

Green Talent Recruitment & Private-Public Partnerships in the Finnish Bioeconomy

February 4th and 5th 2025, Jyväskylä and Saarijärvi, Finland.

Welcome to Finland for this Two-Day Program on Green Talent Recruitment and Private-Public Partnerships in the Finnish Bioeconomy. Join us to foster collaboration, innovation, and knowledge-sharing in the green sector.

On February 4th, facilitated by EU-project GREENVEU, we focus on attracting (green) talent through insightful discussions, hands-on workshops, and networking opportunities. Participants will explore effective recruitment strategies, learn from best practices and engage with tools like the GREENVEU recruitment toolbox.

On February 5th, organized by EVECSA (CoVE on climate smart farming) and hosted at the Bioeconomy Campus in Saarijärvi, we delve into Finland's vocational education and training (VET) system and its innovative approaches to sustainability. Through interactive sessions and campus tours, participants will gain valuable insights into multi-stakeholder collaboration in agriculture as a case, recruitment challenges, and cutting-edge practices in the bioeconomy.

This program is a unique opportunity to connect with international peers, discover transformative practices and take actionable ideas back to your organizations.

We look forward to your participation!

Target group

Those who struggle with the lack of labour force and or bad image of their sector and or having trouble recruiting new target groups; and or Centres of vocational excellence and/or educational institutes working on partnerships with employers:

- Schools: community managers / marketing & recruitment managers / counsellors / career guidance / school management. Umbrella organisations for educational institutions.
- Students with an interest in recruitment and the image of the green sector.
- Employers/employees: Recruitment departments / HR / policy officers education and labour markets.
- Labour unions.
- Centres of vocational excellence in all regions and fields of work with labour market shortages.

Learning objectives

Participants will:

1. Gain practical insights into innovative recruitment strategies for (green) talent.
2. Learn about Finnish vocational education and training (VET) practices, with a focus on sustainability, agriculture and bioeconomy.
3. Understand multi-stakeholder collaboration models between education, businesses and government in the Finnish bioeconomy.
4. Develop actionable strategies for addressing labour shortages and recruitment challenges in the green sector.
5. Exchange best practices and foster networking with international peers.

Program

Tuesday February 4th 2025 Green Talent Recruitment – VET for a Sustainable Future.

This event is also a pre-seminar for the Viherpäivät – Green Days and Expo, hosted by the Finnish Association for Landscape Industries.

Location: Paviljonki Conference Center, Jyväskylä

Time: 12:00 - 17:00

Objective: Explore best practices for (green) talent recruitment, foster networking among stakeholders, and introduce practical tools and insights.

Program day 1

12:00 - 12:30 Registration & Coffee

12:30 - 13:30 Green Talent Recruitment Talk show: Inspire Action, Drive Change

Keynote on persona-based recruitment strategies.

Panel discussion: Shaping perceptions of the green sector and attracting new audiences.

Presentation on value-based research into study and career choices.

Demonstration of the GREENVEU toolbox for recruitment strategies.

(Moderator: Laura Roebroek; panellists from GREENVEU, Finnish educational stakeholders and green sector experts.)



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EVECSA
European Vocational Excellence for Climate Smart Agriculture

- 13:30 - 14:30 Lunch Break
- Networking opportunity with attendees and experts.
- 14:30 - 16:00 Interactive Train the trainer Workshops:
- Developing Your Recruitment Strategy:* A hands-on session led by Michael Sejer (Green Academy, Denmark).
- From Strategy to Execution:* Real-world examples of effective green recruitment led by Judit Tóth (Agricultural Vocational Centre of the Central Hungarian Region) and Simona Pacurar (Worldskills Romania).
- Going Viral on Social Media:* Tips and strategies for using digital platforms, with Tamara Tuza (Agricultural Vocational Centre of the Central Hungarian Region) and Virginia Bujor (Worldskills Romania).
- 16:00 - 17:00 Meet and Greet Afternoon
- Informal networking with education providers, employers, and policy-makers.

Wednesday February 5th 2025 Insights into Finnish VET Systems and multi-stakeholder collaboration at Bioeconomy Campus.

Location: Bioeconomy Campus, Tarvaala, Saarijärvi

Time: 09:00 - 16:00

Objective: Learn about the Finnish VET system, multi-stakeholder collaboration in the bioeconomy and agriculture, recruitment challenges, and good practices.

Program day 2

- 08:00 - 09:00 Transfer to Tarvaala
- 09:00 - 09:30 Welcome and Introduction
- Overview of the Bioeconomy Campus and its role in fostering innovation and sustainability.
- (Hosts: POKE Natural Resources Unit and JAMK University of Applied Sciences)*

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EVECSA
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- 09:30 - 10:15 Presentation: Finnish VET System
- How Finnish vocational education integrates with industry needs.
- 10:15 - 11:00 Presentation/Dialogue: Collaboration in the Bioeconomy
- Stakeholder engagement models in Finland: Education, government, and businesses working together. Collaboration between Finnish schools. Insights into current challenges and solutions.
- (Speaker: Susanna Lahnamäki-Kivelä, Agrihubi)*
- 11:00 - 12:00 Good Practice: Talent Recruitment by Kpedu, EVECSA partner
- Presentation on Kpedu's successful strategies to attract young talent to bioeconomy-related fields.
- (Speaker: Hanna-Mari Laitala, Kpedu, EVECSA partner and Pekka Janhonen, Poke Vocational College, chairman of "Natural Resources rectors")*
- 12:00 - 13:00 Lunch Break
- 13:00 - 14:30 Networking and Campus Tour
- Visit the campus and learn about ongoing development projects.
- Focus on training farms and practical learning environments.
- Explore the role of technology and innovation in Finnish VET and the bioeconomy.
- 14:30 - 15:30 Workshop: Smart Agriculture and Carbon Sequestration
- Introduction to Carbon Action and the Valio Carbo® environmental calculator.
- Interactive session on sustainable practices and future innovations in smart agriculture.
- 15:30 - 16:00 Closing Session and Transfer
- Reflections and discussions on key learnings.
- Return to Jyväskylä.



Registration & costs

Participation in the two-day program costs € 300,-. This includes coffee/tea/lunch on both days and transport to and from the Bioeconomy campus. Participants are requested to pay for their own travel to Finland and book their own accommodation in Jyväskylä.

Please register before January 23rd 2025 at <https://forms.office.com/e/H7LiEM4M68>

ACCOMMODATION IN JYVÄSKYLÄ

- Urban Hotel Verso **26.11.2024 at 9.00 o'clock EET**
<https://www.hotelliverso.fi/en/1/verso>
- Scandic City Jyväskylä **27.11.2024 at 9.00 o'clock EET**
<https://www.scandichotels.com/hotels/finland/jyvaskyla/scandic-jyvaskyla-city>
- GreenStar Hotel Jyväskylä **4.12.2024 at 9.00 o'clock EET**
<https://www.greenstar.fi/en/hotels/jyvaskyla/>
- Original Sokos Hotel Alexandra **13.12.2024 at 9.00 o'clock EET**
<https://www.sokoshotels.fi/en/hotels/jyvaskyla/original-sokos-hotel-alexandra>