

Title
Hervannan Ensimetri – Services for a new entrepreneur in Hervanta
Thematic Area
<ul style="list-style-type: none"> ▪ Creating new businesses and sustaining and increasing jobs by securing the viability of new established enterprises
Main Aspects of Interests
<ul style="list-style-type: none"> ▪ Project's operational model bases on the idea of local partnerships between old and new entrepreneurs, employment authorities and T&E Center (Employment and Economic Development Center) of Finland.
Duration
58 Months (From 3/2003 To 12/2007)
Total Budget
€ 504 100,00
Background
<p>One of the objectives stated in the Western Finland Objective 2 Programme in Hervanta, was to create 385 new businesses in the area. A new entrepreneur faces a lot of questions about finance, profitability, marketing, production, taxation, pension schemes and other aspects of running a business before achieving a stable and competitive position. The best knowledge on how to overcome these challenges is already in possession of older entrepreneurs and relevant public authorities. "Ensimetri" is a service centre in Tampere, where people can investigate the feasibility of their business ideas and putting them in practice. Ensimetri in Hervanta was established as an Objective 2 project to pursue this aim specifically in Hervanta suburb.</p>
Best Practices
<p>During 2003-2006 there has been 1 080 clients (app. 37% of them unemployed and 20% immigrants) in the project. 250 new businesses have been generated during the project, which is a significant amount in 25 000 inhabitant's suburb. The key for success lies in the service model. It doesn't only investigate the business ideas (profitability, market situation) and help to start the process with technical advice but it also gives the contacts to the network of experts and old entrepreneurs of different fields. One of the strengths of the counselling process has also been the quick reaction to the new developing ideas; only potential ideas (app. 23 % of emerging plans) have developed further and unrealistic ones have noticed at early stage.</p>
Source of financing
Western Finland Objective 2 (ERDF), Line 1:3 Developing business activity and renewing the industrial structure: Promoting entrepreneurship and developing personnel, Delivered by the Ensimetri Service Centre for New Business And Enterprises.
Contacts
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