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Successful cities – creative, innovative, networked

Successful cities and regions have the ability to generate and utilise innovation, to seize first-mover advantages and to identify the key drivers of competitiveness and adapt them to a changing environment. In Europe, cities and urban regions are vital for national and European competitiveness. Strong MEGAs (Metropolitan European Growth Areas, www.espon.eu) are performing well in all major urban competitiveness indicators in terms of hosting company headquarters, industrial specialisation and diversity, connectivity, a well educated labour force, universities, R&D, and the quality of life. MEGAs are also key players in the global economy.

The State of the European Cities report published in August 2007 provides valuable insight into the current situation in 258 cities in the EU. The report is based on the Urban Audit (www.urbanaudit.org), which enables a reliable statistical comparison of these cities. It addresses a wide range of issues, including demographic change, urban competitiveness, living conditions and the administrative powers of cities. The report acknowledges the role of cities as laboratories, as places where economic and societal changes are often experienced first and most profoundly. It provides an in-depth analysis of the main features and characteristics of the cities – and a typology of cities.

The typology of European cities presents three major categories of competitive cities: international hubs, specialised poles, and regional strongholds. Among the international hubs we may identify knowledge hubs as one subcategory. Knowledge hubs are key players in the global economy and their assets include, above all, a large core city population, a large greater urban zone population, a great proportion of in-migrants, higher-than-average GDP growth, high GDP per capita, a high employment rate and low unemployment rate, a high proportion of qualified residents, a high degree of entrepreneurship, and good accessibility. Examples of cities belonging to this group include Hamburg, Frankfurt, Munich, Copenhagen, Barcelona, Helsinki, Lyon, Dublin, Milano, Amsterdam, and Stockholm.

One conclusion from The State of European Cities is that cities are the indisputable engines of economic growth across Europe. In virtually all European countries, urban areas are the foremost producers of knowledge and innovation. Urban economies are rapidly becoming service economies, and the service sector is by far the most important source of employment in European cities.

Another study also underlines the fact that Europe is increasingly dependent on its urban and city locations as the source of competitiveness (European Competitiveness Index 2006–07, Robert Huggins Associates, 2006). Among the 118 locations that the European Competitiveness Index compares, Brussels is Europe's most competitive location, the Helsinki region ranking 2nd, the wider Paris region Ile de France 3rd, and Stockholm 4th. Hamburg is the highest-ranking German region in 8th, and London in 9th is the best-performing British region. Prague (7th) and Bratislava (10th) enter the top ten. Luxembourg is in 6th position. The conceptualisation of the European Competitiveness Index is based on three major components: creativity, economic performance, and infrastructure & accessibility. The Huggins report finds a strong link across Europe between competitiveness and investment in secondary and tertiary education, and levels of employment in high-technology service sector activities.

Researchers at the University of Sheffield and Aston Business School have found that investment in R&D "is rapidly shifting from North America and Europe to Asia, resulting in a small elite club of regions, in both the advanced and developing world, that are dominating the global knowledge economy. In the new findings published in September this year, the researchers found that companies in advanced regions such as Silicon Valley in the US, Cambridge in the UK, Ottawa in Canada and Helsinki in Finland, are increasingly establishing partnerships and networks with companies and universities in fast-developing Asian regions" (www.cforic.org).

COMPETE, a European Network of Cities and city-regions that was established with the aim of sharing knowledge about increasing economic performance and competitiveness, views a competitive city or city region in terms of GDP per capita, innovation, skills, diversity, connectivity, strategic capacity, and quality of life (www.compete-eu.org, see also Magnus Gräsbeck's article in this journal.)

The Survey on Perceptions of Quality of Life in 75 European Cities (European Commission, June 2007) shows that most citizens are satisfied living in their city, 75 to 97 per cent of the interviewees sharing this perception. This finding is encouraging for future efforts to develop the quality of life in European cities.

Asta Manninen
Director

Social welfare services: greater satisfaction in Helsinki

Anu Muuri

In Finland citizens enjoy an array of social welfare services covering most phases of their lives, and each year over a million Finns – roughly every fifth – receive some kind of social welfare services. Yet these services stir debate in the media. This article reports on what people in Helsinki think about social welfare services today and what they think could be improved.

Relatively little research has been conducted in Finland and abroad on the opinions of citizens about social welfare services (cf. Muuri 2007, 23). However, many municipalities have made surveys of client satisfaction targeted on users of certain social welfare services and their families (e.g. in Helsinki, Muurinen et al. 2007; Muurinen et al. 2006). Nevertheless it is important to find out what Finns in general think about social welfare services, since these form the basis of the welfare state (Forma 2006, 160).

A change in the air can also be sensed. Earlier surveys have not, for example, indicated significant differences between the attitudes of men and women in these matters. If indeed there have been differences, they have amounted to a more favourable attitude towards welfare services among women than men (e.g. Sihvo 1990; Allardt et al. 1992). Recent studies now show that criticism towards the welfare state has increased among women. Today, women tend to be more favourable than men towards private welfare services, believing they are more efficient than public welfare services (Forma 2006, 176).

Women were more often dissatisfied with both the availability of health care service (Klavus et al. 2006, 196) and the functionality of social welfare services (Muuri 2006, 219). Also, women were more critical than men towards the level of social benefits, believing that the chasm between the rich and the poor was bigger. Men more than women demanded lower taxes, and in return women were more against cuts in social welfare services (Forma 2006, 178–179). Studies on social welfare services have also noted that another factor dividing opinions is the age of the respondent. Income, education or frequenting public services do not seem to divide opinions as much (Muuri 2007, 33.)

This article is based on the section on welfare services of a survey on welfare and services in 2006 made by Statistics Finland for the STAKES National Research and Development Centre for Welfare and Health. The survey was carried out as a telephone interview in autumn 2006 with 4,530 respondents in a corpus of 5,798 (response rate 83.7 per cent). Respondents were both clients and non-clients. Since statistics on clients cannot be given at municipality level owing to too small a corpus, we shall only look at interviews with non-clients here.

The findings for Helsinki are compared with findings for the rest of the Helsinki Metropolitan Area (HMA) and the whole country. Respondents in Helsinki amounted to 491 and those in the rest of HMA (the cities of Espoo, Vantaa and Kauniainen) to 381. The material included questions on the functionality and staff of the social welfare service system, on confidence in these services and on how they could be improved. Social welfare services included all the crucial public services, namely child day care, home aid, care for the disabled and income benefits.

Findings

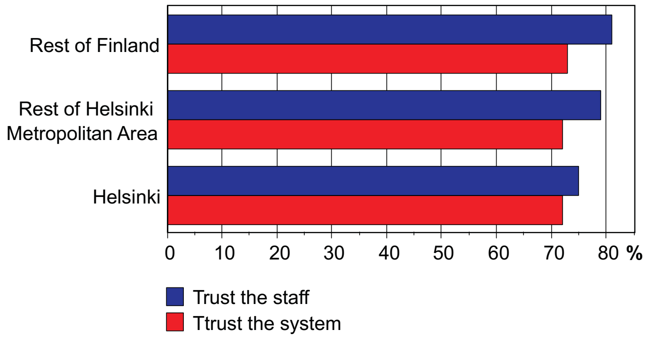
The majority of citizens gave their support to a publicly run social welfare service system. In Helsinki, the rest of the Helsinki Metropolitan Area and the rest of Finland, 70 per cent of respondents thought social welfare services work quite well in Finland (see Figure 1).

Women were clearly more critical, particularly so in Helsinki, where just over two-thirds of women trusted the functionality of the social welfare system compared with almost 80 per cent of men. The younger the respondents were, the more favourable their attitude towards the social welfare system. The most sceptical ones were those over the age of 65. The most favourable attitude was found among under-35-year-olds outside the Helsinki Metropolitan Area.

Above all, citizens trusted the staff of the social welfare services. In Finland as a whole, over 80 per cent agreed totally or partially that one can trust the skills of staff, and in Helsinki 75 per cent did.

The most critical voices were heard from women and men in Helsinki, where only 67 per cent of 65-year-olds or older trusted the staff, as compared with 74 per cent in the rest of the metropolitan area and a good 80 per cent in the rest of Finland.

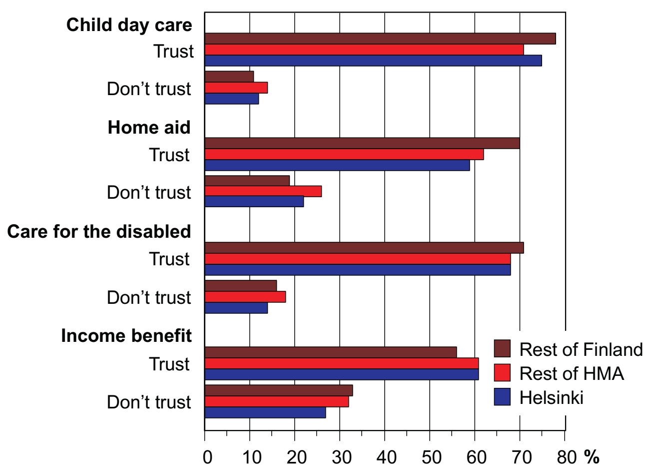
Figure 1. Confidence (total or partial) in the social welfare service system and its staff, percentage in 2006



Helsinki residents trust their child day care

After the questions on social welfare services in general, respondents were asked what they thought separately about child day care, home aid, care for the disabled and income benefits. In the following, we consider that those having agreed fully or partially with the statement have confidence and those having disagreed partially or fully do not have confidence. The “don’t know” answers have not been taken into account here.

Figure 2. Confidence in various forms of welfare services in Helsinki and compared areas



Both in Helsinki, the rest of the Helsinki Metropolitan Area and the rest of Finland, people had most confidence in the child day care. In Helsinki 75 per cent trusted that they would receive a day care place for their children. This was, of course, to be expected since the law in Finland grants citizens the subjective right to receive one.

The most interesting, and perhaps also the most worrying development, has taken place with home aid. In the previous survey in 2004, people trusted home aid more than the care for the disabled, but now these service forms had changed order. In Helsinki almost 60 per cent of respondents trusted that they would receive home aid one day, yet over 20 per cent did not. In the rest of the metropolitan area confidence was even weaker, with 25 per cent doubtful.

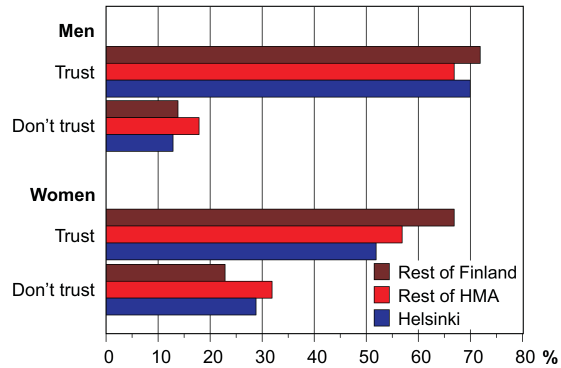
In terms of income benefit, people in Helsinki and its metropolitan area were a bit more confident than other Finns at large. Yet only around 60 per cent trusted they would get the benefit when needed, and this service form is still the least trusted – and the one that apparently feels hardest to apply for.

Women in Helsinki still doubtful about home aid

As Figure 3 shows, women in Helsinki were more sceptical than men about all other welfare services than child day care. The greatest differences between female and male confidence were found in home aid and care for the disabled: just over half of women but 70 per cent of men in Helsinki trusted they would receive home aid if needed. Just under two-thirds of women and three-quarters of men trusted they would receive care for the disabled if needed.

Both among men and women, confidence in receiving income benefit was weak, particularly so among women in the rest of the Helsinki Metropolitan Area and Finland, where 40 per cent thought one could not be sure one would receive the benefit if needed. In this respect, women in Helsinki were more confident, although barely 60 per cent trusted they would.

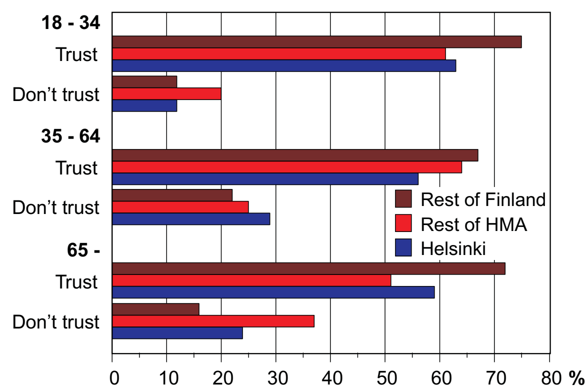
Figure 3. Confidence that "I'd receive home aid if I needed to", percentage by gender in 2006



People in Helsinki more confident about income benefit

Figure 4 shows that the older the person, the less they trusted that they would receive social welfare services, with the exception of home aid, for which 35- to 64-year-olds were most sceptical in Helsinki. Elsewhere in the Metropolitan Area, 65-year-olds and older were the most sceptical.

Figure 4. Confidence that "I'd receive home aid if I needed to", percentage by age group in 2006



In Helsinki, 83 per cent of people under 35 trusted that they would get a day care place. With regard to care for the disabled, opinions were regionally divided among 65-year-olds or older: in Helsinki 60 per cent had confidence in this form of care, compared to just 44 per cent in the rest of its metropolitan area. Senior citizens were also most sceptical with regard to income benefit: in Helsinki, just one-third trusted they would receive it if needed, and in the rest of the metropolitan area as many as 55 per cent thought they could not rely on it.

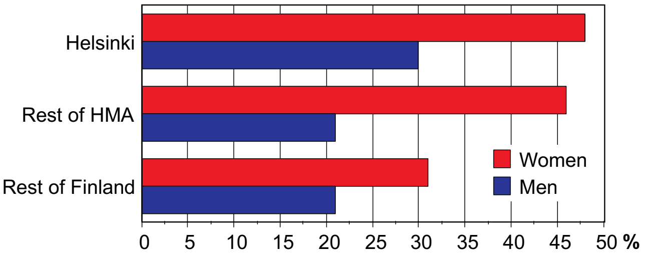
What social welfare services would people improve in Helsinki?

Overall, women were more eager than men to improve social welfare services. Over half of women would improve the care of the elderly and almost half would improve child protection. Interestingly, one-third of women but only one-tenth of men in Helsinki would improve home aid very much. Women would also develop the care for the disabled, since one-third of women in Helsinki responded they would do so very much.

Women also wanted the income benefit system to be improved: in Helsinki, one in five women but only one in ten men wanted to improve it very much. Retaining the status quo would be enough for one-quarter of men in Helsinki.

In Helsinki 35- to 64-year-olds would most of all develop home aid and care for the elderly. The care for the disabled would also be improved by 65-year-olds or older in Helsinki. The 35- to 64-year-olds would much more than today improve child day care. Wishes for improvements were less strong concerning income benefit and care for intoxicant abusers.

Figure 5. "I'd develop the child protection services of my home municipality very much", percentage by gender in 2006



Conclusions

The great majority of Finns are still in favour of a publicly run, tax-based social welfare system. At the same time studies show that some clients are losing contact with its services (see Grönlund 2006) and that cracks can be seen in public confidence in the social welfare service system (see Muuri 2007). These studies show that some citizens have difficulties in trusting the equality and justice of social welfare services. A majority of citizens wish they would never have to apply for social welfare services, especially not for income benefit. Yet, surprisingly, citizens' confidence in receiving help when needed has increased. Thus, we see an ambivalent attitude towards social welfare services: we trust the system, but we hope we wouldn't have to use it.

The great majority of Helsinki residents, too, thought that social welfare services function well in the city. However, there were differences and nuances of opinion according to gender and age. In Helsinki only two-thirds of women but much more men trusted the functionality of the social welfare system. The younger the person, the more favourable their attitude towards the social welfare system. Senior citizens at least 65 years of age were most sceptical about these public services in Helsinki.

Helsinki residents above all trusted the staff of the system: 75 per cent agreed totally or partially that one could rely on the skills of the staff. Senior citizens in Helsinki had least confidence in the staff: 67 per cent trusted the staff. In the rest of the metropolitan area, 74 per cent of this age group did and in the rest of Finland as many as 80 per cent.

In Helsinki, public confidence was strongest in child day care. Home aid has not seen an equally favourable trend. Earlier, attitudes were more favourable towards home aid than care for the disabled, but now these two have changed places. Just below 60 per cent of Helsinki residents trusted they would receive home aid, and over one-fifth thought they would not get any home aid at all. In the other municipalities of the Helsinki Metropolitan Area, confidence in home aid was even weaker, with one-quarter distrusting this particular form of public services. In terms of income benefits, people in Helsinki and its metropolitan area were more confident than other Finns: 60 per cent trusted they would receive the benefits if needed.

Overall, people in Helsinki feel somewhat more confident than people in its metropolitan area about social welfare services, but somewhat less than Finns at large. However, there are flaws in public confidence with regard to, for example, home aid. In the eyes of citizens, universal home aid is increasingly targeted at low-income earners. On the other hand, a shift towards more favourable attitudes has happened with regard to care for the disabled.

The findings may reflect a spreading notion that social welfare services are not produced for the whole population but more and more selectively for just a part of it. They probably also reflect the circumstance that the tough economic situation of municipalities matched with negative publicity for social welfare services have partly weakened the public's confidence in municipal social welfare services.

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The only or the last child – the sole children of Helsinki families in the light of statistics

Marjut Pietiläinen

Although one-child families are a statistical category, this category hides various variants of families. In addition, the state of being a one-child family is always temporary: the only child may later have siblings, or it may be the youngest sibling parting last from its parents.

Table 1. Families in 2006

	Families total	Families with children	
		total	1-child families
Finland	1 431 376	589 448	254 705
Helsinki	138 151	54 990	27 660
Espoo	64 736	30 781	12 888
Vantaa	52 843	24 374	10 875

Difficulties with interpreting the number of children and siblings

Two difficulties are involved when interpreting statistics on the numbers of children and siblings. Firstly, the proportion of one-child families to all families is often confused with the proportion of lone children to all children. Tables 2 and 3 illustrate this clearly.

Secondly, statistics report a situation at a specific point in time. Thus, the sole children shown by statistics may be the first-borns of the family but just as well the last-borns. Statistics show the situation at the end of the year, not the final number of children in the family: more children may eventually be born. We get the best idea of the size of the family if we look at how the number of children living at home with their parents changes with the age of the child (Kartovaara, Leena. Suomalainen lapsi 2007. p. 57).

Half of all families with children in Helsinki are one-child families

The number of families with children is smaller in Helsinki than in the neighbouring municipalities of Espoo and Vantaa. At the end of 2006 one-child families accounted for half of families with children in Helsinki, 42 per cent in Espoo and 45 per cent in Vantaa. In Finland as a whole, one-child families accounted for 43 per cent of families with children.

Families with two children were also less common in Helsinki than in its neighbouring municipalities, representing 36 per cent of families with children in Helsinki, 41 per cent in Espoo and 40 per cent in Vantaa. The corresponding figure for the whole country was 38 per cent.

Families with three children are a more common pattern elsewhere in Finland than in Helsinki and its two neighbours: the proportion of three-children families to families with children was 14 per cent in Finland as a whole, 10 per cent in Helsinki, 13 per cent in Espoo and 12 per cent in Vantaa.

The same pattern goes for families with four children or more: in Finland as a whole, they make up 5 per cent of families with children, and in Helsinki only 3 per cent and in Espoo and Vantaa both 4 per cent.

Every third child in Helsinki lives in a one-child family

If we change perspectives and look at the number of children instead of the number of families with children, the situation of one-child families looks a bit different. Although half of families with children in Helsinki were one-child families, less than one-third of children in Helsinki lived in a one-child family. This proportion was even smaller in Espoo with 23 per cent and Vantaa with 25 per cent. The figure for the whole country was 25 per cent.

The majority of under one-year-olds will have siblings

One-child families, too, are more common in Helsinki than in Espoo and Vantaa and the rest of Finland. In 2006 in Helsinki, 53 per cent of under-one-year-olds were the only child of their families. This proportion was 43 per cent in Espoo, 44 per cent in Vantaa and 42 per cent in Finland as a whole. However, the majority of these sole children will have siblings later, with only some of them remaining the only child of their families.

Being the only child in the family was least common among elementary school children (age 6 to 12). By this age, possible younger siblings will usually have been born, and the likelihood of elder siblings not having moved away from home yet is still great. This is also the phase where families are at their biggest: over 40 per cent of elementary school children live in families with at least three children under eighteen.

Table 2. Percentages of various-sized families with children in 2006

	Families with children total		Number of children (0–17 y) in the family				Children (0–17) per family
		%	1	2	3	4–	
Finland	589,448	100	43.21	38.29	13.71	4.79	1.83
Helsinki	54,990	100	50.30	36.28	10.37	3.05	1.68
Espoo	30,781	100	41.87	41.45	13.19	3.49	1.80
Vantaa	24,374	100	44.62	40.10	11.66	3.61	1.76

Source: Statistics Finland's population statitstics.

Table 3. Percentage of children (0–17 year olds) belonging to families of various sizes in 2006

	Children total		Number of children (0-17 y) in the family			
		%	1	2	3	4–
Finland	1,080,728	100	23.57	41.77	22.43	12.23
Helsinki	92,299	100	29.97	43.23	18.53	8.27
Espoo	55,397	100	23.26	46.06	21.99	8.68
Vantaa	42,922	100	25.34	45.55	19.87	9.24

Source: Statistics Finland's population statitstics.

Differences in the number of siblings

In 2006 the proportion of children with one sibling in the family was 37 per cent in Helsinki versus 46 per cent in both a Espoo and Vantaa – a clear difference. The figure in Finland as a whole was 42 per cent.

The proportion of children living with two siblings did not vary much between Helsinki and its neighbours in the Helsinki Metropolitan Area, the percentage being 19 in Helsinki, 20 in Vantaa and 22 in Espoo. The figure in Finland as a whole was 22 per cent.

Nor was there much variation in the Metropolitan Area between the percentages of children living with three siblings. In Helsinki this proportion was 8 per cent and in Espoo and Vantaa 9 per cent. In the province of Uusimaa surrounding the Helsinki Metropolitan Area, too, the percentage was 9, and of all provinces only the Åland Islands and Varsinais-Suomi in southwest Finland, and Kymenlaakso and South Karelia in the southeast had lower percentages. At the other extreme the Oulu Region in northern Finland had a proportion of 25 per cent of children living with at least three siblings. In Finland as a whole, the percentage was 12.

Sole children account for 19 per cent of children in Helsinki

Those children who still are the only child of their families when they are at elementary school are most likely to remain sole children. In 2006 the percentage of such children waslsinki, 12 in Espoo, 15 in Vantaa and 13 in Finland as a whole.

The proportions of sole children do not change significantly even if the age limit of being a child in a family is raised up to 24 years.

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Statistics Finland's population statistics

http://tilastokeskus.fi/til/perh/index.html

What makes a European city region competitive?

Magnus Gräsbeck

In recent decades many major European cities have seen most of their traditional factories close or move away. Cities and city regions all over the world have experienced major changes due to the globalised economy. The four year long Compete Project has been a serious attempt to explore in depth what makes a Europan city region competitive.

The project has been a ramification of the Core Cities project in the UK, involving the cities of Birmingham, Bristol, Leeds, Liverpool, Manchester, Newcastle, Nottingham and Sheffield. A key policy of the Core Cities has been to invest in education, knowledge and competence, as well as in large infrastructure projects, such as Manchester Airport and Robin Hood Airport. The network has been supported by the national government and included in its urban policy programme *The Northern Way*. At the Core Cities Summit in 2006 six of the eight core cities could already boast higher growth rates than the national average.

Networking and benchmarking

Gradually the Core Cities network started looking at the rest of Europe. In November 2003 the Helsinki City Urban Facts Office was contacted by Professor Michael Parkinson of Liverpool John Moores University, who invited us to form the Compete Network together with the Core Cities – represented by Sheffield – and five other European major cities. The aim was to find and share best practices for how major cities can become competitive globally.

An impressive example of best practices is how the Compete Network's mother country the UK is working on delegating Government powers more to the local level under the label of "devolution". According to Phil Woolas, Minister of State for Local Government, tax autonomy for municipalities can be considered as a tool in this process (see London: Final Conference below).

The spider in the Compete web was Sheffield near Liverpool, where Professor Parkinson, the scientific leader of the project, works as the head of the European Institute for Urban Affairs at Liverpool John Moores University.

The other five Compete Network cities are Barcelona, Dortmund, Lyon, Munich and Rotterdam. Each city has its own profile and background, but a common challenge is to cope amidst intensifying international competition.

Strategies for competitiveness

As noted at a Compete conference held in Munich, all cities base their strategies on the same characteristics of a competitive European city:

- education
- knowledge transfer, knowledge structures, research & development
- learning structures, international orientation

- city events: visibility, marketing, public image and renown
- innovation (innovative enterprises and organisations)
- diversity (diverse industrial structure, versatile economic clusters and activities)
- skills (knowledge workers, education level)
- connectivity (ICT, transport, logistics)
- strategic capacity (ability to implement long-term visions)
- quality of life (housing, social conditions, cultural amenities, a clean environment, safety, etc).

The cities also shared the view that **ingenuity and invention** (innovation), **creativity**, **education** and **human capital** are crucial for success.

Another common strategy is the way in which each city invests in its own strengths: Sheffield is located between northern and southern England, which explains its investments in logistics; Rotterdam is a world-famous port with a strong potential in a globalising world; Dortmund has strong traditions in polytechnic education; Munich has a rich business life; Helsinki has its high-quality educational system; and Barcelona has a very rich cultural life. Lyon, the number-two city in France, has chosen a special strategy of organising clusters to catalyse economic growth.

Like the Central and Southern European cities, Helsinki is also an example of a city region with specific properties. As the British see it, all these cities have managed to find successful competition strategies.

The Triple-Helix model in the Helsinki Region is a concrete and articulate expression of how to bring together business, authorities and universities. All Compete Network cities have applied the partnership concept. The ambition to make academic and business knowledge come together in R&D is another common feature for all cities. In the Helsinki Region, Culminatum Oy Ltd (www.culminatum.fi) is a so-called triple-helix think tank, a centre of expertise that was established for this very purpose.

The Compete project has been funded in part by the European Union's Interreg IIIc project.

Website and newsletter

The Compete Network has set up its own website called the Knowledge Resource Centre, where the aims, progress and results of the project are presented. In this way the Compete Project is well documented and accessible to the public, with many practical examples in an intelligible framework allowing cities to learn about how to become "drivers of urban renaissance and economic competitiveness". The project also compiled a database of comparative urban indicators relevant to competitiveness. See www.compete-eu.org/.

The purpose of the website is to disseminate the findings of the project. The website is maintained by Jay Karecha and Mary Hutchins at the Institute for Urban Affairs of Liverpool John Moores University. Articles and links are added as the project progresses.

Theme conferences

Each member city has organised a conference (called a showcase event) on the theme of their choice. These last for two to three days and demonstrate what the cities have done to stay competitive internationally. The events include lectures on the theme of each city, including benchmarking with other Compete Network cities, workshops and visits to companies that provide concrete examples of best practices.

Sheffield

The first Compete Conference was held on 12–13 May 2005 at the Royal Victoria Holiday Inn Hotel in Sheffield under the theme *Public Private Partnerships in Competitive European City Regions*.

Councillor Jan Wilson bid delegates welcome and noted that Sheffield, an old steel city, had a pedigree in innovation. She underlined the city's will to continue along that line.

Sheffield is famous in England for its cutlery and steel products. During the Second World War military supplies were manufactured in the city, so the Germans bombed it frequently. This is one reason why there is so much post-war architecture in Sheffield.

During the intervals, personal contacts were established and experiences exchanged.

Study visits in Sheffield included the *Frenchgate Interchange* in Doncaster, a combined shopping and logistics centre with business premises, parking and a bus station; the *Robin Hood Airport* in nearby Nottingham; *Kier Sheffield LLP*, a public-private partnership for maintenance of council flats and establishments; and the *New Retail Quarter*, the revamped shopping blocks in central Sheffield.

Dortmund

The conference *Humanressourcen – Motor stadtregionaler Wettbewerbsfähigkeit* (*Human Resources – Motor of City Region Competitiveness)* was

held in the town hall of Dortmund on 28–30 September 2005. Located in the Ruhrgebiet in Nordrhein Westfalen, Dortmund – like Sheffield – has been hit hard by structural changes in manufacturing, with factories moving to countries offering cheaper labour. Dortmund has been a leader in the struggle to find compensating production and employment. A key in the strategy has been to mobilise the human capital in the region.

The first day of the conference was earmarked for study trips to the research and consultant institute *SI GmbH*, to the chamber of commerce for small and medium size enterprises *Handwerkskammer Dortmund*, and to *Wirdschaftsförderung Dortmund*, an organisation for the promotion of business enterprise.

On the second day delegates were greeted at the main conference by Dortmund's Lord Mayor Gerhard Langemayer. Lectures were heard, and during the intervals informal discussions took place between delegates – an important ingredient of the networking idea.

On the third day delegates were divided into working groups that drew up conclusions of the study trips and lectures, notably in terms of what could be learnt. Three cases of best practices of human resource mobilisation in three other Compete Network cities were heard before Professor Parkinson concluded the showcase event by briefly summarising its findings.

Barcelona

The Southern European metropolis of Barcelona has invested in its strong cultural traditions and drawn up its strategy along the concept of *creative industries*. The Barcelona conference was held on 15–17 March 2006 on the premises of *Pla Estratègic Metropolità de Barcelona*. Didac Pestaña, president of the councillor committee for Barcelona's metropolitan strategy, greeted the delegates, and the first lectures were heard already on the afternoon of the first day.

The second day started with study trips that took in the music sector (the opera-theatre *Liceu* + a festival organiser + a music school), the audio-visual sector, (*Media Park Barcelona* + the film studio *Imagina Audiovisual Centre*), and architecture and design (an association for promoting decorative arts + the radically revamped *Santa Caterina* Market + Barcelona's new landmark, the bullet-shaped skyscraper *Torre Agbar*).

The third day was earmarked for workshops with best practices and conclusions. In the other Compete

Network cities, too, culture and creativity hold an important position, if not as pronouncedly as in Barcelona. In this context the *EuroCult 21* network was mentioned in which Helsinki has also been involved. Liverpool, a European Capital of Culture in 2008, stressed the social impact of culture and creativity. Rotterdam presented projects about the economy and creativity. Lyon is developing clusters for creative businesses such as digital entertainment. Munich presented statistics on its own creative industries.

Helsinki

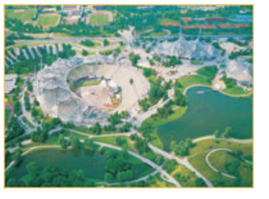
The Helsinki City Urban Facts Office hosted its Compete Conference in Helsinki on 7–9 June 2006, mobilising a large group of local stakeholders, both as lecturers and as audience. The conference was held in the Marina Congress Centre in Katajanokka, Helsinki. The first day was dedicated to a study trip: delegates walked from the hotel to the nearby express boat to Tallinn, capital of the new EU Member State Estonia, where the city-initiated business incubator in Kopli was visited. In this way Helsinki concretely introduced part of the new EU and, especially, the versatile cooperation between the cities of Helsinki and Tallinn, to the delegates.

On the second day Deputy Mayor Ilkka-Christian Björklund bid the delegates welcome to Helsinki. He pointed out that the strong basis for Helsinki's competitiveness is our Scandinavian welfare model featuring comprehensive public services including free basic and secondary education and almost free tertiary education. Helsinki's choice of theme was *The Knowledge Economy and Innovation*. An important dimension stressed not least by Eero Holstila, former head of Helsinki City Urban Facts and current Director of the Helsinki City Office of Economic Development, was the co-operation between the city and the local universities.

After lunch more study trips followed to *Kaapelitehdas*, a former cable factory and current cultural centre, where the theme was innovation in arts & culture and technology; to *Arabianranta*, a revamped waterfront factory and housing development featuring new solutions in media, design, digital networks for all residents, and typical Finnish social mix housing; or to Forum Virium, a new living lab complex for innovations in media and ICT.

The third day was dedicated to new best practices in the innovation economy from other cities. Workshops shed light on the concept of innovation ecosystems through concrete examples. Michael Parkinson concluded the seminar by summing up the findings, also adding many personal observations. "Values that underpin the Finnish experience include networks between public and private sectors and mutual trust between these sectors … The public welfare system is seen as an asset, not as a burden … If there is a will, there is a way."

Munich



The theme of the Munich conference on 4–6 October 2006 was *The Role of Networks in the Knowledge-Based Economy*. On the first day, delegates were taken on an extensive tour to *Deutsches Museum,* the German Federal Patent Office, the European Patent Office, the city's adult education institute, the Munich University of Technology and relating partnership organisations.

On the second day Reinhard Wieczorek, head of the city's labour and economy department, bid delegates welcome to Munich and the *Industrie- und Handelskammer für München und Oberbayern*. Lectures followed, the focus of which lay on the transfer of academic knowledge to the business community.

In the afternoon the *Max Plank Institut* in nearby Garching was visited. The institute is an impressive complex of establishments and home to many research teams and clusters that represents an impressive accumulation of jobs for highly educated people in which much new enterprise and many patents are born.

The third day was devoted to a panel discussion and workshops with brief examples of best practices from other leading European cities. A lecture on mega regions, with Munich as an example, was heard: co-operation is extended even further beyond the Munich metropolitan region. Michael Parkinson drew a general conclusion on Munich's strategy and measures.

Rotterdam

In the gloom of late autumn from 29 November to 1 December 2006 the Compete Network convened in Rotterdam to get acquainted with the famous port and the theme of *City Regional Connectivity as a Motor for Competitiveness in a Globalising World*. On the very first day delegates were taken on a boat trip in the harbour, after which Jeanette Baljeu, Alderman for Transport, Traffic and Logistics of the City of Rotterdam, bid them welcome. Some lectures on the theme of the conference followed, and yet another boat trip followed in the imposing harbour, where the global dimension is palpably present.

The morning of the second day was dedicated to study trips in the *harbour*, to the *railway station* and the *airport*, and in the afternoon many lectures were heard on how authorities, companies and universities develop this vibrant hub of logistics.

On the third day three other Compete Network cities, among them Helsinki, presented best practices in the field of logistics, and workshops, discussions and conclusions by Michael Parkinson concluded the conference.

Lyon

Benoit Quignon, Managing Director of Grand Lyon, a joint municipal authority for the Greater Lyon Area, greeted delegates on the premises of Grand Lyon on 8 February 2007, the first day of a two-day Compete conference on the theme *Cluster Strategy and Policy in City-Regional Competitiveness*.

For the past few years the local authorities of Lyon have encouraged companies and research institutes to form clusters to gain advantages from synergies, idea transfers and innovations. The concept is not so much a matter of promoting some idea or principle as of implementing the **instrumental strategy** of bringing various actors together and thus creating synergies.

In Lyon clusters are organisations to which member companies pay a membership fee and which have a common co-ordinator. Lecturers remained cautious about drawing conclusions about how much the cluster strategy has influenced the reality of companies and organisations. A representative of an association of small and medium sized companies noted widespread scepticism among smaller companies: what's the use of being a member of a cluster? A small enterprise in the retail trade, for example, obviously does not have the same need for knowledge transfer as a high-tech company.

The study trips in the afternoon took in three different clusters: the *Bio Cluster*, Lyon being an important actor in bio medicine; the *Video Game Cluster*; and the *Lyon Truck & Bus* cluster. And naturally, as icing on the cake, the gastronomy cluster (not officially created at least at that time) was visited, represented by master cook Paul Bocuse's restaurant on the banks of the Saône.

The Lyon conference inspired the thought that the **welfare sector** in Helsinki could be regarded as a **cluster**. In these times of privatisation and entrepreneurship, it would seem possible that a cluster model of the Lyon kind could be of use for our welfare sector.

London: Final Conference

On 4–5 June 2007 the Final Conference of the Compete Network wash held at the *Foreign and Commonwealth Office* in London.

On the first day delegates attended a Ministerial Workshop/Seminar in the India Room of the FCO. The guide's brief presentation of the history of the building and Britain's imperial past was a suitable preamble to the speech given by Phil Woolas, Minister of State for Local Government, the key message of which was that Great Britain still is a very centralised country after the imperial era and that *devolution*, meaning a delegation of powers downwards, is needed. The National Government could give up some of its powers to city regions, which have a better understanding of their own needs than the Government has.

Minister Woolas even went as far as answering a prudent yes to an enquiry from Helsinki's representative over whether the British National Government might consider granting British municipalities a certain tax autonomy as a tool for devolution.

The second day began with a speech by Sheffield's representative Sir Robert Kerslake, who noted that the urban reform in Sheffield started by revamping the city centre and that these fine new premises now function as symbols and beacons for the urban reform that is going on today. The newest tactics are to attract companies to Sheffield by promising that the city's authorities will invest in producing trained labour for the company's needs.

In the afternoon a representative of each Compete Network city made a short résumé of what the project had taught their city. In this context Eero Holstila, Director of Helsinki City's Office of Economic Development, noted that the Triple Helix model has been expanded to what could be called a Quadruple Helix in the ongoing Forum Virium project, in which consumers have been brought into the innovation chain to provide valuable **end user** feedback faster than the scientific community can come up with.

These presentations were followed by a short open discussion, after which Professor Michael Parkinson called Professor Mark Kleinman to the stand to talk about what the British National Government has learnt in terms of competitiveness. Professor Kleinman shared the view of Minister Woolas that it is essential ***to push powers and resources down to the local level***.

Professor Parkinson thanked all the members of the Compete Network for all the knowledge they had shared with their colleagues and wished everyone luck. A possibility pointed out in this context by Eero Holstila was that the network could be expanded beyond Europe to those places where production has already moved or is moving.

The Final Report of the Compete Project is being issued in Autumn 2007 by the European Institute of Urban Affairs at Liverpool John Moores University. Each city has contributed with an article summing up the lessons and best practices learnt in the Compete Network.

compete
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The City Council of Sheffield employed a secretary for the Compete Project, Victoria Henshaw, who in May 2006 was succeeded by Peggy Haywood. One of the tasks of the secretary is to issue a newsletter. Helsinki City Urban Facts had the opportunity to participate very concretely in the Compete Network, as the writer of this article spent two weeks on secondment in Sheffield Town Hall, assisting Peggy Haywood with the updating and editing of the Compete Newsletter.

The book sector in Helsinki

Mats Nylund & Vesa Keskinen & Satu Silvanto & Timo Äikäs

Since 2001 UNESCO has annually awarded the title of World Book Capital to a city in recognition of the quality of its programmes and schemes to promote books and reading. In autumn 2005 the City of Helsinki decided to find out what chances Helsinki had to become a World Book Capital by commissioning a study of the literary sector in the city in both national and global comparison.

This article presents the essential findings of this study. The literary sector is analysed in terms of five categories: (1) authors (fiction and science) and translators, (2) publishers, (3) bookshops, (4) public libraries and (5) readers. These actors meet annually at the (6) Helsinki Book Fair, an important complement to the literary sector in Helsinki.

The book sector is not usually regarded as a very heavy element in the arts and culture economy. Nonetheless writers can promote the local economy by attracting skilled labour to the area. Studies made by Richard Florida (2006, 382–389) in the USA have shown that a concentration of writers and other professionals of arts and culture in a community correlates with a growth in advanced technology, employment and population.

Our report shows that Helsinki and to some extent also the rest of the Helsinki Metropolitan Area form a national centre of literature. The cities of Helsinki, Espoo and Vantaa have a higher proportion of writers in their populations, and people in these cities read more on average than the average Finn (Keskinen et. al. 2006). The biggest publishers are found in Helsinki. In terms of library loans per capita, Helsinki is number one among metropolises in the world.

Helsinki – a centre of Finnish literature

Literary artists include novelists, poets, playwrights, writers specialising in books for children and/or adolescents, and translators of fiction. Roughly 40 per cent of these people in Finland live in Helsinki (Rensujeff 2003). This is a very strong concentration considering that Helsinki accounts for roughly one-tenth of the Finnish population. The Helsinki Metropolitan Area, which has a million inhabitants, or roughly one-fifth of the Finnish population, is home to 47 per cent of Finnish literary artists. Fourteen per cent of literary artists in Finland are Swedish-speaking (Swedish-speakers accounting for 6 per cent of the population of Finland).

Among translators in Finland, over 60 per cent live in Helsinki. They translate both fiction and scientific literature. As in other fields of arts and culture, writers often have another profession besides writing (see Äikäs 2005). The majority (41 per cent) work only in the arts and culture sector or related sectors

(39 per cent). As many as 29 per cent work with something non-artistic, which is much compared with other artistic professions (Rensujeff 2003 and 2004).

Statistics Finland's Leisure Survey 2002 studied what books and authors people preferred in the Helsinki Metropolitan Area. The overwhelming favourite author was Mika Waltari, followed by Väinö Linna and right after him the contemporary writers Arto Paasilinna, Leena Lehtolainen and Ilkka Remes. Laila Hietamies and Kalle Päätalo are read clearly more in rural Finland than in Helsinki and other big cities. (Keskinen et. al. 2006)

Leena Lehtolainen sells well abroad, too, especially in Germany. Ilkka Remes, Finland's bestselling writer in 2005, is exceptional in the sense that he previously did not allow translations, maintaining that he writes for a Finnish audience. Now, however, Remes has given permission to translate his books, some of which have been published already in German (Korhonen 2006).

Almost half of Finnish science writers live in Helsinki. As with many other major cities, Helsinki is often the setting of the story. Incidentally, literature is present in Helsinki's streets and market places: there are around thirty streets, roads or parks that carry the name of some famous poet or writer.

Publishing and bookshops

Finnish book publishing is strongly concentrated in Helsinki. In late 2003 the industry employed 1,600 people in the city, representing 60 per cent of the national workforce in the sector. In 2004 the publishing sector had a turnover of over €320 million in Helsinki. The big publishers are all located in Helsinki, and so are quite a number of smaller publishers, too. The book publishing sector has 171 registered premises in Helsinki.

Considering the size of the country, Finland produces very many books (Wiio & Nordenstreng 2001, 18). 77 per cent of titles are published in Finnish, 5 per cent in Swedish, and 19 per cent in other languages.

Recent technologies have had a considerable impact on publishing. Digitalisation has increased, but estimates are that the printed book will remain and form a complement to electronic publications (see Lehtonen 2001). Sometimes the same material can be published both in print and digitally. The traditional book has considerable advantages over electronic text, such as mobility, durability, sustainability and ease of reading (Niemi 2001, 163). It has paradoxically been said that the most significant product sold over the web is the book, in other words the very product that the web was supposed to finish off (Sonninen 2006, 17). A common guess is that various forms of fact books, such as encyclopaedias and school books, will increase (Saarinen et al. 2001, 208).

One of the trends in the book business is "pocketisation" or "paperbackisation", referring to the increasing production and popularity of paperbacks. Another major trend is self-publishing. Today self-publishers can turn their texts – memories, family stories, novels, poems, travel accounts – into stylish books, with a small edition – or even as a one-off (Berndtson 2005, 78).

Thanks to the introduction of the "people's school" in Finland in the mid-19th century, 80 per cent of Finns were literate in 1900 and thus potential readers of literature. The number of bookshops grew steadily and peaked in the 1970s, after which it has been declining. The first real bookshops in Helsinki were founded the 1860s (Peltonen 2000).

In 2005 bookshops accounted for 38 per cent of book sales in Finland, the rest being sold in department stores and supermarkets, over publishers' direct sales, and through book clubs. In 2004 web sales accounted for an estimated three per cent of national book sales, and according to Kirjakauppaliitto, the Organization of Booksellers' Associations in Finland, sales over the web have increased at roughly the same pace as book sales overall.

In 2004 retail sales of books in Helsinki amounted to €85.5 million. A quarter of the national bookshop staff work in Helsinki, representing over 400 people. There are 57 bookshops (sales outlets) in Helsinki. Second-hand bookshops are almost as numerous, 56 with a total staff of 62, which is one-third of the national staff in the business. Even more concentrated into Helsinki are mailed and web sales of books (with 90 per cent of national staff in Helsinki) and the wholesale of books (40 per cent of national staff).

The two largest bookshop chains in Finland, Akateeminen Kirjakauppa and Suomalainen Kirjakauppa, account for 70 per cent of aggregate book sales in the country. The guess is that this concentration is going to continue as smaller communities lose population and their bookshops close (Seuri 2006).

In 2002–2004 sales of both fiction and science grew. However, during the same period the number of books sold for children and adolescents fell slightly, although the value of these sales rose slightly (Kulttuuritilasto 2005).

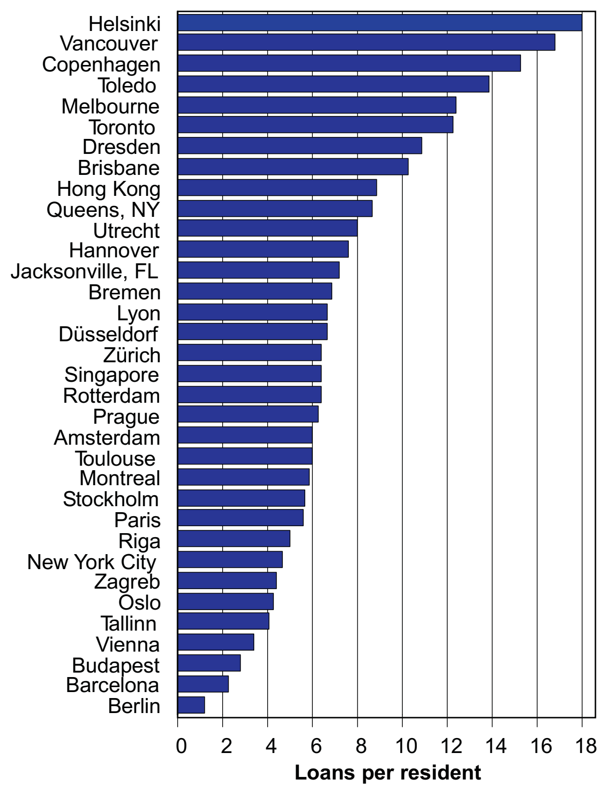
Helsinki tops book statistics

In Helsinki and Finland public libraries ensure that anyone can read as much as they like – for free. Finns are world leaders in terms of book loans, and public libraries are the most frequented form of municipal services. Together with free public education they form the most important cultural institutions of the country. In 2005 public libraries in Helsinki recorded 6.6 million visitors, and those in Finland as a whole 62.4 million. Almost half (46 per cent) of Finns frequent public libraries, some more often, some less so. The average frequency is once a month in both Finland and Helsinki. The aggregate number of book loans in Finland is clearly over 100 million annually.

The significance of public libraries as disseminators of books is shown by the fact that in 2003 book loans in Finland were 2.7 times as many as the aggregate book sales of the Finnish Book Publishers Association (Kohvakka 2005). Moreover, public libraries play an important role as "preservers" of books, because the shorter the age of books on bookshop shelves, the more important it is that other books than just bestsellers of the day are available as well (Berndtson 1988).

The loan statistics of Helsinki City Library have recently broken new records. Over the last five years the number of loans has increased by roughly 12 per cent. In 2004 the 10 million loan mark was passed for the first time. Although the proportion of fact books has been growing since the 1980s, the majority of book loans at Helsinki City Library are still fiction. Throughout the years adults have accounted for roughly 70 per cent of book loans and children for roughly 30 per cent.

Book and media loans per capita in 2005



Source: Metropolitan Libraries Section of IFLA. Statistics 2005.

In 2003 the public libraries of the cities of the Helsinki Metropolitan Area introduced a common web service enabling clients to make reservations for books and renew their loans by themselves. Thus, in practice, the inhabitants of the Metropolitan Area have a public library with 64 loan outlets.

Aggregate book loans in the Helsinki Metropolitan Area amount to 17.5 million annually. This means 18 loans per capita. This is a high figure globally. In New York City, for example, eight million inhabitants borrow 14 million books (Berndtson 2005, 76). Finns are the keenest library goers in the European Union, and according to global statistics on public libraries in major cities, Helsinki residents are the keenest library goers among metropolitan residents.

Today libraries are versatile centres of cultural and information services that also provide electronic services. Internet access for the public is provided in all public libraries, and although no significant signs of falling loan statistics for books and other media have been seen, web services are expected to become even more important.

In addition to Helsinki City Library, there is a large number of scientific and specialised libraries in Helsinki. In addition, all universities and polytechnics have libraries of their own.

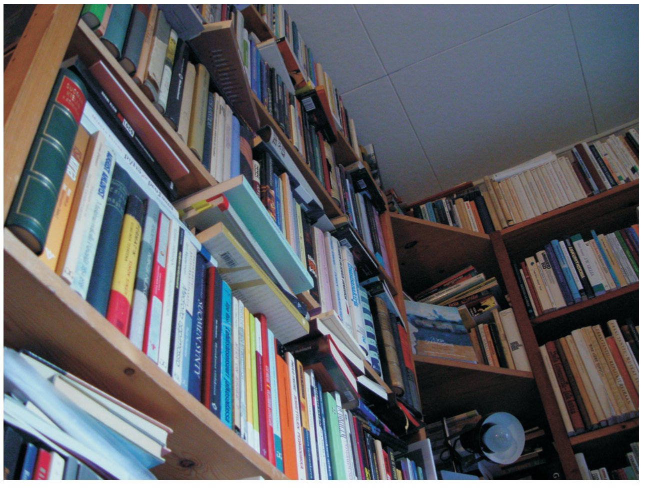
Book-reading in a phase of change

Finns read comparatively much, and according to Statistics Finland's Leisure Survey 2002, over 80 per cent of residents in the Helsinki Metropolitan Area reported they had read at least one book during the previous 6 months. In the rest of Finland, this rate was just below 70 per cent. Women are keener readers than men in all parts of Finland. With age, reading as a hobby tends to decrease slightly, but it stays at remarkably high levels.

In terms of reading preferences, the residents of the Helsinki Metropolitan Area (HMA) tend to be more similar to residents of other big cities than Finns in smaller cities and rural communities. Metropolitan residents differ from those of other big cities in being more interested in thrillers and sci-fi. Detective novels and fiction are the most popular books regardless of location, and domestic literature has a strong foothold everywhere.

Throughout the years Finns have preferred historical novels, humour and descriptions of the Finnish nation (cultural statistics Kulttuuritilasto 2003, 25). Today however, there is a detective story boom in Finland. Publishers scramble for thrillers, because there is always a few thriller authors in the best selling charts (Kylmänen 2006). Swedish detective novelists Henning Mankell and Liza Marklund sell by the millions all over the world. In their wake, interest in Finnish colleagues such as Matti-Yrjänä Joensuu, Reijo Mäki and Leena Lehtolainen has also increased abroad (Korhonen 2006). Scandinavian detective stories have increasingly described the mental processes going on in the minds of perpetrators and victims.

In the Helsinki Metropolitan Area literature of almost every kind is read to a greater extent than in other parts of Finland. Although books are typically read alone and at home, one's choice of literature is



A view of bibliophile Hannu Hakala's book shelf in Kumpula, Helsinki in autumn 2007. Photo Matias Kukkonen.

not independent of where you live. People in Helsinki spend 17 per cent more on books and magazines than people in other parts of Finland (*Kulutustutkimus* consumption survey).

Age, gender, education and socioeconomic position

People with a university degree read variedly, including knowledge-based literature and fiction, but also detective stories. Fantasy and science fiction and, of course, books for children and adolescents are popular among school children and students.

The reading skills of Finnish children and adolescents were measured in 2000 by the PISA survey, the largest and most versatile comparative study of education in the OECD countries. The findings showed that 15-year-old Finns are clearly the best readers in the OECD. Whereas the OECD average was 32 per cent, exactly 50 per cent of Finnish youngsters proved to be excellent readers. Only 7 per cent of Finnish youths were poor readers. In Finland it is self-evident that everyone can read. Another survey reports that every second 13- to 19-year-old Finn said they read books at least once a week (Luukka et. al. 2001, 144). Only a small proportion said they never read books in their leisure time.

Helsinki Book Fair

The actors of the literary sector in Helsinki Metropolitan Area meet annually at the Helsinki Book Fair. This event has been organised since 2001, with rising visitor statistics every year. In 2005 the number of visitors amounted to 47,937, which is more than twice the figure of the renowned Turku Book Fair. The 2006 book fair was organised together with the *Ruoka2006* food fair, and the joint fair had 69,300 visitors. Despite the commercial profile of the fair, it can well be called one of the bigger annual cultural events in Helsinki (cf. Silvanto & Hellman 2005, 8). The Helsinki Book Fair also has a second-hand section.

The Helsinki Book Fair provides readers an opportunity to meet and hear writers who give presentations about their books or literature in general – or something else. Polls show that the most important reason for going to the fair is finding new books.

Unlike Gothenburg, for example, a special feature of the Helsinki Book Fair is the free-of-charge programme (Stockmann 2002). The Helsinki Book Fair is typically a very varied, sometimes almost cacophonic event. Up to a dozen different presentations may be going on at the same time in the big hall of the Helsinki Fair Centre. In 2006 almost 800 different presentations were made by writers and exhibitors.

In 2005, 76 per cent of visitors to the Helsinki Book Fair were from the Helsinki Metropolitan Area. The majority of exhibitors are publishers, a total of 104 in 2006. The same year, 43 second-hand bookshops and 21 other bookshops also joined the fair. Another large category included unions, associations and organisation, totalling 42 in 2006.

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Jobs and premises in the cultural sector in Helsinki

Timo Äikäs

There is no universal definition of what the cultural sector includes. Definitions vary between a broad anthropologic idea of arts&culture and a narrow elitist idea. Similarly, the concept of cultural economy has many interpretations, some of which overlap depending on tradition and purpose. Much has also been written about the relationship between arts&culture and economy without defining clearly what arts and culture really include.

The cultural economy may include a variety of industries. Here is one interpretation (Kainulainen 2006): cultural industry, creative industry, content production, popular culture, media industry, leisure industry, information industry, entertainment, consciousness industry, fashion and advertising, experience economy.

The Scandinavian countries, the OECD, UNESCO, the WIPO (World Intellectual Property Organisation), the EU (Eurostat LEG Task Force), and the European Commission, among others, have developed or tried to harmonise definitions of the cultural economy, and co-operation on concepts and methods continues. In 2006 the European Commission commissioned *The Economy of Culture in Europe*, a study presenting in part a new framework for the "cultural & creative sector".

Today, this sector is widely acknowledged as a success factor for cities in global competition, as shown by numerous studies over the last twenty years. It has also been shown that many jobs in the culture sector are dependent on unofficial social networks of the kind you find only in major cities (cf. Karttunen 2001, 19).

Statistics Finland's definition

In this article I use Statistics Finland's definition of the cultural industries. This allows us to compare Helsinki, the rest of the Helsinki Metropolitan Area (the neighbouring cities of Espoo, Kauniainen and Vantaa) and the rest of Finland by exactly the same gauges. The definition includes 54 industries in arts and culture, media and leisure. By this definition, there were 14,517 companies in the cultural sector in Finland in 2004. This is roughly six per cent of all companies in the country (Kulttuuritilasto 2005, 265).

Cultural sector business premises in Helsinki

Being the only metropolis in Finland, Helsinki and its metropolitan region have become a centre for trade, logistics, finance, business services, specialised services and information business (Laakso 2002). Cultural industries, too, show a strong concentration in the Helsinki Metropolitan Area (37 per cent of Finnish cultural sector premises in 2004–2005) and Helsinki, especially (29 per cent).

Initially we shall look merely at corporate business premises, leaving the premises of the public sector and non-profit activities out. Eventually we shall also include non-profit cultural activities in the analysis.

A few words will also be said about Finnish cultural exports and companies involved in this business. A report in 2006 showed that turnover was growing clearly faster in companies involved in cultural exports than in other companies.

Between 2002 and 2005 the turnover of companies in the cultural sector grew by almost 20 per cent. The number of business premises grew by 3.3 per cent, amounting to a total of 4,762 business premises in 2005 with an aggregate turnover of €5.7 billion and a total staff of 23,431. Staff had decreased since 2002 by 6.2 per cent, and the average staff of premises had decreased from 5.4 to 4.9.

In 2005 Helsinki's share of Finnish cultural industries was 41.5 per cent of turnover, 37.2 of staff and 29.0 per cent of business premises. In terms of turnover, especially, the cultural sector was very significant in Helsinki, considering that the city's share of national turnover in all industries as a whole was 18.8 per cent. Arts and culture are a very important business in Helsinki.

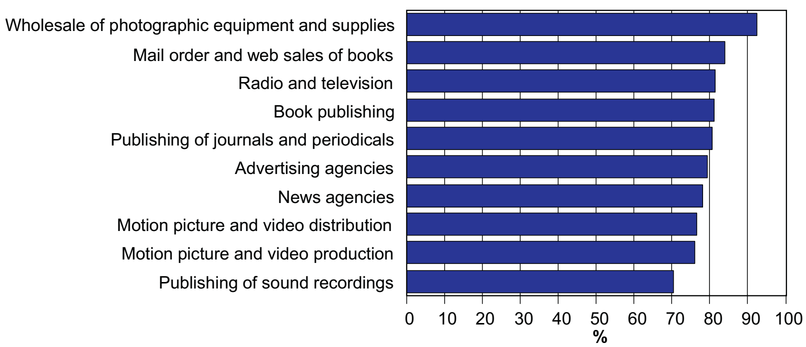
Almost all fields of arts and culture are represented in the Helsinki Metropolitan Area (Helsinki and the neighbouring cities of Espoo, Kauniainen and Vantaa) in terms of production, dissemination and distribution. The biggest actors and the most important companies in the media business are located here, such as the media group Sanoma-WSOY operating in the publishing of magazines, newspapers and books, printing, newspaper distribution, education materials, web sales, television, radio, broadband operation, book sales, entertainment and leisure.

In terms of turnover, the biggest cultural industries in Helsinki in 2005 were newspapers and magazines with an aggregate turnover of almost €1.2 billion, followed by advertising, manufacturing and sales of entertainment electronics, radio and TV, and the publishing and sales of books. In that year the cultural sector accounted for 9.5 per cent of the turnover of all corporate business premises in Helsinki. This compares with a corresponding figure of 4.3 per cent in Finland as a whole. During the 2000s the cultural sector has slightly increased its share of total corporate turnover in Helsinki from 9.2 per cent in 2001.

In Helsinki turnover in 2005 was 39 per cent higher in the cultural sector than in construction. Besides bigger companies and media giants, Helsinki also has very many small companies with 1 to 3 employees in the cultural sector, and the average staff and turnover of companies in the cultural sector are smaller than in other industries.

Those industries in which Helsinki accounted for 70 to 82 per cent of national turnover included radio and television, book publishing, magazine publishing, production of films, videos and DVDs, and publishing of music recordings. Some industries are even better represented, such as wholesale of photography equipment and mail or web sales of books. These latter have a relatively small staff but relatively large turnover.

Figure 1. Top ten Helsinki-centred cultural sector industries in terms of turnover in 2005.



Cultural sector business premises in the Helsinki Metropolitan Area

In Helsinki and the neighbouring cities of Espoo, Kauniainen and Vantaa, together forming the Helsinki Metropolitan Area (*Pääkaupunkiseutu*), there were a total of 6,104 business premises in the cultural sector in 2005, with a total staff of 28,824 and an aggregate turnover of €8.6 billion. In the years 2002–2005 growth in the cultural sector of the area amounted to 22.6 per cent of turnover and 4.8 per cent of business premises. Staff, on the other hand, decreased by 5.5 per cent.

In 2005 the Helsinki Metropolitan Area's share of national cultural sector figures was 63.2 per cent of turnover (3.4 percentage point increase since 2002), 45.8 per cent of staff and 37.2 per cent of business premises.

Table 1. Helsinki Metropolitan Area's share of national cultural sector corporate business in 2002–2005

	2002	2003	2004	2005
The HMA's proportion of national business premises, %	37.3	37.1	37.0	37.2
The HMA's proportion of national staff, %	47.0	45.2	47.2	45.8
The HMA's proportion of national turnover, %	59.8	59.5	61.7	63.2

Jobs in the cultural sector

A vital theme in European cultural policy concerns the effects of the cultural sector on employment and business. Cultural industries are labour-dominated industries. In 2004 the cultural industries employed around 86,000 people in Finland as a whole, representing 3.8 per cent of all people at work in the country. This is a high proportion by international comparison. According to Eurostat, 4.2 million people, or 2.5 per cent of employed Europeans, worked in the cultural sector. Typically, cultural employees account for 2 to 4 per cent of employees in a region. The figure includes all people employed in the cultural sector regardless of profession (Kanerva & Lehikoinen 2007).

In Finland jobs in the cultural sector are fairly strongly concentrated in Helsinki and the Helsinki Metropolitan Area. According to Timo Cantell (2002), cultural industries are predominantly located in big cities that are able to attract a sufficient "critical mass" for arts and culture. In this way artistic and cultural centres of expertise are formed, as are concentrations of cultural industries. As Richard Florida has pointed out, such a place typically not only has suitable establishments for education and jobs but a tolerant and varied urban culture that stimulates creativity. Helsinki, our only metropolis, has this critical mass (cf. Heikkinen 2006).

Our analysis of jobs in the cultural sector includes both commercial and non-profit business. Thus, employees at public libraries and museums, for example, are included. Jobs in any given area include all people working in the area, regardless of where they live.

In December 2004 the number of cultural sector jobs was 29,783 in Helsinki and 37,140 in the Helsinki Metropolitan Area as a whole. Cultural jobs accounted for 8.1 per cent of all jobs in Helsinki, or roughly as much as manufacturing and clearly more than, for example, the education sector or finance. The largest cultural sub-sector in Helsinki was production and distribution of newspapers and periodicals with 7,509 jobs, followed by radio and television with 5,672 jobs. Of all cultural jobs in Finland, 35 per cent were found in Helsinki, 43 per cent in the Helsinki Metropolitan Area, and 46 per cent in the Greater Helsinki Region (14 municipalities).

Table 2. All jobs and those in the cultural sector in Finland, the Helsinki Region and the Helsinki Metropolitan Area in 2004

	All jobs	Jobs in the cultural sector	Percentage of cultural sector jobs
Finland	2,262,359	85,858	3.8
Greater Helsinki Region	665,178	39,288	5.9
Helsinki Metropolitan Area	573,673	37,140	6.5
of which			
Helsinki	368,263	29,783	8.1
Espoo	106,719	3,535	3.3
Vantaa	95,964	3,764	3.9
Kauniainen	2,727	58	2.1

In recent years the number of cultural sector jobs has been around 30,000 in Helsinki. In 2001, following the 2000 Cultural Capital Year, it was slightly over 31,000. However, with the prevailing economic high, the cultural sector has also been thriving, and preliminary data for 2006 shows that jobs in the sector in Helsinki amount to over 33,000. Jobs increased both in companies and non-profit organisations in the cultural sector.

The strongest specialities in Helsinki

Our analysis of specialisation is based on data on jobs in various industries and has the form of an index expressing the ratio of cultural sector jobs in Helsinki to such jobs in Finland as a whole. When the index is 100, jobs in the relevant industry are as common in Helsinki as in the country as a whole. When the index for Helsinki is above 100, jobs in the industry are more common in Helsinki than elsewhere, suggesting that Helsinki is specialised in the industry. With this index we can draw a specialisation profile for Helsinki.

Specialisation is based on essentially three factors, namely the area's advantages of location, scale and accumulation (Suokas & Hietaniemi 2006). For many companies, the proximity to clients and co-operation partners is an important advantage.

All the industries enumerated in Figure 2 show very strong specialisation in Helsinki, their index value being at least 300. Many are obvious big industries in a capital, such as mass media, but the list also includes smaller industries such as web and mail sales of books and distribution of films and videos. In December 2004 the specialities mentioned in Figure 2 employed 15,300 people in Helsinki.

Figure 2. Strongest specialities in the cultural sector in Helsinki in 2004 (index, Finland = 100)

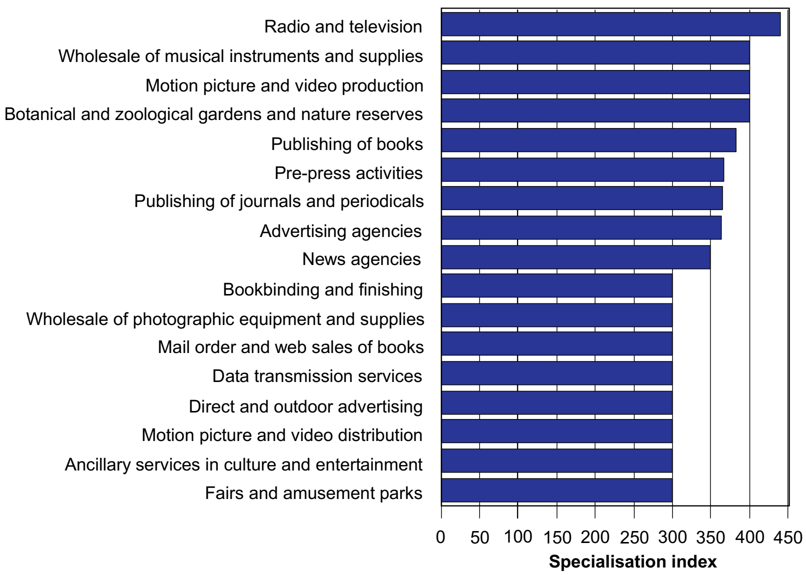


Figure 3. Specialisation indexes of some other cultural industries in Helsinki in 2004 (Finland=100)

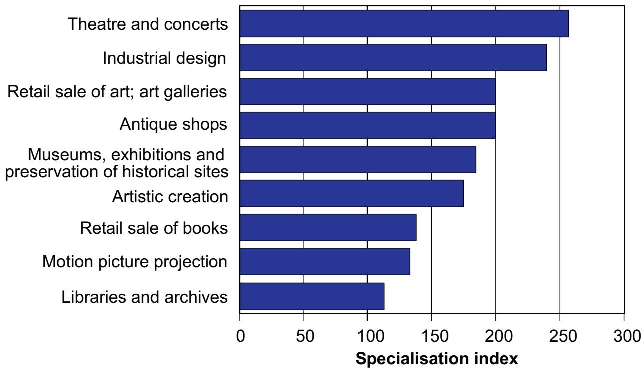


Figure 3 shows the specialisation indexes for certain other cultural industries. Many of these industries are "core arts fields" and show strong specialisation in Helsinki, with over 6,000 employees in the city.

Arts and culture in various parts of Helsinki

Helsinki and its metropolitan region have a large network of public and private cultural services, a fact that has been acknowledged internationally. The policy of the City of Helsinki has been to bring cultural amenities closer to residents, and consequently the City Library has 47 premises scattered evenly over the city. The Helsinki City Adult Education Centres in Finnish and Swedish, as well as the Helsinki City Youth Authority, have premises in various parts of town.

The three Cultural Centres of the City of Helsinki –*Stoa* in eastern Helsinki, *Malmitalo* in northern Helsinki and *Kanneltalo* in western Helsinki – form a complement to the large provision of cultural amenities in central Helsinki and annually receive hundreds of thousands of visitors from their respective parts of town. The third sector is an active provider of cultural amenities, too, in all parts of the city.

Cultural exports

Kulttuuriviennin liiketoimintamallit, a recent publication by Leikola & Leroux (2006), is the first attempt to survey the most important companies doing cultural exports in Finland. The study was commissioned by the ministries of Trade and Commerce, Education, and Foreign Affairs to promote Finnish cultural exports. The biggest problem found by the authors was the insufficient classification of companies in the business.

The aim of the survey was to produce an annually updated list of the most important actors in cultural exports covering all professional business in the field without strict delimitation of industries. The industrial classification sometimes differs from Statistics Finland's classification. The authors note that it is always a matter of definition whether an activity is to be regarded as exports or not. It seems likely, for example, that in future, companies will increasingly operate on the Internet, which will make it more difficult to keep statistics. Operations between Finnish daughter companies and mother companies in large international business groups will also confuse boundaries (Leikola & Leroux, 2006, 45).

The avant-garde of Finnish cultural exports consists of companies from very many fields. The overwhelming number one is Sulake Oy Ltd. with its Habbo Hotel concept. Only 12 companies can boast exports turnover of at least one million euros. Even the biggest cultural exports companies have only modest figures, but in recent years growth has been very rapid and is likely to remain so for the next few years (Leikola & Leroux 2006, 46). Among the 12 foremost cultural export companies, 10 are located in Helsinki, one in Espoo and one in Kirkkonummi (all in the Greater Helsinki Region).

The authors of the report estimate that the professional cultural exports business has an annual turnover of between 100 and 150 million euros. They feel that the number of companies in Finland operating professionally in cultural exports is somewhere between 200 and 400. Due to the varying size of these companies and the varying degree of exports of their products and services, it is hard to make a reliable estimate of the number of employees involved in the cultural exports business. But one thing is clear: exports play a marginal role in the Finnish arts and culture business. However, the report also finds that turnover is growing clearly faster in companies involved in cultural exports than in other companies, and that growing turnovers in cultural exports are a notable stimulator of employment (Leikola & Leroux 2006, 52).

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The Voice of the Young campaign

Kirsi Autio & Leena Hiillos & Vesa Keskinen Pirjo Mattila & Pia Sirkiä

This article presents the *Voice of the Young*, a campaign carried out by the Education and Youth Departments of the City of Helsinki since the year 2000. The campaign seeks to foster democracy, empowerment and inclusion. A survey carried out among pupils' councils in May 2007 made the first attempts to evaluate its outcome. The idea of the evaluation was to find out what could be developed during the following strategy period.

"Children and adolescents feel Helsinki is a city where they are listened to and where they can influence matters of importance to themselves."

This vision crystallises the objectives and ambitions of the Voice of the Young campaign (2000–2007). Its challenging task has been to create structures of inclusion and influence for the young, structures that form a natural part of their living environment. An overarching goal was to implant by the end of 2006 a negotiation-based practice that would foster active citizenship among children and adolescents in schools and youth centres in Helsinki. The quantitative goals were, for the most part, reached: pupils' councils have been established in 142 schools, and the local municipal youth work applies various inclusive practices. In 2006 the campaign reached around 50,000 children or adolescents.

In spring 1998 certain city councillors made several initiatives to establish a youth council in Helsinki. The Helsinki City Youth Centre and its board did not want to set up a model where just a some pupils are active but rather a model that would more broadly include and engage all young people. At the same time the city's Education Department also had similar plans. After negotiations, the Youth Department and the Educational Department decided to start co-operating to turn schools and youth centres into arenas of participation for young people.

The idea of this co-operation was to bring the objectives down to the grass-root level and to train the staff involved. It has turned into an innovative model of international interest as well. It has been based on the example of the comprehensive participation system for children and adolescents developed in Porsgrunn, Norway, which has used the school as a central arena of participation for all children and adolescents. The model emphasises the role of the young as full members of their communities.

The campaign was visualised and presented in terms of a metaphor where the lush crown of a tree symbolises the vision of the campaign, where children and adolescents see Helsinki as a city where they are listened to and where they can influence matters that are important to them. The ground in which the roots grow symbolises the ideological basis of the model consisting of the UN Convention on the Rights of the Child, the Finnish constitution, and the Finnish Local Government Act, which all underline the right of children and adolescent as citizens to participate and influence matters of concern to themselves.

The tree divides into three main branches, namely its three arenas: schools, the local municipal youth work, and the city as an environment. The most vigorous inclusion project of the youth work has been "centre democracy", implanting an inclusive approach and developing the practices of decision-making at youth centres. Four annual "Open Forums" have become a comprehensive inclusion structure for young people in the whole city. At these forums the young discuss chosen topics among themselves under the guidance of youth instructors and teachers and with policy-makers. This article looks more closely at the third branch, the school as a participation arena. Within schools crucial activities in this sense have included the development of pupils' councils and the improvement of the school environment.

The school and the new pupils' council as a working environment

Among the three branch projects of the Voice of the Young, the "School as a Participation Arena" project is the most crucial and extensive. This project encourages pupils to grow up to be active members of society and fosters their skills to function democratically. This has been a very ambitious challenge, and the goals have been manifold.

The objectives are to

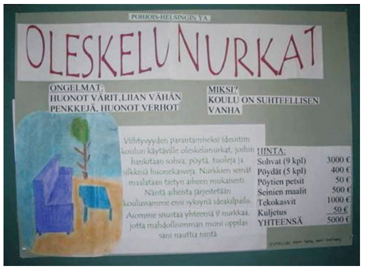
- promote inclusion and welfare among pupils and thus create a basis for good learning
- teach pupils reciprocity and interaction and participation skills
- teach pupils about the decision-making machinery and teach them to contact policy-makers
- develop the pupils' debating and decision-making skills
- build up a culture of negotiation together with pupils and other actors at school.

The "School as a Participation Arena" project began with the 1999-2000 school year in the schools of northeast Helsinki. The project has expanded annually to involve, in 2007, as many as 142 schools, including vocational schools and Swedish-language schools.

A crucial element is the new pupils' council model and the "Project for Improving the School Environment", a project culminating in the "Mayor's Meeting" and its preparatory "Future Workshops". The Real Estate Unit of the Education Department has earmarked €600,000 annually for projects proposed by children and adolescents.

The new pupils' councils

The basic idea of starting to develop pupils' council activities was that participation should be part of everyday school routines. In support of this idea the grounds for the 2004 Education Plan includes a set of subjects entitled "participating citizen-



ship" and "entrepreneurship" that the schools should apply in all their activities. An overarching principle of the new education plans of the City of Helsinki is to include pupils' participation in teaching. The education plan is best implemented with the help of the pupils' councils.

The objectives of the pupils' councils are to
1. set up a functioning board for each school's pupils' council
2. enable board members to grow up to be active actors and future policy-makers
3. foster a community-minded working culture in classes and help provide pupils an opportunity to participate in the debate on common matters
4. strengthen the community spirit of the school.

Compared with earlier pupils' council models, the new model is supposed to better promote a democratic school culture. The board of the pupils' council consists of two pupils per class or group. These pupils represent the opinion of their own class. This way the community spirit of each class is emphasised. These "intermediaries" also convey the measures of the board to other pupils.

The crucial event of the campaign is the "Mayor's Meeting". Preparations for this meeting have been an important part of pupils' council training in negotiations and decision-making. Each class sets up "Future Workshops". The future workshop method involves problems-solving. Each school class holds future workshops during which pupils bring up matters pertaining to their school and environment. The class votes for a common proposal, which is presented to the board of the pupils' council. The board then decides which class's proposal will become a common project for the whole school. This common project is prepared by the board and finally presented at the Mayor's Meeting. The meetings are chaired by the Lord Mayor himself.

Evaluations and their findings

The Voice of the Young includes all schools in Helsinki (primary as well as general + vocational secondary). The campaign ends with the year 2007, after which the model will turn into permanent practice. A final evaluation was made in spring 2007. The survey covered 26 schools, in which a total of 820 responses were received. Among these, 15 per cent were from Swedish-language schools.

An evaluation survey was also made in spring 2003 (Keskinen 2003). At that time the questionnaire went to 40 schools that had been involved at least since 2002. A comparison can be made between the two evaluations.

Figures on The Voice of the Young in 2007 and 2003

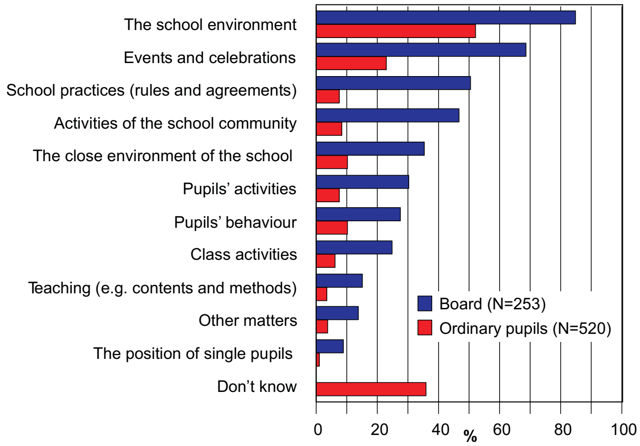
Respondents:	2007	2003
Ordinary pupils	520	–
Board members	253	154
Instructor teachers	23	58
Headmasters	24	32
Total	820	244

A novelty in the 2007 survey was that ordinary pupils were also heard concerning their opinion about the pupils' councils.

Judging from the findings it is reasonable to conclude that ordinary pupils have relatively little knowledge about what the members of the pupils' councils do, even their classmates. About half of ordinary pupil respondents knew nothing about meeting practices or about what matters the board had decided on during the semester (see Figure). The objectives set for the Voice of the Young campaign seem to have been achieved as far as board members are concerned, but ordinary pupils remain a challenge.

According to ordinary pupils, most matters prepared for the board to decide on concerned the school environment. The responses of board members

Matters that the Pupils' Council boards had dealt with during the semester and those that ordinary pupils thought had been prepared for the boards



themselves showed a much larger array of matters that had been dealt with.

Board members were well motivated and thought many of their efforts had been successful during the semester.

Table 2. Board members' and ordinary pupils' opinions on what pupils' council boards had achieved during the semester

	Board members	Ordinary pupils
Achieved:		
Much	23.4	12.2
Something	1.0	46.5
Nothing	0.8	6.5
Don't know	4.8	34.7
%	100	100
N=	248	490

In the 2003 survey, opinions at board meetings were mostly expressed by the chairperson. In spring 2007, all board members had spoken at meetings. So, in four years, meeting practices have become clearly more inclusive.

The findings of the evaluations will be used when the following strategy is drawn up. It seems that future challenges include making the pupils' council work more visible in schools, informing about the activities and expanding the matters dealt with to increasingly concern important plans and practices of the schools. The objective is to improve the quality of pupils' council work.

Helsinki – a Festival City

Helsinki has experienced a festival boom in the last 10 years. Nowadays more than 80 arts festivals are organised in the Helsinki Metropolitan Area every year. The City of Helsinki Urban Facts and the Cultural Office published a book entitled Festivaalien Helsinki (in English: Helsinki – a Festival City) in May 2007. The articles in the book present the development of urban festival culture in Helsinki and its actors from producers to audiences.

The Sibelius Week promoting Finnish music culture was the first festival in Helsinki. It was organised from 1951 till 1965. In 1968, the multi-arts Helsinki Festival was established and for a long time, it was the only festival in the city. In the 1980s, several festivals were launched: Liikkeellä Marraskuussa (Moving in November) contemporary dance festival, Helsinki International Film Festival Love & Anarchy, Espoo Ciné and Helsinki Comics Festival. All of them still exist today.

A real festival boom started in the middle of the 1990s and it still continues. Helsinki was a European City of Culture in 2000, which offered the extra resources needed for the creation of several new festivals. Today, the themes of the festivals range from documentary film to flamenco and from media art to metal music. Their size and target groups vary a lot but all of them are international events bringing the newest phenomena in their field to their audiences. No matter how professionally organised a festival is, a lot of voluntary work is carried out to realise it.

A survey conducted among residents of the Helsinki Metropolitan Area as a part of the book project shows that, even though young people are especially active festival-goers, people from different age groups and with various educational and professional backgrounds also participate in festivals. Nine out of ten respondents think festivals are good for the city, and every fourth person sees festivals as being meaningful for them personally.

The book also examines the festival city from economic, political and spatial perspectives. Festivals have been integrated into Helsinki's attempts to become an economically successful and administratively strong cultural city. The festival scene is, however, constantly changing and new forms of events are emerging, which makes it challenging to use festivals, for example, in city marketing.

The contributors to the volume are researchers, journalists, producers and artists involved in festivals. For more information, you can contact the editor of the book at satu.silvanto@helsinki.fi. The English list of contents and summaries of most of the articles can also be downloaded at

http://www.hel2.fi/tietokeskus/tiedotteet/07_08_17_silvanto_eng.html.

Helsinki City Research Programme 2007-2009

In September 2007, Helsinki City Board approved the Helsinki City Research Programme 2007–2009. The programme draws up the research strategy and pending research projects of the city. Its objective is to direct the research resources of the city in an efficient and result-oriented way. The programme is drawn up every three years and covers the research conducted at Helsinki City Urban Facts and in the other offices and departments of the city. In some projects, Helsinki City Urban Facts has the role of a coordinator or financier.

The field of urban research is too large for the city's own resources to cover, and therefore many projects are carried out in cooperation with other actors. The programme at hand also includes, for the first time, the research projects of the Urban Research Professors and the projects of the city's other offices and departments. These expansions make the programme a more informative whole than before: it now renders a very good picture of the urban research conducted in Helsinki. With the development of the metropolitan region and the increasing cooperation and metropolitan policy of the cities of the region, the importance of the regional dimension has increased.

The programme sorts its research projects under four challenges:

1. Governance of the metropolitan region and a functional metropolis
2. The success of the city's economy and industries
3. A good Helsinki to live in
4. Understanding of the city's history

The challenges move from issues concerning the whole city and metropolitan region towards the grass root experiences of residents. A total of 88 research projects are included.

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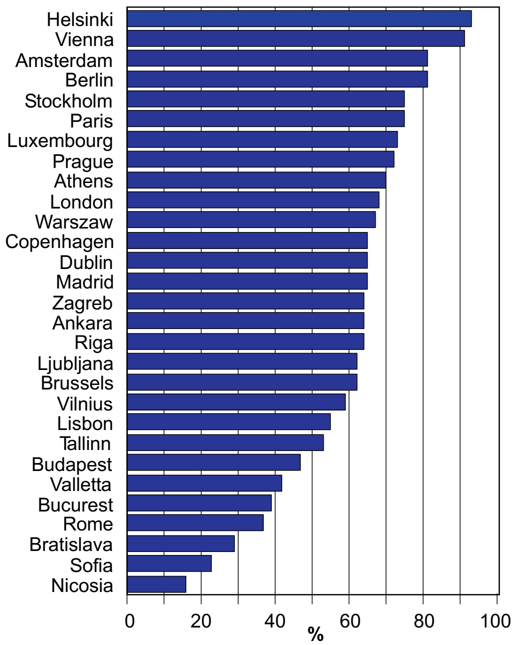
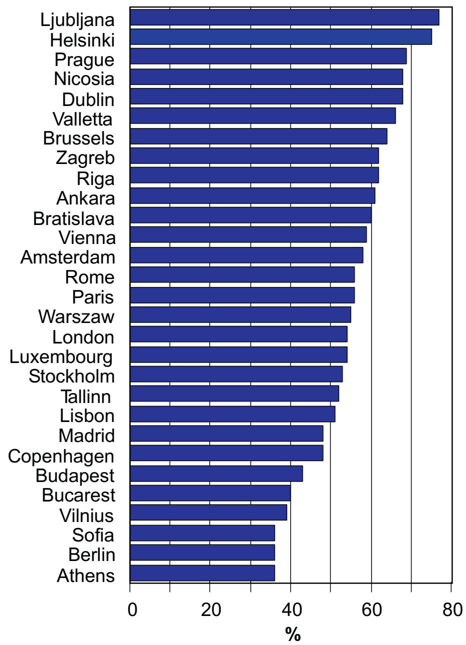
Helsinki by European and Finnish Comparison

Very or rather satisfied with public transport in the city 2007

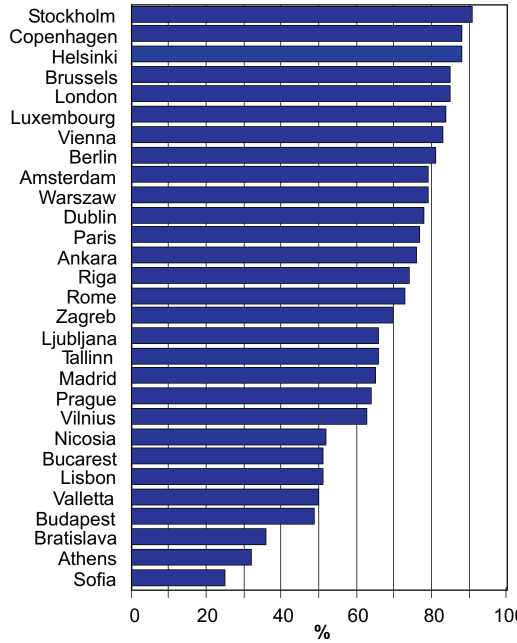


Very or rather satisfied with school services in the city 2007

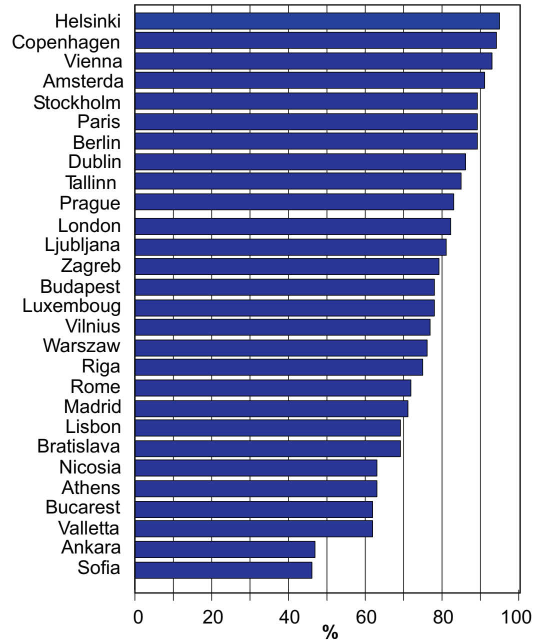


Sources: Urban Audit III, Perception Survey, 2007.

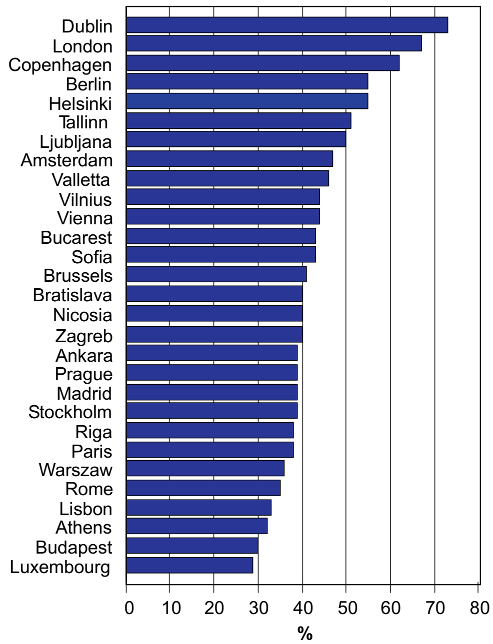
Very or rather satisfied with green spaces such as public parks and gardens in the city 2007



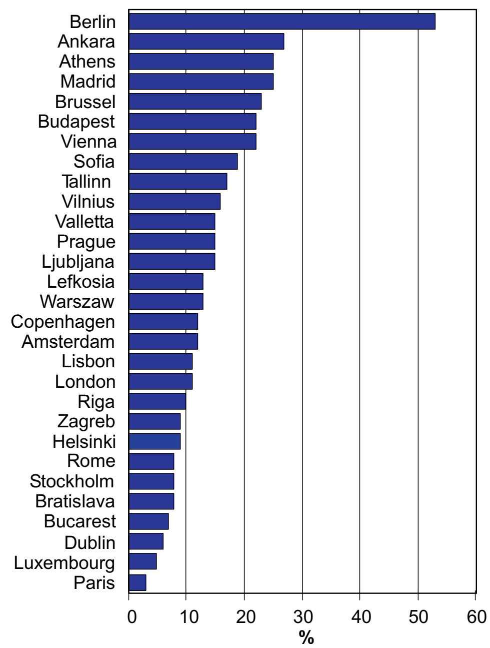
Very or rather satisfied with cultural facilities such as concert halls, theatres, museums and libraries in the city 2007



Very or rather satisfied with public internet access such as internet cafes or libraries in the city 2007



Strongly or somewhat agree it is easy to find good housing at a reasonable price in the city 2007



Population on 1 January 2007 The Helsinki Region

Total population	1,288,781
Share of Finland, %	24.4

Population structure, share of total population, %

Age groups	
0–14	17.6
15–64	70.1
65 +	12.3
Finnish-speaking	87.4
Swedish-speaking	6.3
Other languages	6.3

Population by activity in 2006

Population aged 15–74	968,000
Labour force	707,000
Employed	667,000
Unemployed	40,000
Not in labour force	261,000
Unemployment rate, %	5.6
Employment rate (persons aged 15-64), %	74.8

Educational structure on 31 December 2005

Share of population aged 15–74 with polytechnic or univercity education, %	23

Jobs on 31 December 2004

Total	659,221
Share of Finland, %	29.4
Eenergy, manufacturing and construction, share of total, %	17.5
Market services, share of total, %	49.2
Non market services, share of total, %	31.6
Information sector, share of total, %	16
Self-sufficiency of jobs, %	107

GDP at current prices, million euros 52,634

Share of Finland, %	33.4
GDP per capita, pps, EU 27 =100	164.4

Research and development expenditure in 2005

Total, milllion euros	2,274.5
Share of Finland, %	41.6

Enterprises total 2005

Number	65,249
Share of Finland, %	27.5
Turnover, million euros	137,338
Share of Finland, %	43.5

Foreign-owned enterprises

Number	2,105
Share of Finland, %	76.9
Turnover, million euros	37,371
Share of Finland, %	57.8