



Press release
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A seminar on big data held in Helsinki

Sensors in service logistics and traffic produce big data for application developers in Helsinki and Tampere. A Kick off seminar for a joint big data project has taken place in Helsinki.

The purpose of the Reboot Helsinki, Tampere and Finland with Big Data kick off seminar in Helsinki was to show how data analytics can be used to develop public services and as raw material for new business.

"In Helsinki, we simply want to take part in creating new digital business enabled by sensor technology, the internet of things, new operation models, experiments and open co-development," Päivi Piispa, Business Development Advisor of the City of Helsinki, says.

The City of Helsinki, the City of Tampere and the University of Tampere have started a pilot project financed by the European Regional Development Fund. Enterprises in the digital field in Helsinki and Tampere as well as the Metropolia University of Applied Sciences participate in the big data project for urban development. The budget amounts to 647 816 euros.

"It's great that Helsinki was chosen for the kick off seminar. We already have an international reputation in this field. In future, we'll deepen cooperation even more in order to get a concentration of such know-how in Helsinki," Pekka Sauri, Deputy Mayor for Public Works and Environmental Affairs, says.

Big data in the development of the urban environment and traffic and as an innovation platform for services and business

In a short period of time, digitalisation has brought considerable changes to the cities' planning, management and service processes. The cities' systems nowadays produce a lot of raw data. Besides contributing to new commercial innovations, big data will in the future be able to make the cities' own activities more effective.

A purpose of the project is to further the use of big data from the urban environment and traffic within the city and as raw material for new business. When open data is

linked to big data and real-time data systems, enterprises get completely new opportunities for business.

In Helsinki, we are testing how big data could be used in order to make managing and planning the routes of commercial vehicles more effective. In Tampere, there is an ongoing pilot trial of data mining, storing and distribution concerning internal and external big data in the city's organisation.

"Stara gets daily hundreds of thousands of lines of data on commercial vehicles and their functions. As an international example, I'd like to mention the Oyster card for public transport in London, which produces some 7 million lines of data a day. These numbers show the scale in which we are now moving," Ilpo Laitinen, Administrative Director of Stara, says.

The project is linked to the 6Aika strategy of the six largest cities in Finland (Helsinki, Espoo, Tampere, Vantaa, Oulu, Turku). One of the major concepts in this joint strategy is that the cities should cooperate in developing new service structures and innovations. The aim is to create new know-how, business and jobs in Finland.

You can watch a recording of the seminar here:

<http://www.hel.fi/www/Helsinki/fi/kaupunki-ja-hallinto/yritykset/kilpailukyvynekehittaminen/Kehittamistoiminta/reboot-helsinki/>

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