

EUROPEAN PROJECT REPORT:
MULTIPLIER EVENTS – FINLAND (TURKU
UNIVERSITY OF APPLIED SCIENCES)

SENIOR SOCIAL ENTREPRENEURSHIP

Project number: 2019-1-ES01-KA204-063101



Senior Social Entrepreneurship



Co-funded by the
Erasmus+ Programme
of the European Union

January, 2022

Report of the multiplier events on the European Senior Social Entrepreneurship Project

Introduction

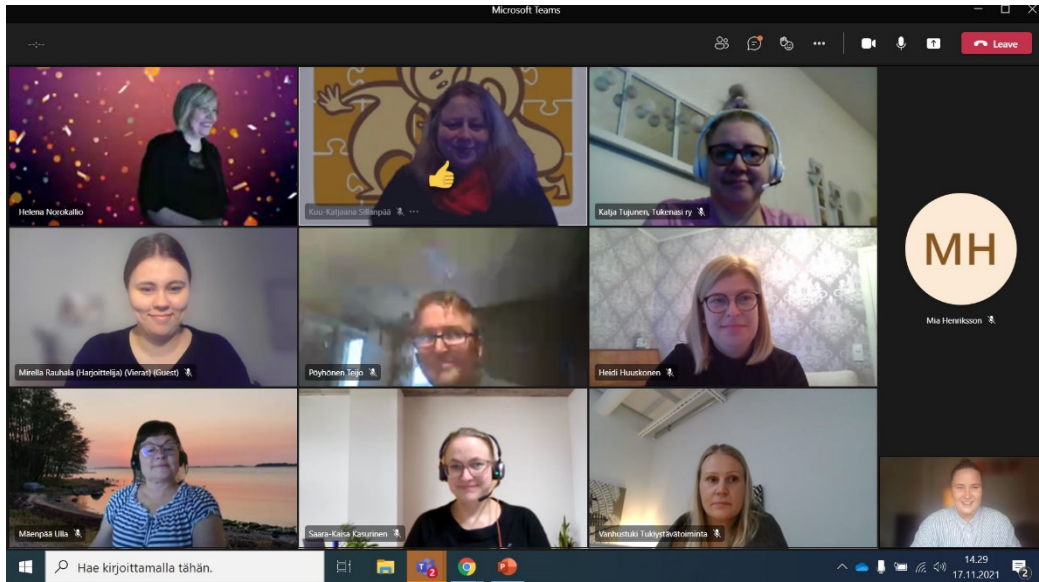
Turku University of Applied Sciences arranged the multiplier events for SSE project in three separate events in November and December 2021, one hour per each event. A total of 53 stakeholders attended the events. The lists of participants can be found attached.

Due to the Covid-19 situation, we arranged the events online. We decided to do this, because the Coronavirus situation started to worsen again in November 2021 and the number of infections increased across Finland. At first, we had planned to arrange several separate face-to-face events for small audiences, so that they would be safe to implement. During November, we had many conversations with different stakeholders, who all preferred online events instead of face-to-face meetings since the Covid-19 situation had gotten worse. Since some of our stakeholders are elderly themselves, it became obvious that we could not convince them to join us in face-to-face events safely.

Due to this feedback, we changed our planned face-to-face events to online events in a very short notice. This diminished drastically our participant numbers especially for the open-for-all multiplier event. The biggest challenge for our dissemination was naturally the Coronavirus situation.

The first online multiplier event November 17th, 2021

Turku UAS arranged the first online multiplier event November 17th, 2021, in cooperation with Elderly Volunteer Development Group, which is a group consisting of active senior organizations. There were 9 participants from different third sector organizations, which organize voluntary activities for elderly people.



The second online multiplier event December 10th, 2021

The second online multiplier event was arranged December 10th 2021, in co-operation with the City of Turku. We had over 60 Turku City employees participating our event, but only 42 filled the required documentation regarding their contact information etc. Majority of the participants worked with the unemployed and considered the social entrepreneurship as a good opportunity for their customers through light entrepreneurship possibilities.

Senior Social Entrepreneurship -hankkeen verkkokurssi yrittäjyyden tueksi (1/2)

- Maksuton verkkokurssi on suunnattu ihmisille, joilla on työelämän ja/tai elämäkokemuksen kautta kasvanut kiinnostus jakaa omaa osaamistaan sekä tuottaa liiketoiminnan keinoin yhteiskunnallista hyvää
- Itsenäisesti opiskeltava verkkokurssi, jossa vuorovaikutteisia elementtejä oppimista tukemassa
- Saatavissa kahdeksalla eri kielellä

- 1 Mitä on yhteisötalous? Luo oma yhteiskunnallinen yritys!
- 2 Motivaatio
- 3 Yrityksen tavoite / missio – Yhteiskunnallinen vaikuttavuus ja hyöty
- 4 Liiketoimintasuunnitelma
- 5 Markkinointi ja viestintä
- 6 Johtaminen ja sosiaaliset taidot
- 7 Hyvät käytännöt

Participants

- Kajalinen Hanna
- Kuusi Aika (00)
- AJ Anni Almqvist (00)
- Kallio-Rönkä Riikka
- Aija Lehtinen Sakari (Suomi)
- Riikka Anni Manninen
- Fanni Sanna Buittama (00)
- Hanna Enni (00)
- Hiljaan Satu
- Hanna Sanni (00)
- Hiljaan Marjo
- Hiljaan Marjo (00)
- Hiljaan Nina (00)
- Sanna Sanna
- Capita Pia
- Kallio-Rönkä Riikka (00)
- Kallio-Rönkä Riikka
- Kallio-Rönkä Riikka (00)

The third online multiplier event December 10th, 2021

The third online multiplier event was held later the same day December 10th, 2021. This event was open for everyone interested in senior entrepreneurship. Even though we had several interested people signed up for the event in advance, finally only 2 participated. Those two participants were from Finnish Pensioners' Federation and Metropolia University of Applied Sciences.

Microsoft Teams

Request control

Unmute (Ctrl+Shift+M)

Lindholm Marju

AK Antero Kupi

JH Juuli Halonen

Yhteiskunnallinen yrittäjyys mahdollisuutena ikääntyville 10.12.2021
Senior Social Entrepreneurship -hankkeen loppuseminaari

Ohjelma

- Videotervehdys Vanhus- ja lähimmäispalvelun liitto VALLI ry:stä
- Senior Social Entrepreneurship –hanke
- Yhteiskunnallinen yrittäjyys – mitä se on?
- Yrittäjyyden mahdollisuudet ikääntyneelle – Case Eila Kaijärvi-Pekkola
- Senior Social Entrepreneurship –hankkeen verkkokurssi yrittäjyyden tueksi

Erasmus+

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The program of the events

All three events followed the same program. At first, we introduced the SSE project. Next, we talked about social entrepreneurship – what it is and how it differs from traditional entrepreneurship. Then we introduced the story of our Finnish senior entrepreneur Eila Kaijärvi-Pekkola and finally presented the Senior Social Entrepreneurship Interactive e-Training Course. All events had time for discussion and networking. At third event we also had video greeting from the Elderly Service Union VALLI association, which is a nationwide developer of elderly work in Finland and has cooperated with us in the SSE project.

All the specific programs for each event can be found attached.

Experiences of the events

There were interesting discussions on the topic at each event. The topic of senior entrepreneurship as well as the topic of social entrepreneurship are both quite new subjects in Finland, and they aroused a lot of interest and thoughts on how they could and should be developed even further in Finland. Those topics were seen as fascinating signals and new openings for discussion. The SSE e-Training Course was highly appreciated as a tool to develop the entrepreneurial skills for seniors and the story and developed materials of senior entrepreneur Eila Kaijärvi-Pekkola were considered impressive. Both the city of Turku employees and Finnish Pensioners' Federation implied that they would think ways how to continue utilizing the platform.