



EPSEV Workshop and Networking Event
13th and 20th May 2011

Handout 2

Possible Positives and Negatives of Different Corporate Volunteering Schemes

“Finland: OK!”

Please identify:

- a) Possible positives
- b) Possible negatives

Program details

Origins: Deloitte Finland’s CEO and the CEO of Manpower are on the board of the Finnish Children and Youth Foundation (FCYF) and jointly launched this initiative with the organization in the fall of 2008.

Underserved: Immigrant youth are the target group; the program seeks to give them a path to integration in Finland’s workforce and society.

21st-century skills: The program teaches cultural awareness, communications and negotiation skills, and entrepreneurship.

Leadership involvement: The firm’s CEO champions OK! Project within Deloitte Finland.

The OK! Project is designed to prepare unemployed immigrant youth for work. It represents a new service model in Finland for improving young people’s work readiness skills and providing them with employment opportunities. The programme was initiated in response to the demand for more skilled workers and the need to ensure immigrant youth are integrated into Finnish society.

The project provides an eight-week work readiness course, followed by a four- to eight-week internship with one of six companies. The aim for the young people, aged 17-25, is to secure a job at the companies with which they intern.

Deloitte Finland is the programme’s main business supporter. The firm assigns consultants to prepare and lead the courses, which cover such topics as office culture in Finland, legal matters for young workers, setting achievable goals, professional ethics, business communications and negotiation, and entrepreneurship.

Deloitte Finland also provides facilities and computers for the training sessions. Mia Liimo, a professional with Deloitte Finland who is taking part in the global **Deloitte21 Fellows** programme, serves on the project steering committee.

The OK! Project is administered by the **Finnish Children and Youth Foundation**, a fundraising and grant-making group that promotes and supports programs to better the lives of children and young people in Finland and abroad. It is part of the international networks of the International Youth Foundation and the European Children and Youth Foundations Network.

