

## GoA 2.4

# Change process in Helsinki – Brief summary

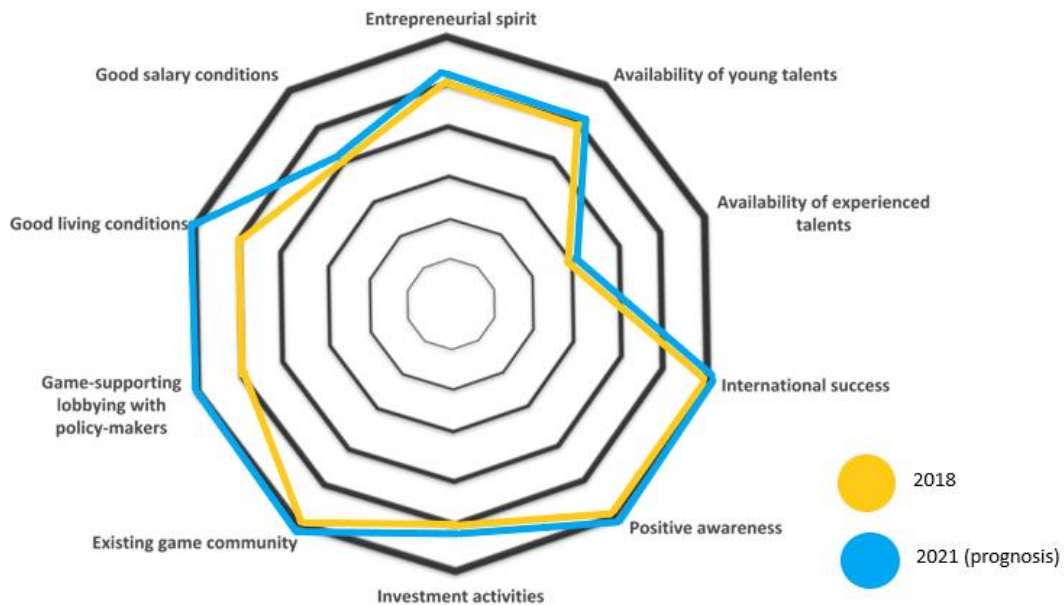


Image: Mood barometer 2018-2021

The whole change process is available [here](#).

### Discussions with work group about needed changes and change process:

- These discussions were important part of going through the change process.
- Minutes from October 2018 meeting (Finnish):  
<https://www.dropbox.com/s/lifx76kh27mae6x/Stakeholder%20group%20meeting%20October%202020.pdf?dl=0>
- Minutes from February 2020 meeting:  
<https://www.dropbox.com/s/j4m9ou8mguu3f9v/Working%20group%20meeting%20February%202020.pdf?dl=0>
- Minutes from September 2020 meeting:  
<https://www.dropbox.com/s/kav394kh2xo07so/Minutes%20of%20the%20meeting%20with%20Helsinki%20Game%20Ecosystem%2030%20Sep%202020.pdf?dl=0>

## **Concrete changes:**

### *Action 1 related changes:*

*Mapping the gaps in access to information on support measures  
Introducing targeted measures to bridge the identified gaps*

- Neogames organised two Get Funded pilots – January 2019 and January 2021. Neogames is considering continuation of this event in 2021. There is no final decision yet, but the discussion is part of the planning next year (2021).
  - More information about first two Get Funded events:  
<https://www.dropbox.com/sh/ibohzpal3jfy02/AACLajVKI9Q8uhUSBKtVeQmGa?dl=0>

*Identification of a lead body in city administration and institutionalising key support measures for local SMEs*

- NewCo Helsinki named a contact person for game industry, and game industry support was widened by introducing a second game industry dedicated person. The support for continuation of the earlier piloted travel grants was partly due BGI actions. Thanks to BGI project, NewCo's support measures have become more accessible for game developer studios.
  - Information about NewCo's services: <https://newcohelsinki.fi/en/services/services-for-startups/>
  - Travel grant decisions (in Finnish): <https://dev.hel.fi/paatokset/asia/hel-2019-002040/> and <https://dev.hel.fi/paatokset/asia/hel-2019-009817/>

### *Action 2 related changes:*

*Overall*

- Neogames' lobbying efforts affected the policy program adopted by the new government (formed in spring 2019). The biggest result was to have government set a target of having maximum 1 month to whole immigration process for highly qualified experts.
  - Policy program of the new government (in Finnish): <https://julkaisut.valtioneuvosto.fi/handle/10024/161662>
- Neogames and other industry stakeholders discussed intensively about increasing funding for the rest of the year 2019 to immigration services and to the year 2020. Following the discussion, the government increased the funding to Migri.
  - Piece of news about Migri's increasing funding (in Finnish): <https://www.hs.fi/politiikka/art-200006289098.html>
- National level advocacy supported the launch of the new talent attraction and integration focused *International Talents Accelerating Growth* project
  - Project plan (in Finnish): [https://teaching.helsinki.fi/sites/default/files/inline-files/Hankesuunnitelma\\_kv-osaajat%20yritysten%20kasvun%20vauhdittajina\\_pk-seutu\\_2405019.pdf](https://teaching.helsinki.fi/sites/default/files/inline-files/Hankesuunnitelma_kv-osaajat%20yritysten%20kasvun%20vauhdittajina_pk-seutu_2405019.pdf)

*Talent attraction: Establishing a Helsinki model for talent attraction and creating a co-operation model for supporting talent attraction*

- Neogames and the City of Helsinki drafted a co-operation model for talent attraction. Drafting was part of the providing a snapshot of the game activities in Culture and Leisure sector.
  - Snapshot in Finnish: <https://www.hel.fi/static/kanslia/elo/kuva-neogames-2019.pdf>
  - Executive summary in English: <http://www.neogames.fi/wp-content/uploads/2020/06/An-invisible-success-story.pdf>
- Neogames facilitated discussions between companies and public authorities about cooperation in talent attraction

- Producing video about game ecosystem in Helsinki for talent attraction purposes.
  - Video on Vimeo: <https://vimeo.com/463006691>
- Co-organising a games industry focused evening reception during Pocket Gamer Connect Helsinki to promote Helsinki as a place to work
  - More information: <https://www.dropbox.com/sh/ngssws63e9fj2jo/AAC3YwE5MeQb5KUzkFpeOc8ta?dl=0>

*Talent integration: Finding ways to support global talents and their families in relocating to Finland and integrating to local communities*

- Supporting Supercell in organising a meeting for spouses.
- Providing information about City of Helsinki's Spouse program to game companies and hosting a call between game companies and spouse program.
  - More information about the Spouse program: [www.spouseprogram.fi](http://www.spouseprogram.fi)
  - Minutes of the meeting between spouse program and games industry HR group: <https://www.dropbox.com/s/icef7vnxxboht89/Call%20between%20Spouse%20program%20and%20game%20companies%27%20HRs.pdf?dl=0>
- City of Helsinki called in a task force of English service development, Neogames and Supercell represented games industry.
  - Task force: <https://dev.hel.fi/paatokset/asia/hel-2018-012368/u510vh1-2019-23/>
- City of Helsinki launched a Development Agenda for the English-Language Services.
  - Development Agenda: [https://www.hel.fi/static/liitteet-2019/Kaupunginkanslia/Maahanmuuttajien%20Helsinki/Maahanmuuttajien%20Helsinki/Development Agenda for the English-Language Services in Helsinki.pdf](https://www.hel.fi/static/liitteet-2019/Kaupunginkanslia/Maahanmuuttajien%20Helsinki/Maahanmuuttajien%20Helsinki/Development%20Agenda%20for%20the%20English-Language%20Services%20in%20Helsinki.pdf)

*Action 3 related changes:*

*Tackling the barriers: Implementation of BGI incubator*

- Metropolia implemented BGI incubator called Farm League. Both the City of Helsinki and Neogames supported the incubator by sharing their knowledge.
  - More information about the incubator learnings: [http://baltic-games.eu/files/bgi\\_project\\_-\\_output\\_3.4.pdf](http://baltic-games.eu/files/bgi_project_-_output_3.4.pdf)

*Tackling the barriers: Implementation of the BGI best practices on games industry incubators and finding support for the continuation of incubator activities*

- Farm League's leader produced a pitch deck to raise interest from private funders to fund the future incubation activities. Neogames supported these efforts by providing expertise.
- Farm League rebranded to Living Game Intelligence Network (LGIN). LGIN is more inclusive and has more variety in companies than former Farm League, thanks to the learnings made during the BGI project.
  - Information about LGIN: <https://lgin.fi/>

*Tackling the barriers: Identifying and creating support measures to students to find route to entrepreneurship*

- The lead of the Farm League incubator conducted a study to Business Finland including the findings made during Farm League incubator.

*Intergenerational knowledge transfer: Mentoring, intra-community knowledge transfer and better matchmaking*

- Mentoring activities launched in IGDA Leadership Day, supported by the City of Helsinki. Mentoring activities are now institutionalised by LGIN.
  - IGDA Leadership Day: <https://www.igda.fi/new-events/2019/leadership-day-by-igda-finland>
- Helsinki Games Capital piloted event called Game Industry Retrospective together with the City of Helsinki. The whole event was about sharing the learnings and knowledge between different companies.
  - Facebook event: [https://www.facebook.com/events/741817699653217/?active\\_tab=about](https://www.facebook.com/events/741817699653217/?active_tab=about)
  - Photos: <https://www.facebook.com/media/set/?set=a.160005175378217&type=3>

**Initiated changes:**

Action 1 related changes:

*Improving accessibility of public support measures for games industry SMEs*

- Neogames mapped potential new support measures targeted to audiovisual industries in 2019, commissioned by Business Finland.

Action 2 related changes:

*Overall*

- *International Talents Accelerating Growth* project continues until the summer 2021.

*Talent attraction: Establishing a Helsinki model for talent attraction and creating a co-operation model for supporting talent attraction*

- The model was drafted, but the implementation and building future co-operation activities is yet to be further discussed.

*Talent integration: Finding ways to support global talents and their families in relocating to Finland and integrating in local communities*

- International House Helsinki (IHH) reopened its services. IHH is operated by the City of Helsinki.
- Spouse program by the City of Helsinki continues until summer 2021.

Action 3 related changes:

*Tackling the barriers: Implementation of BGI best practices on games industry incubators and finding support for the continuation of incubator activities*

- The City of Helsinki is discussing how to organise incubation for games in the future.
- NewCo Helsinki is planning an accelerator that would also host game startups.
- Business Finland is planning to fund mentoring activities to game companies.

*Tackling the barriers: Identifying and creating support measures to students to find route to entrepreneurship*

- *International Talents Accelerating Growth* project's activities with higher education institutes continue during autumn and next spring.

- Neogames and Helsinki Game Capital will host 3 mentoring workshops during spring 2021 for the international students at the University of Helsinki
  - HelsinkiUni International Talent Programme: <https://blogs.helsinki.fi/international-talent-programme/how-to-apply/companies-and-organisations/>
  - If the link above has been updated, print from September 2020: <https://www.dropbox.com/s/9beeerhyso86i3s/Companies%20and%20Organisations%20%E2%80%93%20HelsinkiUNI%20International%20Talent%20Programme.pdf?dl=0>
  
- Neogames conducted a survey about the employment of game education graduates. Survey is continuation on the framework condition mapping activities initiated by the BGI project and it gives a solid ground for future developments and better support for young talents.
  - Survey in Finnish: <https://neogames.fi/wp-content/uploads/2020/09/TyollistyminenPelialalla.pdf>
  - Abstract in English: <https://neogames.fi/wp-content/uploads/2020/09/abstractinenglishemploymentgameindustry.pdf>

*Intergenerational knowledge transfer: Mentoring, intra-community knowledge transfer and better matchmaking*

- Helsinki Games Capital provides daily opportunities to intra-community knowledge transfer. It also organises events. Both the City of Helsinki and Neogames are founding partners of Helsinki Games Capital and support its work.
  - Helsinki Games Capital: <https://helsinkigamescapital.fi/>