


<p>1</p>	<p>Labour shortage/resources</p>
<p>Business cooperation</p>	<ul style="list-style-type: none"> ○ Reskill and upskill <ul style="list-style-type: none"> ○ Joint recruitment ○ Increasing of agile continuous learning offerings according to the needs of companies & organizations ○ Short education at school, then training while working ○ Arrange for foreign exchange students at HEIs opportunities to learn from/about labor market offerings in the area ○ Map out how micro credentials will/would help in reskilling and upskilling ○ Interview companies of their need for upskill their personnel ○ English short courses ○ Education as a service model – together with municipalities and companies (need of companies/people, study places in municipalities/to study via internet) ○ Courses in English ○ Recruiting from foreign countries <ul style="list-style-type: none"> ○ Share information about experiences – what works, what doesn't ○ Cooperation in language studies in the country of origin: same language training for students from different actors ○ Promotion of Targeted Mobility Schemes TMS-support ○ Support from GT SE_FI-NO, Eures/TMS -> funding for jobseekers when wanting to work cross-border/transnational ○ We could educate those who employ people to tolerate better foreign nationals and not speaking perfect foreign language ○ Make the whole moving attractive, info on life, work, development of work, info session, games ○ Market our region as one region and focus on the possibilities and potential ○ See our region as one region when attracting competence from non-Nordic countries, share info & experiences ○ Different projects unlimited length, but also summer jobs, test – work life, specific sectors, occupations ○ Language education <ul style="list-style-type: none"> ○ Creating joint language schools in countries of origin ○ Together with TMS cooperate with language training producers to increase the employment possibilities for foreign jobseeker, also evaluations
<p>Regional attractiveness</p>	<ul style="list-style-type: none"> ○ Local attractiveness, clear target groups ○ Positive challenge of a new attractive North (new situation – from unemployment to labor shortage) <ul style="list-style-type: none"> ○ Together with others (recruitment, labor markets) /also other projects, cooperate with attractiveness
<p>Education</p>	<ul style="list-style-type: none"> ○ Focus on training for the labor market needs <ul style="list-style-type: none"> ○ Increasing of agile continuous learning offerings according to the needs of companies & organizations ○ Education as a service model – together with municipalities and companies (need of companies/people, study places in municipalities/to study via internet) ○ Labor market training development ○ Education tailoring for businesses/foreign workplaces ○ Improve the reputation of different professions <ul style="list-style-type: none"> ○ Ambassadors for professions (even abroad) ○ Special courses, only working life skills online (for ex. Language in construction, mine)

<p>2</p>	<p>Attractiveness</p>
<p>Business cooperation</p>	<ul style="list-style-type: none"> ○ Cooperation and networking between industries <ul style="list-style-type: none"> ○ Organize visits for businesses (& young people) to get to know different actors and businesses on the other side of the border ○ Find out what are the key issues we need to discuss in order to operate in the same region. For example what do we need to know about mining industry in order to promote sustainable tourism and what kind of impact does all this have on nature. -> arrange cross-discipline forums for industry reps, researchers, decision makers... ○ Sharing information (Gränstjänst SE-FI-NO) on cross-border movement -> having pop up infos onsite (at the employers) ○ Organizing events for different industries to meet ○ For recruiting from foreign countries positive image of our regions should be jointly promoted ○ Everything is easier together – marketing, implementation - creating cooperation model ○ Need for platforms where to network and build cooperation ○ Identify the needs for cross-border collaboration and act based on that
<p>Regional attractiveness</p>	<ul style="list-style-type: none"> ○ Common communication and marketing strategy <ul style="list-style-type: none"> ○ Develop a report about our region and its' potential and future ○ Marketing together a guidebook to tell your opportunities in north ○ Develop common narrative about our region ○ Showcase region best sides and appeal to emotions – beauty, spaces, people, cultures, climate – creative and bold marketing ○ Cooperation despite the different working cultures by building trust <ul style="list-style-type: none"> ○ Joint events cross-border in the same working fields ○ Face2face cross-border events & networking ○ Study visits ○ Organize expertise exchange program to learn and build trust, for example 1 week exchange in a different organization (cross-border) ○ Make all kinds of cross-border collaboration more visible ○ Pair the colleagues across borders ○ Learning from each other's cultures' best practices -> building trust ○ Use existing international networks and platforms for cooperation & dialogue (ex. Bothnian arc, Barents Road) ○ Possibilities to get to know partners, it's easier to understand someone you know ○ Make all kind of cross-border collaboration more visible

<p>3</p>	<p>Education and training</p>
<p>Business cooperation</p>	<p>○ Harmonization/recognition of training/education</p> <ul style="list-style-type: none"> ○ Cross-border course table -> take courses from FIN-SWE-NOR, for example sustainability -> language + networking ○ Connected to labor shortages/resources – recognition of training in cooperation with targeted mobility schemes TMS
<p>Education</p>	<p>○ Increase the awareness of training opportunities</p> <ul style="list-style-type: none"> ○ Joint marketing efforts ○ Supporting employers/jobseekers/students in their quest for employing/working/studying cross-border ○ Companies to tell students come and do your training to us in FIN-SWE-NOR ○ Different events & networking <p>○ Creating smooth and quick education channels for immigrants</p> <ul style="list-style-type: none"> ○ Tailored courses for immigrants together with companies, education as a service model ○ Online courses in English, language, culture/are, worklife ○ Needs networking ○ Get to know each others' studies ○ Precise training for certain tasks -> quick employment ○ Short period at school, the apprenticeship training at work ○ Attitude change of employers, it's ok if an employee doesn't know the language well, change through success stories ○ Training in English. TMS targeted mobility schemes <p>○ Attracting more students to the area</p> <ul style="list-style-type: none"> ○ Develop different education programmes that are held in English ○ Improve students' job opportunities, encouragement, matching students & employers ○ Promote also workplaces, not only education ○ Market jobs! You want to work after your studies ○ Create/find a network to arrange good training opportunities for students ○ Collaboration with existing students – showcase the students' life in the region, focus on the positive ○ Arranging study trips to the university from high schools, cross-border ○ Increase language training in work places ○ Promote not only the education itself, but also other possibilities & attractions in the region ○ With the help of the jobfairs, EURES could participate or we could be of assistance

<p>4</p>	<p>Language and culture</p>
<p>Business cooperation</p>	<ul style="list-style-type: none"> ○ Awareness of different business cultures & multinational labor forces <ul style="list-style-type: none"> ○ Electric guides (videos?) about local/regional business and working cultures ○ Gränstjänsten SE-FI-NO support in cross-border info – onsite/online, ready-made package (info) ○ Make an information folder and describe the differences ○ Eures can be of assistance in different ways ○ Language courses for workplaces to/and activate to use English ○ Promoting regions art & culture as a tourism attraction ○ Development of sustainable culture business practices ○ Language training (non-native speakers, FI-SWE-NOR not an option) <ul style="list-style-type: none"> ○ Cooperation with targeted mobility scheme, labor shortages/resources ○ Discussion groups in EN-FI-SWE-GER....
<p>Regional attractiveness</p>	<ul style="list-style-type: none"> ○ Increase the interest of the younger generations in the region's culture? <ul style="list-style-type: none"> ○ Organize cultural events for young people ○ Student group visits FIN-SWE-NOR -> success stories ○ Promote regional culture & each other's cultures with help of international culture events (cross-border events) ○ Study visits with culture & language ○ Build proudness of regional culture on the facts of that we have to European Capitals of Culture here: Oulu 2016, Bodo 2024 ○ Gränstjänsten SE-FI-NO giving info at educational campsites ○ Learn by doing: enhance possibilities for participation, interactive methods for getting to know local culture ○ Apply creative & art-based methods, collaboration with local art & culture organizations (including 3rd sector) ○ Learning languages through hobbies or creating joint hobbies where you can learn languages together
<p>Education</p>	<ul style="list-style-type: none"> ○ Encourage people to use another language <ul style="list-style-type: none"> ○ Oral language courses -> study trips/visits with students ○ Course/language cafés in Swedish + Finnish + Norwegian + Meänkieli + Sami ○ Cross-border language cafés – together with schools in Finland and Sweden ○ We have foreign people in Finland who don't get work, we could encourage employers to hire first foreign in a campaign

<p>5</p>	<p>Networks</p>
<p>Business cooperation</p>	<ul style="list-style-type: none"> ○ Collaboration with businesses, municipalities, education providers etc. <ul style="list-style-type: none"> ○ Building a permanent network for the area – meeting every year and mutual development projects ○ Networking in wider range -> from grassroots to management and leaders, 3-5 persons from organizations ○ Make networks visible -> who you can be contacting and on what issues ○ Frequent regional (arctic) thematic conferences (students, businesses, policy makers together) ○ We need a common forum for all relevant actors ○ Pop-up info support on cross-border issues -> Gränstjänst SE-FI-NO ○ Collaboration to gather foresight information and to form a common understanding ○ Building a cooperation network ○ Use existing international (cross-border) networks for cooperation & dialogue ○ A common knowledge base on the labor market future prospects ○ General EURES work also connected to other projects etc., recruitments, job fairs etc. ○ Enlarge the area in some cases, connecting employers (more public sector and other sectors) and connect with students, important that it is mutual ○ Cooperation in foresight!!! ○ To move forward with future it is important to understand the past ○ Cooperation to develop sustainable entrepreneurship ○ Meetings/events on certain common themes > objectives -> actions ○ Learn from each other – success stories <ul style="list-style-type: none"> ○ Open exchange of information - > need for a place/venue to do that ○ Study visits, experience sharing, ambassadorship ○ Share stories about the benefits of cross-border collaboration ○ Social medias, present people and their stories, ideas ○ Cross-border events for networking and understanding cultures <ul style="list-style-type: none"> ○ Guides how to enter market (for businesses) ○ Expert exchange ○ Arranging cross-border meetings/get-togethers for interested parties, doing together, not many separate events ○ Meetings/events on certain common themes > objectives -> actions ○ Events where students can join – do we have “friendship schools”? ○ Support in getting people to understand eg. The different work/study/living rules & regulations (taxes, insurance...)

<p>6</p>	<p>Connectivity</p>
<p>Business cooperation</p>	<ul style="list-style-type: none"> ○ Networking <ul style="list-style-type: none"> ○ Gränstjänsten FI-SWE-NOR ○ Platforms for networking ○ Matchmaking events, cross-border and cross-organizational ○ Nordic cross-border mornings coffees online-> presentations, easy to access, 1 hour ○ Online platform, business card site, people make profiles and there is an open chat, arrange meetings via the platform ○ Expert exchange ○ Thematic get-togethers for information exchange & competence building ○ Field excursions for businesses to build cross-border collaboration ○ Collaboration <ul style="list-style-type: none"> ○ Easy networking between different actors ○ Create a platform for all cross-border actors to help out with financing and projects ○ Guides how to enter market (for businesses) ○ Expert exchange ○ Thematic get-togethers for information exchange & competence building ○ Field excursions for businesses to build cross-border collaboration
<p>Regional attractiveness</p>	<ul style="list-style-type: none"> ○ Common communication and marketing strategy <ul style="list-style-type: none"> ○ Guides how to enter market (for businesses) ○ Expert exchange ○ Accessibility of information, language etc.
<p>Education</p>	<ul style="list-style-type: none"> ○ Connecting people  ○ Getting to know each other

<p>7</p>	<p>Attitude, trust, competition</p>
<p>Business cooperation</p>	<ul style="list-style-type: none"> ○ Focus on collaboration instead of competing <ul style="list-style-type: none"> ○ Map out possibilities together -> notice that there is enough for everyone -> no need to compete -> more possibilities together ○ Support in all kinds of bridge building -> Gränstjänsten SE-FI-NO
<p>Regional attractiveness</p>	<ul style="list-style-type: none"> ○ Building trust between countries at different levels <ul style="list-style-type: none"> ○ More doing together, getting to know each other, networking, no-one trusts a stranger ○ Trust is build best when we work together ○ Government authorities/municipal authorities should work cross-border (for jobseekers?) ○ Utilize existing international networks as platforms for cooperation and building trust
<p>Education</p>	<ul style="list-style-type: none"> ○ Changing attitudes of students and teachers about the possibilities in other countries <ul style="list-style-type: none"> ○ Need more information ○ Cooperation between schools ○ Utilize social media, bring out stories that are easy to relate to in a fun way ○ Share good experiences of student & staff exchange ○ Changing attitudes is important, a way to see different cultures & people is best way to change attitudes. Barents Youth Council does this too ○ Infos via different methods: social media, videos, podcasts, news etc. ○ Workshops together with different partners, online job fairs as well as onsite events, study visist

8	Laws and regulations
Business cooperation	<ul style="list-style-type: none"> ○ Make information easier to access <ul style="list-style-type: none"> ○ Use service design in making the information easier to access ○ Gathering information into one place ○ Spreading info is one of Gränstjänsten's main jobs! -> Unofficial/official discussions towards reaching goals ○ Guide and help to find the right persons and services <ul style="list-style-type: none"> ○ Gathering contact info into one place ○ Concrete guides to companies how to access and operate on the other side of the border ○ Spreading info one of Gränstjänsten's main jobs! -> Unofficial/official discussions towards reaching goals
Regional attractiveness	<ul style="list-style-type: none"> ○ Commitment of politicians and city officials (importance of the issue) <ul style="list-style-type: none"> ○ Influencing together ○ Service of cross-border statistics (a tool to work)'workshops with politicians to make them aware of the issues ○ Unofficial/official discussions towards reaching goals
Education	<ul style="list-style-type: none"> ○ Nordic degrees, harmonization of qualifications <ul style="list-style-type: none"> ○ Differences in the education system between countries ○ Differences between countries for students who need special support ○ Requires funding reform!