

SOCIAL INVESTMENT IN CITIES



OULU CREATING A ONE-STOP-SHOP FOR YOUNG PEOPLE

THE BYSTRÖM YOUTH SERVICES, EMPLOYMENT AND ACTIVITY CENTRE

Oulu is the 5th largest city in Finland with over 190,000 inhabitants. The city provides vital services to people in the surrounding region. Oulu has a young population, with 43% of inhabitants under 30 years old. The city also has a particular issue with youth employment, with 18% of those that are unemployed under the age of 25.

The city established the Byström youth services, an activity centre primarily for young people aged 16 to 29. The goal of the centre is to provide a 'one-stop-shop' for young people, so that they can receive all the services they require in the same place, with or without an appointment. The services provided include career advice, psychological counselling, support for everyday problems and challenges, and assistance in looking for jobs.

Oulu has created a common vision for the Byström youth services. This has required a strong commitment from employees, management and politicians to develop the activities further. Young people have also been involved in developing the Byström youth services together with employees and managers from the city of Oulu.

Byström is recognised as the go-to resource for young people in Oulu. Young people's needs are addressed from one single service point. It significantly improves the services offered to young people in the city and creates a new level of interaction between young people and the municipality.

