



## ADDED VALUE THROUGH INTRA-REGIONAL DIVISION OF ROLES

The subareas of Greater Helsinki have a lot to win if they can commonly agree upon economic roles. This calls for a mapping of local actors, resources and aims. Through collective scenario processes, a sharp strategy for each sub-region should be envisioned.

Together this approach offers an opportunity towards a largely self-sufficient region in terms of energy, other natural resources and work force. The resulting, varied socio-economic environments might also play a role in sustaining the region's global competitiveness.



## **7. ADDED VALUE THROUGH INTRA-REGIONAL DIVISION OF ROLES**

- 7.1 Unity of differences
- 7.2 Well-connected lifestyle regions
- 7.3 Metropolis and regional frame
- 7.4 White, Green, Blue
- 7.5 Linear city
- 7.6 Subsidiarity of executive power

# 7.1

## Unity of differences

The entry *Holistic Uniqueness* suggests that Greater Helsinki needs a globally recognisable profile. This will be achieved as part of an EU-wide process towards sustainability, Helsinki region as one of the spearheads. The core of such profiling is local and sub regional differentiation in economic activities and quality of life. The eight urban areas will each have a characteristic profile. The whole region, not only its core, obtains a productive role in global competition. Education is closely bound to the profiles.

The eight profiles in nutshell:

**CREATOPOLIS:** soft skill economy, e.g. coaching, cultural consultancy, mediation, communication.

**TECHMERGENCE:** high technology (Nano + Bio + IT + Cognitive) a mixture of business, engineering & edutainment.

**GLOBALLOCALIS:** international transportation hub near the airport. Logistics, headquarters, finances (see ideacard 6.3)

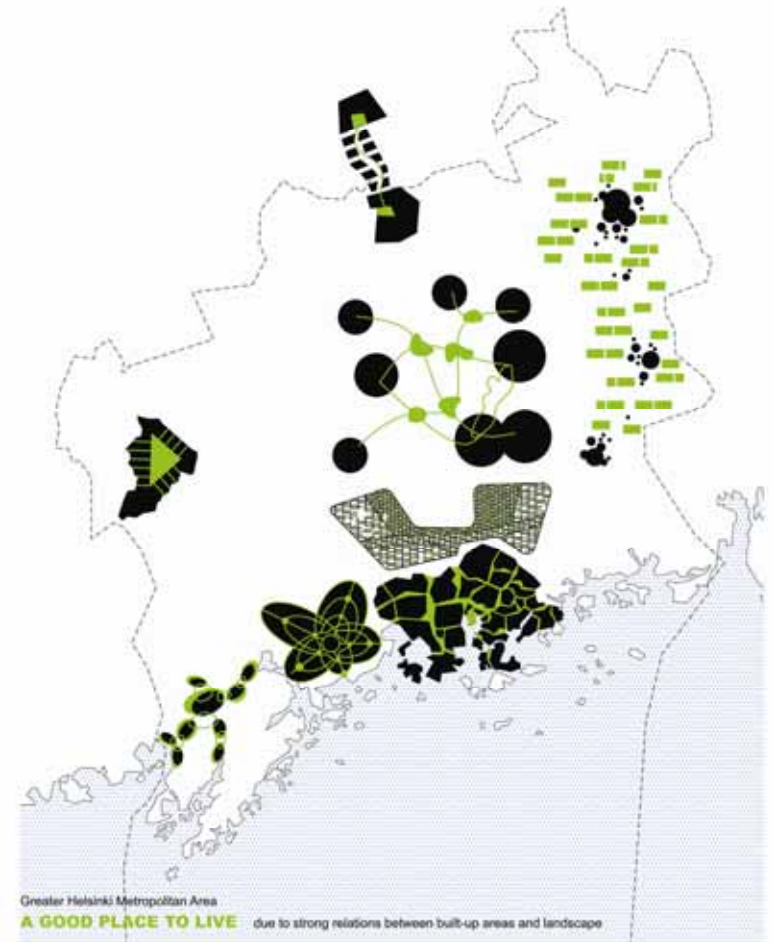
**HEALTHVIRONMENT:** life science economy, health care applications and work-life-balance programs as business.

**FUTURECRAFT:** creative manufacturing, craft's technologies, sustainable constructions as a growth-market.

**FINLEGACY:** cultural and educational tourism; promotion of Finnish culture as business.

**POWERSCAPE:** ecological food, biomass, R&D in sustainable energy, waste management (see idea card 3.7)

**LOGIMOVE:** logistics, New transport concepts, new drive technologies as a growth-market.



## 7.2

# Well-connected lifestyle regions

The entry *Orlando* proposes a major infrastructure “Hook” (see idea card 1.5), which runs across the region, roughly following the current more densely built areas and existing rail corridors. The hook connects seven sub-regions, each having a super-dense centre, “Synapsis” (see idea card 2.3). The profiles of the subregions are organically developed from existing strengths to increase provision for different lifestyles.

The seven sub-regions in nutshell:

CITY FARM: landscape, production, leisure

CITY LAB: development, synergy, technology (see idea card 6.6).

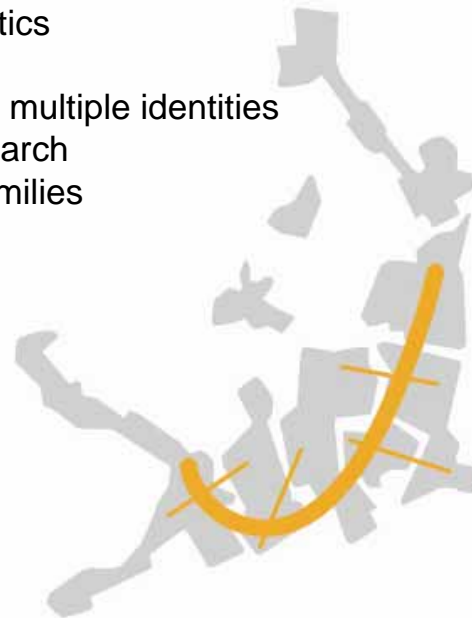
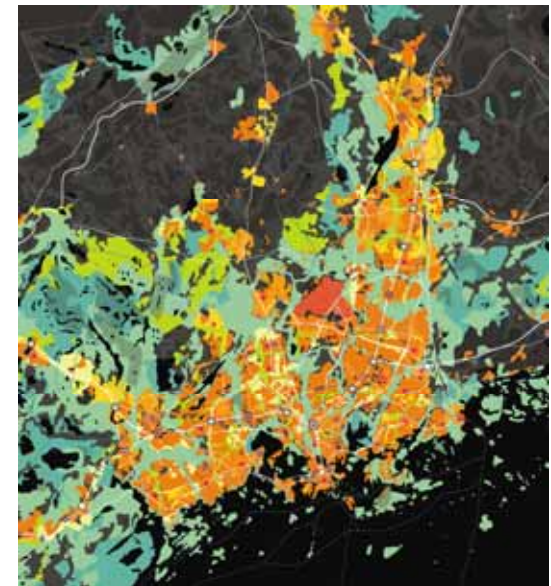
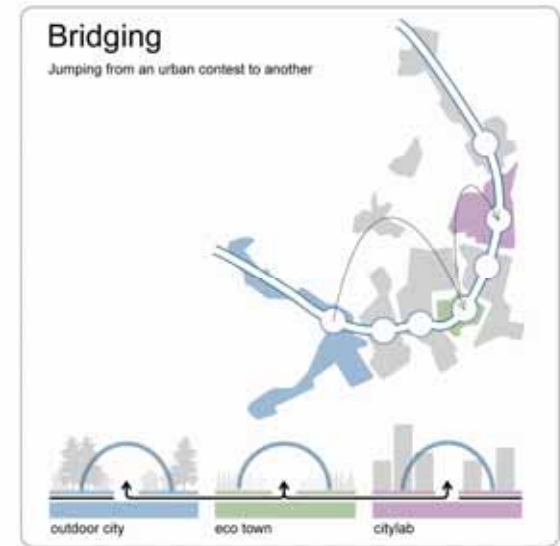
EASTERN GATEWAY: fair, exchange, logistics

ECO TOWN: biological sustainability

HELSINKI RELOADED: connection, culture, multiple identities

CREATIVE CITY: dialogue, interaction, research

OUTDOOR CITY: education, community, families



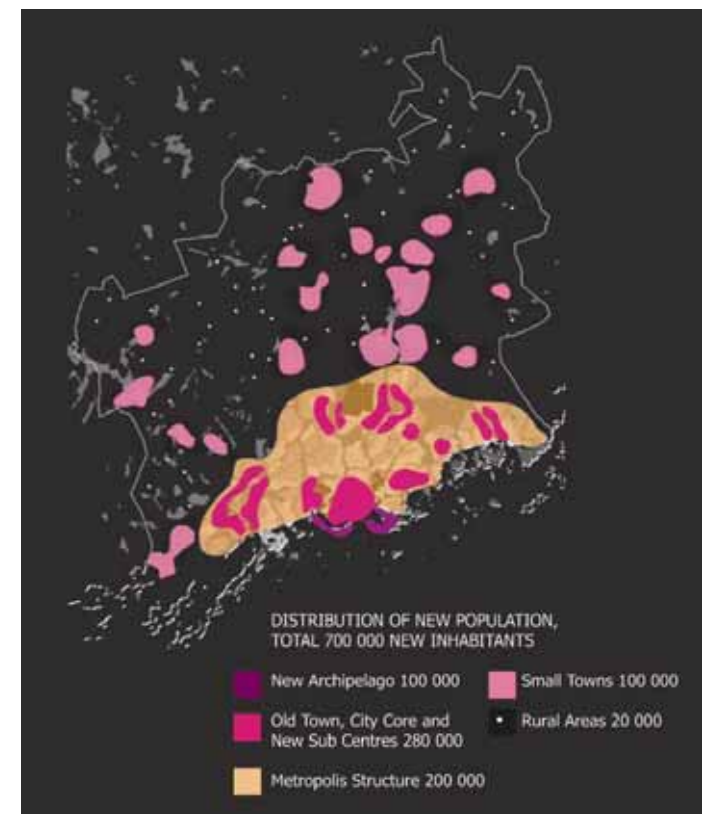
## 7.3

# Metropolis and regional frame

The entry *Emerald* divides the region in two, the central, dense “metropolis” and its “regional frame”.

Most of the future population growth, 90 per cent, should happen in the metropolis. This leads to densification of the currently built areas. About 10 per cent of growth is allocated to small towns in the regional frame and only one percent allowed in non-urban villages. This requires a concerted anti-sprawl agenda to reduce the currently fast growth in the outer parts of the region.

In the regional frame, “eco-tech entities” produce food and energy for their mother town as well as for the metropolitan needs. Historical small villages are inhabited by people who appreciate a collective, ecological and autonomous lifestyle close to nature. Everything is recycled and food is produced locally in “cultivation shells” and “green pods” (see idea card 5.5).



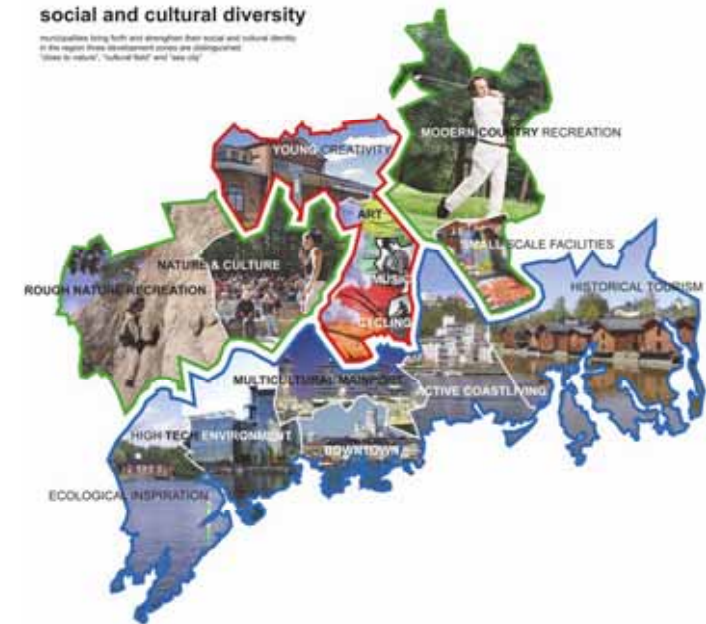
## 7.4 White, Green, Blue

The entry *Thirdlife* proposes to differentiate three metropolitan zones: “sea city”, “close to nature” and “cultural field”.

Distinguishing ‘white’ (sea city), ‘green’ (close to nature) and ‘blue’ (cultural field) economies helps to emphasize the existing qualities of the region. The white economy focusses mainly on the service sector. The green economy concerns businesses related to nature, while the blue economy deals with water-related businesses.

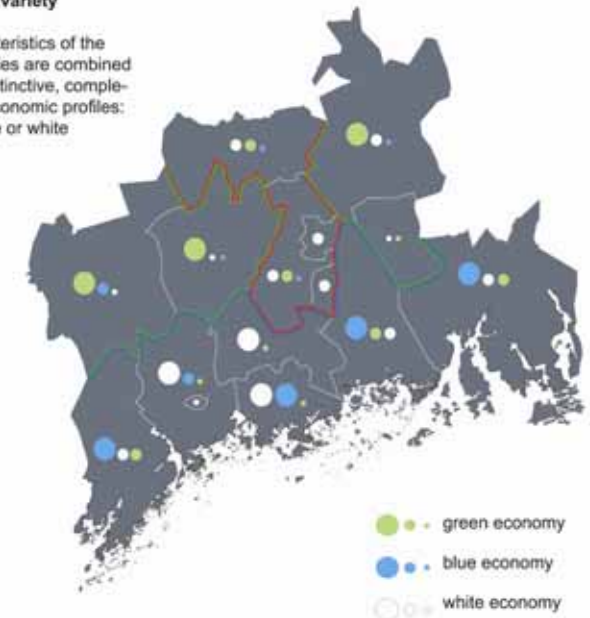
80 % of the new housing is located in the sea city, which gets about 400 000 new inhabitants. Sea city offers the most desirable and typically Finnish living conditions. Each new coastal town has an own identity. Porvoo is involved in the development of the region, serving as a reference for the scale and attractiveness of these towns. The aim is “new housing in various densities and typologies along the coast”.

See also idea card 3.5 or 8.8, (“Landscape strategy”).



**local qualities generate economic variety**

the characteristics of the municipalities are combined in three distinctive, complementary economic profiles: green, blue or white



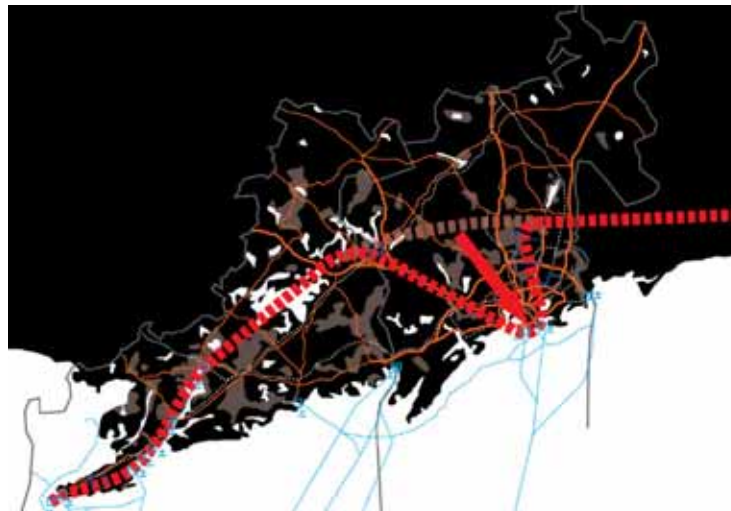
## 7.5 Linear city

The entry *Line\_TM* takes inspiration from very large scale geographic and settlement patterns. It radically proposes to organise Greater Helsinki as the combination of the coastal “pattern of civilization” and the mainland “pattern of wilderness”. New construction is condensed in a narrow (400m) linear city, built on top of a bullet train track. The superfast railway connects new development to other metropolises around the Baltic Sea. Good connectivity makes the *Line\_TM* a prime network place with its own economic and real-estate dynamic.

There is no building code limiting heights. Instead regulation for high sustainability will be put in place. The *Line\_TM* can be developed into ultra-dense urban construct. In contradistinction to *Ciudad Lineal*, it starts to generate life through its interactivity, not through its totality. It intersects with existing infrastructures and geography, and provides the possibility for indefinite constellations between nature, geography, man-built environment and the proposed new form of settlement.

The mainland is suggested to be reforested to regain continuous forests.

See also idea cards 1.4 & 8.4, and a related idea card 1.1 (“Boundary strips”).



## 7.6 Subsidiarity of executive power

One of the central ideas of entry *Towards City 2.0* is that the power of applying and implementing urban strategies should be moved closer to the local neighbourhood level. This way the hidden resource of individual motivation to express themselves through participation and collaboration will lead to social innovations.

Leadership is to be open. Open leadership means that anyone can start a concrete project, that can spread throughout the city. The task of the

administration is to resource and support. The 'commons' (i.e. the core values, defined by the regional assembly and the mayor) are made to attract social production, or what is called commons-based production. Recent examples of this type of productive innovations are Linux and Wikipedia.

This principle might produce also seeds for local, or even intra-regional profiling.

