

Helsinki

# Helsinki News

1/2018

Makings of good  
everyday life in Helsinki

Smart mobility innovation

Perceived safety increases

Helsinki Participation Game

Games Factory to open

Carbon Neutral Helsinki 2035



# Helsinki looks to move smarter

The City advances smart mobility innovation by engaging users and by playing an active role as a development platform

Late 2017 saw a big stride toward moving people smarter in Helsinki: the Whim mobility app was launched in the city by the Helsinki-based mobility operator MaaS Global. Whim travel packages combine different transport options into one, including public transport, taxis, rental cars and even bike share, working out the best option for the riders'

needs and travel preferences. Riders only need to define where they want to go and when and to choose a travel package, Whim does the rest for a flat fee.

Whim is the first full-scale application of the MaaS concept – Mobility as a Service. This concept offers a solution to the challenges of urbanisation and sustainable mobility by giving people an efficient alternative for owning a car.

Just blocks away from the MaaS Global offices in Helsinki, another MaaS application is developed further by Kyyti: the Kyyti app integrates shared

## Helsinki rides trends in smart mobility:

### Shift to electric vehicles

### Driverless vehicles

### Sharing-economy mobility concepts

### Smart logistics chains

### Mobility as a Service

minibus rides with other transport services, all in one package.

The City of Helsinki smart mobility specialist **Kalle Toivonen** says that MaaS applications exemplify Helsinki's principles for advancing innovation: "Smart mobility development in Helsinki engages users as active members of the development to ensure that the outcomes truly serve their needs and preferences. The City's role is to enable development by serving as a testing platform."

**Pekka Koponen**, in charge of smart city development at the Forum Virium Helsinki digital innovation unit, explains why Helsinki is an ideal testing platform: "Helsinki has the necessary components to enable innovation. These components include open interfaces and open data access, which concepts such as MaaS depend on."

**The harbour district of Jätkäsaari** in Helsinki serves as an urban test lab for smart mobility concepts. The combination of high density in fast-growing new residential blocks and busy harbour terminals serving close to 10 million passengers a year present challenges that render Jätkäsaari ideal for the role. Local residents play key roles in the development: their mobility preferences and user experience are the starting points for solutions developed by the City and enterprises.

Jätkäsaari fosters innovations that illustrate another important goal of the development, that is, to produce scalable commercial products. For example, a new mobile app directs trucks approaching port terminals, giving the trucks specific windows for the time of entry to keep traffic moving smoothly.

**Driverless electric minibuses** will be in pilot service carrying passengers on Helsinki streets from summer 2018 onwards. The automated buses, supplied by EasyMile and NAVYA of France, will be travelling on several routes serving public transport hubs.

The automated buses will pave the way for the FABULOS project, which is a collaboration among six European cities coordinated by Forum Virium Helsinki. The project facilitates and funds enterprises to develop automated bus operations into a commercially viable option for the last-mile service of public transport: to take riders from a transport station to stops near their homes and offices. The target in Helsinki is to put these robot buses into scheduled service in three years' time between the fast-growing city hubs of Kalasatama and Pasila. [fabulos.eu](http://fabulos.eu)

"Helsinki strives to be a pioneer in smart mobility," Koponen asserts.



## Capital of the world's safest country

A city run well and for all citizens is the best assurance of safety and stability

Finland is the world's safest country by many estimates. The latest confirmation comes from the World Economic Forum's 2017 ranking of countries in terms of the safety of visitors.

Few international safety surveys rank cities, but Helsinki confirms the country rankings with regular internal surveys of perceived safety – how safe residents feel – which testify of a safe city improving: the latest survey shows that perceived safety in Helsinki has increased. As more proof, police reports show a decline in violent crime and property crime in Helsinki.

**Matti Koskinen**, Head of the City of Helsinki Safety and Preparedness Unit, attributes the general safety of Helsinki to long-term efforts to build a well-balanced city. Helsinki has done so with planning and social policies that counteract segregation of areas. "Promotion of general welfare is at the core of keeping the city safe," Koskinen emphasises.

Koskinen elaborates on a safe city: "Safety comes from all aspects that make a city run smoothly, such as dependable public transport, uninterrupted power supply and efficient street maintenance. Thus the City administration creates safety by providing effective city services. A well-functioning city is a safe city.

"The City administration creates safety proactively: we use a variety of soft measures to prevent adverse developments. Ideally our measures work seamlessly with those of the police and other authorities in charge of national security.

"But every actor, from individuals to corporations, plays an important role in creating safety with their choices and acts."

While Helsinki prepares for a variety of threats ranging from IT security to climate change, Koskinen points out that major threats are closer than we think: "Polarisation among citizens and hate speech are some of the biggest threats that society faces."

# The world's best everyday life

## The makings of good life in Helsinki

I'm often asked what makes Helsinki one of the world's most liveable cities. As one answer, I quote an international employee at the Helsinki-based mobile game development company Supercell, who explained, "Our family can have dinner together every night!"

In addition to a good work-life balance, the company's international workforce cite quality housing and efficient transport as reasons to locate in Helsinki. They describe Helsinki as an easy city.

The comments underscore the fundamental strength of Helsinki: the city offers people a good everyday life.

A high quality of urban life comes from all the aspects that make a city function well. Helsinki is proud of what we have achieved, but we want to be even better in order to be a city where people increasingly want to live and work in, to move to, and to visit. For this reason, Helsinki has announced a strategic goal to become the world's most functional city.

Helsinki today possesses many essentials of a functional city and holds keys to improvement. Helsinki is an equalitarian city, where people can lead rewarding lives in every area. All schools are good. All parts of the city enjoy good public transport services, and up to 80% of all journeys inside Helsinki are already made by other means than private car. Every area is developed on an equal basis to create pleasant neighbourhoods. The city is clean. Citizens play active roles in making Helsinki a better place for all. Perceived safety is high, and differences between areas are small. Children can walk to school alone.

Embracing its global responsibilities, Helsinki has announced a detailed plan how to become carbon neutral by 2035.

Good life in Helsinki also comes from the many bonuses that the city offers. They include the sea, islands, waterfront saunas and diverse activities. Helsinki is an inspiring place. Helsinki is fun.

**Anni Sinnemäki**

*Helsinki Deputy Mayor for Urban Environment*



Susa Junnola / City of Helsinki



The Helsinki Participation Game board presents elements of public participation in the daily work of the City staff, and the playing cards contain alternatives for engaging citizens.

## Helsinki Participation Game

### The City turns to design to improve public participation on a broad basis

The Helsinki City administration has co-designed a board game in which the players are staff members but the winners are citizens. The Helsinki Participation Game steers the staff to better engage citizens. It illustrates how the City utilises design in a systemic change process.

“The game allows the players to understand how participation currently materialises in their work and how they can improve,” says **Tommi Lai-tio**, a member of the game production team and Head of the City of Helsinki Culture and Leisure Division. The division has used the game extensively to come up with new ways to empower citizens, such as pop-up events in public spaces.

The Participation Game is one of the tools to implement Helsinki’s strategic plan for citizen engagement. The cornerstones of the plan are the knowledge and expertise of citizens and local communities. By integrating those with the capabilities of the City organisation, as well as by enabling cit-

izen activity and ensuring equal opportunities for all to participate, Helsinki can build a better society and counteract polarisation and social exclusion of citizens.

Residents can monitor City decision-making online, made transparent with the help of open public data. The City encourages residents to give feedback through online channels and to join the public dialogue. Digital communication channels are improved and new ones created. Residents can use City-owned spaces for their meetings and activities. Volunteering is made easier with all opportunities compiled in one portal.

As a new citizen engagement method, every Helsinki district is served by a local public guide dedicated to furthering citizen initiatives. The City government allocates 4.4 million euros a year to participatory budgeting, and every resident can propose appropriations; residents as young as 12 can vote.

Maria 01 tech startup community expands:

## Games Factory to be Embassy of Finnish games industry

The Maria 01 startup hub in Helsinki will gain a new member in June 2018, when Games Factory opens on the Maria 01 premises. A games industry community house, Games Factory will also assume a larger role serving the entire Finnish games industry.

“We’ll be the Embassy and a showroom of the industry on the global arena,” asserts Games Factory CEO **José Jácome**, pointing out that games are Finland’s biggest cultural export.

Games Factory’s mission is to boost the Finnish games industry through promotion and by attracting international interest. Importantly, Games Factory will strengthen the industry by creating cohesion through a new type of community, in which game developers and other industry actors collaborate, sharing information and capabilities. The goal of the community is to breed new talent and business.

As a hub for all industry actors, Games Factory will play a key role in the Finnish games ecosystem. “Our task is to develop the ecosystem from the inside,” Jácome says.

Games Factory will occupy one of the buildings of the former Maria hospital campus converted into a startup community. The building will house 15–20 Finnish game enterprises, ranging from publicly traded companies to small studios. The enterprises are selected on the basis of their capacity to contribute to the community.

Games Factory will include a games showroom, where visitors can learn about and play Finnish games. [gamesfactory.fi](http://gamesfactory.fi)

**Maria 01 growth plan:** Opened in 2016 in newly renovated hospital buildings, Maria 01 is today



Lauri Raitko / City of Helsinki

CEO José Jácome (right) and CMO Meela Leino at Games Factory during building renovation

a leading Nordic community for tech startups and keeps growing. The City of Helsinki plans to develop the site into Campus Maria, with 4–6 times the current floor space for Maria 01 and potential to be a world-leading tech venture hub. [maria.io](http://maria.io), [campusmaria.fi](http://campusmaria.fi)



## Helsinki announces plan how to become carbon neutral by 2035

Helsinki set an ambitious climate goal in September 2017, declaring to become carbon neutral by 2035. An interim goal for 2030 is to cut greenhouse gas emissions by 60% from the 1990 level. Helsinki defines carbon neutrality so that the city reduces greenhouse gas emissions generated within the city borders by 80% and offsets the rest.

The City of Helsinki has prepared a Carbon Neutral Helsinki 2035 action plan, which outlines in detail how the city can realistically reach its climate goal. The plan contains the key strategic actions to be taken to cut emissions resulting from energy consumption. The plan will be implemented side by side with the development programme of the Helsinki energy company Helen to render the company's energy production carbon neutral.

With its emission reduction programmes so far, Helsinki has cut CO<sub>2</sub> emissions by 25% from 1990, that is, by 1,000 kilotonnes per year (kt/a) but

needs to cut an additional 2,000 kt/a in order to go down to the targeted 700 kt/a, which will be offset.

Carbon neutrality will require marked inputs into the energy use of buildings and into transport, which are the main sources of CO<sub>2</sub> emissions in Helsinki. The city's building stock should drop its total energy use significantly and introduce technologies for locally produced renewable energy. The transport sector should cut emissions by close to two-thirds from the current level, for example, with electric vehicles, sustainable modes of transport and regulation. The City of Helsinki will assume an active steering role in effecting change, as well as implementing cuts in its own operations.

The Carbon Neutral Helsinki 2035 action plan was co-produced in an open process according to the City's principles of transparency, with the help of workshops for civic organisations, stakeholders and researchers, and with all documents displayed online for comments.

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