



Country:	Finland
Member/Company	EK
Initiative	<i>Multiple initiatives</i>

Overview

Responsible summer job

In Finland we have a long tradition of offering summer jobs for youth. Confederation of Finnish Industries EK started “responsible summer job” -campaign back in the days. Currently the campaign is run by a company called Oikotie and EK’s role is to be one of the main partners. You can read more about the campaign from here: <https://kesaduuni.org/responsible-summer-job/>

The main function of the campaign is to challenge employers to offer more summer jobs of better quality to 14-29-year-old youth. All in all, the campaign is already engaging over 540 employers. The main partners in 2021 are S-ryhmä, Elinkeinoelämän keskusliitto, T-Media, Kun koulu loppuu and Talous ja Nuoret TAT.

Summer job coupon

Most of the Finnish municipalities have created low threshold ways to help youth to get summer jobs. One common way is to offer a coupon for youngest persons (usually ages 15-17) to get a summer job. The idea of the coupon is that it has a value and youth can provide it to a company (or any other organization) that hires youth for summer job. Then the company can have all or part of the pay compensated from the municipality by the coupon. For example, the city of Vantaa in the capital region offers a coupon worth of 300 euros for every 9th grade pupils (15-16 years old). Minimum pay for two weeks summer job is 450 euros, so a company can have 2/3rd of the pay compensated.

Management of the Responsible Summer Job campaign was transferred in 2015 from the Finnish Children and Youth Foundation to the Economic Information Office and T-Media. In 2017 the campaign had an unprecedented amount of participants, with 371 employers involved. Collectively they generated more than 55,000 responsible summer jobs. In 2019 the corresponding numbers were 550 employers and almost 100 000 summer jobs. In 2018 the campaign was transferred to Oikotie Työpaikat.

Key Messages

The participating employers commit to the six principles of a good summer job, ensuring a positive experience for both the employee and their employer. For employers – summer jobs are a unique opportunity to make good first impressions on future employees. By acting responsibly with summer jobs, the employer can guarantee that the company is appealing in the future when the competition for knowledgeable manpower increases.

The general public also expects responsible actions from employers. The Responsible Summer Job campaign is a good way for the employer to demonstrate and communicate their values to the public.

For young people – the logo of the Responsible Summer Job campaign is a promise of a successful summer job experience. A Responsible Summer Job does not only help youth earn their own money, but it also develops essential skills and generates a positive outlook on future working life.