

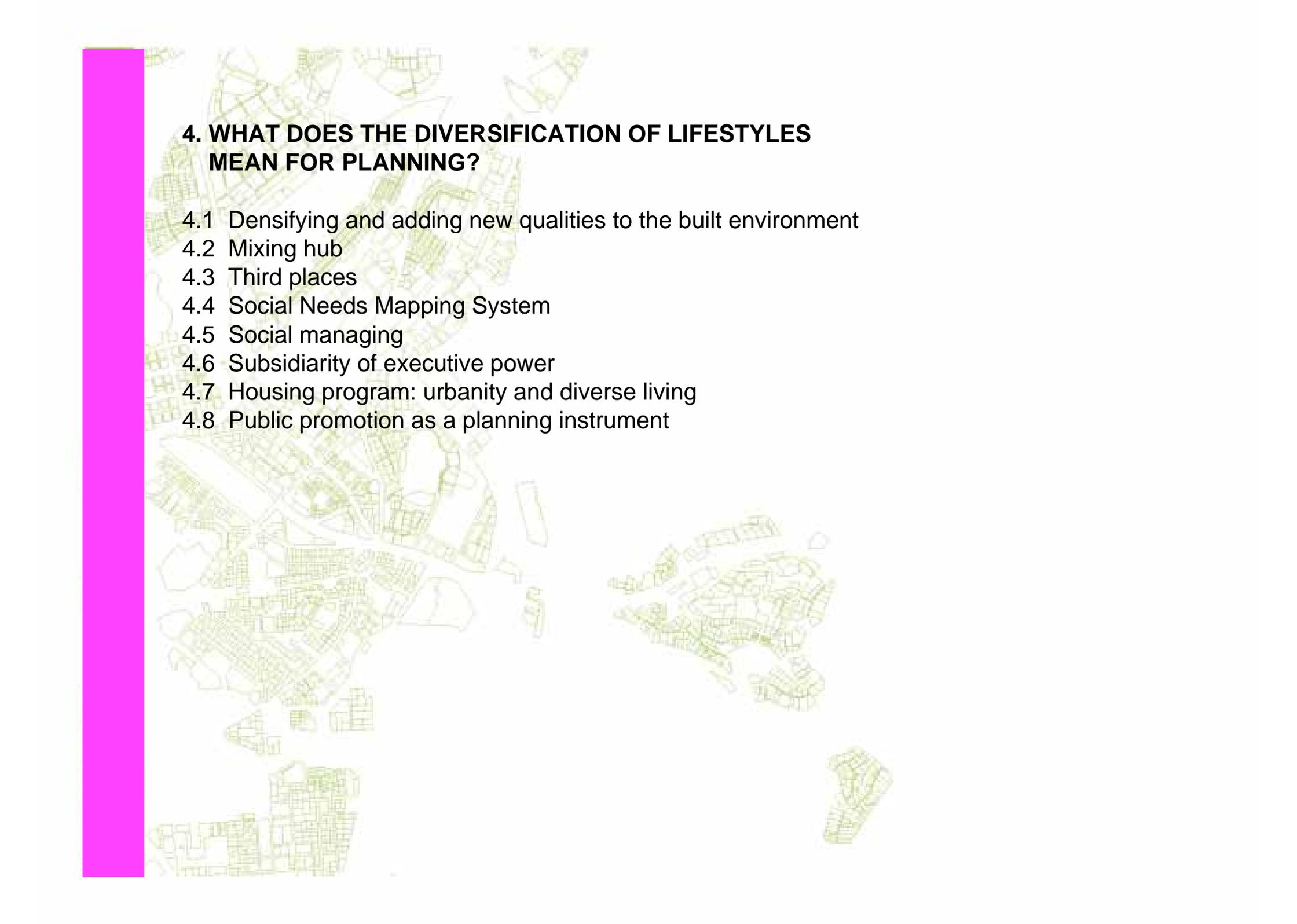


4

WHAT DOES THE DIVERSIFICATION OF LIFESTYLES MEAN FOR PLANNING?

Immigration, new urban subcultures and consumption-led multiplication of lifestyles challenge the expert led planning processes that produces standard solutions.

The slowly changing urban structure positively stabilises the socio-cultural 'canvas' of the metropolis. But, there is clearly a need to rethink planning in terms of a place and actor based value creation processes and – simultaneously – as a newly active social tool, fighting segregation.



4. WHAT DOES THE DIVERSIFICATION OF LIFESTYLES MEAN FOR PLANNING?

- 4.1 Densifying and adding new qualities to the built environment
- 4.2 Mixing hub
- 4.3 Third places
- 4.4 Social Needs Mapping System
- 4.5 Social managing
- 4.6 Subsidiarity of executive power
- 4.7 Housing program: urbanity and diverse living
- 4.8 Public promotion as a planning instrument

4.1

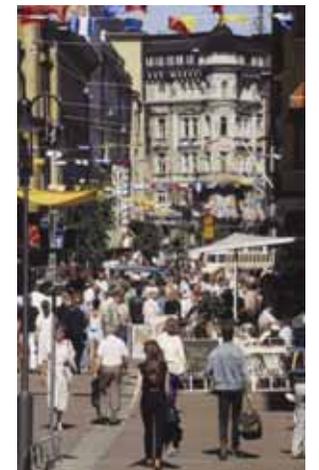
Densifying and adding new qualities to the built environment

The entry *Holistic Uniqueness* proposes that urban forms and types of landscape will be sharpened and strongly differentiated. In this way, the areas are made spatially distinguishable. Sprawl and merge can be avoided and existing areas intensified by spatial and programmatic densification. Urban forms and landscape patterns are seen as catalysts.

Shaping the urban structure means shaping relationships between places, people and activities. The densification involves reprogramming and converting outdated building typologies (e.g. industry hall), multiplying the usages of existing buildings and adding functions to monofunctional areas.

The surface of built-up areas will be minimized

- to get more open space for natural circle systems (e.g. drainage, cooling) and enhancing biodiversity;
- to get more public realm for social interaction; and
- to get multifunctional areas enabling short-distance-living and enriching everyday life.



4.2 Mixing hub

To create collaboration between different groups of people on a new level, entry *Towards City 2.0* proposes a new type of public space. “The Mixing hub” is a public-private space for business, social entrepreneurs, children and leisure. The hubs offer plug and play facilities where individuals and communities can work, share and link to other communities. In densely built areas they remain open for users 24/7.

To build hubs, city council starts an international corporate responsibility and Pro-Am -innovation program. Corporations and hubs work in a basic mutual benefit principle. To remain resourceful larger organisations must attract activities and innovation outside their core business. The hubs indicate social change and they feed innovative uses of technologies back to companies that support them.

The hubs have rooms for meeting and reading, sound systems, screening rooms, edits, kitchens, dining areas, gyms, saunas etc., as well as peer-guided social production tools like citizen-wiki's, funding advice, personal development and community building -workshops.



4.3 Third places

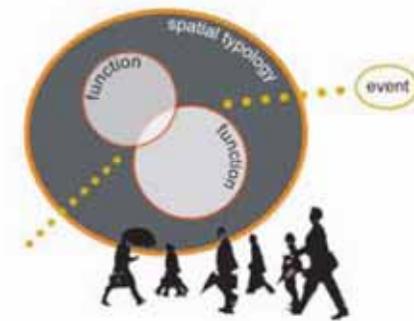
Third places are places outside home and work. They attract people and activity. In entry *Thirdlife*, third places are meaningful places which promote local identity and improve social contact through informal meetings. They also provide economic crossover and cultural enrichment.

Third places exist in nodes of all levels from downtown to country nodes. They can be sailing clubs, convention centres, squares, hotels, bars, shopping malls or educational centres, for example.

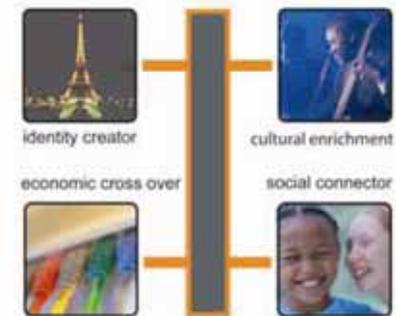
Third places are one of the main priorities of planning of attractive, competitive, and sustainable metropolitan region. The combination of indoor and outdoor places, programmes and events contributes to the identity of municipalities.

toolbox third places

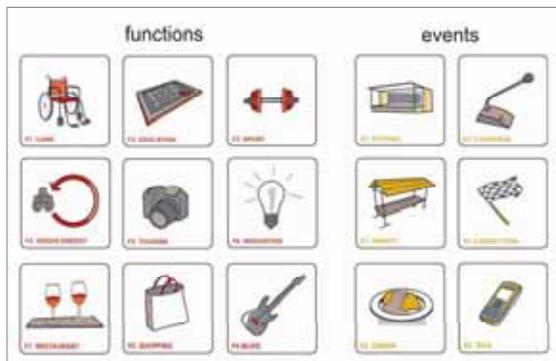
composition of third places



connecting people



function of third places



4.4

Social Needs Mapping System

In entry *Towards City 2.0*, the city has a “Social Needs Mapping System”, which is a two-way tool between social entrepreneurs and the city council. Social entrepreneurs make social innovations for the benefit of neighbourhoods and the city.

Social Needs Mapping system is formed by using a range of different methods: statistical analyses combining both hard and subjective data, reviews of research reports, interviews/focus groups with members of the public and frontline agencies around the country, an opinion poll etc.

The Map is linked to Tools, Rules and Social Risk Capital funds. The outcome is map of needs, solutions and resources available. The map helps become a social entrepreneur.



4.5 Social managing

City needs to motivate innovation and empower self-actualisation. According to entry *Towards City 2.0*, people are motivated to do new things if they are allowed to. Closed leadership is outdated in the era of mass creativity and too slow as decisions have to be approved by an often homogenous elite. Further, the traditional managerial leadership practiced in present city planning and government is often at odds with innovation.

Open leadership means that anyone can start a concrete project, that can spread throughout the city. For example, I can start working on a community centre for my neighbourhood. I initiate the programme by posting it on the town board. A peer group and a city-appointed social innovation expert will help plan what it takes to set up this type of thing. An important part of resources are people with specific skills required and willingness to work for the project I initiated.



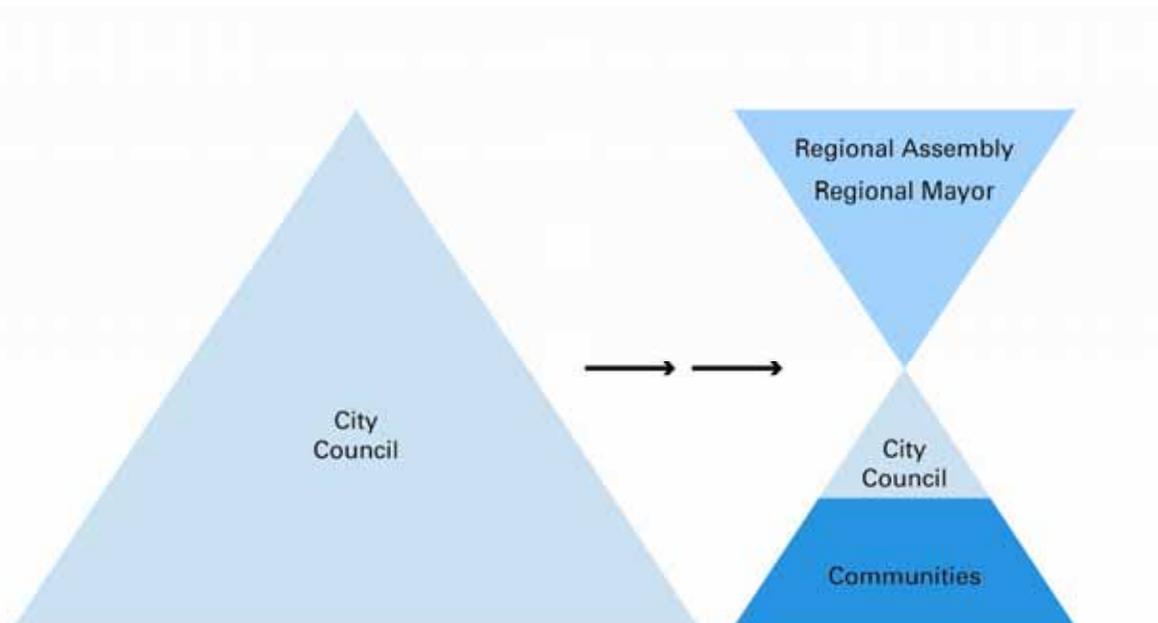
4.6

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.

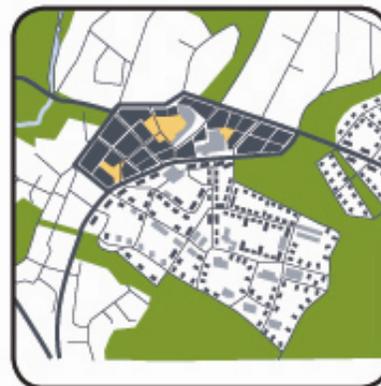


4.7

Housing program: urbanity and diverse living

There is a lack of diversity in the existing housing stock in the Helsinki city region. Metropolitanisation calls for urbanity and density. New housing in various densities and typologies is needed.

In entry *Thirdlife*, a new and desired typology of compact lowrise townhouses will be offered. Most of new housing will rise in new, small towns along the sea coast. For the scale and attractiveness, Porvoo serves as a reference.



4.8 Public promotion as a planning instrument

Due to the longevity of the development process several methods are needed. One is to use public events as instruments of development. Public events like exhibitions, reviews or consultations can foster public attention and involvement.

To strengthen the identification of people and places, entry *Holistic Uniqueness* proposes promotion of local projects or the implementation of temporary usages of buildings to be reprogrammed. On the other hand, through open urban and architectural competitions international input and critique can be gained. A virtual documentation of the development process (e.g. www.2050.fi) can keep a mass audience informed and involved.



The screenshot displays the website for 'Helsingin seutu 2050' (Greater Helsinki Vision 2050). The page features a green header with the title and a timeline from 2010 to 2050. Below the header, there are navigation tabs: 'Etusivu', 'Mistä on kyse?', 'Toukokuu', 'Välitietä ja kommentit', 'Kunnat', 'Lähtökohdat', 'Lisätietoja', and 'Ota yhteyttä'. The main content area includes a large image of a train station with the caption 'Kommentoi ideoita' and a link to 'Lisää kommentteja'. Below this is a section titled 'KALUPANEI MUUTTUELLA, RAKKAAUS ON KEUDESTA' with a video player. To the right, there is a section 'Välitietä omaan ympäristöön' with a map of the region and a list of municipalities. The list is as follows:

Mukana olevat kunnat	
1. Espoo	8. Vammala
2. Helsinki	9. Tuusula
3. Järvenpää	10. Kerava
4. Mäntsälä	11. Alastaro
5. Oulunsalo	12. Siuna
6. Tuusula	13. Tuusula
7. Vammala	14. Vammala

Below the map, there are sections for 'Seuratutkimat', 'Viimeisimmät kommentit', and 'Eniten kommentoidut'. The footer contains the text 'Greater Helsinki Vision 2050 -Lisätietoja'.