



WORKSHOP SUMMARY REPORT OF FINLAND
October 29th, 2009:

Developing SME enterprises in wellbeing sector –
solutions and good practices

Amiedu
AKOL
Edupoli
LAMK

CONTENT

I. Background

The national SME report formed a basis for the SME-TraiNet project workshop organized on October 29th, 2009 in Edupoli, Vantaa.

The themes of the seminar were good practices and solutions in co-operation between the city council and enterprises in the wellbeing sector and to identify developmental challenges for SME enterprises. Ideas and good practices found in the seminar were to be presented in an international conference in May 2010.

The workshop was organised to discuss the above mentioned issues with experts in the wellbeing sector.

II. Workshop Agenda

Developing SME enterprises in wellbeing sector – solutions and good practices

Programme

09.30 – 10.00 Registration and coffee

10.00 – 10.20 Opening of the seminar
Markku Kantonen, Principal, Edupoli

10.20 – 10.40 Changes in apprenticeship training – a possibility for enterprises in wellbeing sector
Raija Vahasalo, Member of Parliament , Chair of the Educational Committee of the Parliament

10.40 – 11.00 Co-operation between Vantaa city and enterprisers – good practices and experiences
Matti Lyytikäinen, Director of the Services for the Elderly and Disabled, Vantaa city

11.00 – 11.20 Client oriented service through co-operation between city council and enterprisers
Sanna Meronen, Project Manager, Helsinki Serving –project, The Federation of Helsinki Enterprises.

11.20 – 11.40 An enterpriser´s challenges and solutions in the wellbeing sector

Tuula Tirkkonen, Managing Director, Aarni-hoiva Oy

11.40 – 12.10 Lunch

12.10 – 12.30 **Nursing assistant – structural solution for lack of labour force**

Hannele Pesola, Project Manager, Unit for Wellbeing, Edupoli

12.30 – 13.45 **Panel Discussion**

Discussion led by Pirkko Kuhmonen, Project Manager, Trade Union of Adult Educators in Finland, AKOL ry.

13.45 – 14.00 **Conclusions**

The Chair of the seminar is Branch Manager Henry Laitinen from Edupoli

III. List of Participants and Working groups

1. Hiltunen Juhani, Akol
2. Horsma Kristiina, Vantaan Uusyrittyskeskus
3. Hänninen Sari, Lahden tiede- ja yrityspuisto Oy
4. Jokilehto Ann-Sofi, Rhombo
5. Jokilehto Raoul, Rhombo
6. Kantonen Markku, Edupoli
7. Korhonen Marketta, Vantaan Uusyrittyskeskus
8. Kuhmonen Pirkko, Akol
9. Laitinen Henry, Edupoli
10. Laurila Heidi, Aarni-hoiva Oy
11. Lindholm Lotta, Edupoli
12. Louhelainen Hannele, Opetusalan Ammattijärjestö OAJ
13. Luotomaa Erja, Palvelukoti Joenranta
14. Makkonen Päivi, Edupoli
15. Marinos Nina, Edupoli
16. Meronen Sanna, Helsingin yrittäjät, Palveleva Helsinki-hanke
17. Nieminen Juhani, Lahden ammattikorkeakoulu
18. Pesola Hannele, Edupoli
19. Päärni Anja, Edupoli
20. Tirkkonen Tuula, Aarni-hoiva Oy
20. Tuulenmäki Heli, Edupoli
21. Wikström Kikka, Palvelukoti Joenranta

IV. Selected Sectors and Justification for Selecting Those Sectors

The wellbeing sector is in the hub of the social discussion: as the population is ageing rapidly in Finland (and in Europe) the need for both employees and new SMEs in the wellbeing and nursing sector is growing quickly as well.

Nursing has always been seen, more or less, as a vocation: developing entrepreneurship in this sector is therefore challenging. Also a challenge is that the sector is predominantly female.

Traditionally in Finland city councils have had the main role in sustaining wellbeing services. Nowadays the sector is open to competition and municipalities are putting some wellbeing services out to tender.

V. Identified Current And Emerging Needs In The Selected Sectors

The managers of a wellbeing enterprise approached entrepreneurial challenges from three different point of views: society, personnel and client.

Society challenges for entrepreneurs are:

- service strategies of the municipalities are deficient
- competences in bidding procedures, unclear policy for service provision
- difficulties in comparing prices
- family political costs
- recommendations of the regional governments (concerning premises)
- raising demands but lower costs

Personnel challenges are:

- family political costs
- availability of labour force
- commitment of skilled staff
- personnel structure
- management competences

Client challenges are:

- quality knowledge of the buyers (also clients and their family)
- small amount of private clients
- multiplicity of clients' problems
- challenging clients and their families
- developing partnerships

The old attitudes, knowledge and skills are the ground for policy. Attitude is most important, but sometimes old regulations can prevent an attitude change.

VI. Solutions (Methods, Approaches, Structures) And Strategies (To Cope With These Emerging Needs At National Level)

At the grass roots, companies have already solved some of the problems mentioned above by networking, active association work, active partnership and family work, long term work introduction with feedback discussions, management training for key persons and opening new channels for feedback.(Aarni-Hoiva Oy).

It is clear that professional training is needed to produce more work force to the business. Though quality requirements in municipal sector should be lightened: master's degree is demanded in tasks where a lower qualification would be more suitable. You don't need a trained nurse or assistant nurse to do the beds, feed or take clients out

According to the regulations of the regional governments auxiliary personnel is not official and cannot be trained within the apprenticeship system - learning in the work place should be valued more. The basics for the vocational qualifications are renewed and this would give an opportunity to act to the right direction.

Director of the services for the Elderly and the Disabled Matti Lyytikäinen told about good practices and co-operation between entrepreneurs and Vantaa city. The main focus in his presentation was on the living services for the Elderly in Vantaa city. There are altogether 24 service units, 15 contractors and about 500 individual places. There are places also in other municipalities than Vantaa.

The amount of private service providers started growing in the 1990`s and 2003 the whole service production went through a bidding procedure. After the procedure larger frame contracts are signed. In the frame contract the general conditions for service provision are defined and the city council agrees to co-operate with the provider. In the annual contracts the price, amount and contents of the service are defined as well as the quality and target measures. The co-operation was very freely formulated in the beginning but is now more quantitative and systematic.

Matti Lyytikäinen told about future seminars for the service providers . Seminars will take place twice a year and all providers are invited. The aim of the seminars is to give an open forum to discussion between service providers and purchasers. Among other future plans he also mentioned that the city council will organise the premises for the service, bidding procedures have come to stay, service vouchers will be taken in use and more home service will bought by outside providers.

Project Manager Sanna Meronen **from the Federation of Helsinki Enterprises (Helsinki Serving –project)** told about how co-operation between Helsinki city and entrepreneurs have enhanced the availability of client-centred service.

Helsinki Serving –project is financed by the Employment and Economic Development Centre, Federation of Helsinki Enterprises and Helsinki city.

The target groups of the project are especially entrepreneurs in well being sector, developers of the services and other actors in the business.

The goal of the project is to help private enterprisers to produce more public services, to solve problems in service provision, help enterprisers to take part in decision making, participate, network and develop their work.

The project concentrates on the needs of the entrepreneurs and it aims to improve the service provision and communication between the city and entrepreneurs. The project is also client-centred and is developing diversity in service provision.

There are more than 250 partners in the project. Ways of working are expert fora, information for entrepreneurs, quality and excellence visits and publications. Once a year a top seminar is organised. More information can be found at www.palvelevahelsinki.fi

Project Manager Hannele Pesola from Edupoli offered nursing assistant –training as a solution to lack of labour craft. Hannele told about the network for wellbeing and the European Social Fund –project HoivaRekry

The target groups for the wellbeing network were the unemployed job seekers. As a starting point there were the demand for labour craft, structural unemployment among immigrants, the unwillingness to longer training among persons +40 and +50 who are changing occupation and the fact that that there are no “entrance jobs” within in social and health care area (qualifications, quality recommendations etc.).

The planning group for nursing assistant training created the contents and main focus for the training. Main focus areas were helping the clients, rehabilitative approach (not to learn helplessness), socio cultural approach (guidance to social and political thinking), assisting nurses and assistant nurses. Important were as well cloth and dress, kitchen work (small units) and light cleaning, where the client can possibly participate.

Nursing assistant –training is going on at the moment in Edupoli. Theoretical period of the training is 75 days and learning at the workplace is four weeks and takes place in main partner companies of HoivaRekry –project.

As future challenges for nursing assistant training Mrs Pesola saw the actual title of the profession, work/task description, salary, regulations, length of the training (a course or a qualification programme?), political and educational guidelines.

The common discussion was concluded with the idea that the qualifications should be changed so that right person can be placed in right position, economical conditions should be reorganised and the trend is to go from generalisation to specialization.

VII. Evaluation Of The Workshop

The perspective of the Workshop was not to concentrate on problems and challenges but to raise good practices and solutions, i.e. to see what already has been and can be done in the sector to support SMEs. This perspective was received positively.

The workshop caught up a wide range of operators on wellbeing sector: among the participant were SMEs, project leaders, politicians, policymakers, educators, service providers and purchasers.

The results of the workshop were summoned and sent to the policymakers.