

HANDBOOK

for local societies



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The founding day of Suomen Yrittäjät, 5 September, is celebrated as Entrepreneur's Day every year

At a founding meeting on 5 September 1995, the associations Suomen Yrittäjien Keskusliitto (SYKL) and Pienteollisuuden Keskusliitto (PTK) merged to form Suomen Yrittäjät.

- Background: The associations wanted to strengthen business owners' voice and influence by joining forces.
- This founding day, 5 September, is celebrated as Entrepreneur's Day every year.





Firmly on the side of business owners

Suomen Yrittäjät is a movement with a single purpose. We exist to advocate on behalf of small- and medium-sized business owners and improve their conditions for doing business. The association is the tool that business owners founded to pursue this.

We work on behalf of business owners, but also for the good of others. When Finland is a good place to do business in, the entire nation benefits. Enterprise creates jobs, welfare and a larger pot for all.

Suomen Yrittäjät advocates for entrepreneurs at the local, regional, national and European level. Each one of them plays a significant role.

In the vast majority of Finnish municipalities, Suomen Yrittäjät is the only business association. Through the local societies, we lobby municipalities for business-friendly policies. It is the only sustainable way to secure the municipality's future. If there are no businesses, there is no municipality.

The regional associations support their local societies and do their own important advocacy work in the well-being service counties, employment areas and provinces.

Suomen Yrittäjät supports the work of the local societies, regional associations and trade associations, all while advocating for better national legislation. In addition, we work at the EU level both via our own representation and as a key force in our European umbrella association, SMEUnited.

MISSION

The mission of Suomen Yrittäjät is to improve business owners' status and the conditions for doing business. Business owners and enterprise take all of Finnish society towards a better future.



VISION

We want to make Finland the world's best country for business owners and build Suomen Yrittäjät into Finland's most influential business association.

The strength of Suomen Yrittäjät is its broad, active and skilled membership, which holds up well in international comparison. Our local societies have around 68,000 members, with around 36,000 in our trade associations. When there are many of us and we know what we are talking about, our voice is hard.

To remain strong in future, we must systematically develop our operations and services at all levels of the association and in digital channels.

Thank you for being involved in improving the conditions for entrepreneurship and thus building our country and your local area.

VALUES

Courage

- We improve business owners' position with initiative and constructively. We are not afraid of the criticism often aimed at brave courageous reformers.

Reliability

- We base our opinions on facts and take the big societal picture into account.

Regeneration

- We offer our member business owners services that match their needs. We are capable of reassessing our solutions when the environment changes.

Mikael Pentikäinen

President and CEO

Suomen Yrittäjät

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Focal areas

2026

1. Implement policies of Government Programme and midterm review
2. Prepare for 2027 general elections
3. Conduct and review Municipal Barometer in municipalities
4. Strengthen member numbers and experience
5. Successful jubilee year and General Assembly



Strategic projects 2024–2026

1. Influencer resources

- SY must be a strong influencer in advocacy areas with a large impact on business owners' ability to do business.
- SY has identified the areas that it does not invest enough in influencing in at the moment.
- The aim is to increase the impact of SY, which is at the core of the SY strategy.

2. Digital development programme

- The vast majority of SY members only use the association's services in digital format only.
- High-quality digital services ensure members receive a consistent member experience nationwide and the ability to use the SY offering anywhere at any time.
- We aim to improve member experience and keep increasing member numbers.

3. Quality and efficiency

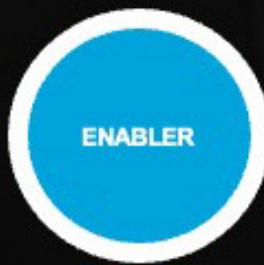
- Suomen Yrittäjät runs on membership fees collected from members.
- It is important that our operations nationwide are efficient and high-quality, and that we collaborate everywhere collaboration creates value and streamlines our operations.
- This enables investments in issues that are crucial for business owners.
- The goal is to improve our association's efficiency, impact and quality of operations.

4. Services for business owners

- Suomen Yrittäjät strives to help business owners when they need help. A range of elements of our collaborative network provide services.
- Suomen Yrittäjät advocates to ensure business owners are offered high-quality services throughout their entrepreneurial path. Suomen Yrittäjät produces the services that are naturally part of its remit itself. Our goal is to help business owners succeed in running their business throughout their careers.



Member experience



Principles guiding member experience in Suomen Yrittäjät

We have compiled joint principles to guide member experience in Suomen Yrittäjät. They define what the member experience and a member's feelings about membership should be, as well as how we work to achieve that.

We all commit to

the member considering our association an **enabler** and appreciating our **expertise**, feeling what we do is **close**, and feeling a **sense of belonging** when interacting with our community.

We have turned our guiding principles for membership into a **wall poster** which sets out in more detail how membership should feel and how our staff and office holders should operate. View the wall poster in the Material Bank.

With these shared principles and operating models, we want to help the local societies' and regional associations' staff and office holders develop the member experience.

A **good member experience** increases satisfaction and loyalty, which **improves member retention**. That means that together we increase our membership.

We also develop the member experience through joint development projects, which are:

1. Shared way of providing member services and member care
2. Data gathering (such as using Lyyti at all events)
3. Networking development action
4. Shared model of welcoming new members
5. Member-centred development of webpages and digital services
6. Multilingual nature of content

Materials about member experience are in the **Material Bank**:

- Member experience training video
- Principles guiding member experience in Suomen Yrittäjät
- Other training material about the member experience



Referral leads

Over half of our new members come from telesales. Telesales are about five times more effective than a cold call when they are aimed at leads provided by a member or an office holder. These referral leads are highly significant for growing the membership of your local association. You can submit a lead at www.yrittajat.fi/liidi or on the Yrittäjät mobile app (this will come in the next update, so can be included in texts). You should get the local society's board involved in gathering leads, as it will help ensure positive membership growth.

Attendance data collection at events and training sessions

To understand our members better, we should gather more information about our members in Assi, our shared CRM. This enables more member-specific communications while also helps predict things like end of membership. Based on those predictions, regional associations can make more targeted member care calls. Attendance at events and training sessions is critical information, which we collect using the Lyyti tool. Every event people sign up for should be put on Lyyti and sign-ups should happen via Lyyti. Lyyti will automatically send the data to Lyyti, giving us access to it.

- The regional associations have varying operating models for using Lyyti.
- The local societies can get Lyyti credentials for their own use.
- The regional associations are committed to supporting the local societies in using Lyyti.
- Consult your regional association for more information about its operating model.

Tools for providing networking

Networking is one of the most important reasons to belong to Suomen Yrittäjät. Surveys show that it is a very important reason for new members. We have built concepts in which members can network systematically and successfully at face-to-face and online events. These concepts include ready-to-go materials, facilitation instructions and event marketing messages - when you use these prepared concepts, you are well on your way. Simply choose a networking format that suits your event.



Tool: New member welcoming concept

We have specified the way in which we welcome a new member. We believe it will help increase member satisfaction and member retention among new members. The new member path has the six stages listed below.

Of these, number 6, the greeting from the local society to new members, is the local society's responsibility. It combines best practices from local societies around Finland. Not all of them suit everyone, but everyone should do some of them.

Materials from the Material Bank: Welcoming a new member

1. Messages to a new member

During a new member's first two months of membership, Suomen Yrittäjät sends them the following emails:

1. "Thank you for applying" message
2. "Welcome" message
3. You can now access benefits and services
4. Advice services: Presentation of advice services and document bank
5. Networking and developing your business

2. Text message about the Yrittäjät app when bill is paid

A short text message about the Yrittäjät app is send after they have paid their bill. It encourages them to download the app and says what it contains.

3. Mail to new members

Mailings to new members include member stickers and a brochure as well as other material about benefits and services.

4. Briefings for new members online (nationwide)

How does membership benefit you? What kinds of benefits and services does membership offer? And how does Suomen Yrittäjät take your corner? Attend an online briefing for new members. In 2026, briefings are on 10 Feb., 12 May, 8 Sep. and 8 Dec. from 08.00 to 08.30.

Agenda:

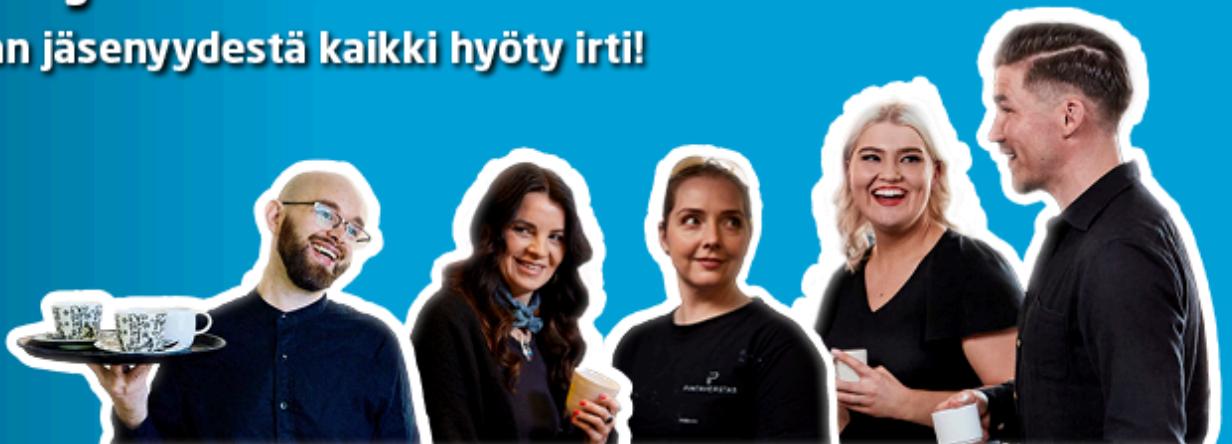
- Welcome to Suomen Yrittäjät
- Advocacy
- Legal counselling
- Partner member benefits
- Events and training sessions



Uusien jäsenten aamu

Opi ottamaan jäsenyydestä kaikki hyöty irti!

Yrittäjät



5. New member mornings, afternoons or evenings

The event aims to commit the new members of Suomen Yrittäjät to the association and inform them about the value of membership, our advocacy, services and member benefits. In addition, members get to network with each other.

We have created the common event visuals here for events. You can find ready-to-go materials and instructions in the material bank.

EXAMPLE New member morning

Breakfast 8-9 (e.g. a well-located coffee shop or restaurant)

Programme starts at 9

- *Good morning!*
- *Introductions, tell us about your business and yourself.*
- *What the regional association/local society does*
- *What Suomen Yrittäjät does*
- *Collaboration partners' contributions*
- *Get to know each other and network!*



6. Local society's greeting to new members

- It is good for the local society's board to decide what operating model works best for welcoming new members.
- From the following options, choose at least one suitable model that is best for your local society.
- It is important for each new member to get equal attention.
- Just a text message or email is an impersonal choice which easily leaves Suomen Yrittäjät looking distant. It is worth meeting new members face to face.

1. Welcome

- Ring or send a welcome letter
- Visit the business with a gift (such as flowers, chocolate, a gift token, coffee).
- Tell the new member about what our association does and the benefits and events we offer for members
- Encourage them to get involved.

2. Meeting

- Invite them to an event for new members
- Invite the new member to lunch or breakfast with the chair of the board. Invite them to a meeting to introduce themselves
- Visit the business with a representative of the municipality.

3. Make them feel special

- Invite the new member to introduce themselves in the local society's social media
- Write an article for the local society's newsletter
- Invite them to join the local society's WhatsApp group
- Suggest to the local newspaper that they write an article
- Offer the new member an existing member as a buddy

4. Community

- Foster a sense of belonging by arranging regular meetings and events, either independently or with other local societies, so members can network and share their experiences.





Promoting Enterprise.

Membership types

1. Business membership

- Businesses are either members of local societies, trade associations or a trade association's local society.
- The Representative Council of Suomen Yrittäjät decides annually on the amount and due date of membership fees.

2. Local society membership

- The local societies are members of the regional associations.
- The regional associations and trade associations are members of Suomen Yrittäjät.
- The Representative Council of Suomen Yrittäjät decides annually on the amount and due date of trade associations' membership fees.

3. Support membership and honorary membership

- Every local society may have support members (individuals or organizations that do not meet the criteria for ordinary membership). In addition, local societies can invite distinguished individuals to become honorary members.
- The local society decides the support member fee. The recommendation is that the fee be at least the same as the membership fee for a solo entrepreneur.

4. Retiree membership

- Local societies may have retiree members as individual members.
- The Representative Council of Suomen Yrittäjät decides annually on the amount and due date of membership fees. The fee is €50 per year.

5. Student membership

- Student members are individual members of Suomen Yrittäjät.
- Student membership is free of charge.





MEMBERSHIP FEES 2026/12 MONTHS

Number of staff, including
the business owner(s)

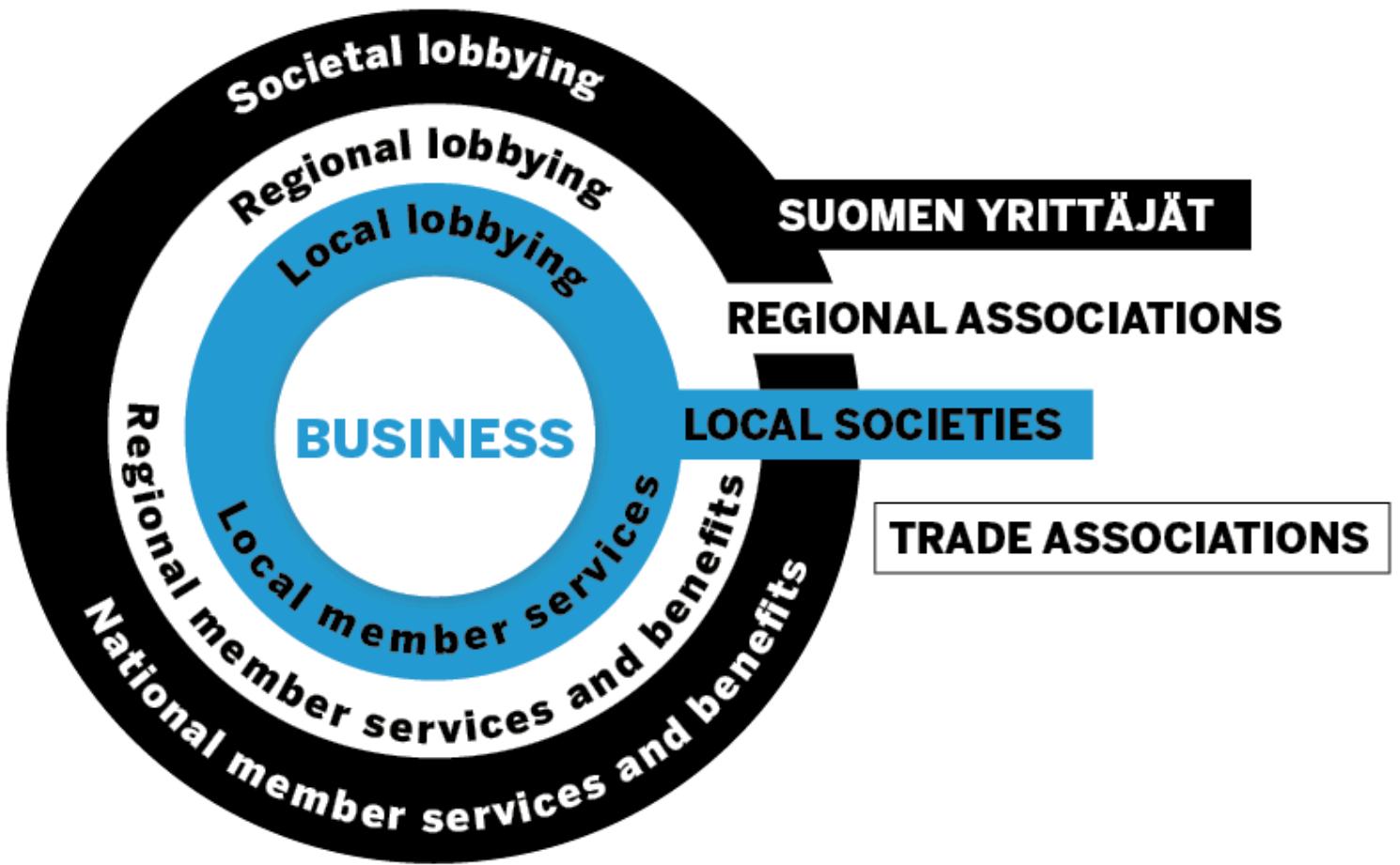
| | |
|-------------|--------|
| 1 | €186 |
| 2-3 | €275 |
| 4-5..... | €350 |
| 6-7..... | €420 |
| 8-9..... | €505 |
| 10-19..... | €600 |
| 20-49..... | €740 |
| 50-99 | €1 175 |
| 100- | €2 320 |

Membership fees 2026

- The membership fee can be paid immediately upon joining.
- The membership fee is to be paid within three months of joining.
- The membership fee can be paid in two instalments.
- The Representative Council decides the amount of the membership fee.
- The Representative Council decides how the membership fee is apportioned.
 - 61% to the regional and local levels
 - 39% to centralized activities (national)



Regional and municipal advocacy



Suomen Yrittäjät advocates at the local, regional, national and European level

We influence decision-making in every municipality, in every region, at the national level and in the EU. Our strong advocacy is based on our size (our large membership means our voice is heard) and on clear role-sharing (we advocate at all levels). Research shows that decisions made at the municipal level affect a business owner's daily life the most. Municipal advocacy is therefore the most important task of the local society.

1. **Role of the local society** Municipal advocacy
2. **Role of the regional association** Regional and wellbeing service county advocacy
3. **Role of Suomen Yrittäjät** National and EU-level advocacy

[Read more about advocacy](#)





Regional and municipal advocacy

Suomen Yrittäjät offers solutions for how Finland can succeed with competence and an entrepreneurial mindset in the global economy while taking the best possible care of its citizens.

In Finland, we can retain the international competitiveness of large cities and vibrancy of small municipalities when decision-makers genuinely want to develop their own municipality and harness all its resources for the task of strengthening vibrancy.

Municipal decision-makers must consider how to retain internationally competitive jobs in their locality. They should also consider what the municipal centre, suburb or village hub would look like without businesses and business owners. Far too often, business owners and companies are taken for granted in municipalities.

Suomen Yrittäjät want to be partners in developing the municipality. Suomen Yrittäjät is Finland's largest business association. At your disposal are over 4,000 business owners in various positions of trust and 170 employees of the Suomen Yrittäjät working locally, regionally and nationally.

Suomen Yrittäjät makes an impact as a networked organization and a civic movement throughout Finland. Suomen Yrittäjät is a strong expert and interest-representation organization. Regional associations gather and transmit information, build regional cooperation and support local societies in economic policy advocacy and in building cooperation locally.

Trade associations influence regional development from the standpoint of their member companies.

Our goal is to bring different actors together to build a business owner-friendly and enterprising municipality, region, Finland and Europe. We need new ways of thinking and new forms of cooperation between the public and private sectors. We need a virtuous circle in which people feel they are meaningful members of a community. We hope political decision-makers and officials respond positively to our invitation.

Harri Jaskari

vice president

Suomen Yrittäjät

harri.jaskari@yrittajat.fi





Municipal influencer newsletter

The Municipal Advocacy (Kuntavaikuttaja) newsletter is sent by Suomen Yrittäjät to municipal executives, general councillors and influencers, as well as to anyone who wants the entrepreneurial perspective on current municipal issues.

The newsletter covers topics like public procurement tendering, municipal economic policy, and business owners' views on the reform of employment services.

Newsletter dispatch schedule in 2026:

- 4.2.
- 1.4.
- 3.6.
- 26.8.
- 21.10.
- 2.12.

[Subscribe to the municipal influencer newsletter](#)



Why should business impacts be assessed?

Municipal decisions affect companies directly or indirectly, whether the subject is education, procurement, housing or zoning policy. Most decisions either promote or hinder business success and operating conditions.

A business owner-friendly municipality understands that delays in decision-making, and failure to make decisions, also affect vibrancy. Municipalities in which decisions and implementation do not progress are likely to have less vibrancy and less of their own tax revenue.

Under Section 1(2) of the Municipal Act, a municipality's task is to promote its residents' well-being and the vibrancy of its area. One of the municipality's most important duties is to create conditions for business activity. The success of companies and the municipality can be supported by assessing business impacts already during preparation, before the matter proceeds to decision-making.

The purpose of the assessment is to ensure that decision-makers also evaluate matters from the perspective of businesses. If the impacts are found to be negative for companies, one should consider whether there is an alternative way to proceed. In addition, advance assessment makes it possible to optimize the potential positive impacts of decisions.

Business impact assessment does not mean that decisions are made on business owners' terms. It increases the likelihood of a business owner-friendly outcome and reduces the risk of decisions that are harmful to entrepreneurship. The key is that business impact assessment aims to remove obstacles to entrepreneurship rather than create them.

The aim is that:

- The Representative Council decides to adopt business impact assessment.
- The municipal organization commits to business impact assessments.
- Business impact assessment is systematic and continuous.
- Impacts on the business operating environment are assessed regularly.
- The budget includes a section explaining how business impacts have been taken into account.

Further information:

- Information on business impact assessment [HERE](#)
- Handbook for business impact assessment [HERE](#)



Tool: Traffic-light business impact assessment

| Positive impact | Pos | Neutral | Neg | Negative impact |
|--|-----|---------|-----|--|
| 1. Promotes conditions for doing business in the town/city | | | | Reduces conditions for doing business in the town/city |
| 2. Promotes a more varied business scene | | | | Hinders a more varied business scene |
| 3. Increases businesses' commercial opportunities | | | | Reduces businesses' commercial opportunities |
| 4. Makes it easier for businesses to get labour | | | | Makes it harder for businesses to get labour |
| 5. Does the decision make a positive impact on job creation? | | | | Has a negative or no impact on job numbers in the area |
| 6. Has a positive impact on the business climate | | | | Has a negative impact on the business climate |
| 7. Makes businesses' logistics easier | | | | Makes businesses' logistics harder |
| 8. Increases the municipality's attraction factors | | | | Decreases the municipality's attraction factors |
| 9. Increases competition between businesses | | | | Decreases competition between businesses |
| 10. Treats businesses equally | | | | Treats businesses differently |
| 11. Creates conditions for businesses to network | | | | Reduces opportunities for businesses to network |
| 12. Promotes implementation of strategy | | | | Weakens implementation of strategy |
| 13. Has a positive impact on the regional economy | | | | Has no impact on the regional economy |

Tool: Municipal and Vibrancy Barometer

Municipal Barometer

The Municipal Barometer every other year maps cooperation between municipalities and business owners and the state of economic policy nationally, regionally and by municipality.



The 12th Suomen Yrittäjät Municipal Barometer survey is being conducted with a research institute from 9 Feb. to 16 Mar. 2026 as an online survey to which participants will be invited by email.

The results will be published at the Municipal Leadership Seminar on 20 May 2026. We recommend using the results as widely as possible in dialogue between municipalities and companies and in developing business policy.

[Explore the results](#)

Vibrancy Barometer

The Vibrancy Barometer, conducted every other year, surveys business owners' views of the vibrancy of their own region. Suomen Yrittäjät and Taloustutkimus conduct the survey every other year.

The 2nd Suomen Yrittäjät Vibrancy Barometer survey was conducted with Taloustutkimus from 3 Feb. to 31 Mar 2025 as an email-invited online survey. A total of 4,073 business owners responded to the survey.

The results were published on 14 May At the Municipal Leadership Seminar. We recommend making broad use of the results.

[Explore the results](#)

Procurement advisory services

Public procurements in Finland offer at least €35 billion in business every year.

- The basic premise is that public procurement must comply with the Public Procurement Act, which is based on transparency, non-discrimination and equal treatment. The new Public Procurement Act is intended to enter into force in 2026.
- Under the Act, contracting entities include the state, municipalities, wellbeing service counties, joint municipal authorities and parishes.
- The obligation to tender may also apply to the business owner: anyone becomes a contracting entity if they receive public support that covers more than half of the value of the procurement.

Three types of public procurement

- small procurements
- national procurements
- EU procurements.

HILMA public procurement portal

- The Public Procurement Act requires a contract notice to be published in the HILMA service if the value exceeds the national thresholds.
- Public-sector buyers announce upcoming procurements, ongoing tenders and the outcomes of completed tenders.

Suomen Yrittäjät provides procurement advisory services and receives state aid for this from the Ministry of Economic Affairs and Employment.

- Advisory services are free.
- You do not need to be a member of Suomen Yrittäjät to receive advice.

The three goals of the Suomen Yrittäjät procurement advisory services

- To get contracting entities to request tenders in ways that allow SMEs to submit bids.
- To activate SMEs to submit bids for public contracts.
- To develop dialogue between contracting entities and tenderers.

Further information

- [Public procurements](#) and Public Procurement Act
- [Procurement advisers](#)
- [ProcurFinland - Ministry of Finance](#)
- [Vibrancy from Procurements Guide](#)
- [Municipal Decision-Maker's Procurement Guide](#)
- [Business from Public Procurement Guide](#)

MUNICIPAL RE- PRESENTATIVES AND SY LOCAL SOCIETY



1. WORKING DIALOGUE

The municipality commits to active dialogue with the business scene. Agree on the dialogue methods with SY representatives.

2. SMOOTH ZONING AND PERMIT PROCESSES

Zoning and permit processes must run smoothly. In planning projects, preparatory bodies consider businesses' views and thoughts at an early stage.

3. BUSINESS-FRIENDLY PROCUREMENTS

The municipality charters the markets before every procurement and commits to conducting dialogue. The municipality commits to running procurements for purchases that allow micro-enterprises and SMEs to participate in competitive tenders.

4. EVALUATION OF BUSINESS IMPACT

When the municipality makes decisions, it makes constant consideration for impacts on businesses' operating conditions. It uses the Suomen Yrittäjät handbook to support it when assessing impact on businesses.

5. ENCOURAGING ENTERPRISE AND USING THE MUNICIPAL BAROMETER

The municipality commits, with the SY local society, to promoting a business-friendly climate. We monitor the Municipal Barometer results and prepare action on the basis of those results.

Vibrancy Promise: Agreement between the local society and the municipality

The goal is for every local society to conclude an agreement with its municipality in which the municipality promises to promote the vibrancy of its area.

If you want to take the Vibrancy Promise forward, do the following:

1. Contact the chair of the municipal council/board or the municipal manager. Suggest an hour-long meeting with local representatives.
2. Agree on the themes to be discussed (generally collaboration or some other topical issue in your area).
3. Agree on whether you'll invite the media or hold the meeting behind closed doors. Bring up the Vitality Promise.
4. Agree to issue a joint position paper or press release (such as a press release about signing the Vitality Promise).

Further information: Frida Sigfrids, Specialist, frida.sigfrids@yrittajat.fi



WELL-BEING SERVICE COUNTY REPRESENTATIVES AND SY REGIONAL ASSOCIATIONS

We have agreed jointly to devote efforts to promoting the following focal areas:



1. WORKING DIALOGUE

The county commits to active dialogue with the business scene.

2. COST TRANSPARENCY

We both share a concern for cost-effective use of public money.

3. BUSINESS-FRIENDLY PROCUREMENTS

The well-being service county charters the markets before every procurement and commits to conducting dialogue.

4. EVALUATION OF BUSINESS IMPACT

When the municipality makes decisions, it makes constant consideration for impacts on businesses' operating conditions.

5. MULTI-PRODUCER MODEL CONSIDERED IN STRATEGY

The region's service strategy must consider a multi-producer model.

Vibrancy Promise: Agreement between the regional association and the well-being service county

The goal is for every regional association of Suomen Yrittäjät to conclude an agreement with its well-being service county in which the county promises to promote the vibrancy of its area.

If you want to take the Vibrancy Promise forward, take these steps:

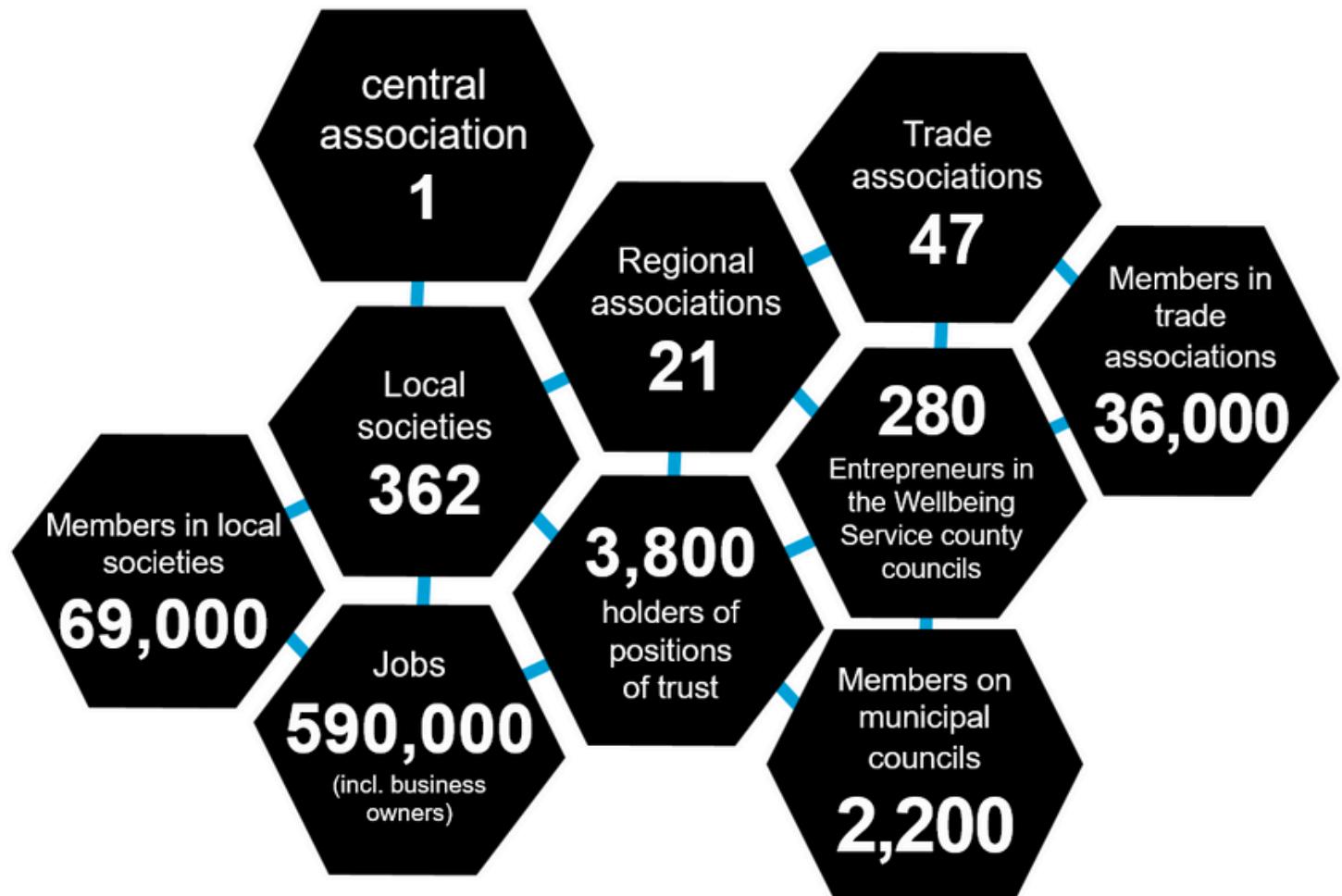
1. Contact the chair of the council/board or the well-being service county director.
Suggest an hour-long meeting with local representatives.
2. Agree on the themes to be discussed (generally collaboration or some other topical issue in your area).
3. Agree on whether you'll invite the media or hold the meeting behind closed doors.
Bring up the Vitality Promise.
4. Agree to issue a joint position paper or press release (such as a press release about signing the Vitality Promise).

Further information: Frida Sigfrids, Specialist, frida.sigfrids@yrittajat.fi



What the association does

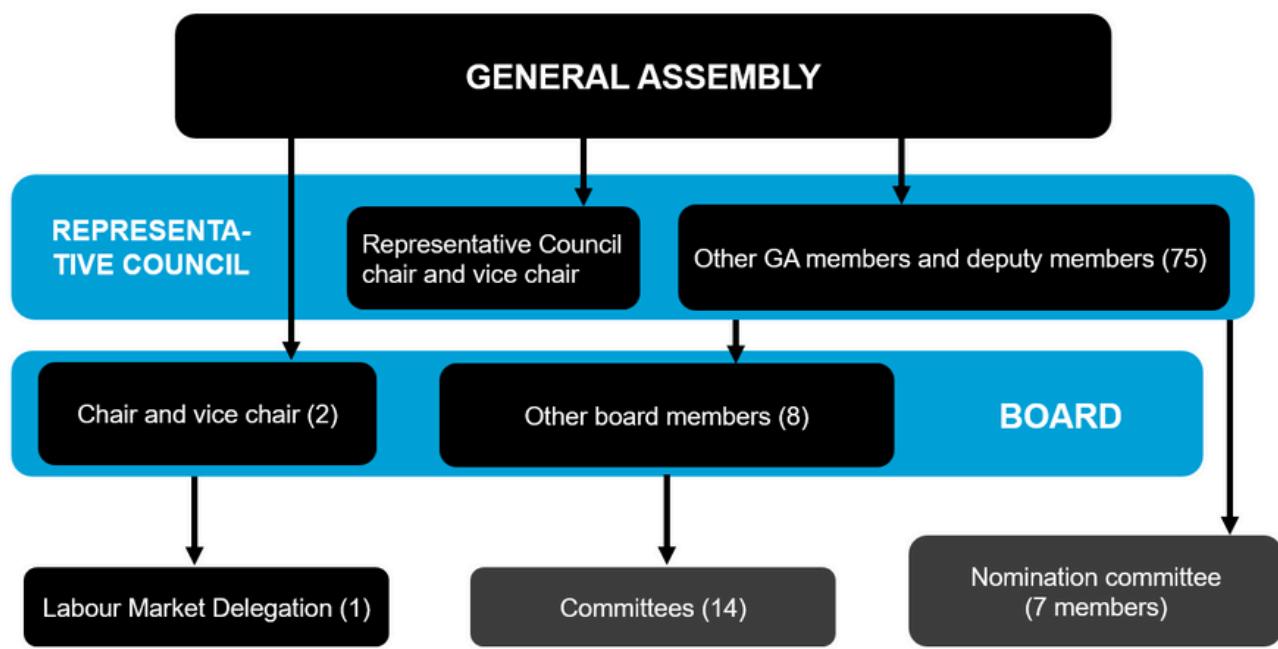
Suomen Yrittäjät in numbers



Suomen Yrittäjät is an organization founded by business owners. Did you know that the founding day of Suomen Yrittäjät, 5 September, is celebrated as Entrepreneur's Day every year?



Decision making in Suomen Yrittäjät



General Assembly (the next General Assembly will be held in autumn 2026)

- The highest decision making body of Suomen Yrittäjät is the statutory General Assembly, convened every two years.
- The General Assembly elects, among others, the Chair of Suomen Yrittäjät, two Vice Chairs, as well as the Chair, Vice Chair and members of the Representative Council and the members of the Nomination Committee.

Representative Council

- The Representative Council exercises the organization's highest decision making power between General Assemblies.
- The Representative Council consists of representatives of the member organizations - i.e., the regional associations and trade associations - proportionate to their membership, as well as representatives of the Yksityisyrittäjän Säätiö (Solo Entrepreneur Foundation).
- The Representative Council approves the annual report and financial statements, the action plan, the budget and the membership fees. The Representative Council also elects the members of the Board.

Board

- The Board of Suomen Yrittäjät exercises the central organization's executive power.
- The Board consists of a chairperson, 2 vice chairpersons and 8 other members who are chosen by the Representative Council.
- The Board appoints the Chair and members of the statutory Labour Market Delegation.
- In addition, the Board has established 14 committees to support its decision making.
- The Board decides on personnel appointments.



Management Team of Suomen Yrittäjät



CEO
Mikael Pentikäinen

Management team secretary
Tiina Toivonen

Staff representative
Janne Pärnänen

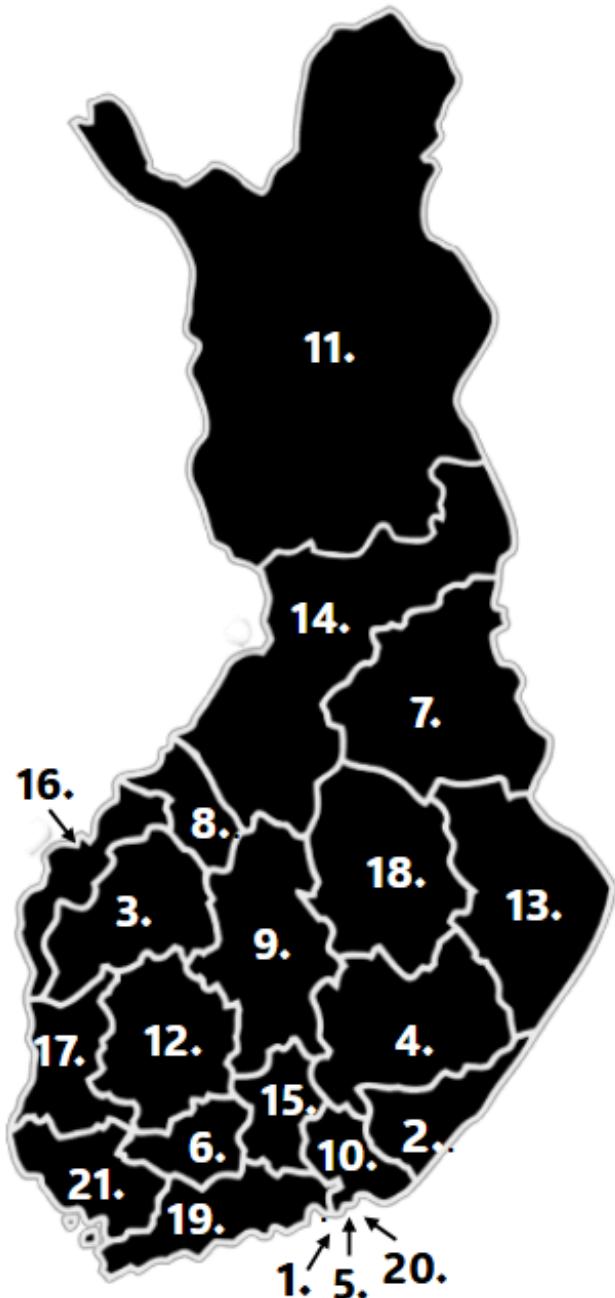
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|--|---|---|--|--|---|
| Vice President Harri Jaskari | Chief Economist Päivi Puonti | Vice President Atte Rytkönen-Sandberg | Commercial Director Kimmo Ilmavirta | Vice President Administration Riikka Järvenpää | Vice President Communications Janika Tikkala |
| A portrait of Harri Jaskari, a middle-aged man with short blonde hair, wearing a dark blue suit jacket and a patterned orange tie. | A portrait of Päivi Puonti, a woman with long brown hair, wearing a dark green blazer over a white top. | A portrait of Atte Rytkönen-Sandberg, a man with dark hair and a beard, wearing a dark blue suit jacket and a patterned blue tie. | A portrait of Kimmo Ilmavirta, a man with short brown hair, wearing a dark blue suit jacket and a white shirt. | A portrait of Riikka Järvenpää, a woman with short blonde hair and glasses, wearing a black top. | A portrait of Janika Tikkala, a woman with long blonde hair, wearing a black top. |
| Business policy, trade sectors, networks and association | Economics and taxation, research, skills and training | Labour market, business legislation, social security and legal advice | Member sales, marketing, events and partnerships | General administration, IT, finance and HR | Internal and external communications, SY media |

The Management Team of Suomen Yrittäjät leads and develops the organization's operations and ensures that its strategic objectives are achieved. The Management Team consists of the senior management of Suomen Yrittäjät, an employee representative (Janne Pärnänen) and the management team secretary (Tiina Toivonen).

1. Members of the Management Team are responsible for specific portfolios such as business policy, economic policy, labour market affairs, communications and administration.
2. The Management Team prepares and implements Board decisions and coordinates the organization's activities at different levels.
3. The Management Team supports the CEO in leading the national association and in cooperation with the regional and trade associations, and ensures that the voice of business owners is heard and has an impact in decision making.



Regional associations and number of local societies



| REGIONAL ASSOCIATIONS | Local socs. |
|-----------------------------------|--------------|
| 1. Espoon Seudun Yrittäjät | 2 |
| 2. Etelä-Karjalan Yrittäjät | 11 |
| 3. Etelä-Pohjanmaan Yrittäjät | 27 |
| 4. Etelä-Savon Yrittäjät* | 15+1 |
| 5. Helsingin Yrittäjät | 6 |
| 6. Hämeen Yrittäjä | 14 |
| 7. Kainuun Yrittäjät | 8 |
| 8. Keski-Pohjanmaan Yrittäjät | 23 |
| 9. Keski-Suomen Yrittäjät | 26 |
| 10. Kymen Yrittäjät | 9 |
| 11. Lapin Yrittäjät | 21 |
| 12. Pirkanmaan Yrittäjät | 40 |
| 13. Pohjois-Karjalan Yrittäjät | 15 |
| 14. Pohjois-Pohjanmaan Yrittäjät* | 26+1 |
| 15. Päijät-Hämeen Yrittäjät | 11 |
| 16. Rannikko-Pohjanmaan Yrittäjät | 7 |
| 17. Satakunnan Yrittäjät | 22 |
| 18. Savon Yrittäjät | 23 |
| 19. Uudenmaan Yrittäjä | 26 |
| 20. Vantaan Seudun Yrittäjät | 1 |
| 21. Varsinais-Suomen Yrittäjät | 29 |
| TOTAL | 362+2 |

Local societies

The local societies of Suomen Yrittäjät are the local business communities in municipalities, towns and cities. Peer support, networks and influencing are at the heart of what they do.

The local societies make an impact on how issues in your municipality are prepared and decided on behalf of business owners. In addition, the local societies offer information, training and networking opportunities to make business owners' work easier.

Merijärven Yrittäjät is a section of Pyhäjoen Yrittäjät, and Suomenniemen Yrittäjät is a section of Mikkelin Yrittäjät.

Regional associations

The regional associations of Suomen Yrittäjät advocate on behalf of member businesses in their own regions. The regional associations cooperate with enterprise promotion bodies to support businesses and entrepreneurship.

Regional associations' events and training sessions bring local business owners together. At networking events, people share thoughts and ideas about the development of their own area from a business owner's perspective.

Trade associations

The 47 trade associations of Suomen Yrittäjät serve and advocate on behalf of their member organizations.

The trade associations are member associations of Suomen Yrittäjät, meaning the member organizations of each trade association are members of Suomen Yrittäjät. The trade associations are independent nationwide associations which represent business owners in their respective sectors.

Diverse sectors of the economy are represented, such as healthcare and social services, retail, transport construction and industry.

- AKY - Akavalaiset yrityjät ry
- Autoalan Palvelutuottajat ry
- Automaattivuokraajat ry
- Erikoishammasteknikkoliitto ry
- Erikoiskaupan liitto Etu ry
- Fashion Finland ry
- Finnet-liitto ry
- Helsingin Käsityö- ja Teollisuusyhdistys ry
- IAB Finland ry
- Kirjakauppalaitto ry
- KIVI ry
- Koneyrityjät ry
- Liikennepalvelukauppiat ry
- Liikuntayrittäjät ry
- LVI-Tekniset Urakoitsijat LVI-TU ry
- Lääkäripalveluyritykset ry
- Matkailuajoneuvotuojat ry
- Mestarikiltaneuvosto
- Nuohousalan Keskusliitto ry
- Nämkinen ja silmäterveys NÄE ry
- Pienteollisuuden Yleinen Ryhmä ry
- Puuteollisuus ry
- Sailab - MedTech Finland
- Suomen Ammattikosmetiikan Tukkukauppiat ry
- Suomen ApteeKKariliitto ry
- Suomen Franchising-yhdistys ry (SFY)
- Suomen Hiusalan Ammattilaiset ja Yrittäjät SHAY Ry
- Suomen Hiusyrittäjät ry
- Suomen Isännöintiliitto ry
- Suomen Kaivonporausurakoitsijat ry
- Suomen kielipalveluyritykset ry (SKY)
- Suomen kotityöpalveluyhdistys ry
- Suomen Kuntoutusyrittäjät ry
- Suomen Leipuriliitto ry
- Suomen Metallirakenneyhdistys ry
- Suomen Romukauppiaiden Liitto ry
- Suomen Sairaankuljetusliitto ry
- Suomen Terveystuotekauppiaitten Liitto ry
- Suomen Vaatturiliitto ry
- Suomen Vakuutusmeklariliitto ry
- Suomen Yrittäjänaiset ry
- Sähkö- ja teleurakoitsijat STUL ry
- Sähkösuunnittelijat NSS ry
- Turkiskaupan Liitto ry
- Valtakunnallinen Lastensuojelu ry
- Venealan Keskusliitto Finnboat ry
- Yksityisten Katsastustoimipaikkojen Liitto ry



Duties of a local society

Why does a local society exist?

A local society acts as the interest group for SMEs and business owners in matters of business policy, economic policy and employer policy.

Its goal is to improve the general conditions for profitable operations by companies and business owners, acting as an expert and an advocate within its operating area.

What does this mean in practice?

1. Strong municipal advocacy
2. Strong media visibility
3. Excellent events





Model articles of association for a local society

Section 2 Purpose and nature of operations

A local society acts as the interest group for small and medium-sized and business owners in matters of business policy, economic policy and employer policy.

The purpose of a local society is, as an expert and advocate, to improve the general conditions for profitable operations by companies and business owners, acting as an expert and an advocate within its operating area.

To fulfil its purpose and pursue the common interests of the community of business owners in its area, the local society, in cooperation with the central organization and the regional association:

- 1.promotes entrepreneurship, fair competition and cooperation between companies;
- 2.represents its membership in relation to state and municipal authorities within its area; makes proposals and initiatives concerning business activity; issues statements; and, for this purpose, maintains contact with authorities and other decision-makers;
- 3.engages in information, publishing, advisory, training and research activities on matters concerning business and the world of work;
- 4.promotes the development of cooperation and negotiation relations between employers and employees within its operating area;
- 5.carries out, for its part and in accordance with the guidelines of the central organization and the regional association, the tasks assigned by them and national and regional measures;
- 6.looks after the recreation and leisure activities of its membership by organizing excursions, celebrations and other events; and
- 7.otherwise acts in comparable ways to protect and advance the common interests and affairs of its members.
- 8.The local society may also engage in other economic activities directly related to fulfilment of its purpose.
- 9.The local society is politically non-aligned.





Duties of a board member

- Board members must promote the interests of the local society.
- The Board's work must be founded on internal and mutual trust.
- In composing the Board, the necessary expertise, the individuals' commitment to the task and the Board's diversity should be taken into account.
- Rotation ensures renewal of the Board and enables skill refreshment.
- Conflicts of interest should be considered when nominating Board candidates.
- The Board acts collectively to advance the local society's interests, and responsibility is likewise collective.
- The Board may delegate tasks it is assigned, but responsibility always remains with the Board.
 - Preparatory and implementation tasks can also be divided among Board members.
 - The Board cannot delegate its decision making authority (or responsibility).

Board member's checklist

1. Participate actively in the Board's work.
 - a. Get sufficient information to support all decisions.
2. Know the applicable provisions of the Associations Act and the local society's articles of association.
3. Act independently and confidentially in the local society's interest. Form and express well-founded opinions that advance the local society's interests.
4. Observe conflict-of-interest rules in your own conduct.
5. Ensure careful documentation of Board decisions.
 - a. Make sure decisions are clearly reasoned and duly recorded.

Muista, että päätökset syntyvät päätöksentekohetkellä käytettävissä olevilla tiedoilla ja vasta myöhemmin selviää ovatko ne olleet hyviä. "Huonoista päätöksistä" ei joudu vahingonkorvausvastuuseen, mikäli oltu huolellisesti.





Governance of the local society

- Decision making power in the local society rests with its members, and the highest decision making power is exercised by the general meeting of the local society.
- The local society's executive body is the Board.
- For preparatory work, the general meeting and the Board may appoint standing and ad hoc committees, working groups and other bodies deemed necessary.
- The Board's position is, in principle, weaker than that of a limited-liability company's board.
- The Board is accountable to the general meeting (the local society's members).

Register of Associations (PRH)

File a change notification to the Register of Associations (PRH) when a registered association's:

1. Postal address changes €0

2. Chair of the Board or authorized signatories change

a. notification of change of Board Chair or authorized signatory in the online service or on paper: €25

3. Articles of association change

a. article of association change notification online

i. PRH has not pre-checked the articles of association: €110

ii. PRH has pre-checked the articles of association: €55

b. Notification of change of local society's articles of association in paper form
i. PRH has not pre-checked the articles of association: €110

4. The local society is dissolved €0

Register of Associations: <https://www.prh.fi/fi/yhdistysrekisteri.html>





Model articles of association for a local society

Section 12 Board

- The Board exercises the executive power of the local society and manages its affairs.
- The board's role is to
 - represent the local society and manage its affairs in accordance with the decisions and instructions approved by the general meetings of the local society;
 - protect the common interests and affairs of the members of the local society by making proposals and initiatives and by issuing statements;
 - carry out the tasks assigned by the regional association and the central organization;
 - decide on the admission and expulsion of ordinary members, supporting members and senior members of the local society;
 - prepare the local society's annual report, financial statements and budget;
 - convene the general meetings of the local society, prepare the matters to be addressed there and convene an extraordinary meeting if needed for the reason stated in Section 7 or for another special reason;
 - inform the local society's members of decisions and measures of the state authorities, the central organization, the regional association and the local society that concern the community of business owners; submit to the office of the regional association, at times separately determined, information on the activities and decisions of the local society; and
 - decide the amount and due dates of the membership fee charged to support members.



Meetings of the local society

The local society's articles of association define how and when meetings are to be held.

Two-meeting model

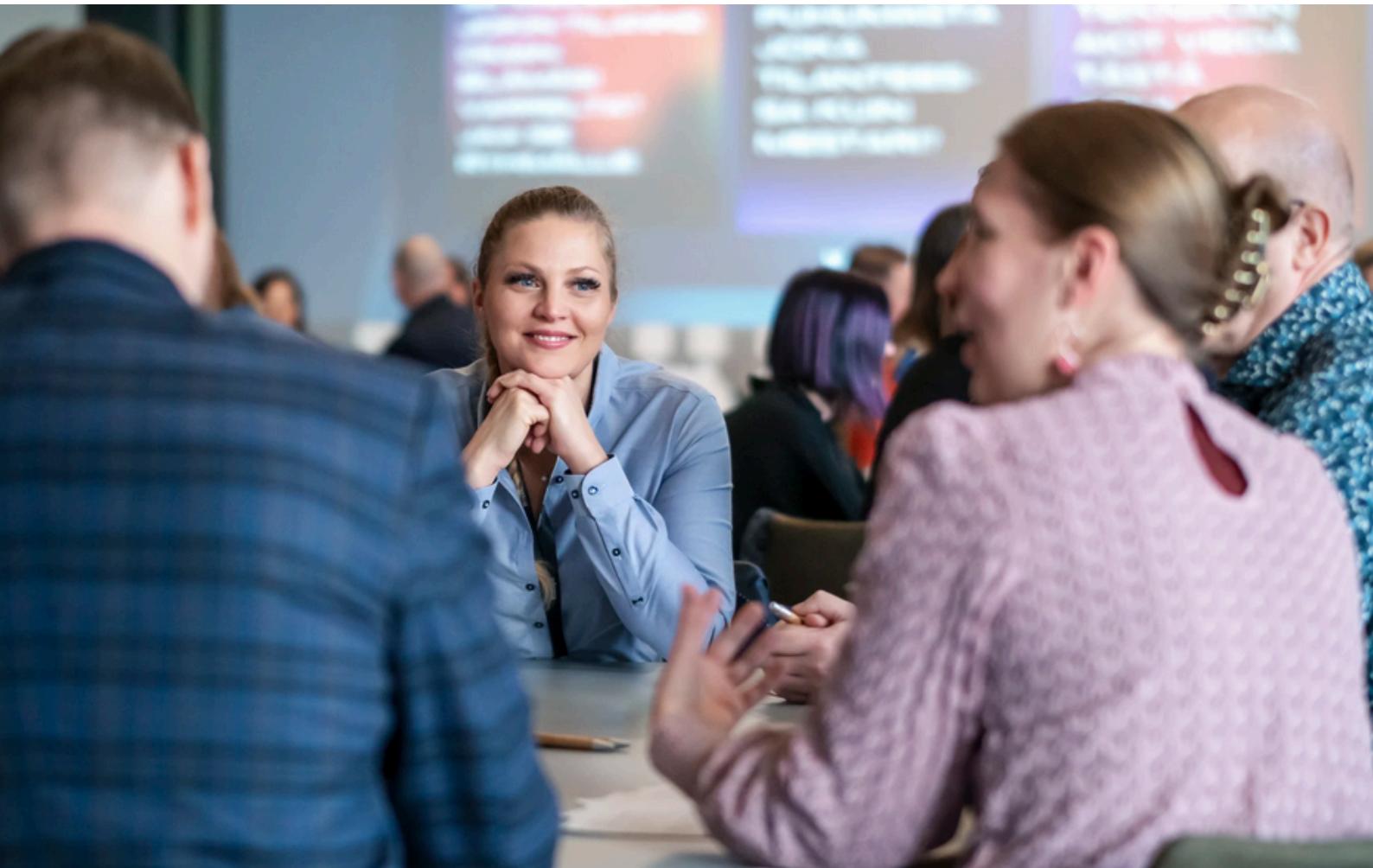
- Spring meeting in February–April at a time and place decided by the Board.
- Autumn meeting in September–November at a time and place decided by the Board.

One-meeting model

- The ordinary general meeting is held annually in September–November at a time and place decided by the Board.

The Board prepares the matters with proposed decisions

- Statutory items under the articles of association.
- Items proposed by the Board.
- Items proposed by members of the local society.





Meeting notice

- The general meeting must be convened as specified in the articles of association.
 - For example: when and how the notice is sent. The venue and time must be stated unambiguously and clearly.
- If remote participation is possible, this must be stated in the notice.

Agenda

- The agenda states:
 - What matters will be addressed with a brief introduction for each
 - The statutory items for ordinary meetings (see the articles of association)
The order in which items will be addressed
- The preparer's proposed resolution for each item, where such a proposal exists.

Board member's conflict of interest

- A Board member (or an employee of the local society) must not take part in the consideration or resolution of a matter concerning an agreement etc. between themselves and the local society if his private interest may conflict with the local society's interest.
 - They may not participate in the discussion (they may answer questions put to them).
 - They may not make a motion.
 - They may not vote.



Presentation of a matter

- The presenter is the person who prepared the matter. The presentation may
 - Recap the significance of the matter;
 - Explain the background (what the law and articles of association state, what has been done previously, how other organizations act, etc.);
 - Consider the different alternatives (what was considered and why it was discarded; what options remain).
- Generally, the preparer makes a motion on the matter.

Deliberations and elections

- Substantive items
 - If there are no supported countermotions, a decision is made.
 - If there are several motions, a vote is held.
- Elections
 - If there are no more candidates than positions, a decision is made.
 - If there are multiple candidates, an election is held.

Discussion

- After the presentation, the chair opens the discussion.
 - The chair grants the floor in the order requested.
 - Requests clarifications where needed.
 - Interrupts inappropriate contributions.
- When all requested contributions have been made, the chair closes the discussion.

Making a motion during the discussion

- A motion made during a speech for resolving the item
 - requires a seconder.
 - The main motion does NOT require a separate seconder.
 - A motion may be affirmative, negative or to postpone.
- No seconder is required in elections!
 - Unless the local society's articles of association, election rules, etc., provide otherwise.



Declaring motions

- When the discussion ends, the chair states and checks the motions.
 - Summary: "During the discussion two motions for decision were made"
 - Explanation of motions: the content, the proposer and the seconder.
- If there is only one supported motion, a decision is made.
- If there are several supported motions, a vote is held.

Voting

- Deciding the voting order
 - The chair proposes the order in which the motions will be voted on.
 - Typically, the other motions are voted against each other first, and finally the motion that has won so far is voted against the main motion.
- Deciding the voting method
 - As a rule, an open vote.
- Selecting vote counters
 - if not selected during organization of the meeting Voting
- Counting
- Ending consideration of the item

Decision making

- Decisions are made by simple majority unless the articles of association provide otherwise.
- In a tie, the chair's view decides on substantive items; in elections, lots are drawn.
- A general meeting is quorate when convened in accordance with the articles of association. The Board is quorate when the Chair or a Vice Chair and more than half of all Board members are present.

Declaring a decision

- The chair declares the decision.
- Without a proper declaration, participants often remain unsure what exactly was decided.
- It is not the secretary's task to formulate the decision - only to record the decision as declared by the chair.



Dissenting opinion and objection

- *Dissenting opinions and objections are submitted immediately after the decision is declared.*
- *The chair records the dissent or objection in the minutes.*

Thank you. Let the minutes reflect that Ville Virta entered a dissenting opinion.
- *gavel*

Minutes

- The minutes must show: which local society, which body, which meeting, when the minutes were prepared, when the meeting was held, those present and the meeting officers
- The minutes state what was decided at the meeting.
- Signed and approved minutes are probative documentation of the course of the meeting.

On operational auditing

A local society must have either an auditor or an operational auditor. The operational auditor must examine the local society's finances and administration to the extent required by the local society's activities and provide a written operational audit report to the general meeting (or the meeting of delegates) that decides on the financial statements. In practice, the operational auditor's primary task is to assess the organization of the local society's administration, the general propriety of bookkeeping and financial statements, the propriety of benefits received by management and related-party transactions, and the realization of equal treatment of members.

The operational audit must be carried out to an extent sufficient in relation to the local society's activities. The operational auditor is bound by confidentiality regarding the information obtained, unless there is a statutory basis for an exception.



Meeting minutes

- **Decision minutes**
 - decisions without reasons or comments
- **Explanatory minutes**
 - main points of motions made in the discussion with brief reasons, the vote or election, and the decision
- **Discussion minutes**
 - verbatim record of the meeting or at least the main points of all interventions

Contents of minutes for Board meetings

1. Opening formalities

- Name of the organizing local society
- Type of meeting (e.g., Board) Time and place of meeting
- Those present (or a list attached) Names of the chair and secretary
- If necessary, selection of minute-checkers and tellers Checking and approval of the previous minutes.

2. Consideration of items

- A separate section for each item
- e.g., items on advocacy, communications, events and the local society's administration
- Any other business
- No decisions can be taken under this item.
- Next meeting
- Decide or note the date of the next meeting.

3. Signature and approval

- The chair and secretary - and the minute-checkers, if selected - confirm the minutes with their signatures.

4. Attachments

- Note any materials attached to the minutes.

The chair of the meeting is responsible for the preparation and correctness of the minutes. The secretary writes the minutes, but the chair is responsible for the content.





Meetings of the local society

(Model articles of association, Section 10)

Autumn meeting (preparatory)

- confirm the action plan and budget for the next calendar year,
- decide on the remuneration of the Chair, Vice Chairs and other Board members,
- elect the local society's Chair every second year, decide the number of Board members,
- elect Board members to replace those due to step down, elect an auditor or operational auditor and a deputy; decide the auditor's/operational auditor's fee, as well as
- elect the local society's representatives to the regional association's meetings for the next calendar year.

Spring meeting (review)

- consider the Board's annual report and the financial statements for the previous financial year, as well as the audit or operational audit report,
- approve the financial statements and decide on granting discharge from liability to the Board and other accountable parties, as well as
- consider other matters prepared by the Board or submitted in writing to the Board by members at least twenty (20) days before the meeting

Extraordinary meeting

- If decided by the Board or by the general meeting of the local society
- Or if at least one tenth (1/10) of voting members request in writing that the Board convene a meeting to address a specific matter.



Association operations toolkit

Tool: Annual cycle



What is this tool?

The annual cycle is a year-long plan that helps a local society's Board plan and schedule the year's activities.

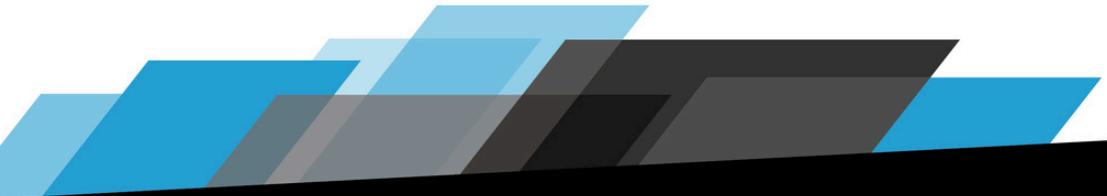
What is the tool used for?

Use the annual cycle to support planning and evaluating your activities (or parts of them). It creates a clear work plan for the coming year.

How is the tool used?

Enter all (known) events and time-bound activities for the year. The annual cycle is useful when the Board considers resourcing and communications for each event and activity. It is worth updating the annual cycle regularly.





VAIKUTTAJA

Tool: Influencer training concept

The Suomen Yrittäjät advocacy concept comprises training modules for member business owners who want to influence or already influence at the local, regional or national level. You can complete one training per year, and you attend each module only once. Training sessions are usually held in March.

The goals are to 1) network participating business owners from around Finland; 2) strengthen their skills in advocacy, communications and organizational work; 3) ensure as an organization that we have capable office holders influencing issues important to business owners.

- **Influencer I**
 - for new Chairs of local societies
- **Influencer II**
 - for Chairs of local societies and members of regional associations' Boards
- **Youth Influencer**
 - for business owners under 36 interested in advocacy
- **Influencer III**
 - for new office holders in national posts or aspiring to them who already operate at regional level
- **Influencer III**
 - for chairs of local societies
- **EU Influencer**
 - participants selected via applications

The participant contribution is €50 and is invoiced to the participant, the regional association or the local society. The full value of the Influencer training is about €550 per person (programme, meals and accommodation included). Each participant covers their own travel and parking. The youth track is free of charge. The participant contribution for EU Influencer is €500.

For more information on training: <https://me.yrittajat.fi/vaikuttaja-koulutukset/>



Tool: Office-holder training

Morning briefings for office holders 2026

- Wed 21 Jan.
- Wed 18 Feb.
- Wed 18 Mar.
- Wed 22 Apr.
- Fri 22 May
- Thu 20 Aug.
- Wed 16 Sep.
- Wed 21 Oct.
- Wed 25 Nov.
- Wed 16 Dec.

Link to morning briefings: <https://vimeo.com/event/4842021/4c7229369c>

NB! Links to the recordings are also available in the Materials Bank.

Training recordings for elected officers

- Transparency Register
- The eight basic rules of lobbying
- Serving as a Board member of a local society
- Acting as a local society on social media

Link: [HERE](#)

Password: PYvideokirjasto2024



Tool: IT services

- **Emails ending in yrittajat.fi**

- for chairs and secretaries of local societies
- With these credentials you can access email, the Material Bank and Teams.

- **Teams**

- The chair and secretary can use their local society's Teams to invite the other board members.
- The local society can manage all its materials and organize meetings.

- **Website**

- A local society can use the Suomen Yrittäjät webpage template.

- **Material bank IT content**

- Data security guidance for local societies
- Restoring Office365 account password
- Using email
- Using email in browser
- Using email on mobile application

- **IT support**

- Email your support request to tuki@yrittajat.fi.
- Describe your problem as precisely as possible.





Tool: Local society evaluation

The local society assessment is carried out annually. Its goal is to help the Board of a local society evaluate and develop its work.

Each local society evaluates its own activities by completing the assessment form. A good practice is for the Board to reach a shared view on each item after discussion at a Board meeting and to appoint a person to enter the responses in the survey.

A regional association may nominate one local society in each prize category - chosen from among those that completed the assessment - for a national award.

1. under 100 members
2. 100 - 200 members
3. 201 - 499 members
4. at least 500 members (big cities)

Scheduled for: 15 Oct. - 30 Nov. 2026
Awards ceremony at the Influencer Forum 2026





Tool: Administrative document templates

The Associations Act and your local society's articles of association set out how the local society is to be governed.

Hold the local society's meetings - spring and autumn meetings, or the annual meeting - as set out in the articles of association.

Prepare for the local society's meetings: the annual report and financial statements, as well as the action plan and budget.

Ensure Board meetings are recorded in minutes.

You'll find the following templates in the Materials Bank:

- Meeting notice
- Agenda for the spring meeting
- Agenda for the autumn meeting
- Agenda for the Annual General Meeting
- Press release template
- Action plan text
- Action plan table
- Board meeting agenda



Communications and marketing toolkit

Tool: Yrittäjät app

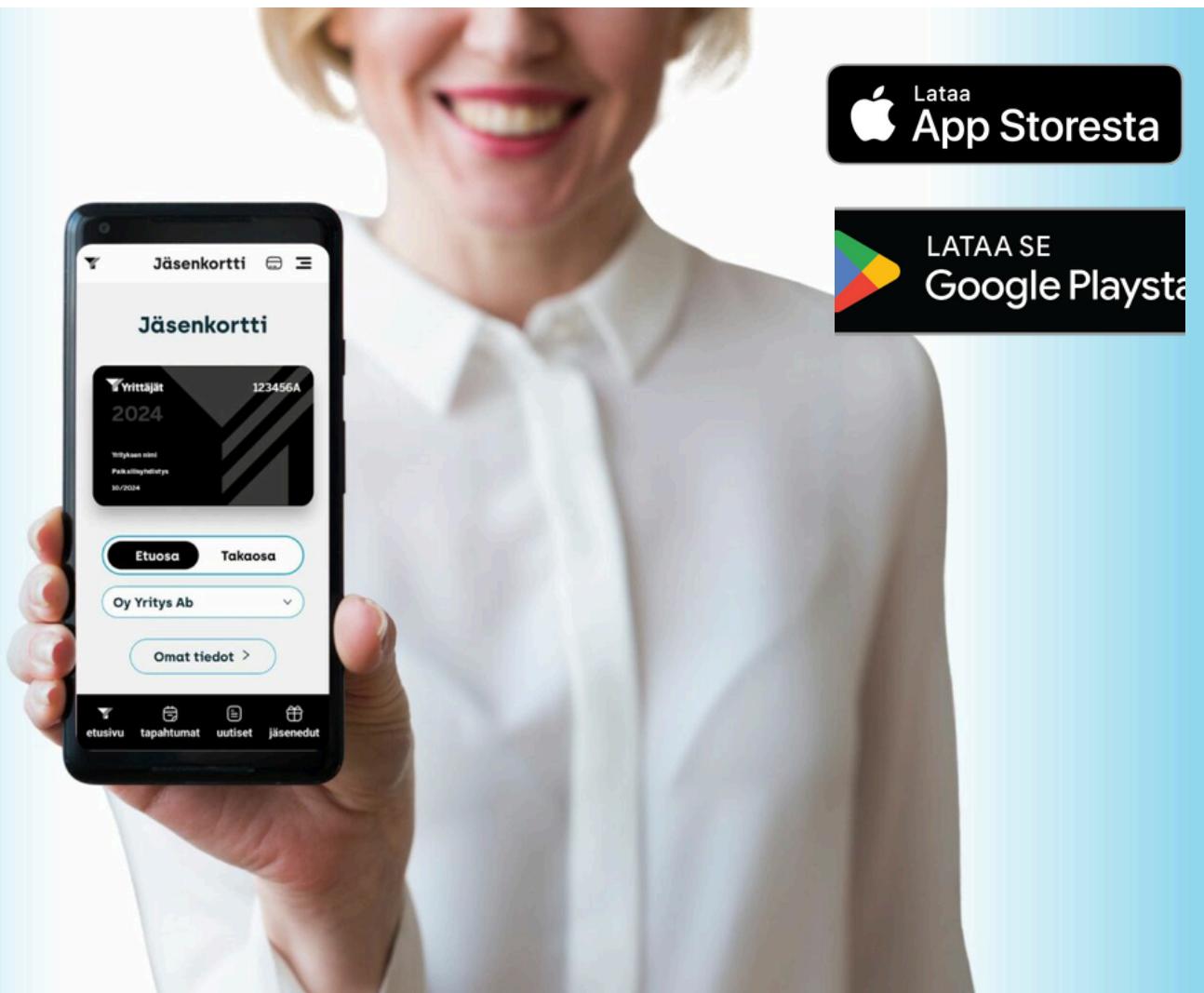
The Suomen Yrittäjät app makes enjoying the benefits of membership even easier. The app's features include a mobile membership card and Suomen Yrittäjät member benefits.

The app also includes national, regional and local entrepreneurial news, as well as useful training sessions and events.

The Yrittäjät member app can now be downloaded from the App Store and Google Play. To start using the app, enter your email and password you use to log onto the Suomen Yrittäjät website.

All owners and employees in a member company whose email addresses are on the Suomen Yrittäjät member register can download the app

[Read more about the membership card](#)



Tool: Award products

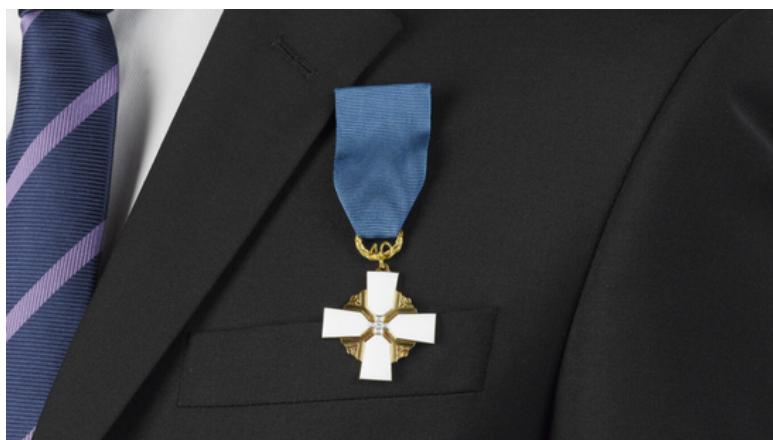
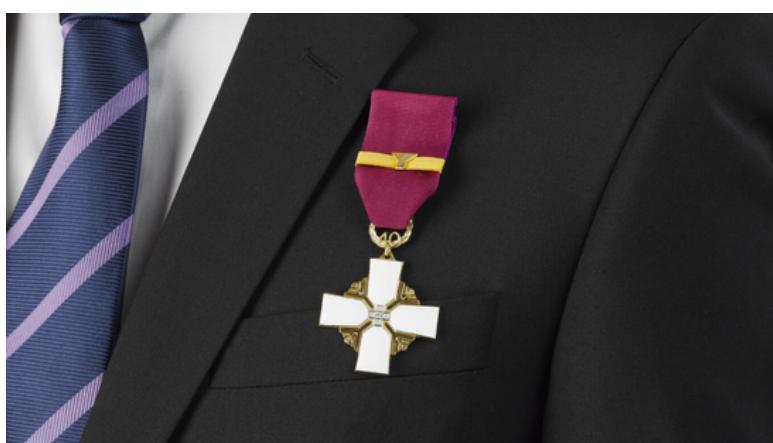
Suomen Yrittäjät grants Entrepreneurial Cross decorations and Merit Crosses on the basis of an application. These are the Grand Cross of the Entrepreneur's Cross, Diamond Crosses of the Entrepreneur's Cross, and Entrepreneur's Crosses. The Grand Cross of the Entrepreneur's Cross is awarded for exceptionally significant service to enterprise.

A company can also recognize its staff with a Merit Cross or Diamond Merit Crosses. Merit Crosses are suitable, for example, for a company anniversary or a person's milestone day.

Entrepreneur's Crosses and Merit Crosses are awarded by the Entrepreneur's Cross Committee of Suomen Yrittäjät.

The presentation of Entrepreneur's Crosses and Merit Crosses is always a ceremonial occasion. The presenter may be the Chair of the central organization, the Chair/CEO or another representative of the applicant organization or company.

More information: www.yrittajat.fi/palkitseminen



Communications tips

- **Media:** Contact a local media outlet. Send an opinion piece, a statement, an invitation to an event, or arrange a meeting with a journalist about current topics.
- **Newsletter:** Communicate with members via a newsletter, your website and social media. Local societies have access to the LianaMailer newsletter tool.
- **Web:** Say online what's happening in the local society. For example, publish the local society's events and press releases.
- **Social media:** Be active. You can choose the channel you want to prioritize. Also consider influencing via your personal profile.
- Freely use the resources in the Suomen Yrittäjät Materials Bank and Image Bank.
- Stay up to date by reading the monthly **local society message** sent to your local society's email.
- Follow the news on Yrittajat.fi and download the Yrittäjät app.

Tool: Image bank

In the Suomen Yrittäjät Image Bank you'll find images and marketing materials for local society use, such as logos, brand assets, social media images, greeting images, icons and event photos.

Image Bank link: <https://yrittajat.kuvat.fi/kuvat>

Yrittäjät

YKSI
JÄSENMAKSU –
MONIPORTAINEN
JÄRJESTÖ
TUKENASI

Yrittäjät



PAIKALLIS-
YHDISTYS ON
YRITTÄJÄN
KOTIPESÄ

Paikallisyhdistykset ovat
kunnissa ja kaupungeissa
toimiva paikallisia
yrittäjäyhteisöjä. Niiden
toiminnan ytimessä ovat
vertaistuki, verkostot ja
paikallinen vaikuttaminen.
Paikallisyhdistys on kotisi.

Yrittäjät

21 ALUEJÄRJESTÖÄ
PALVELUKSESSANNE

Aluejärjestöt toimivat
linkkinä yrittäjien ja alueen
päättäjien välillä, järjestävät
verkostoivia tapahtumia ja
koulutuksia sekä tarjoavat
ajankohtaista tietoa
lähialueen yritysyhteiseen
liittyvistä asioista.



Newsletters sent by Suomen Yrittäjät

1. **English-language newsletter** once a month for English-speaking members.
2. **Member-benefits newsletter** five times a year for all members. Member benefits at a glance.
3. **Training newsletter** once a month for those registered for trainings; twice a year also to those who have given marketing consent.
4. **Municipal Advocacy newsletter** six times a year. Topics: municipal advocacy, procurement, social and health services, and ownership transfers. Target groups: municipal managers/city managers, Business Policy Committee, SY staff, entrepreneur councillors, ELY Centres, regional councils, designated business owners, Enterprise Agencies, Sekes, SY Representative Council, SY Board, regional association staff, local society Chairs.
5. **Youth newsletter** six times a year for members under 36.
6. **Local society message** once a month to local society Chairs, secretaries and officers; copied to staff of regional associations and the central organization. Current items on organization, advocacy and events in one message.
7. **Main newsletter** every Thursday, to two segments: solo entrepreneurs and employer business owners. The week's key news and talking points at a glance.
8. **Swedish-language newsletter** once a month for Swedish-speaking members.
9. **Event newsletters** as needed per event.
10. **Trade-association bulletin** five times a year for trade associations' CEOs, communications leads and Chairs.

Press releases

- Sent as needed, on average 1-3 per week.
- Distributed via STT's national/regional wire and internally to: SY Board, Council, committees, networks, regional associations, trade associations, organization media, and SY office.

<https://www.yrittajat.fi/tiedotteet/>





Tool: Newsletter

Local societies have access to the LianaMailer newsletter tool (formerly Postiviidakko). It's an easy-to-use, versatile browser-based application for sending newsletters. In addition, LianaMailer has strong reporting features and mailing-list management.

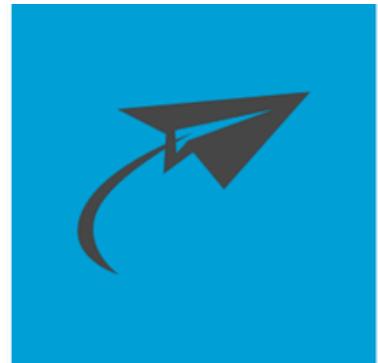
Local societies get LianaMailer for free.

During onboarding, a ready-made newsletter template is created with the local society's logo, contact details and links to its social media accounts. Provide these details when ordering so you'll have a working template immediately.

After logging in with personal admin credentials, the admin pulls members' email addresses into the tool directly from the member register.

More information and logins: Sanni Juvonen, sanni.juvonen@yrittajat.fi





► [Kuvapankki](#)

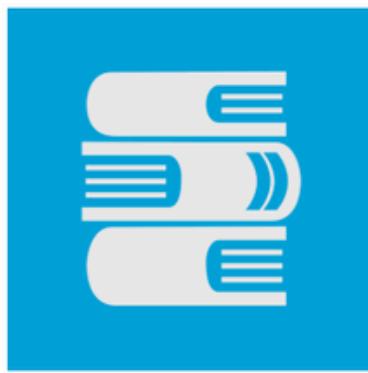
► [Ohjeet ja oppaat](#)

► [Tapahtumakalenteri](#)

► [Uutiskirjeiden aikataulu](#)



Yhdistystoiminnan materiaalit



Järjestökasikirja



Luottamushenkilökoulutukset



Pöytäkirjat ja tallenteet

Tool: Material Bank

The Material Bank is a file and information library.

- Handbook for Local Societies (FI, SV, EN)
- membership, member lists and statistics
- municipal and county advocacy
- image bank
- training for office holders
- instructions and guides
- rewards
- minutes and recordings
- event calendar
- surveys
- newsletter timetable
- local society activity materials

Coming soon: Material Bank 2.0

- The Material Bank will go online, giving office holders easier and better access to Suomen Yrittäjät materials.
- The new service will be WordPress-based and part of the [yrittajat.fi](#) site.
- Data-sensitive materials such as member lists will stay on the old, password-protected Sharepoint service.





Tool: Suomen Yrittäjät brand

The Yrittäjät brand and the impressions it creates are shaped in every encounter with stakeholders: What we communicate and market, how we speak and behave across the organization. All of this builds the brand in the minds of our target groups.

The Suomen Yrittäjät visual identity is an essential tool in building the brand. It signals an organization working for entrepreneurship. The more consistently the identity is used, the more strongly it advances the cause of Finland's business owners. That's why it's important that our look is the same everywhere – locally, regionally and nationally.

A strong, recognizable look is created from the organization mark, typography, and image and colour world. You'll find guidelines for the graphic elements in the [Marketing Materials folder](#) in the Image Bank.



Promoting Enterprise



Nationwide member benefits

Tool: Nationwide member benefits

Nationwide member benefits bring significant added value to local societies. They strengthen appeal and retention by offering concrete savings and services that an individual local society might find difficult to negotiate. Member benefits foster commitment because they provide ongoing, tangible value for membership. When members feel they get clear value for their fee, their commitment strengthens and retention improves. This creates a stronger, more stable membership base for local societies, which in turn supports their activities and impact in their area.

Local societies can leverage nationwide benefits in their communications by highlighting those that best fit their members' needs. Sharing concrete examples and member experiences makes the benefits more relatable and easier to understand. In this way, nationwide member benefits don't remain a generic promise: they become a visible part of the local membership experience and everyday life.

More information and current benefits:

<https://www.yrittajat.fi/jasenyys/jasenedut/>



National events



Suomen Yrittäjät national events

National Entrepreneur Days

16.-17.10.2026, Lahti

- An amazing two-day business seminar with practical briefings, live music, a spectacular Entrepreneur Gala, an experiential partner area, and colleagues and friends from all over Finland.

Municipal Leadership Seminar

20.-21.5.2026 Jyväskylä

- The Municipal Leadership Seminar brings together over 1,000 municipal decision-makers, experts and business owners each year to network and discuss current societal topics.
- Typically, municipalities are represented by the municipal/city manager, the Chairs of the council and board, and the local society Chair.
- Other municipal representatives may also attend.

Get Together

22-23/5/2026 Oulu

- Get Together is a two-day networking event for young (under 36) or young-at-heart business owners, known for its relaxed atmosphere and absence of stiff formality.

More information on national events: [HERE](#)



Contact details

Suomen Yrittäjät contact details

Visiting address

- c/o Fennian pääkonttori, Kyllikinportti 2, 00240 Helsinki ([Google Maps](#))

Postal address

- PL 999, 00101 Helsinki

Switchboard

- Weekdays 08.00-16.00 at 09 229 221

Office

- toimisto@yrittajat.fi

Membership matters and membership fees

- jasenpalvelu@yrittajat.fi

Login problems for Member Services, IT support

- tuki@yrittajat.fi

Service Team

- assistentti@yrittajat.fi

Propose a partnership

- kumppanit@yrittajat.fi

Free legal advice and expert assistance ONLY for members

- Weekdays 08.00-18.00 at 09 229 222
- Members must be prepared to state their member numbers.

Free advice service for solo entrepreneurs for members ONLY

- Weekdays 08.00-18.00 at 09 229 224 00
- Members must be prepared to state their member numbers.





Support from central office includes:

- **Morning briefings for office holders:** Hannamari Heinonen
- **Procurement advisory & public procurement:** Katja Rajala
- **Well-being service counties:** Katja Rajala
- **Executive assistants:** Minna Gatford, Jasmina Ketola and Janina Lehti
- **What the association does:** Hannamari Heinonen
- **Member benefits and partnerships:** Karri Ruuskanen
- **Membership sales:** Davis Lipskis
- **Member register:** Virpi Nahkuri and Salli Viljanen
- **Municipal Leadership Seminar and Entrepreneurs Days:** Anne Eronen
- **Municipal advocacy:** Frida Sigfrids
- **Material Bank:** Kristiina Nyholm ja Hannamari Heinonen
- **Youth and students, and trade associations:** Kristiina Nyholm
- **Changes of ownership:** Inkeri Sundberg
- **Local society evaluation:** Hannamari Heinonen
- **Awards:** Päivi Korhonen
- **Local society message:** Sanni Juvonen
- **Call rounds to local societies:** Hannamari Heinonen
- **Social media:** Lotta Tammelin
- **Articles of association interpretations and members' legal advice:** Atte Rytönen-Sandberg
- **Solo entrepreneurs and migrant business owners:** Marianne Ruusunhelmi
- **Influencer training:** Kristiina Nyholm
- **Influencer forum:** Anne Eronen
- **Committees:** Jasmina Ketola
- **Website:** Johanna Mäntykoski
- **Business owner financial assistance:** Tiina Toivonen

Emails follow the format: firstname.lastname@yrittajat.fi

