

# Ambassador Network Concept



# Workshop, 27.10.2015

Organised in collaboration with LOURA

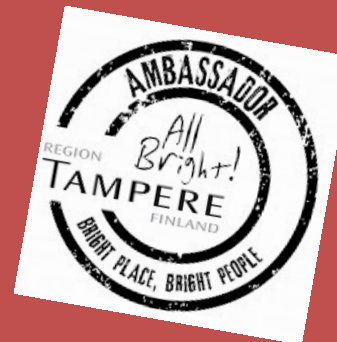
- 18 Participants

– Bachelor	4	UTU	6
– Master	8	ÅA	7
– PhD	6	TUAS	3
		Novia	1

- 5 facilitators from UTU (2), TUAS (1), LOURA (2)

- Presentation of existing concepts

- Copenhagen Capacity
- Tampere All Bright



# Outcomes from the workshop

## **Vision**

- Creating multicultural environment
- Increasing the involvement and integration of international talents in the society
- Brand the Region's culture, work and study possibilities (academic programmes)
- Promote expertise to attract investors
- Increase the job opportunities and economic growth

# Outcomes from the workshop

## Activities/Actions

- **Promoting the Region, own countries and cultures**
  - Tutoring to Finnish students going abroad
  - Tutoring to foreign students arriving in Finland => Friendship programme
  - Representing the Region, its organisations, talents and expertise at diverse events (e.g. study fairs, career fairs)
  - Identifying opportunities in Finland and in home country (events, tourism)
  - Writing blogs and sharing in social media
- **Business collaboration**
  - Supporting trade
    - market research, supporting with admin. and legislative matters, identifying partners, promoting businesses => to Finnish companies to enter new markets and to companies abroad to enter Finnish market
  - Company matchmaking and visits
  - Identifying opportunities in Finland and in home country (business, investments, tourism)
  - Promoting entrepreneurship as career option
- **Developing the Network - PR**
  - Meeting with stakeholders (Mayor, Embassies and Consulates, Business leaders)
  - Writing newsletters for the stakeholders



# Outcomes from the workshop

## Benefits for the Community

- Economic development
- Increase innovation and competitiveness
- Increase internationalisation of the Region (culture, businesses)
- Increase attractiveness of the Region (tourism, education, career opportunities, investments)
  
- Create a positive visibility of international talents
- Enhance integration and career of internationals
  - Entrepreneurship
  - Finding a job in a Finnish/global company in the Region
  
- Support networking
- Cultural exchange
- **Mindset like of being active through belonging to the Ambassador network**
- Individual self-confidence

# Outcomes from the workshop

## Tool Box

- Trainings
  - Leadership, communication, competence training (CV clinic)
  - Finnish culture, Finnish language, Regional tourism
  - Finnish and Regional working environment (culture, economic, key businesses)
- Social events, once a month
  - Short lectures, workshops, briefings
- Newsletters
- Marketing material and marketing grants
  - brochures, PP presentations, access to videos/photos and latest information of the Region, businesses and academics
- Resources
  - IT, facilities (venue)

# Outcomes from the workshop

## Others

- Target groups:
  - International and Finnish students
  - Finns
  - Expats
- Selection process:
  - Country wise and expertise wise
  - Personal interest, motivation
  - Choice of activities/involvement
  - Interview
- Duration:
  - More than 1 year, as long as Ambassador is interested in
- SWAN – South West Ambassador Network



# Ambassador Network under POLKU-project

## Objective: Connect regions abroad with Turku

### Promoting Turku

- Presenting Turku and its higher education institutions abroad
- Tutoring incoming international degree students (Friendship programme) – *Developing the Network*

### Supporting the internationalisation of Turku

- Cooperation work with companies from the Region through internships, company visits, assignments – *building trust*
  - ✓ Market analysis, market research, supporting with admin. and legislative matters, identifying new partners and clients
- Identifying opportunities in Finland and in home country (business, investments)
- Organising networking events targeted to international students and companies
  - ✓ International entrepreneurs evenings, country presentations (culture, business), industry presentations



# Process

## 1. Approaching companies - January

- Outcomes from the WTC survey to companies
- SMEs, operating already abroad or/and interested to develop their business abroad, through the WTC and Chamber of Commerce
- Adapting the concept - February

## 2. Involving the students - January

- Participants of the workshop (18)
- Identifying their home countries, expertise, interest and needs

## 3. Matchmaking - March

## 4. Marketing tools

- Creating a LinkedIn/Facebook group, accessing videos/pictures of the Region

## 5. Kick-off event and training - April

- Approaching trainers

## 6. Collaboration work with the companies – from May to September

## 7. Identifying opportunities in Finland and abroad – from September until December