

Experiment summary: Boosting recruitment and induction with VR solutions

City of Espoo: Mari Ahlgren, Ville Kaista, Valia Wistuba and Terhi Aho
Virtual Dawn Oy: Antti Martikainen

Date: 13 November 2024



Experiment on boosting recruitment and induction with virtual solutions

12 months

Video games were tested at **18** test events from March to October 2024

Induction requires repetition

Not enough good applications for vacancies

10 property managers will retire within **4 years**

Involved in the experiment:

141 clients
25 city employees

48 property managers
+ **10** interns

The experiment implements the goals of the Espoo story

"2. Espoo provides services together with the entire Espoo community"

The experiment supports the focus areas for digitalisation in Espoo

*"2. Data-driven, proactive, smart city"
"3. Necessary capabilities, know-how and resources for digital regeneration"
"5. Smooth work with renewed support processes"*

The experiment supports Espoo's sustainable development goals

The **aim** was to find out if

1. modern recruitment solutions could increase interest in the work of property managers, and if
2. VR-based content could boost the induction process.

Experiment on boosting recruitment and induction with virtual solutions

Carried out by Espoo's Premises Department

The experiment owner was Mari Ahlgren from the Premises Department, working together with Ville Kaisla. The experiment was carried out in cooperation with Virtual Dawn Oy in Espoo from January to December 2024.

Enquiries: mari.ahlgren@espoo.fi

Demonstration video ([YouTube](#))
Pelasta Espoo game (espoo.fi)
VR game ([trailer on YouTube](#))

Solutions

Pelasta Espoo video game to support recruitment

- Browser-based game
- Playable on a computer or mobile device
- Fun way to learn about the tasks of a property manager



VR induction game for property management

- Virtual reality game
- Induction into a property manager's tasks
- Tasks are performed in a realistic way using handheld controls



Experiment on boosting recruitment and induction with virtual solutions

User experiences:

- Interesting and exciting
- You learn about a property manager's work
- Even boring tasks seem fun

Issues to consider:

- Language versions (English, Swedish) for those with limited Finnish language skills
- Procurement of VR headsets for the city
- Use of virtual technology in other activities

Lessons learned:

1. Gamification is the right way to approach young people and young adults.
2. The game content should be limited to address a specific need.
3. Active testing with members of the target group at an early stage is the key to success.

Next steps:

Espoo will continue to use the games developed and assess the opportunities for further development and wider use of game-based solutions.

Involved in
the
experiment:

166
testers

