



# Etelä-Karjalan työllisyysalue



South Karelia Employment Area  
Strategy summary  
1.1.2025

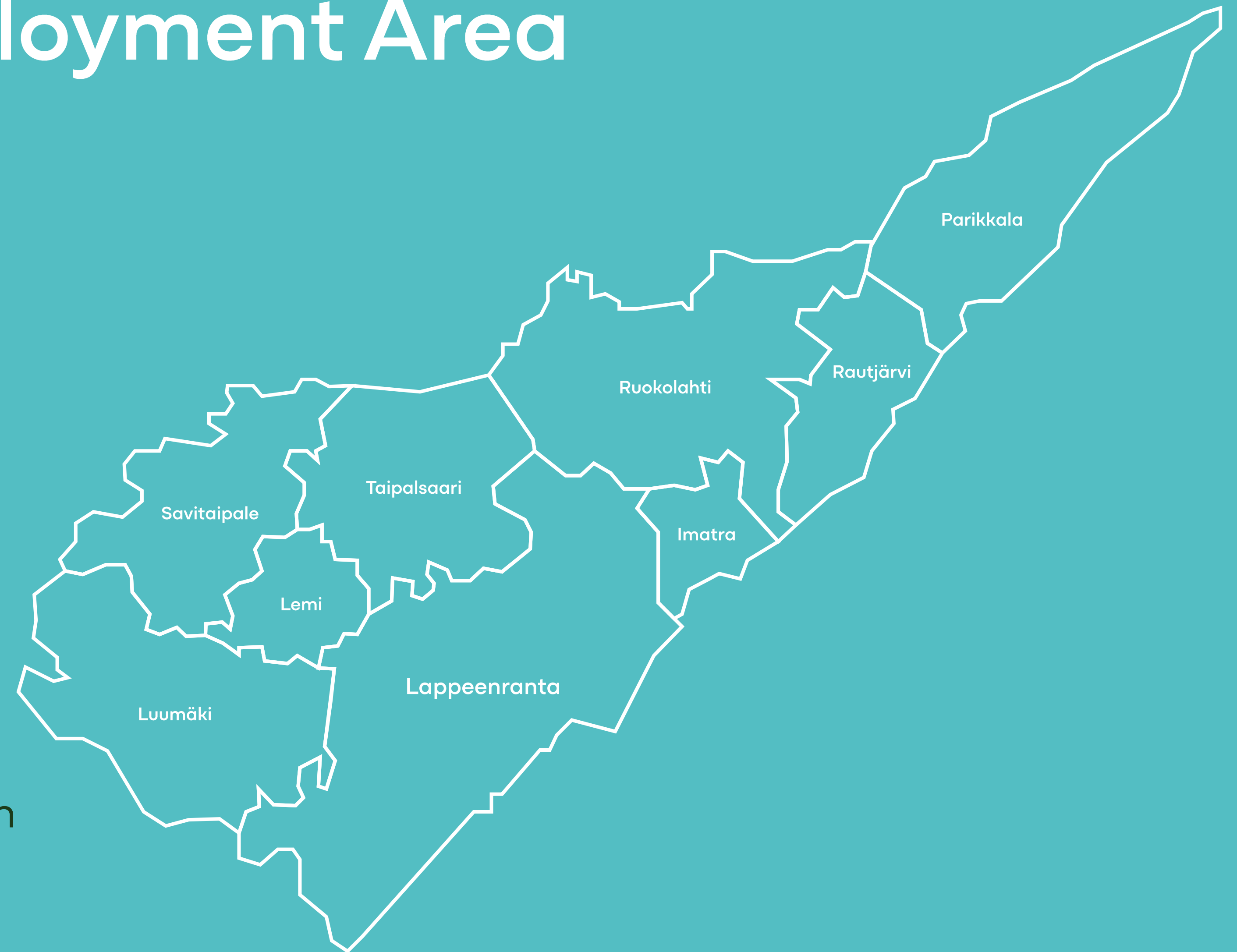
The common goals of the region

# South Karelia Employment Area

The main goal of implementing the service strategy of the employment area is to enhance the vitality of the entire region and the number of employed people by attracting new residents to the area to study, find a job and start a business.

In addition, the opportunities for the local population living in South Karelia to increase their own well-being and employment are strongly included in the vision of success stories.

The strategy is based on the legislation and guidance from the Ministry of Economic Affairs and Employment.



# goal-oriented operations

aim to increase the vitality of the region and employment rate.

Skilled workforce for companies and employers, jobs for the job seekers.

Promoting equality.

Functional networks and a strong ecosystem.

High-quality, active and cost-effective services.

Competent and motivated personnel.

South Karelia's Employment and Immigration Services are recognized as part of municipal services.

# vision: sustainable success stories

The customers' own goals and strengths as well as the needs for services are identified.

Service processes are implemented with high quality and appropriate manners.

The possibilities of the area are highlighted, and their availability is ensured.

# values: boldly, together and looking forward

Our approaches are open-minded, broad and responsibly experimental.

We are committed, solution-oriented and value partnership.

We build on reliable information, anticipating trends and reacting to changes.

# for personal customers

- Information services
- Employment services
- Vocational guidance and career coaching
- Labor market and integration training
- Expert assessments
- Competent development, work trial and pay subsidy
- Startup grant
- Self-motivated study subsidy
- EURES recruit service for job seekers
- Unemployment security



# for employers and entrepreneurs

- Information services
- Recruitment services
- Expert assessments
- Subsidy for arranging working conditions
- Work trial and pay subsidy arrangements
- Change security guidance
- EURES recruit service for employers



# working together

- The South Karelia Employment and Immigration Board acts as the employment authority.
- The cooperation group of the municipalities supervises compliance with the obligations according to the agreement, plans and monitors the budget, investments and service level.
- The management team of the multisectoral services follows up the realization of the goals it sets annually.
- The service ecosystem innovates and develops. The ecosystem consists of the municipalities of the region, the ELY center and other public service providers, private service providers, educational institutions, companies, third sector operators, the South Karelia Welfare Area and users of employment and business services.





# multichannel communication

is up to date, reliable and accessible.

## Strategic communication objectives

- Arouse interest in the meaning of employment and immigration.
- Increase understanding of the impacts of employment and immigration
- Promote employment and integration activities and initiatives.

In addition to the material available at the offices,  
we present services and activities online:

- [South Karelia Employment Area \(lappeenranta.fi\)](https://lappeenranta.fi)
- [South Karelia Employment Area \(tyomarkkinatori.fi/regional pages\)](https://tyomarkkinatori.fi/regional/pages)

and on social media:

- [South Karelia Employment Area on Facebook \(facebook.com\)](https://facebook.com)
- [South Karelia Employment Area on Instagram \(instagram.com\)](https://instagram.com)
- [City of Lappeenranta \(linkedin.com\)](https://linkedin.com)

