

An aerial photograph of a historic European city, likely Gdansk, Poland, featuring a dense cluster of buildings with red-tiled roofs and a prominent church spire. A river flows through the foreground, with a large white boat docked at a pier. The scene is captured during sunset or sunrise, with a warm, golden light illuminating the sky and the city's architecture. A semi-transparent dark blue triangle is overlaid on the top right corner of the image.

# NAL Palvelut: Tailored services make the difference

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FEANTSA Policy Conference

18-19 May

Gdańsk, Poland

# Who am I?

- CEO of NAL Palvelut
- Over 7,5 years in NAL Palvelut (Service manager, housing counselor)
- Experience also from Child welfare and youth work
- Board member of Finnish service counselling association

# Finnish Youth Housing Association NAL

- Nuorisoasuntoliitto (NAL) or the Finnish Youth Housing Association is a non-governmental, non-profit organisation.
- NAL owns NAL Asunnot, a non-profit constructor & NAL Palvelut, a company providing supported housing services.
- **Funding:** Funding Centre for Social Welfare and Health Organisations (STEA), with the aid of funds provided by Veikkaus Oy, Finland's state-owned gaming company.

# Organisation

- 24 independent local associations
- Apartments in 30 cities
- Local associations provide housing guidance, aid in dealing with missed rent payments and disturbances, and build real estate

## The Finnish Youth Housing Association NAL

*National central association*

- Promotes the interests of developing youth housing
- Umbrella organization for rest of the NAL family

### NAL Asumnot

*Construction and apartment rentals*

- Non-profit apartment rentals
- Builds, rents out and manages real estate

### NAL Palvelut

*Supported housing*

- Specialises in supported housing
- Produces and sells content services for supported housing

# Core activities & target group

- Building and renting out apartments for young people under 30 years of age.
- Providing supported housing --> NAL Palvelut
- Influencing general housing policy
- People 18-29 years old
- Young people working or looking for a job

# The homeless youth in Finland

- At the end of 2016 there were around 1400 homeless people under 25 years of age.
  - **300** of them were homeless long-term
  - **65 %** of them were living in three of the biggest cities in the capital region
  - **50 %** living in Helsinki

# Facts and statistics (NAL Palvelut)

- Founded in 2009
- Owned by:
  - Finnish Youth Housing Association (86%)
  - Pääkaupunkiseudun Nuorisoasunnot i.e. local association for Helsinki Metropolitan Area (12%)
  - NAL Itä-Uusimaa i.e. local association for Eastern Uusimaa (2%)
- Staff: CEO; service manager, 12 housing counselors
- Clients: cities, e.g. Helsinki, Vantaa, Espoo, Turku
- In 2016:
  - 226 customers
  - Average time of providing support: 9 months
  - Average age of customers: 19,5
  - Success rate 86%

# Our customers

- Young people living in difficult conditions (e.g. issues with parents)
- Homeless young people
- Young people with a background in child welfare
- Minors (aged 16 or under)
- Young families
- Immigrants
- People with mental health or substance abuse issues (with a service contact of sorts)



# How we work

- Services are tailored to each customer's needs
- Maximizing the number of visits to customers' homes and their local areas
- Minimizing the number of office meetings
  
- Failing and making mistakes is OK
- A person to walk beside each customer
- We work together with many different associations, cities and companies. (No room for Silo thinking!)

# Continue.....

- We offer a full seamless package of services
- --> Apartments, Services, Groups and guidance
  
- We develop and improve our services continuously, to provide the best possible service. This is done in cooperation with our customers

# ”Oljenkorsi” – a new way to help youth with missed rent payments

*”lifeline”*

- Information straight from the landlords
- Quick reaction and contacting the customer
- --> Customer doesn't have to make contact first
- Meeting --> 1-3 depending on the situation
- Follow up
- Customer satisfaction rate: 98%
- ”Positive collecting”

## Youth homelessness in Finnish homelessness strategy

- One-Stop-Guidance centers are working together with NAL --> Provide services at a grass roots level
- Finnish Red Cross is creating a "Night home" for young homeless people

# Conclusions

- Simplify
- It's OK to fail and try again
- Tailored services
- Stop being in Silos and work together
- One person to walk beside each customer

Thank you  
for your attention!

