

2025

Next Up Living Lab kickoff

Kerttu Kajander

Tampere youth council



YOUTH PERSPECTIVE ON EMPLOYMENT



Funded by
the European Union

CONTENT



03 ABOUT ME

04 SETTING THE SCENE

05-07 VOICES OF YOUNG PEOPLE

08 CHALLENGES

09 GOOD PRACTICES

10 CONCLUSION



Next Up Living Lab kickoff

Kerttu Kajander

Tampere youth council



ABOUT ME

Hi, I'm Kerttu Kajander, a passionate youth advocate. I am the current president of Tampere youth council as well as a board member of Nuva Ry, the national youth organisation advocating for youth engagement and youth involvement.

I will be graduating from the social sciences line in Tampereen lyseo high school next spring.



Funded by
the European Union



CURRENT

The current job market situation poses many challenges for young people and recent graduates.

SITUATION



How can we navigate in an economy characterized by digitalization, automation, mental health pressures, and the rising cost of living?

“THE SUMMER JOB
VOUCHER IS A
GOOD PRACTICE — I
GOT A JOB THANKS
TO IT.”

“OP BANK’S 400-
EURO SUPPORT
GRANTS REALLY
HELP.”

“THE ”LÖYDÄ TÖITÄ”
(‘FIND WORK’)
EVENTS AT YOUTH
CENTERS WERE
VERY POPULAR.”

VOICES OF YOUNG PEOPLE

“IT’S HARD TO
FIND A JOB.”

“THERE WAS A
POOR STAFF
SITUATION AT THE
WORKPLACE.”

“EMPLOYERS
EXPECT TOO
MUCH PREVIOUS
EXPERIENCE —
EVEN FROM
YOUNG PEOPLE.”

“THE
ORIENTATION
WAS MISSING OR
INCOMPLETE.”

VOICES OF YOUNG PEOPLE

“SOME YOUNG PEOPLE
ARE SO HOPELESS,
THEY DON'T DARE OR
DON'T EVEN WANT TO
APPLY FOR A JOB.”

VOICES OF YOUNG PEOPLE

2025

Next Up Living Lab kickoff

Kerttu Kajander

Tampere youth council



Lack of early opportunities.



Unequal preparation.



Quality of early work experiences.

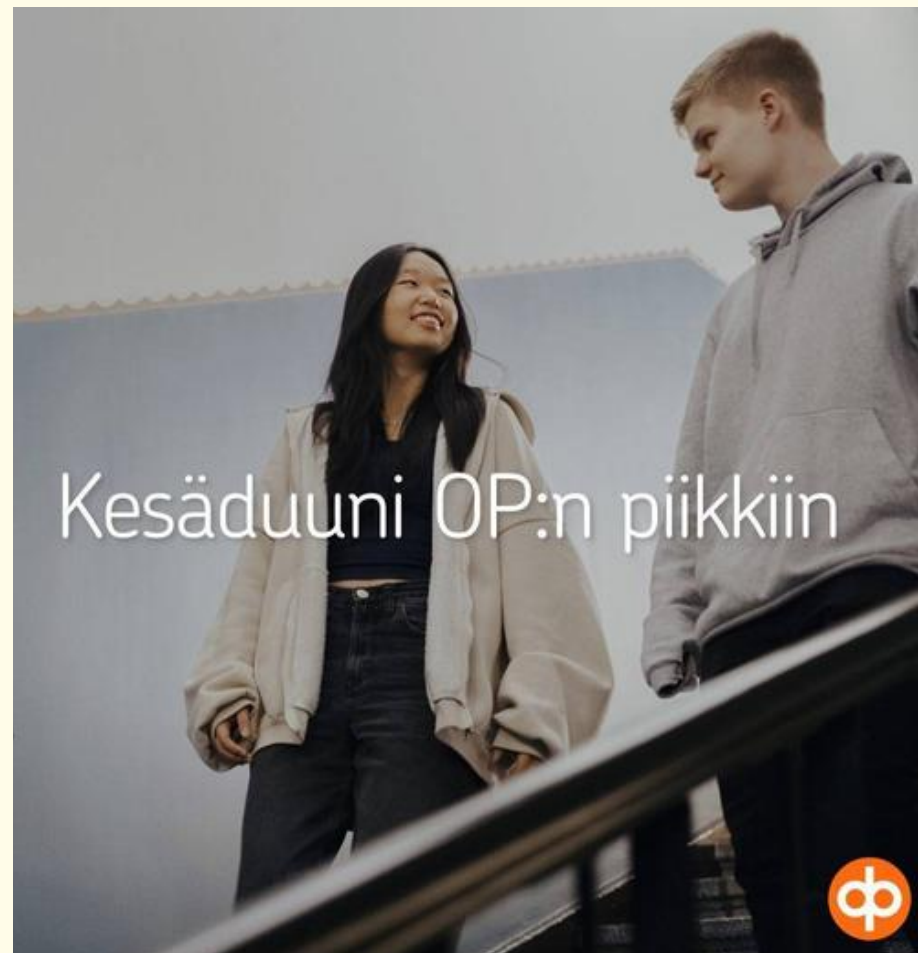
KEY CHALLENGES



Confidence and mental wellbeing.



CITY'S SUMMER JOB VOUCHER



OP TAMPERE'S 400€ SUPPORT GRANTS

GOOD PRACTICES

LÖYDÄ KESÄDUUNI!
*Tapahtuma alle 30-vuotiaille
kesätyönhakijoille*

🕒 15.1.2025 kello 15.30–17.30
📍 Nuorten kulttuurikeskus
Monitoimitalo 13

Työnantaja • CV-kuvaus ja -paja • Kuponkeja myyntikoulutukseen

KESÄDUUNI

Puhujavieraana myyntikuiskaaja
Pasi Rautio
"3 tärkeintä taitoa, joita
kesätyöissä tarvitset!"

TAMPERE TYÖ JA YRITTÄMINEN
OHJAAAMO
KESÄTYÖ-SETELI
OMA KESÄDUUNI-VOITTO

"FIND A JOB" EVENTS

2025

Next Up Living Lab kickoff

Kerttu Kajander

Tampere youth council

CONCLUSION

IMPROVING YOUTH EMPLOYMENT IS OUR
COLLECTIVE RESPONSIBILITY TO FORTIFY YOUTH'S
CONFIDENCE IN THEIR FUTURE.



Kerttu Kajander

President of Tampere youth council

kajanderkerttu@gmail.com

+358 449870296

 kajanderkerttu

 Kerttu Kajander



THANK YOU!

