

FUTURE-PROOFING ADULT LEARNING IN CITIES



HELSINKI, Finland

The Google Digital Garage

Key facts

In 2019, Google opened a learning space – the Google Digital Garage – in Central Helsinki, Finland, which is free of charge and open to all.

Timeframe and funding	The learning space was opened in 2019 and is funded by Google.
City population	631,695
Governing body	Helsinki City Council
Link	Google opens Digital Garage learning space in Helsinki City of Helsinki

Main objectives

The key objective of the programme is:

- To provide digital skills training for a broad range of people including jobseekers, entrepreneurs and students.

Content and mode of delivery



The programme, jointly organised by Google and the City of Helsinki, is targeted at jobseekers who are interested in employment within social media, analytics and online advertising. In this programme, jobseekers receive a three-week digital marketing training in their interest area. Applications for the programme are made directly to the City of Helsinki. For SMEs, the learning space assists them in better utilizing digital tools in their businesses, through various courses and workshops.

The learning space is part of the “Grow with Google” programme, aimed at helping people, businesses and local communities gain digital skills for employment, as well as career and business growth. In addition to the learning space, the Digital Garage offers free online courses, which are also open to everybody in the city.

According to Ilkka Haahtela, the head of Immigration and Employment Affairs at the City of Helsinki, the city aims to be one where everybody has equal opportunities to develop their skills. Thus, considering the rapid change towards digitalisation in the job market, the City of Helsinki’s collaboration with Google, provides everyone the opportunity to complement their digital skills to meet the demands of the job market. The city’s goal is also to find new employment paths for about 500 jobseekers, through the customized digital coordinator-training programme.

Stakeholders



The main stakeholders in the project are:

- The City of Helsinki
- Google

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