



# Ohjaamo

## The One-Stop Guidance Center model



KEHA-keskus  
UF-centret

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# Ohjaamo

It is recommended that the cross-sectoral joint service promoting employment for young people be produced under the Ohjaamo name.

Ohjaamo is a low-threshold joint-service center intended for everyone under 30 years old. Ohjaamo offers youth-oriented free counselling, guidance and services aimed at promoting young people's study opportunities, employment, skills and wellbeing. The service must be easily accessible to young people.

The aim of the joint service is to:

promote young people's transition to work and education or other goal-oriented activities; and

strengthen the inclusion, wellbeing and functional ability of young people.

Progress towards the goals is indicated, for example, by:

The number of NEETs decreasing

Young people's unemployment periods becoming shorter

Decrease in the number of young long-term social assistance customers

Young people's ability to plan their own future becoming stronger

Young people feeling that their wellbeing and inclusion have improved

# Law

Section 16 of the act on the cross-sectoral promotion of employment (381/2023) provides for the cross-sectoral joint service promoting employment for young people. The justifications for the bill refer to cross-sectoral cooperation corresponding to Ohjaamo activities, and the law does not require changes to the existing Ohjaamo activities or their organisation. The cross-sectoral joint service promoting employment for young people as stipulated by law can also be organized in ways other than through Ohjaamo activities.

**The employment authority organises the prerequisites for the cross-sectoral joint service for young people.** The service must be easily accessible to young people. The employment authority is responsible for ensuring that the area's young people have access to a low-threshold cross-sectoral joint service for young people as needed, but it does not necessarily have to organise it itself.

**The employment authority assesses the need for cross-sectoral joint services for young people in its area.** When preparing the assessment, it is necessary to map out the existing youth services in the area, the situation of young people in the area as a whole must be taken into account and possible cooperation partners of the joint service must be consulted. In the assessment, it is recommended to use the guidance and service network referred to in section 9 of the Youth Act (1285/2016) or a similar cooperation group and the information it produces.

**The employment authority negotiates the organisation of activities with the operators that are key to the organisation of service points for the joint service for young people in its area.** The negotiations will map out the youth services that already operate in the area and look for solutions that best meet the needs of young people in the area. Key operators include, for example, education service providers, wellbeing services counties, municipal youth services and the private and third sectors.

**The organisation of activities and the distribution of costs shall be agreed locally.** Each employment area can implement the service in a way that suits them and agree on the party responsible for the service freely. The aim is to strengthen the low-threshold, youth-oriented cross-sectoral work of the basic services. Each authority and other actors involved in the service operate within their own mandates.

**The employment authority must ensure that the cross-sectoral joint service for young people has a person responsible for coordinating the services and activities.** This person does not need to be an employment authority.

# Operating principles



## 1. Method of organising activities

- The joint service can operate either as a separate service point or as part of a larger service package.
- The service point must include a comprehensive range of services needed by young people in the area. Cooperation practices are agreed within the network.
- Ohjaamo offers young people the opportunity to use the low-threshold service point either face-to-face or as a remote service, even without logging personal data or booking an appointment.



## 2. Cross-sectoral

- Ohjaamo brings together operators of the employment authorities, wellbeing services counties, municipalities, the state, educational institutions, companies and the third sector in accordance with the service needs of the young people in the area. The aim is to combine the perspectives and expertise of the different operators into cross-sectoral cooperation.
- Ohjaamo can offer both low-threshold voluntary services and obligatory services.



## 3. Youth-oriented

- The starting point of the service is the individual need reported by the young person. The young person participates in the planning of their own service and decision-making concerning themselves.
- The service is communicated in a way that is comprehensible to young people in the channels they use.
- Young people's participation in the development and evaluation of Ohjaamo is systematic.
- In the service, it is important to understand the current phenomena regarding young people and respond to them in accordance with the needs of the young people in the area.

# Operating principles



## 4. Accessibility and equality

- Ohjaamo must be easily accessible to young people and the premises must be accessible.
- The service must be equitable and equal, and take into account the diversity of the youth group
- In bilingual areas, the service must be provided at least in Finnish and Swedish. The service must take into account the selection of languages based on the needs of the area and young people.



## 5. Monitoring

- Ohjaamo produces up-to-date and clear monitoring data for assessing national, regional and local impact.
- Monitoring data is produced using indicators and recording instructions defined by the KEHA Center.
- Young people's feedback and development suggestions are also collected to develop the service.



## 6. National development

- The Ohjaamo-model is developed nationally through network cooperation and co-development.
- It is recommended that the person coordinating Ohjaamo participates in the network of coordinators. The coordinator may act as the person responsible for coordinating the legally required services and operations.

# Competence needs

Ohjaamo must have diverse expertise to meet the needs of young people.

Each partner operating in Ohjaamo brings their own special competence to the network, in addition to which all parties have basic knowledge and competence. The development of the competence of those working in Ohjaamo must be systematic and support the youth-oriented and cross-sectoral nature of the service.

**Special competence – some people must have in-depth competence in the following:**

- Physical and mental wellbeing
- Livelihood, finances and housing
- Competence development and training opportunities
- Career planning, employment and employer cooperation
- Entrepreneurship

**Several people must have competence in the following:**

- Assessment of service needs and service counselling
- Daily life management
- Social wellbeing, inclusion and leisure time
- Multiculturalism and internationality
- Online counselling

**Basic competencies – everyone must have a basic level of competence in the following:**

- Encounters
- Youth as a life stage
- Guidance and advice
- Supporting the independence of young people and strengthening their own identity
- Network cooperation



# The Ohjaamo brand

## ...is recognisable.

The Ohjaamo brand has been widely used for years, and young people recognise it. A recognisable brand enables young people to seek help in the right place, regardless of the region.

## ...is reliable.

Ohjaamo as an operating model is well established, and its activities have been proven to be effective. Partners and decision-makers recognise the Ohjaamo operating model, which facilitates network cooperation.

## ...is attractive to employees.

Those working with young people are familiar with Ohjaamo's youth-oriented operating model, and the employees are committed to the operating method.

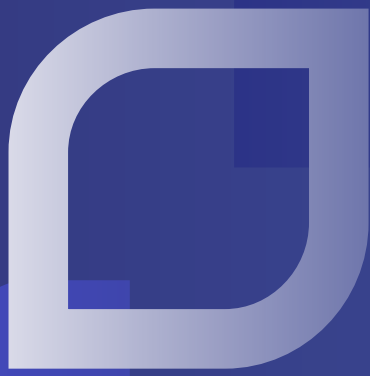
## ...facilitates shared communication.

The Ohjaamo brand has a ready-made visual look and communication materials, the use of which is supported by the KEHA Centre.

### Cross-sectoral joint services promoting employment for young people operating under the Ohjaamo brand:

- implement high-quality cross-sectoral services for young people in accordance with this document.
- are allowed to use visual elements and communication materials in line with the brand in their own operations.
- receive comprehensive national monitoring data to compare to data from their own operations.
- are supported by the nationwide Ohjaamo network.





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The Ohjaamo model expresses the intention: how the cross-sectoral joint service promoting employment for young people defined by law should be organised. The One-Step Guidance Center model document was updated in 2025 in cooperation with experts and stakeholders of the work of Ohjaamo.

[www.keha-keskus.fi](http://www.keha-keskus.fi)