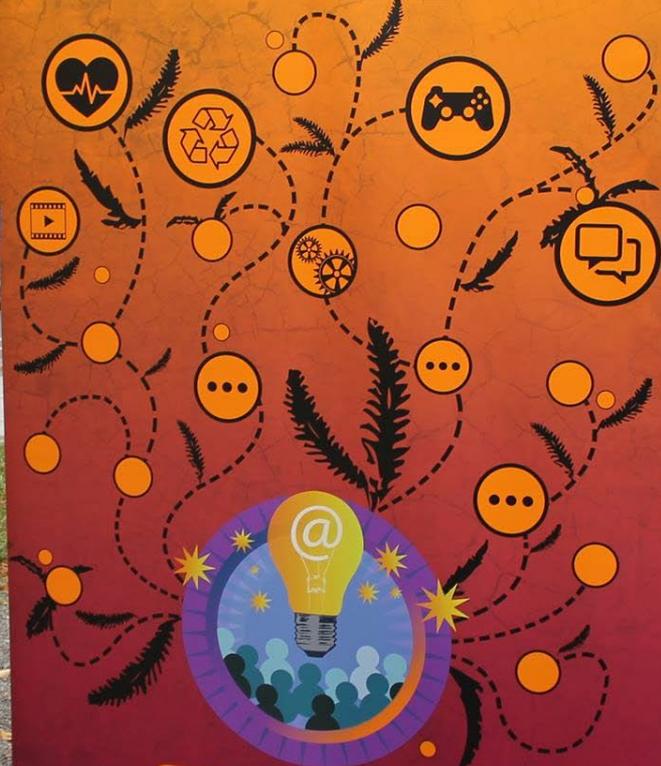
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# digi youth

STUDENT STARTUP PROGRAM



[www.digi youth.eu](http://www.digi youth.eu)



UNIVERSITY OF TURKU



UPPSALA UNIVERSITET



VETTSPILO ROLLETSRIS PIRVANKLE

# THANK YOU!

Ardo Rohtla



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## Break (14:30-14:40)

- Let's leave the breakout room
- We will meet again in plenary session after the break

