

# Central Baltic Programme 2021-2027

## Employment Opportunities

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**Goal of the session** - to take a more detailed look at the programme objective “Improved employment opportunities on labour market” and to get ready to prepare successful projects on this topic.

**What is planned for this session:**

- Employment topic in the new central Baltic Programme
- Labour market situation in the Central Baltic region
- Rules of the programme regarding the PO6
- Hypothetical and real project ideas
- Relation to PO7 (which could also support projects related to employment policy)
- Zoom coffee pause - meet other participants!

# 7 PROGRAMME OBJECTIVES

## INNOVATIVE BUSINESS DEVELOPMENT

1. More exports  
by SMEs

2. More new  
scaled-up growth  
companies

## IMPROVED ENVIRONMENT AND RESOURCE USE

3. Joint circular  
economy solutions

4. Improved coastal  
and marine  
environment

5. Decreased CO2  
emissions

## IMPROVED EMPLOYMENT OPPORTUNITIES

6. Improved  
employment  
opportunities on  
labour market

## IMPROVED PUBLIC SERVICES

7. Improved public  
services and  
solutions for the  
citizens

## PROGRAMME BASICS



118 million  
euros ERDF  
funding

20 million  
euro ERDF -  
employment  
opportunities

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Partners from at least two participating countries

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Clear cross-border added-value

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2-step approach for regular projects

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Small projects

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First financed by the partners, ERDF part received after the report approved

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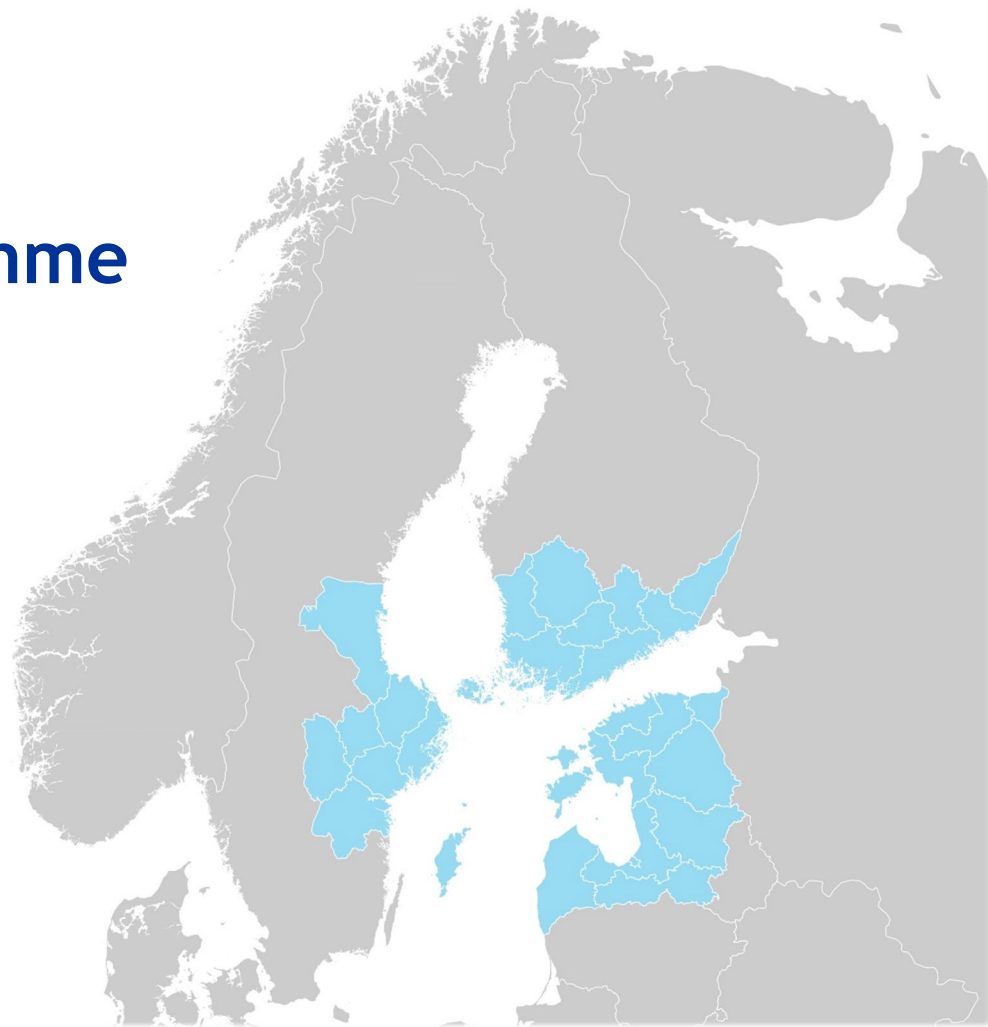
Up to 4 million total per project\ up to 2 million total per partner

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Up to 80% ERDF co-financing from the programme

# Central Baltic Programme 2021-2027 area

- Estonia
- Finland, including Åland
- Latvia
- Sweden



## Central Baltic region - challenges in the labour market

- The demand in the labour market develops faster than matching education can be provided.
- Identifying future labour market needs and the needed skills, and integrating these into educational processes.
- Gender pay gap is still in place.

## Central Baltic region - challenges in the labour market

- Challenges in coordinating labour market services (e.g., information services, matchmaking services, trainings, benefits) across borders for joint labour market.
- People with social care responsibilities have less possibilities to access the labour market.
- Flexible forms of work (part time work, remote work and other types of flexible work) are underused.

## PROGRAMME OBJECTIVE

### 6. IMPROVED EMPLOYMENT OPPORTUNITIES ON LABOUR MARKET

### IMPROVED EMPLOYMENT OPPORTUNITIES



## APPROACH AND SCOPE

- The approach derives from the challenges of less competitive groups in the society to access work opportunities, and labour market inflexibility.
- The goal is to strengthen and improve employment opportunities on the labour market through joint efforts in the region.
- The scope of this Programme Objective includes activities towards all counterparts of the labour market (i.e. employers organisations, trade unions, governments) and all sectors where work opportunities (including part time) are available.
- Facilitating employment supply and demand across borders is also supported, as well as entrepreneurship development activities towards the less competitive age groups and youth.

## 6. IMPROVED EMPLOYMENT OPPORTUNITIES ON LABOUR MARKET

### RESULT INDICATORS

**1. Number of people with increased competitiveness on labour market** - work contract achieved; work affiliation achieved; new qualification gained, certificate proving the completion of study programme; actively job-searching.

**2. Number of organisations with applied additional anti-discriminatory policies** - policy prepared, approved and applied.

**3. Number of people with increased entrepreneurship** - successful completion of a complex entrepreneurship programme.

## INDICATIVE JOINT ACTIONS

- Awareness raising among target groups
- Designing and implementing trainings
- Incentives and services for employers
- Networking and dialogues between counterparts of labour market
- Digital tools for online skills development and working
- Entrepreneurship enhancing simulations and problem-solving exercises
- Mobility of participants
- Experience exchange and learning as result of joint implementation

All projects should use a **suitable mix of these actions** based on the project topic. The chosen mix of actions must be relevant for achieving the **contribution to both the project and programme results.**

## 6. IMPROVED EMPLOYMENT OPPORTUNITIES ON LABOUR MARKET

### Result indicator

- Number of people with increased competitiveness on labour market
- Number of organisations with applied additional anti-discriminatory policies
- Number of people with increased entrepreneurship

### Output indicators

- Number of participating (in project activities) organisations and companies
- Organisations cooperating across borders

### Target group

- Less competitive groups (including young people under 25, people in pre-retirement, retired people, immigrants, and people with special needs and other less competitive groups) and companies.

### Potential partners

- Organisations with competence and experience on labour market, organisations representing employees, employers, public authorities, organisations representing disadvantaged groups, and organisations with competence and experience on entrepreneurship.

## Joint elements of cross-border cooperation

- The project approach and the activity plan should be joint and integrated.
- The indicative joint cross-border elements in projects are:
  - Mixed target group participants in project activities (e.g., joint trainings, seminars, etc.);
  - Jointly developed and implemented seminars, training programmes for target group employees and employers;
  - Jointly developed and used methods for learning and working;
  - Jointly developed and implemented teleworking and distant learning solutions;
  - Preparing and applying anti-discriminatory policies by organisations together.

## Possible project examples

Online training + at work practice in another CB country = people with improved competitiveness

Online or face to face seminars for employers from different CB countries to work on anti-discriminatory policies = new anti-discriminatory policies

Online training for an international group of trainees = people with improved competitiveness

Entrepreneurship training and problem solving exercises with elements of how to work in different CB countries = people with increased entrepreneurship skills

Social dialogue activities with international experience exchange and agreement on anti discriminatory policies = new anti-discriminatory policies

NB - each of these needs to deliver one of the pre-defined project results!!!  
-Needs to include a suitable mix of joint actions

## Interlinkage with P07 - Improving public services

- P07 projects cannot be overlapping with programme objectives 1, 2, 3, 4, 5 or 6. They may work in the same general field but should then be **aimed at different content and results**.
- The same partners could work on different projects under P06 and under P07

# Horizontal principles



- Sustainable development (including the Do no Specific Harm Principle)
- Equal opportunities and non-discrimination
- Equality between men and women



## Possibility of using small project type

Max 213 550 EUR total (including the preparation cost lump sum), max 1,5 years (18 months).

Note that if the total project budget remains under 200.000 EUR the project can only choose simplified cost options; such projects cannot apply any real cost.

# What to consider when in planning phase?

## CONTRIBUTION TO PROGRAMME OBJECTIVES

- Looking at the result and output indicators

## THE RIGHT PARTNERS

- The technical eligibility has been widened
- More focus on the relevance of the partners - resources and access to target group

## SUSTAINABLE RESULTS

- Value-for-money through real results
- Plans for the use of results should be considered early on

## Questions?

- Idea fitting the programme objectives?
- Target groups?
- Partnerships?
- Cross-border elements?
- Anything else?





**Let us hear some  
project ideas!**



Olga Bogdanova,  
olga.bogdanova@lab.fi

The idea is in developing the **entrepreneurial skills of university students with an immigrant background**. International students will create new products/services based on the skills acquired during studies and will sell them to collaborating companies by starting businesses.

Sirkka Komulainen, sirkka.komulainen@xamk.fi

## GOLDEN OLDIES - Improving employment opportunities for older workers

- Project objectives regarding people: 1. Increasing the number of active job seekers in their 50-60s who have reduced competitiveness. 2. Understanding and tackling gender and health issues that may affect labour market participation. 3. Experiences and intervention methods exchanged between Finnish and Baltic project partners (2-3). 4. **Education** works together with jobseekers' services.
- **Methods:** Digital and direct, participatory interventions/workshops; knowledge exchange/visits/networking; cross-border comparisons and evaluations; training of jobseekers as well as recruiters.
- **Outcomes:** Older job applicants in their 50-60s search jobs, become employed during project or complete a short training course at Xamk; joint training packages for vocational and adult education colleges; improved gender- and health-sensitive recruitment processes

## Lets meet some colleagues!

- 10 minutes in breakout rooms
- Tell others - which country and organisation are you representing?
- Are you still looking for project partner organisations? What kind of partners?
- Anything about your project idea you would like to share?
- If don't have a specific project idea, what you think could be a good project in employment objective?

# Get in touch with us!

1. More exports by SMEs

2. More new scaled-up growth companies

3. Joint circular economy solutions

4. Improved coastal and marine environment

5. Decreased CO2 emissions

**Ülari Alamets**

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(Improved environment and resource use)

**Laura Cunska-Āboma**

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(Improved employment opportunities)

7. Improved public services and solutions  
for the citizens

**Normunds Strautmanis**

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(Improved public services)



## GET IN TOUCH WITH US!

Individual consultations

National Contact Points in  
each country, including Åland

Website

Facebook, Twitter

Newsletter





Thank You!



Varsinais-Suomen liitto  
Egentliga Finlands förbund  
Regional Council of Southwest Finland



European Union  
European Regional  
Development Fund