

<b>Title</b>
East Turku Employment project FORTUNA
<b>Thematic Area</b>
<ul style="list-style-type: none"> <li>▪ Employment</li> </ul>
<b>Main Aspects of Interests</b>
<ul style="list-style-type: none"> <li>▪ Individual approach to unemployed in their own neighbourhoods</li> <li>▪ Long-term unemployment</li> <li>▪ Immigrants</li> </ul>
<b>Duration</b>
02/2000 to 12/2006
<b>Total Budget</b>
€ 2.500.000,00
<b>Background</b>
<p>Unemployment in Turku is concentrated to the East Turku districts. In the beginning of the programme period (year 2000) the unemployment rate was approx. 20-30% in the biggest suburbs of Eastern Turku. The aim of this Fortuna-project was to come up with concrete solutions that result in finding jobs and improving the life management skills of the residents. The target group of this project was the unemployed and those under threat of being socially excluded, especially young people and immigrants. The Fortuna-project has been extremely successful in reaching its targets: new customers have been regularly introduced to the project's services, and it has succeeded in directing the customers to work or other labour force measures.</p>
<b>Best Practices</b>
<ul style="list-style-type: none"> <li>- The individual customer work, in which enough time is reserved for each customer and the local employment service is close to the customer's living environment, got very positive feedback from the customers.</li> <li>- Evaluations of capacity to work for pensions decisions (called Fortuna-Taipale -model) will save common funds. In that model the customer is directed to pension instead of staying unemployed.</li> <li>- Fortuna made its own cost-benefit-analysis and the rate was excellent. The cost-benefit-analyses could be normal practice in projects in the new programme period 2007-2013.</li> </ul>
<b>Contacts</b>
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