



Creative Cities Nomination

Application Form

The following documents must be attached:

- A formal letter of presentation of the candidature by the city's Mayor.
- A formal letter of endorsement to the candidature by the National Commission for UNESCO of the Country to which the city belongs.
- Formal support letters, including substantial arguments in favour of the applicants, from at least five UNESCO Creative Cities¹, three of which from a geographical region that will be different from the one of the applicant ([in this respect, refer to UNESCO's list of countries by geographical region](#)). The letters must be signed by the Mayors or by other official Cities' representatives.
- Formal support letters from the national professional association(s) of the relevant Country, in the field concerned².

The application forms shall be received by UNESCO Secretariat no later than 20 March 2014 at noon Central European Time (CET). Applications that are not received in the established format and/or that are received after this deadline will not be evaluated. Should UNESCO deem that the timely submitted applications are incomplete, it will notify the applicant as soon as possible. The applicant cities must provide the elements that are necessary to complete the applications at latest on 20 April 2014 at noon - CET. Applications not completed by this date will not be evaluated.

1-For cities applying with a focus that is not covered by at least five Member Cities, please refer to footnote 1 of Article 6 of the Nominations procedures.

2- For instance: The national writers', or musicians', or designers' association.

1. Name of the City

City of Helsinki

2. Official contact representative of the city for correspondence

Main contact

Title Mrs.

Family name Mänttari

First name Anu

Institution/position Business Development Advisor, City Competitiveness

Status / nature of the institution: Office of Economic Development, City Executive Office, City of Helsinki

Address P.O.Box 20

City City of Helsinki

Zip Code FI-00099

Country Finland

Telephone 358 406 735 335

Fax 358 931 013 301

email anu.manttari@hel.fi

Other relevant information:

Replacement contact

Title Mrs.

Family name Snellman

First name Johanna

Institution/position Communications Officer

Status / nature of the institution: City Executive Office, Press Services, City of Helsinki

Address P.O.Box 1

City City of Helsinki

Zip Code FI-00099

Country Finland

Telephone

Fax

email

Other relevant information:

3. Thematic focus

Music Media arts Crafts and Folks arts Film Gastronomy Design Literature

4. Introduction (maximum 3000 words)

Presentation of the city's management team

Office of Economic Development, City Executive Office:

Mr Santtu von Bruun

Head of Competitiveness Unit

+358 40 357 7452

santtu.vonbruun@hel.fi

Mrs Saira Machere

Head of City Marketing Unit

+358 40 56 8022

saira.machere@hel.fi

Mrs Anu Mänttari

Business Development Advisor, City Competitiveness

+358 40 673 5335

anu.manttari@hel.fi

Communications, City Executive Office:

Mrs Laura Itävaara

Communications Coordinator

+358 9 310 36336

laura.itavaara@hel.fi

Press Services, City Executive Office:

Mrs Johanna Snellman

Communications Officer

International Design Foundation, Design Driven City project:

Mrs Laura Aalto

Director of Communications

+358 40 507 9660

laura.aalto@designdrivencity.fi

Motivation for the application

The City of Helsinki values Unesco's Creative Cities Network highly and shares the mission to develop international cooperation among cities that have identified creativity as a strategic factor.

The City of Helsinki is devoted to be a design-driven city. Finland has a strong design heritage, with many world-renowned designers, architects and brands, which are present also strongly in Helsinki. However, as a design-driven city, Helsinki wants to take a step further.

Finland's design competence stretches from individual products to public services and the development of society as a whole. It is also evident in the high-quality urban environments. Based on this background Helsinki has a clear vision: in an open and inclusive city, design is a key driver for the society and an important source of well-being and competitiveness. We appreciate good design that does not only look pretty but makes things work and transforms our surroundings into pleasant, functional, safe and inspirational spaces. Design implements equality in its purest form. It is a shared value.

The influence of design on the city's development first brought up in the 2009 city strategy. The strong emphasis on design culminated in 2012, when Helsinki was granted the designation of World Design Capital 2012 (WDC) by the International Council of Societies of Industrial Design (ICSID). The theme of the year was "Open Helsinki – Embedding design in life".

It was a year that further enforced the development of design as one of the strategic tools for the transformation of the city. With over 550 projects and 2,800 events Helsinki focused, in cooperation with its neighbouring cities, on creating a better and more open city with the help of design. The programme was implemented by a network of 14,500 people in 290 organizations in Finland and abroad. During the year, design became a subject of political and popular debates and the reputation of Helsinki and Finland as a design-oriented city and country, respectively, expanded.

The legacy of WDC Helsinki 2012 lives on in the City of Helsinki's strategy and in the Design Driven City project. It stems from the awareness that successful cities of the future possess strong design competencies and make extensive use of design.

In a design-driven city, the role of the residents is stronger than ever. For example, city planning and the provision of welfare services are increasingly served by processes and systems where design plays a central role in generating and enhancing genuine interaction between people. The city designers, recruited by the Design Driven City project, will help the employees of the city deepen their understanding of the citizens' needs, and to encourage the residents to take more active roles in the decision-making and development of the city.

A design-driven city is a more open city. Information, ideas, and people can move freely. The City of Helsinki has taken many important steps in opening up for its citizens. Making information available to everyone has increased citizens' understanding of the development of their living environments, and their interest to participate in creating an even better city.

Thanks to the World Design Capital year, the City of Helsinki already has a large and active network of designers, design organizations, city and state officials, as well as people from the private sector, civil society and universities, who are devoted to using design as the creative power for transformation, and whose experiences can be useful for the other cities in the Creative Cities network.

We believe that during recent years Helsinki has shown that it takes design seriously as a tool in developing a better city. Helsinki's good experiences of using design as such a tool could be of benefit to the whole network. Therefore we see Helsinki as a strong candidate for the Creative Cities Network.

Overview of the city

Helsinki is the capital of Finland, situated in the Northern Europe. Helsinki was founded by King Gustav Vasa of Sweden in 1550, when Finland was ruled by Sweden. As a consequence of the Russian conquest, Finland became an autonomous Grand Duchy within the Russian Empire in 1809. In 1812 Helsinki was elevated to capital of the Grand Duchy of Finland. Helsinki remained the capital after Finland gained its independence in 1917.

Today, Helsinki is Finland's biggest city and the centre of its political, cultural and economic life. The city of Helsinki has 612,600 inhabitants (1.1.2014, prognosis), and the larger Helsinki region about 1.4 million inhabitants (1.1.2013).

In the recent years, Helsinki has topped several international rankings. For example, the British lifestyle magazine Monocle ranked Helsinki as the most liveable city in world in 2011 and just recently, Helsinki was ranked second in Financial Times' listing which assesses cities and regions in terms of their potential to attract foreign direct investment.

Helsinki is a small city in international comparison, but big enough to have good service network, an interesting cultural scene and an international flair. The nature and especially the sea can be perceived everywhere in the city.

Helsinki is a fast-growing city. Thousands of new people are moving in to Helsinki every year, and several new residential areas are under construction. The new areas are excellent testing grounds for innovative services and e.g. for more sustainable building constructions.

The citizens of Helsinki appreciate the unique character of their city as the connect point between east and west. They love to enjoy the short but warm summer in the numerous parks and islands surrounding the city, but also take the best out of the winter season with its several sport activities and cultural events. In recent years, the citizens of Helsinki have become even more active and a new urban culture has sprung to life in the city. Grass-roots events and festivals are organized widely in different neighbourhoods.

It is important to the City of Helsinki to be fun and functional, and therefore, the city wants to support its residents' ideas and develop the city together with them to be even better place to live.

Geographical area

Helsinki is one of the world's northernmost capitals located at 61°N, 25°E

Total area of Helsinki is 716 sq.km of which 503 sq.km is sea and 213 sq.km land. Helsinki has 315 islands, and a 123 km shoreline at the mainland.

Helsinki's mean temperature in 2012 was 5.9°C. The warmest month was July, mean temperature 17.7°C, and the coldest January, mean temperature -6.8°C.

City layout

The city centre of Helsinki is located in a peninsula surrounded by the Baltic Sea from the south, east and west. The centre of the city was constructed after Helsinki became the capital of Finland in 1812. Today, Helsinki can be seen as a "half-wheel", with the old city as the hub, main lines of radical traffic as the spokes, and ring roads as concentric lines that connect the various district centres. Because of its varied coastline, the sea to the south with its islands and inlets has always been an integral part of the character of the city, just as the forest, valley and fields are to the north. In 2008, the Helsinki harbour moved to the east of Helsinki, releasing land to new residential areas close to the city centre and along the coastline. At the moment, Helsinki is in the middle of the second largest building project of its history, which will shape the layout of the city.

Helsinki is a city with interesting urban architecture and historical layers. Modernism, functionalism and the largest concentration of Art Nouveau buildings in Northern Europe make Helsinki a major city of architecture. The wooden architecture is becoming more and more visible in Helsinki.

Infrastructures

The City of Helsinki has an efficient technical and social infrastructure. Helsinki is well accessible both by plane and ship and its road and rail networks are modern and highly functional. The City Planning is integrated with traffic and transport.

The public transportation in the Helsinki Region is well organized and very popular among the citizens. Last year, the BEST survey ranked Helsinki Region public transportation the best in Europe as it had the most satisfied users. The public transportation includes bus, tram, train and metro networks as well as ferries. In total, there were 209.7 million journeys made by public transport within the city in 2012.

Helsinki is also a bicycle-friendly city and promotes bicycling in various ways. Helsinki's bicycle path network exceeds 1,000 km inside the Helsinki city limits, close to half of it in green areas.

The Helsinki-Vantaa airport has been ranked among the world's best airports in many passenger surveys. For example, last year it was selected as the best airport in Northern Europe. The airport serves both domestic and international air travel and provides the shortest route from Europe to Asia. In 2012, 15 million passengers travelled via Helsinki-Vantaa Airport.

The Port of Helsinki is Finland's largest and busiest port, focusing on unitized cargo and passenger traffic. It has three harbours: the South Harbour in the city centre, the busy West Harbour for passenger traffic and cruise ships and the Vuosaari Harbour, a modern cargo harbour completed in late 2008, which also has passenger service. In 2012, 11 million passengers travelled via the Port of Helsinki. The amount of cargo traffic (export and import) via the Port of Helsinki was 9.6 million tons in 2013.

Helsinki is one of the cleanest cities in Europe, rated high in health and sanitation with some of the best drinking water in the world. One-third of Helsinki's land is green areas – parks, forest and other unbuilt areas. They are an integral part of the cityscape and the quality of life in the city. Sustainability is a key consideration in all development.

The City of Helsinki aims to be more energy efficient. It already has 94 % of all homes and offices connected to the district central heating network. Some 55 % of the energy is created from natural gas. The City Council has set ambitious targets for the reduction of greenhouse gas emissions by which Helsinki should be carbon neutral by 2050.

The City of Helsinki is the main provider of health, social and educational services for its citizens. There are 26 sub-district health centres and 6 hospitals in Helsinki. Most of the residents (70 % in 2012) use the health services provided by the city.

The City of Helsinki provides day care services and preschool education for children, as well as open activities at play parks and family houses, in approximately 400 units around the city. It also co-ordinates child home care and private care allowance. Around 64% of children aged 1-6 years are in municipal day care.

In Helsinki, there are 150 comprehensive schools (7–16 year olds) and 38 upper secondary schools (16–18 year olds) with about 64,000 pupils and students. The citizens of Helsinki are highly educated: Almost 40 % of citizens aged 15 years and older have a tertiary education. Half of these have a degree in higher tertiary education.

Helsinki has a dynamic economy with a diversified industrial structure. The service sector employs 88 % of the workforce in Helsinki, which is above the European metropolitan average. In 2012, there were a total of 412,661 jobs in Helsinki and the unemployment rate was 7 %. Helsinki is one of the leading knowledge-based metropolises in Europe. The share of the information and media sector was 10 % in 2012.

Helsinki offers a broad range of business opportunities for entrepreneurs. In 2011, there were 80,028 enterprises operating in the Helsinki Region. The Helsinki Region has 24 % of Finland's business establishments, generating 44 % of national business turnover.

Multicultural profile of the city

Finland is a bilingual country, the two official languages being Finnish and Swedish. Over the past 10 years, the foreign-language resident population of Helsinki has grown by 8 % annually. At the beginning of 2013, the number of foreign-language residents, i.e. with some other mother tongue than Finnish or Swedish, amounted to 73,608, which is 12 % of the population of Helsinki. The largest groups are native speakers of Russian, Estonian, Somali and English.

A major share of the city's total population growth consists of those with a foreign mother tongue. By 2030, the number of foreign-language native speakers in Helsinki is forecast to grow by 73,000. That would mean that 20 % of Helsinki's residents would have a foreign mother tongue. The fastest growing foreign-language resident group is forecast to be Russian speakers.

Municipal/governmental structure

In Finland, the local municipalities are self-governing entities, which have the right to decide on their own matters. Municipalities are responsible for providing their residents with statutory basic services, such as social welfare and health, education and culture, the environment and technical

infrastructure. Basic services are mainly financed through municipal taxes, central government transfers to local government, and fees charged for services.

In local government, the highest decision-making entity is the City Council. Its members are elected every four years in local elections. The Helsinki City Council has 85 members from nine political parties. The three biggest parties are the National Coalition Party, The Greens of Finland and the Social Democratic Party.

The City Council makes the most important financial decisions as well as those related to City administration. The Council further vests their powers in other organs such as the City Board, various committees and boards and individual officials.

The City of Helsinki wants to keep the decision-making process as open as possible for the citizens and increase residents' participation in the process. The agendas and decisions of all city bodies can be found online. The City Council meetings are open to the public and they are broadcasted live online and on demand. The meetings can also be watched live on the local cable channel. There are also several participatory projects carried out with the citizens as well open discussions, surveys and polls. The residents can also file motions in matters related the city operations.

Outline of urban planning policy and strategy

The city wants to construct areas of high quality, where people enjoy themselves both in their spare time and while at work. City planning has traditionally been a strong force in the development of Helsinki. This is possible as the city owns 66 % of the land and can thus decide on most of its usage. The Helsinki master plan is a general plan for organizing traffic and land use, which covers the entire city and controls town planning. It is revised approximately every ten years.

A central goal of the city planning in Helsinki is to produce an average of 5,000 new apartments each year with good public transport connections. Besides constructing new neighbourhoods, the city wants to use complementary construction to get new residents and a more diverse population structure for older neighbourhoods in order to secure services in those areas.

Another goal is to place new neighbourhoods and complementary construction in the service areas of existing and future railway networks and thereby unify the community structure, which in turn will promote the prevention of climate change.

At the moment, Helsinki is preparing a new city-wide Master Plan 2050. The Plan's vision is to strengthen the international competitiveness of Helsinki as a spatially balanced city-region. The aim is also to strengthen Helsinki's urbanism by expanding the city-centre and making it a 'Network City'. The metro and tram networks will be expanded.

Helsinki city planning is an interactive process with the general public. Every citizen has an opportunity to obtain information on current plans and express opinions on the plans. The City Planning department has opened the first 'Platform' exhibition space in the Nordic countries, which hosts exhibitions, distributes information and organizes meetings and events on the planning and development of Helsinki.

Facts and figures on population and economy

Population (2013) 603,968, prognosis 612,594 people (for December 31, 2013).
Helsinki region total 1,383,993 people (26% of Finland's total population).

The population of Helsinki is growing rapidly. According to the latest prognosis, the population of Helsinki will be almost 680,000 by 2030.

Population structure (2013):
0 – 15 years: 14.5 %

16 – 64 years: 69.7 %
65 years and older: 15.8 %

Men 47.1 % and women 52.9 %

Finnish-speaking 81.9 % and Swedish-speaking 5.9 %. Other languages 12.2 %, of which Russian and Estonian are the biggest language groups.

The annual expenditure in the budget of the city of Helsinki was 4,987.9 million euros in 2012. 44 % of the expenditure was used to cover Social Services and Public Health services. The city collects taxes, service charges and other income to cover the expenditure. In 2012, the total revenue was 5,132.8 million euros. The municipal tax percentage was 18.5.

The City of Helsinki is Finland's biggest employer with over 40,000 employees.

5. Creative assets and programmes (maximum 6000 words)

Consumption and enjoyment infrastructures

Cultural centres

- 1) The City of Helsinki Cultural Office promotes art, culture and creativity, and strives to develop the Helsinki region into a culturally rich and diverse area. In Helsinki, culture is everyone's privilege and the Cultural Office has 10 operative units offering cultural activities around the city. The Cultural Office also supports culture with grants to art facilities, institutions, organisations and artists, and provides exhibition and workspace for artists.
- 2) The Cable Factory is the biggest culture centre in Finland. The building of an old cable factory hosts e.g. three museums, twelve galleries, dance theatres, art schools and numerous artists, bands and companies. Concerts, exhibitions, festivals and fairs are also arranged in the premises.
- 3) The Korjaamo Culture Factory is one of the largest arts centres in the Nordic countries. It produces arts events across various fields including music, theatre, fine arts and talks. Korjaamo has its own gallery, Korjaamo Galleria, which produces approximately 20 exhibitions a year.
- 4) Suvilahti provided gas and electricity to the citizens for about a hundred years. In the 2000's, the former plant was converted to a cultural centre. The operation model of the area is similar to that of the Cable Factory. Nowadays, old factory halls are being rented out to cultural actors and lively event clusters have formed in the area.
- 5) The Abattoir, located at the City of Helsinki Wholesale Food Market, offers culture, design and tasty indulgences in a red brick courtyard area of the 1930's. The buildings, which once housed the city abattoir, create an atmospheric inner courtyard surrounded by shops and restaurants.
- 6) Checkpoint Helsinki is a new art organisation that commissions and produces artworks by emerging international artists. It invites artists and curators to realise their ideas for projects in Helsinki, and thus functions as a platform for artistic work. The aim of Checkpoint Helsinki is to make arts visible in the cityscape, and to open up different forms of contemporary art for the public.

Cultural districts

- 1) Helsinki's Design District offers an ideal place to get to know Finnish design. Located in the centre of Helsinki, the Design District Helsinki is an area full of design and antique shops, fashion stores, museums, art galleries, restaurants and showrooms. The Design District Helsinki plays a large role in boosting Helsinki's reputation as a city of design. The Design District comprises nearly 200 members.
- 2) Suomenlinna is a historical maritime fortress and one of Finland's most popular sights. The Suomenlinna fortress was listed as a UNESCO World Heritage Site in 1991. It attracts more than 700,000 visitors every year. Suomenlinna is owned by the State and administered by the Ministry of Education and Culture. The Governing Body of Suomenlinna manages, restores and maintains the fortress with more than 200 buildings and over 80 hectares of land on seven islands. Suomenlinna is also a living district of the city of Helsinki, with a permanent population of more than 800.

Suomenlinna offers a diverse range of sights and activities, including six museums, guided tours, exhibitions, events, concerts, an open-air theatre, and also high-quality handicrafts. The aim of the association of the artisans of Suomenlinna foundation is to promote arts and crafts made in Suomenlinna.

3) The Tori Quarters in the historical centre of Helsinki is the place where the heart of the old town meets the new buzz of the city. Located right next to the sea, between the Market Square and Senate Square, Tori Quarters enable encounters between old and new; travellers and locals; east and west as well as city administration and the local citizens. The historical buildings of Tori quarters, used as administration offices for over 40 years are now being renovated, opening up new spaces for artisans, restaurants and boutiques. The Tori Quarters project also produces events, rents out empty spaces to interesting pop up events and acts as a setting and an enabler for new urban culture.

The citizens of Helsinki are more active than ever in organising community-based events and festivals. The City of Helsinki is committed in supporting its citizens by providing them facilities and free plots e.g. at the construction sites of the new residential areas. A good example is Kalasatama, the old harbour area, that has hosted temporary culture activities, such as graffiti walls and Bermuda Helsinki's container square for the arranging of spontaneous events, spots for urban gardening, environmental art and even a popular summer café.

Of the recently completed new neighbourhoods, the design and arts themed Arabianranta is a living example of a new kind of city planning. Since year 2000 The City of Helsinki required all developers in the Arabianranta area to use 1 - 2 % of the building investments of individual sites for works of art. The approximately 300 curated artworks in the area reflect the multifaceted history of the area and contribute to shaping the identity of the new-built area. In addition to the birthplace of Helsinki, it is the former porcelain factory Arabia that gives characteristics to the area. One of the last artworks commissioned is the 2012 opened urban art park celebrating the work by the famous Finnish designer Tapio Wirkkala.

Libraries

The public library service maintained by the city brings people to open information making use of all methods of saving and sharing knowledge. The Helsinki City Library is the biggest public library in Finland, where the copies of a work can be borrowed by anyone for free. The service network of the Helsinki City Library consists of 37 libraries, an Urban workshop, 10 institutional libraries and two mobile libraries. The library offers customer computers with access to the internet and a range of databases. The catalogue of all the public libraries in the Helsinki area is available via the Helmet network, regardless of where they live. In addition, Helsinki libraries are also important cultural centres, organising literary events as well as community activities and events for children.

Libraries are very popular cultural services in Finland. In 2012, the Helsinki City Libraries had 6.7 million visitors and the web library had 6.8 million visits. The library customers showed an increasing interest in e-books, e-magazines and the online film service.

A new Central Library, which offers a public open space in the city centre, is planned to be opened 2017. The Central Library would simultaneously be both a showcase of the innovative city and an easily accessible place for people to come to learn and work. The goal is to create a specific house for the citizens, where culture can be created independently or in cooperation. The digitally intelligent library supports learning, sharing of knowledge and opening of information with different kinds of technologies. The citizens of Helsinki are closely involved in planning the services of the new Central Library

Helsinki City Library also hosts an Urban Workshop, where anyone can come and bring their ideas to life. It is a place for active citizens to test and try out their ideas, to learn and make new things together. It provides equipment and professional help to design and produce e.g. t-shirts or 3D-prints. The work spaces are free for anyone to book for a meeting or an "out-of-office" day. The Urban Workshop is an activity planned by the city residents, a pilot project created as a result of participatory budgeting.

The design of the Helsinki Region Libraries mobile service, HelMet, and the Central Library are showcase as examples of good design in the latest edition of the Finnish Design Yearbook.

The Main Library of the University of Helsinki, located in the Kaisa House, is the most impressive project

of the University's World Design Capital Helsinki 2012 year. The building represents award-winning new Finnish architecture. Moreover, the new library's services went through a thorough service design development process where a set of new customer oriented library services were invented together with the users, staff and stakeholders.

Museums

There are eighty museums in Helsinki. Considering the size of the city, Helsinki offers an exceptionally broad selection of museums. The museum field works actively and besides high-quality exhibitions, the museums also host a number of events such as lectures, guided tours and workshops.

- 1) The Design Museum illustrates classics of the Finnish design and the development of industrial art, artistic handicraft and industrial design from the second half of the 19th century to the present day. The permanent exhibition of the museum is supported by temporary Finnish and international thematic exhibitions on historical and contemporary design. In past years, the Design Museum has hosted exhibitions e.g. on the golden age of Finnish design (1945-67), the expanding field of graphic design, fashion and new Nordic design. Besides main premises at Design Museum, other premises and exhibition spaces are Arabia Museum, Iittala Glass Museum and Nuutajärvi Glass Museum.
- 2) Helsinki Art Museum is one of the largest art museums in Finland and the Nordic countries. It functions as an interpreter of the history of the visual arts and of new trends in visual culture. The core function of the Art Museum is to create opportunities for meaningful encounters between people and the visual arts. The Museum's vision consists of a Finland, where art and culture create a sense of existence and where visual literacy is a shared resource.
- 3) The Ateneum Art Museum houses the largest collections of art in Finland with more than 20,000 works of art from the 1750s to the 1950s.
- 4) The Amos Anderson Art Museum is the biggest private art museum in Finland. Its collections consist mainly of Finnish modern art, older art from Amos Anderson's private collection and interiors from his home. Currently an extension to the Amos Anderson Art Museum is being planned in the centre of Helsinki, at Lasipalatsi and its square.
- 5) The Museum of Finnish Architecture offers rich new perspectives and discussion openers to Finnish and international architecture. It hosts both Finnish and international touring exhibitions as well as a permanent exhibition on 19th Century Finnish Architecture.
- 6) The Museum of Contemporary Art Kiasma breaks the boundaries of traditional art museums and follows the latest trends. The collections include Finnish and foreign art, particularly from the Nordic and Baltic countries and Russia from 1960s onwards.
- 7) The Solomon R. Guggenheim foundation has made a proposal to the city concerning the establishment of a Guggenheim Helsinki museum. In their proposal, the foundation has envisioned a new museum, which has a strong focus on Nordic and international architecture and design. In January 2014, the city of Helsinki reserved a plot for the Guggenheim foundation for an architectural competition. The competition will be arranged as a two-phase international design competition, in which the first phase is open.

Design District Helsinki is an area where you can find lot of showrooms for design. In the heart of the district there is one of the main organisations and venues for design. Design Forum Finland is the promotion organisation of Finnish design. It is run by the Finnish Society of Crafts and Design which, established in 1875, is the second-oldest design-industry organisation in the world. The Design Forum Finland gallery and shop showcases the latest trends in Finnish Design. The mission of Design Forum Finland is to support affluence and competitiveness in the economy and society by promoting widespread utilisation of design.

There are also several other exhibitions and galleries bringing forth design. During World Design Capital Helsinki 2012 year the design topics spread to new venues and galleries ranging from Sports Museum to Heureka Science Centre. There were approximately 100 design related exhibitions during the year. Also another interesting phenomena was the new combinations between art, design and fashion.

Festivals, celebrations and fairs

Helsinki has achieved a significant position as a host city to international conferences and events. In the latest ranking by the Union of International Associations (UIA), Helsinki was 14th most popular

Congress city in the world.

Helsinki is full of events, year-round. There are more than 3 000 events per year, including festivals, fairs, sports and food events as well as exhibitions. The most relevant for this application are highlighted below:

- 1) The Helsinki Festival is the largest arts festival in Finland, organised annually in late summer. The festival's aim is to make art accessible for all. In 2013, the festival attracted more than 200,000 visitors.
- 2) The Helsinki Design Week in September is an annual city festival for design in all the ways that design appears in our lives. Events take place all across the city and can be about traditional or industrial design, fashion, communication or even music. Lately, the festival has been expanding, with a growing international network and an increasing number of people and companies that suggest and plan events. In 2014 the Helsinki Design Week celebrates its 10th anniversary.
- 3) The Expo and Convention Centre Helsinki, is the largest fair and conference venue in Finland and attracts over a million visitors annually. The most anticipated fair The Habitare is arranged every autumn. The Habitare is the largest furniture, interior decoration and design fair in Finland.
- 4) The Helsinki Day is celebrated annually on 12th of June since 1959, to commemorate the founding of Helsinki. The city's parks, streets and stages are full of versatile programme on this day.
- 5) The Lux Helsinki light event, arranged for the sixth time in January 2014, brought 150,000 visitors from Helsinki, the rest of Finland and around the world to the centre of the city and to the Cable Factory. Lux Helsinki, the leading event of its kind in the Baltic Sea region, is a light installation event that makes light of the darkest time of the year.

As stated before, Helsinki strives to be an open and inclusive city, where the initiatives of the citizens matters. There should be a low threshold for ideas and initiatives to be realized. Accordingly, the City Administration has made the planning and execution of events user-oriented and easier. Two surprising examples of the results of this new policy are Restaurant and Cleaning Days, which both have emerged from initiatives of the citizens.

- 1) Starting in 2011, the Restaurant Day has grown in three years to a worldwide food carnival. Organised four times a year, it is a day when anyone can set up a restaurant, café or a bar for a day. It can happen anywhere: at someone's home, at the office, on a street corner, or at a park – only the imagination is the limit.
- 2) Cleaning Day, is a day of celebration of ecological principles for friends of second-hand and urban culture. Twice a year, it turns the city into giant second-hand markets, where anyone can sell or give away their old things.

Policies and mechanisms supporting artists and culture professionals

The Strategy Programme 2013 - 2016 of the City of Helsinki highlights the meaning of creative industries and culture as a source of competitiveness, well-being and attractiveness of the city.

The City of Helsinki is the second largest supporter of the arts in Finland, distributing 21.1 million euros each year as direct support, operating subsidies and grants. There are seven different programs for different purposes.

The culture and art are widely supported nationally in Finland by public funding and a copyright compensation system. As a large share of creative professionals live and work in Helsinki, they benefit from the both support systems (city and national support). The main national supporter is the Ministry of Education and Culture through various programmes and institutions.

The Ministry of Employment and the Economy together with the Ministry of Education and Culture have been working actively to support the creative industry development projects. Their joint Creative Industries Finland Programme provides information and services for creative industries developers, policy-makers and key interest groups. The City of Helsinki is a partner in this work.

Besides, the main national initiatives and policy papers related to design are:

- 1) National Innovation Strategy (Ministry of Economic and Employment): The National Innovation strategy seeks to broaden the base of the national innovation policy by seeking economic growth and well-being through productivity in public services and quality of working life, as well as through private sector competitiveness.
- 2) National Design Programme (Ministry of Education and Culture and Ministry of Education and

Culture): The 2013 published programme proposes 29 measures aimed at strengthening design skills and their utilisation. According to the programme, both the private and public sector need better design competence. In order to achieve this, the purpose is to strengthen design skills, starting with early childhood education, and to improve design research and education.

The main business support mechanisms for creative industries are:

1) EnterpriseHelsinki – business counselling for start-ups and growth companies (City of Helsinki): EnterpriseHelsinki is a service centre for entrepreneurs already in business and those who hope to enter business. The centre provides support, all the way from developing a business idea to finding the right contacts.

2) DigiDemo and Creademo – financial support for innovative ideas (Ministry of Education and Culture): The aim is to support the product development of culture-themed works, programmes, games, and services that have a good chance of going into production. The subsidies are distributed by the Promotion Centre for Audiovisual Culture.

3) Luovimo – business models for creative concepts (Finpro): The programme aims to develop creative industry companies' capacity for internationalisation, to support multidisciplinary cooperation and networking as well as to generate concrete, quantifiable benefits for companies through a global network of experts.

4) Tekes – the Finnish Funding Agency for Technology and Innovation: Tekes finances and activates research and development projects as well as innovation activities by companies, universities, polytechnics, and research institutes. Tekes is a government agency. More than 2,000 research and development projects are launched with the help of Tekes's annual EUR 600 million. In 2010, more than half of this funding went into non-technological development.

For a long time, Tekes has been financing expanding entities in the creative industries. Since 2001 Tekes has systematically financed the acclaimed Finnish game industry: the results include global success stories like Angry Birds. Tekes also offers support for companies seeking to improve their competitiveness by using design.

Human resources

Local creators present and involved

Helsinki is the centre of creative industries in Finland. Creative industries have been one of the fastest growing business sectors in Helsinki in recent years and it now offers more jobs than the construction, financing and logistics sectors. Music, theatre, dance and cinema have been historically strong arts in Helsinki; at the same time, new media art and crossover festivals also play a very important part in Helsinki's cultural life.

Helsinki defines creative industries as follows: "Creative industries (CI) include, among others, architecture, design and fashion, arts and crafts, software, music, theatre, media and publishing. The definition of CI used by Helsinki does not include research or new media that are sometimes seen as elements of CI."

The intensity of creative industries is higher in the area than in the rest of the Finland. 52 % of all the creative industry businesses are located in the Uusimaa region, where Helsinki is the main business hub. According the National Business Statistics the share of businesses in creative industries in relation to all business branches was 6 % in 2011. Considering the whole country the share is approximately 3.2 % on average.

Regarding design businesses there are 3,313 companies in the region and together they employ 8,407 people (National Statistics 2011). The total turnover was 1.6 billion euros. Calculating together all design intensive businesses such as advertising and artistic productions there are 42,305 companies and 245,276 people in Helsinki working in the field.

Professional associations involved

The fact that the three main design organisations, Design Forum Finland, Ornamo and Grafia were founded in Finland even before the country became independent tells a lot about the role of design in Finnish society. Design is in the DNA of the Finns. All major design organisations and

associations are situated in the Helsinki region.

1) Design Forum Finland is the promotion organisation of Finnish Design. Its mission is to support affluence and competitiveness in the economy and society by promoting widespread utilisation of design. Design Forum Finland's activities include design exhibitions, publications, design prizes and competitions, and media and sales promotion services, among others. One of the core businesses is to promote design among small and medium-sized enterprises, which is achieved in projects both nationally and internationally.

2) Ornamo, the Finnish Association of Designers, is the national central organisation of designers with more than 2,100 members. The members are professionals specialising in industrial design, fashion, textile and furniture design, interior architecture, craft art and textile art as well as researchers of the field. Ornamo aims to develop the aesthetic, ethic and functional qualities of our surroundings by promoting the working possibilities of its members.

3) Grafia is a professional organisation which seeks to promote expertise in and understanding of visual communication design. It has approximately 1,000 members and its activities include The Best of Finnish Advertising and Design competition, awards, prizes and grants as well as courses, seminars and communication.

4) The Friends of Finnish Handicraft is one of the leading Scandinavian promoters of textile art. This bastion of Finnish applied arts was established already in 1879 and continues to actively cherish the tradition of textile crafts, but also together with artists, architects and designers, revitalise the modern textile art displayed in public spaces.

These design organisations have from the very beginning been active members in the global design community. Ornamo is a founding member of ICSID, International Council of Societies of Industrial Design and Grafia is founding member of Icograda, International Council of Graphic Design Associations.

Jobs created in recent years, and expected

The number of design businesses has increased annually by 2.4 % on average in 2007 – 2011. This means that a total of 300 new businesses were established in five years. During these years, the number of people employed by design increased by 680. The turnover increased by 2.1 % on average. The design business is expected to keep growing but, considering the economic challenges that Europe is currently facing, predictions are very difficult to make.

Naturally, design as a tool and process often takes place inside businesses that are not dedicated to design per se. The major Finnish companies have embraced design as one of the key success factors and therefore they have their own design teams in place. Bearing this in mind it is possible to calculate the correct number of design professionals working within all industries. The rise in public sector design has also created opportunities for designers to work within public sector organisations.

Present and future places dedicated to production

Design businesses can be found everywhere in the city. There are however a few neighbourhoods where there is particularly high concentration of design businesses. These include the districts of Punavuori, Kallio and Vallila.

The recent development work done in the old city centre area called Tori Quarters has also brought many crafts and design entrepreneurship to the heart of the city.

In addition, there are a couple of initiatives to connect entrepreneurs working in the creative sector. Loft Helsinki Pasila unites small-scale entrepreneurs and developers of different branches, which creates new cooperation possibilities and a new production culture. The location of Loft Helsinki in the developing area of the national broadcasting company YLE's studios in Pasila enables a new kind of cooperation in the media field. In the future, the role of Pasila as Helsinki's business and media hub is becoming stronger.

Moreover, the University of Helsinki and the City of Helsinki's EnterpriseHelsinki have joined forces to create the Helsinki Think Company, which is a service point for the promotion of entrepreneurship. The space is open to all entrepreneur-spirited persons, aspiring entrepreneurs, entrepreneurs and companies. Beginning in fall 2014, the operations of Helsinki Think Company will expand to other campus areas as well.

Education / Research / Capacity building

Educational programmes and institutions concerned

The Finnish education system is an egalitarian Nordic system and, accordingly, full time students are not required to pay any tuition fees for their education. This principle applies to basic education, upper secondary education and higher education. In the Finnish society, education is held in high esteem, the possibility to pursue knowledge and higher education according to ones abilities is considered a right and not a privilege. In fact, state funded financial aid can be awarded for full-time study in an upper secondary school, vocational institution or institution of higher education. Universities, higher education institutions and polytechnics participated actively in the design capital year and realised almost 100 projects as part of the WDC Helsinki 2012 programme. This further deepened Helsinki's relationship to educational institutes that provide design education and they have developed their education programmes to match the needs of city development. Helsinki is Finland's centre of higher education and research. The Capital of Finland is home to the University of Helsinki, which is one of the best multidisciplinary research universities in the world. In addition, there are universities in the art and creative sector.

The research university in the art and creative sector:

1) Aalto University

Aalto University was established in 2010 by the merger of three highly-regarded universities: Helsinki School of Economics, Helsinki University of Technology and the University of Art and Design Helsinki. Aalto University gives the students unique possibilities for cross-disciplinary projects and learning in practice. There are nearly 20,000 undergraduate and doctoral students at Aalto University.

The Aalto University consists of six schools: School of Arts, Design and Architecture, School of Business, School of Chemical Technology, School of Electrical Engineering, School of Engineering and School of Science. In total, the university offers more than 130 programmes at Bachelor's, Master's and PhD level.

At the School of Arts, Design and Architecture there are nearly 3,000 students. The programmes on offer include, for example, Architecture, Collaborative and Industrial Design, Costume Design, Documentary Film, Game Design and Production, Product and Spatial Design, Screenwriting.

A special feature of the Aalto University is the joint platforms called Factories. These two Factories are particularly related to design:

The Design Factory is an open environment for the research and education on product development. The Design Factory offers modern facilities of 3,000 m² for the cooperation between researchers, students and companies. The Design Factory accelerates the change in the Aalto University culture of operation and teaching by supporting interdisciplinary and problem-based learning and research.

The Service Factory brings together the service-related expertise of the Aalto University schools. It is an open collaborative network and a platform for multidisciplinary cooperation. The Service Factory identifies new areas of service research, launches research projects joint between the Aalto University schools and offers excellent opportunities for collaborations in teaching. Its goal is to produce new research findings and to be at the forefront of science, develop education on services and create service innovations.

The key programmes in the field of design are:

1) The Product Development Project where international companies provide multidisciplinary student teams with a brief of a real, existing problem that requires resolution and sponsors the ensuing research, ideation, and concept development; projects last an academic year.

2) IDBM, International Design Business Management for Professionals, an existing non-degree programme that offers professionals in any of the related fields (business, technology, design) the opportunity to expand their expertise and become top-class design managers.

3) Creative Sustainability Course offers a wide range of latest scientific knowledge related to urban and industrial sustainability and corporate responsibility; mission is to educate and boost re-thinking in design & architecture, business management and industrial processes.

There are two universities of applied sciences offering programmes in the art and creative sector:

1) Arcada University of Applied Sciences

Arcada is a multi-professional university of applied sciences with the campus located in

Arabianranta, Helsinki. Arcada offers high quality practice-oriented higher education at both Bachelor's and Master's levels as well as further education. 2,700 students from 40 different countries study at Arcada. The Media programme offers specialisations in online media and art direction, cinematography and editing, producing, sound design and music production, concept design and scriptwriting.

2) Helsinki Metropolia University of Applied Sciences

Helsinki Metropolia University is Finland's largest university of applied sciences with 16,800 students studying for a Bachelor's or Master's degree. The university offers 65 degree programmes, of which 14 are in English. Metropolia's Faculty of Culture and Creative Industries offers degree programmes in fields such as Classical music, Conservation, Cultural Management, Design, Fashion and Clothing, Film and Television, Media, Music, Performing Arts and Pop and Jazz Music.

Level of qualification in Helsinki

Percentage of 15 year-olds and older with secondary education 33 %, tertiary education total 38 %

Annual number of graduates in the creative sector

1) Aalto University, School of Arts, Design and Architecture (2012): Bachelor's degrees: 142, Master's degrees: 238, Doctorates: 12

2) Arcada University of Applied Sciences (2013): Bachelor of Culture and Arts 28

3) Helsinki Metropolia University of Applied Sciences, School of Culture and Creative studies (2012): 414 graduates

Awarded/prominent professors in the creative sector

Aalto University was awarded more than 30 international arts awards in 2012. The prominent professors in the field of design are: Simo Heikkilä, Helena Hyvönen, Turkka Keinonen, Ilpo Koskinen, Irma Kukkasjärvi, Tuuli Mattelmäki, Peter McGrory, Raimo Nikkanen, Yrjö Sotamaa, Tapio Vapaasalo

International reputation

Finnish basic education has over the years scored particularly well in the worldwide OECD PISA (Programme for International Student Assessment) studies of 15-year-old school pupils' scholastic performances.

As of the end of 2012, Aalto University was home to two Academicians of Finland and five of the Centres of Excellence in Research named by the Academy of Finland. Aalto University is also a participant in two centres coordinated by others.

Recognising its excellence in the research fields, in 2012 Aalto University had:

12 European Research Council (ERC) research grants, 7 professors appointed by the Academy of Finland, 37 research fellows appointed by the Academy of Finland, 15 Finland Distinguished Professor Program professors and fellows.

Aalto is the only Finnish university to be included on Leiden University's Europe Top 100 universities by publication impact. 10.9 % of Aalto University's publications are amongst the top 10 % of the most cited publications in their respective academic fields.

Informal education opportunities

For anyone with an interest in design, there are a number of informal opportunities to study design related topics. Design-related education is considered important even at an early age. Hence, the education on offer includes all age groups ranging from preschool children to adults and the elderly. The opportunities span from purely hobby-oriented courses and initiatives with educating goals to Open University courses and professionally oriented programmes.

The high standard museum pedagogy programmes are widely available in the museums in Helsinki and they provide interesting free of charge curriculums to groups of school children. The city operated museums provide also free entrance.

Design education for children and youth was increased during the World Design Capital Helsinki 2012 year as it brought design education to children and youth in kindergartens and schools, as well as through recreational activities. It further strengthened Finland's status as a leading country in design education. During the year, an estimated 50,000 children and young people participated in

design education projects in the metropolitan area.

During 2012 the Finnish National Board of Education also put together a body of teaching materials on design and architecture and made it available to all teachers in Finland. The new teaching materials can be used at all levels of education: in basic education, vocational upper secondary education and training, general upper secondary education, and basic education in the arts.

1) Arkki, School of Architecture for Children and Youth

Arkki, School of Architecture for Children and Youth, is a non-profit organisation. Arkki offers a variety of architectural courses to young people and creates educational curriculums for schools, museums and after school art and architecture clubs. Around 500 children between ages 4 to 19 participate weekly in architectural courses on a long term basis. In addition, Arkki offers various annual architectural short-term courses for about 1,000 children.

Arkki is also involved in research projects and organises events and conferences. Arkki is involved in national and international networks of professionals in the field of architecture and environmental education. It also organises training of school teachers and day-care personnel. In Helsinki, Arkki runs a Children's Gallery of Architecture.

2) Designer's Treasure Chest

The Designer's Treasure Chest was launched as part of the World Design Capital 2012 project. It is a design-education package targeted at pre-schoolers, which gave some 11,000 children a chance to explore design with the help of a treasure chest, packed with crafts materials. Designer's Treasure Chest includes a guidebook on design methods as well as materials for workshops. The curriculum-based contents encourage children, by means of play, stories, and own doing, to inspect their own environment from a design perspective. The exercises focus on considering what design really entails. The slogans "Where is design?" and "Let's find design!" are based on a hide-and-seek game familiar to children. Preschool education employees were given training to support the implementation of the treasure chest. The Designer's Treasure Chest remains a part of preschool education, where it is utilised in children's design education.

3) Annantalo Arts Centre

Annantalo Arts Centre for children and young people is run by the City of Helsinki Cultural Office. Annantalo offers art education, exhibitions and dance performances and theatre productions. During daytime, the centre is filled with primary school children who attend art classes. Many of the courses are related to design as they include animation, architecture, graphics, ceramics, the visual arts, word art, cartoons, textile art, photography and video. Altogether, Annantalo offers 80 courses that are attended by around 800 children and young people.

4) City of Helsinki Youth Department

The Youth Department provides a wide range of possibilities for young people to be active in their leisure time and interact with each other, but also to develop their skills. The activities range from performing arts and handicrafts to outdoor activities and media production. The Youth Department makes it possible for the young to develop their skills in fields that eventually may open the way to a professional career in the creative branches. At the Youth Department's centres, it is possible to borrow equipment and receive informal guidance and advice in fields such as camera work, video editing, multimedia and media production. A popular activity is the GameDev club, where young people interested in developing games are guided and advised by professionals from Helsinki's thriving games industry.

5) Aalto University Open University studies

Open University courses are open to everyone regardless of their background or age. Aalto University offers Open University offers individual courses in Art and Design. Students are admitted to individual courses in the order of registration. The quality and contents of the teaching at the Open University corresponds to those of the degree education of Aalto University.

6) Finnish and Swedish Adult Education Centres

Adult Education Centres offers courses in various types of handicraft including textile work, carpentry and ceramic work for almost 10,000 students.

8) Helsinki Design School

Helsinki Design School is a new private institution that offers programmes in Fashion Design, Fashion Marketing, Beauty Marketing and Visual Merchandiser. The school also offers shorter courses in fashion journalism and fashion film.

6. City's contribution to the Creative City Network (maximum 8000 words)

As a small city Helsinki needs to connect with the rest of the world. In realizing our dream to develop an open, functional and inclusive city we see the need to adopt creative tools such as design. It is our mission to share ideas and learn from other cities in the network.

Objectives

For UNESCO's Creative City Network application Helsinki has five main assets:

- Strategic commitment to design already exists
- An extensive programme that embeds design-led thinking in all areas and levels of city has just started
- Design reputation and heritage - a combination of past and future. Helsinki has both design credibility and a cutting-edge and forward-looking vision for future
- Ability to act - experience of executing and communicating a successful design programme that is appealing both nationally and internationally
- Open Helsinki - a transparent society, good governance and a tradition of open sharing of experiences add value to Creative City Network

1) Helsinki is strategically committed to design

Helsinki believes in the power of design. We believe that design is the key driver for truly successful cities of the future. Helsinki has a dynamically developing urban environment and is committed to use design as a source of well-being and competitiveness: we need better, human-centric solutions and services.

Design and design-led thinking were introduced more profoundly through the World Design Capital Helsinki 2012 process and its more than 100 public sector design projects. Helsinki noticed that design can help cities in finding new and often radical ways to operate and to visualise their future and strengthen user-oriented approaches in city service design.

According to Helsinki's Strategy programme 2013 - 2016 the main design related statements that the city commits to are:

- The City strengthens Helsinki's position as a major design city by utilising design and design-led thinking in the renewal of the city and in the development of services.
- Design and design oriented events are used in the city marketing to differentiate Helsinki.
- A user-oriented service design is utilised, and the know-how in service design is improved.

2) Helsinki is a Design Driven City

Helsinki has launched a Design Driven City programme, a two-year legacy project of the World Design Capital Helsinki 2012, to promote the use of design in Helsinki. The project seeks to put design firmly at the core of the development of public services and to strengthen user-oriented approaches in city service design. The goal of the Design Driven City programme is that Helsinki is a city that recognises and understands the significance of design, and knows how to benefit from it.

As a result and impact of the World Design Capital Helsinki 2012 project, Helsinki has identified four legacy areas that it will carry on with:

- Cities need design to prosper. Design Driven City programme is a tool to take design-led thinking further within the city administration by developing services and operations through methods of design.
- Helsinki has a cutting-edge design profile. Design is one of things that differentiate Helsinki from other cities and design is an important theme of international communications of the Helsinki metropolitan region.
- Helsinki is an event-filled design city. Helsinki encourages all design-based events and the use of design to benefit all events.

- Maintaining and developing the WDC network. Communicating between the WDC cities and with international design organizations.

3) Design reputation and heritage

Design demonstrates the Finns' capability to solve matters professionally and creatively. The internationally renowned design competence stretches from individual products to public services and the development of society as a whole. It is also evident in high-quality urban environments. Design makes Finnish products and services desirable and it is always based on high levels of competence.

Finland is a small population with big design story and Helsinki has credibility and a great design tradition. But much more important is the vision for the future. Helsinki is a forward-looking design city that the rest of the world is carefully following, especially after the WDC Helsinki 2012 year.

4) Meticulous execution and a strong ability to act

Helsinki has experience of executing and communicating a successful design programme that is appealing both nationally and internationally and appeals to society as a whole.

The City of Helsinki built an efficient collaboration model for the World Design Capital year - public, private and citizens together for a joint goal. The defining word was inclusive, not exclusive. Inviting the whole society to the process made all of us doers and makers of the project. World Design Capital Helsinki 2012 was a joint effort of five metropolitan area cities, the Finnish government and the ministries, universities, business partners, design community, dozens of NGOs, and the people. An efficient network and a shared vision allowed the project to grow far larger than expected. All Finnish promotional organisations and the whole embassy network communicated the same message of Helsinki as a cutting-edge place for design thinking.

The City of Helsinki have been successfully sharing information about the creative industry policies and projects also before. The EU-funded project called Creative Metropolises was conducted during 2008 – 2011 together with 11 European metropolitan cities. City of Helsinki participated the project as a joint venture between the Culture Department and the Economic Development Unit.

The study question underpinning the Creative Metropolises network project was: How can creative metropolises (cities) strengthen the capacity and effectiveness of public support to unlock and support the economic potential of the creative economy. The project produced study visits between the cities, matchmaking events to creative industry businesses from the 11 cities, a situation analysis of the cities, a portfolio of good practises and an extensive evaluations about the cities creative industry policies and practices. The evaluation of the project distinguish four main broader impacts which indicate also to the changes in real practices:

- Transfer of practices between the cities
- Changed patterns of interaction and knowledge exchange
- Emergence of new activities and initiatives
- Increased knowledge about creative industries and its policies

Now the City of Helsinki wants benefit from the existing local, national and international networks by continuing to promote design tools and design-led thinking in cities. We believe that design can help make cities better, more easy-going and more functional.

5) Open Helsinki

More than anything, the World Design Capital Helsinki 2012 project was a network project that brought together five cities in the metropolitan area, the Finnish Government, local and global design communities, two universities, NGO's, and corporate partners among others. This ability to both create networks around design and actively develop them is one of Helsinki's assets.

In 2012, the World Design Capital brought together the international design community. Nearly 80 international seminars, conferences and encounters were organised in the Helsinki Metropolitan Area and it firmly positioned itself as a meeting place for the international design community. In all, the World Design Capital Helsinki 2012 year saw more than 2,000 design experts from all over the

world, arrive to Finland, to exchange thoughts on design and learn from each others. By being actively involved in international activities, the City of Helsinki believes that it is making an important contribution to the future success of Finnish design through new contacts, experiences, ideas and perspectives.

Finland is a transparent society, it is equal and safe. There is a strong tradition of openly sharing experiences, successful stories and best practises. The culture of trust, openness and lack of hierarchy generates social and technological innovations. The City of Helsinki believes that this would add value to Creative City Network and reinforce it.

Areas of action

1) Design Driven City programme

Design Driven City project 2013 - 2015 promotes the use of design by cities and creates ways to incorporate design thinking into the development of public services. Design Driven City provides expert design services for cities and helps the design sector understand how the public sector works. The Design Driven City programme has hired three city designers, that is, professional designers who will put their design know-how to concrete uses, working side by side with city staff in city development processes. The city designers will be tasked to identify areas where design can be applied and to define ways to apply design in these areas and also educate the city staff in the procurement of design services.

The city designers join projects of the participating cities, and their work will be used to create best practices for national and international use. The city designers will work with such city projects in which they can develop solutions to benefit other cities as well. For example, cities can improve their understanding of resident needs and ways to engage residents. Design will be used in the projects to bring savings. Design will be used to develop smarter ways to produce public services, and it will be used to rationalise spending to best meet user needs. Cities also need to do swift experiments, and they need new ways to test and evaluate activities. The city designers will help city organisations to strengthen the culture of experimentation, and they will assist the design sector to understand how the organisations work.

Work is launched with four assignments and all together Design Driven City will work with 10–15 projects over the next two years. The city designers will start their work with the following assignments: they will improve street work sites, create new concepts for youth housing, help develop a festival park where citizens and culture meet, and work towards a networked city. Among other tasks, the city designers will complement the projects with user-oriented approaches, help to harmonize space and services, and integrate diverse city services.

In addition to serving larger projects, Design Driven City assists cities in various design-related questions. City designers help and guide the city administration in questions relating to cities and design. They share experiences on using design in cities and keep followers updated on lessons learned and best practises. They also give advice on using design in different specific fields and direct further in purchasing design services. As part of the work, the Institute of Design and Fine Arts at the Lahti University of Applied Sciences offers a special city design programme for municipal employees and designers who work in public sector projects.

We believe that benchmarking and building bridges to other similar projects within the Creative Cities Network would help us with our design projects. We expect that examples from other cities are able to introduce us new design thinking and optional approaches to the development work at hand. The networks of experts working in similar issues in other cities can be a powerful tool in accelerating development and fostering new innovations.

2) Design education

The World Design Capital Helsinki 2012 year further strengthened our understanding of the importance of the design education. WDC Helsinki 2012 improved possibilities and tools to provide design education to children and youth in kindergartens and schools as well as through recreational

activities. During the year, an estimated 50,000 children and young people participated in design education projects in Helsinki, Espoo, Vantaa, Kauniainen and Lahti. Developing the design education further is one of our goals for the future.

The WDC Helsinki 2012 year saw the promotion of design education take a leap forward also on a national level, as the Finnish National Board of Education put together a body of teaching materials on design and architecture and made it available to all teachers in Finland. The new teaching materials can be used at all levels of education: in basic education, vocational upper secondary education and training, general upper secondary education, and basic education in the arts.

We believe that working together in the Creative Cities Network will allow us to bring forth the relevance of design education also globally. The contribution to education systems, in for instance in the developing countries, can be powerful. Design tools give children abilities to solve problems, visualise their ideas and see the possibilities to be an active member and developer of the issues concerning their everyday life. Our latest developments in the field of design education have already raised interest in other cities such as Cape Town, the World Design Capital of 2014.

3) Design Manual for Helsinki

The Public Works Department of the City of Helsinki has initiated a cooperation project, which aims at creating a city space instruction, a.k.a. a design manual. The instruction compiles the principles used in the planning of public areas and works as an instrument for quality and cost management of the city environment. The effectiveness of the design manual is considerable for the entire city. In the future, we have instructed, but also laid out a number of working guidelines for products and ways to act, which can also be maintained. The designers receive a manual, which makes their work easier, but which must not hamper the creation of new ideas. The manual is maintained to meet the challenges of the future. In the future, Helsinki will have an own image (brand), which will also be recognisable in the city space and its furniture and materials.

The city of Helsinki would like to be able to benchmark other cities that may have a similar manuals in place or under consideration.

4) User involvement and orientation

It is crucial to understand people's actions and the user's perspective as essential pieces in the design process. Cities exist for their people and they belong to their citizens. In a user-friendly city, information, ideas, thoughts and people are allowed to flow freely.

User-friendliness links back to cities in at least two ways. Design can grant the necessary tools for citizens to independently shape their living environments. This process is often referred to as co-creation. The user-friendly city is a democratic city, where the citizens engage in the decision-making and in the shaping of their surroundings.

On the other hand, user-friendliness in city planning also refers to city officials and political decision-makers, and how they can understand the needs of the citizens one level deeper. Citizen-derived planning is spiced up with user profiling, observing everyday habits, and finding concrete visualisations for the future.

The role of the user, the city resident, is now stronger than ever. City planning and the provision of welfare services are increasingly served by processes and systems where embedded design plays a central role in generating and enhancing genuine interaction between people.

The city designers, recruited by the Design Driven City project, will help the city staff deepen their understanding of citizen needs and encourage citizens to take more active roles in city decision-making and development.

In addition to coaching city staff in the possibilities and practices of design, the Design Driven City project will educate the larger public sector and participate in public discussion about design.

5) Open and smart city

Like every city in the world, Helsinki exists for its people. An enjoyable urban culture is the result of many factors, perhaps the most important of which is openness. The concept of "Open Helsinki" is literal – a city where information, ideas, thoughts and people can move freely without unnecessary creativity-hampering obstacles.

One of the examples of the work we do to foster openness is to make information concerning the Helsinki region available to everyone effortlessly and quickly. Making public information available will increase citizens' understanding of the development of their living environments.

On the Helsinki Region Infoshare site, more than 1,000 sets of data had been published in the Helsinki region as open data. Open data is meant for anyone to use as they wish, and it is in a form that is easily readable on a computer. Available are statistics, forecasts, geographical information, public transport timetables, historical aerial images, city maintenance monitoring data and much more. In late 2013, the public sector decision-making data was opened as well.

This data resource allows for designers and developers to use the data to create new kind of services that meet the users' needs better. Transparency also improves citizen involvement as the people have access to the city decisions and data resources concerning their everyday environments.

Helsinki is also embedding design in the city development. As a port city the City of Helsinki is doing exceptionally large restructuring at the moment as the main port functions were moved further from the city center. This allows large new residential areas to be built near to the city center. Helsinki is using the momentum also to foster smart city innovations during the development phase. Open Helsinki approach invites businesses to use the area as a test-bed when developing new smart services and solutions. Designers will have an important role to bring in the user's needs. The residents of the area will have numerous possibilities to influence the development of the area. One of the test bed areas is the area of Kalasatama (Fish Harbour).

Human resources

Local creators present and involved

As a legacy of the World Design Capital Helsinki 2012 year, the design community interested in getting involved with the city. Design Driven City project and city designers build a bridge between the supply and demand in design industry. The goal is to make business that is based on design know-how and use of design. Therefore we aim to include local design community in the programme and make it easier for them to get assignments from the public sector. We also educate and train both designers and city administration concerning the needs of a city and what design has to offer.

As part of the competence building, the Design Driven City project will create a network of so-called design agents within the city of Helsinki. This is an open network of city officials who all share an interest in using design-led thinking and design methods in their own work. The aim is to give them insight and keep them updated on what is going on in design thinking. The project will organise lectures, talks, informal gatherings and share information on a social media platform. We believe that you first need to understand what design can do and what the added-value of design is, before you can start using it. The goal is a city that recognizes and understands the significance of design, and knows how to benefit from it.

Professional associations involved

- Design Forum Finland is the promotion organisation of Finnish Design. Its mission is to support affluence and competitiveness in the economy and society by promoting widespread utilisation of design. Design Forum Finland has been developing the ROI Return on Design -model to calculate the economic benefits of using design.
- Ornamo, the Finnish Association of Designers, is the national central organization of designers with over 2,100 members.
- Grafia is a professional organisation with 1,000 members, which seeks to promote expertise in and understanding of visual communication design.

- The Finnish Design Education Association is a registered association, which aims to promote the devotion to and the recognisability of design and design education in Finland.

All these associations are working actively with the Design Driven City project of the city.

Jobs created in recent years, and expected

The work described in the previous chapters will have a positive impact on the demand towards design know-how. This is expected to influence especially in the creation of new design businesses in the field of service design that offer services to the public sector.

The fastest growing design intensive field of business in Finland is the gaming industry. Over 40% of the existing game companies have been established during last two years. The most of the well established companies are located in capital area.

Present and future places dedicated to production

The work described in the previous chapters will lead to a situation where design work is done more and more within the public sector organisations.

The measuring of the economic impacts of design is an issue that the City of Helsinki wishes to change experiences with other cities.

7. Communication and visibility assets (maximum 3000 word)

Local programmes and media dedicated to creativity

One of the impacts of the World Design Capital Helsinki 2012 was that design became an increasingly important social issue and topic of public discussion in Finland. The citizens' understanding of design increased and design was presented widely in Finnish media. Helsinki also emerged as an internationally appealing design city and served as a meeting place for the global design community. Altogether, World Design Capital Helsinki 2012 projects reported 15,000 media hits both locally and globally.

As a result of this, Finnish media is widely receptive for design. Not only culture divisions but also politics, community and leaders write about design-related issues. So therefore, we would argue that what is more important than the number of media dedicated to design is how wide-spread design actually is in all media.

However, there is an active design and architecture media scene in Finland. There are several publications dedicated to design, architecture, interior decoration and and active bloggers and social media scene.

Publications dedicated to design and architecture:

1. Ark - Arkkitehti
2. Arkkitehti uutiset
3. Avotakka
4. Deko
5. Divaani
6. Faktori
7. Glorian Antiikki
8. Glorian Koti
9. Image
10. Taide ja Design
11. Talo ja Koti

The City of Helsinki has a publication Helsinki-Info magazine that is distributed free of charge to every

household. It has covered creativity and design related issues regularly.

Examples of tourism publications that present design and architecture are Helsinki – Visitors Guide, Helsinki & Southern Finland Daytrips -brochure, Helsinki Cruise Visitors -brochure and Jugend Helsinki -brochure.

The Finnish Design Yearbook is the best-known international review of contemporary Finnish design. Published by Design Forum Finland, the latest edition is the fifth of its kind. The previous editions have spread the message of Finnish design to more than 40 countries. The Finnish Design Yearbook 2014–15 discusses the roots of Finnish design as well as its future in a changing world. The themes highlighted in the book include daily life, well-being, joy, children, community and the circular nature of things.

The yearbook offers a comprehensive look at contemporary Finnish design, from furniture to fashion, mobile applications and service design. The Finnish Design Yearbook 2014–15 examines how design can benefit people, the environment and communities. Design brings people together, improves communication and strengthens community spirit. Good design also improves daily life: many contemporary design products are small ideas and innovations that make daily life easier and smoother. Design can also promote well-being in many different ways: good design can motivate people to exercise or adopt healthier lifestyles. Design also brings joy to our lives and helps us see the beauty around us.

We believe in openness, education and sharing also in communications. The experiences in the use of design in cities will be shared on the Design Driven City website www.designdrivencity.fi. The site will record the progress of the assignments step by step and present the cities' and city designers' achievements. The overall goal is to encourage the public sector to experiment boldly with the possibilities offered by design.

Helsinki has proven competence and experience of building websites and web platforms. World Design Capital Helsinki 2012 website continues to be one of the channels that the city uses nationally and globally in sharing knowledge about design projects and events.

By the end of 2012, the www.wdchelsinki2012.fi website had had half a million unique visitors, who browsed the pages some 2.5 million times. Out of these, more than 60 % were new visitors and almost 40 % of the visitors returned to the site. The average visit on the website lasted a little more than 3 minutes at a time. Some 60 % of the visitors were from Finland, while the five next biggest visitor groups came from Sweden, USA, Germany, Russia and the UK. These are also the countries, towards which the international communications efforts were directed. The biggest single visitor peaks occurred in February, during the design capital weekend (5,800 visitors per day) and in September during the events month (6,700 visitors per day).

The design capital also took an active role in the social media. The number of followers on Twitter reached some 7,500 and the design capital was mentioned in about 10,000 tweets. Additionally, there were roughly 2,500 blog mentions since the beginning of 2012.

Helsinki aims to utilise all these means of communication and the devoted group of followers in the Design Driven City project as well.

The main sites of The city of Helsinki are www.hel.fi and www.visihelsinki.fi.

The City of Helsinki has also several social media channels such as: www.blog.visithelsinki.fi, Visit Helsinki @ Facebook / YouTube / Twitter / Instagram.

Some of the most popular blogs in creative sector are:

- Street fashion from Helsinki with a worldwide audience: <http://www.hel-looks.com/>
- Journalist Sami sykkö reports on fashion and design on his blog at Finland's biggest daily newspaper: <http://www.hs.fi/tyyli/>

- Network for visual design and designers: <http://pingstate.nu/>

The national Creative industries Finland Programme has been sharing information related to creative industries since 2007. The Creative industries Finland website <http://www.creativeindustries.fi/> promotes events related to creativity, shares best practises and information about the creative industry projects. The City of Helsinki has been a partner in the communication work and supported 10 different projects conducted within the programme.

Award programmes and other types of recognition

Helsinki was granted the designation World Design Capital 2012 (WDC) by The International Council of Societies of Industrial Design (ICSID). The World Design Capital Helsinki 2012 year further enforced the development of design becoming one of the strategic tools in transforming the city.

The main national award programmes related to design:

1. The State Prize for Design: Awarded annually by the Arts Council of Finland to a designer demonstrating long-term accomplishment in innovation.
2. Fennia Prize: The slogan of this biennial competition supporting the international competitiveness of Finnish
3. Designer of Year awards: The Association of Professional Graphic Designers Grafia and the Finnish Association of Designers Ornamo annually recognize six distinguished designers in various fields, including graphic design, textile design, interior architecture, fashion, and industrial design.
4. Best of the Year Awards: Grafia annually recognizes winners in 11 categories in design and advertising – the gala is a major event in the design calendar.
5. Young Designer of the Year: Prize awarded annually by Design Forum Finland to a young designer of exceptional ability in
6. Millennium Technology Prize: A biennial prize to inspire and recognize technological innovations. Granted by a fund established in partnership between the state and private industry. From 2014 onwards design is also highlighted in the events celebrating the nomination.
7. Alvar Aalto Medal: Granted by the Museum of Finnish Architecture and the Finnish Association of Architects in recognition of contributions to creative architecture. Awarded every 4-5 years.
8. Spirit of Nature Wood Architecture Award: Made possible by the Finnish Forest Foundation, this biennial award honours an architect.
9. Interior Phenomenon: An award granted by the Finnish association of interior designers.
10. Kaj Franck Design Prize: Awarded annually by Design Forum Finland to a industrial designer or design team demonstrating innovation in the spirit of the famous Finnish designer Kaj Frank.
11. Ornamo Design Award: Annual Design Award.
12. Estlander Prize: Biennial prize awarded by the Finnish Society of Craft and Design in recognition of significant work in promoting crafts, applied arts and industrial design.
13. Pallas Athene and Ilmari Tapiovaara Awards: Granted biennially at the discretion of the Aalto University to recognize aesthetic achievements and quality in industrial design respectively.
14. Rudolf Koivu Prize: For achievement in children's book illustration; a biennial prize named after the famous illustrator.
15. Lahti Poster Biennial: The name of the competition says it all. Organized by Grafia and the Lahti Poster Museum.
16. Young Fashion Designer of the Year: An award sponsored by the Finnish Fair Corporation to support the work of fashion designers who are establishing their careers.
17. The Golden Hanger: An annual award sponsored by the Finnish Fair Corporation and others for achievement in clothing design and execution.

Events

- 1) The list of events in the field of design can be found in the answers to the question 5. (creative assets and programmes).
- 2) The annual calendar of events related to creativity or design shows the variety of different kinds of event that take place every year:

January

Lux Helsinki, light installations, Helsinki city centre
Helsinki Antique, Art & Collector Fair, Cable Factory

February

MP, motorcycle show, Expo and Convention Centre Helsinki
Art Meets Ice, ice sculpture competition, Helsinki Zoo
Vene Båt, boat show, Expo and Convention Centre Helsinki

March

Helsinki Handicraft Fair, Wanha Satama

April

American Car Show, Messukeskus
Kädentaito, handicraft fair, Expo and Convention Centre Helsinki

May

Lovely Helsinki City Festival, spring festival, Helsinki city centre

June

Marimekko Fashion Show, Esplanade Park
Art Meets Sand, sand sculpture competition, Helsinki Zoo
Helsinki Samba Carnaval, Helsinki city centre
MoA, Masters of Aalto, summer exhibition, Helsinki
Helsinki Day, various programme, Helsinki city centre
Provincial Days, market at the Senate Square
MeriViapori, sailing boat event, Suomenlinna Seafortress
Seurasaari Midsummer Bonfires, Seurasaari Open-Air Museum

August

Flow Festival
Night of the Arts, Helsinki
The Helsinki Festival

September

Helsinki Design Week, Helsinki city centre
Helsinki Handicraft Fair, Wanha Satama
Habitare, ValoLight, ArtHelsinki, Expo and Convention Centre Helsinki

October

I Love Me, beauty and fashion fair, Expo and Convention Centre Helsinki
Sailing Ship Day, traditional sailing boats, Market Square
Helsinki Antique, Art & Collector Fair, Cable Factory

November

Korjaamo Design Market, Korjaamo Culture Factory
Kädentaito, handicraft fair, Expo and Convention Centre Helsinki
Design District Market

December

St. Thomas Market, Christmas market, Senate Square
Christmas Market, Old Student House
Women's Christmas Fair, Wanha Satama
Ornamento Christmas Design Market, White Hall

3) Below is examples of events that the City of Helsinki can use in promoting design:

Helsinki Design Week (HDW) is an annual city festival for design in all the ways that design appears in our lives. Events happen all across the city and can be about traditional or industrial design, fashion, communication or even music. Lately, the festival has been expanding as its international network grows and as more and more individuals and companies suggest and plan events. HDW is one of the oldest design weeks in the world and is celebrating its 10th anniversary in 2014. The City of Helsinki is the main partner of the HDW. The HDW attracts more than 50 000 visitors.

City of Helsinki would be happy to host network meetings during for instance our most active event season of Helsinki Design Week and Helsinki Festival (September).

The Expo and Convention Centre Helsinki, is the largest fair and conference venue in Finland and attracts over a million visitors annually. City of Helsinki is exhibiting there every year during the Nordic Travel Fair and thus bringing forth the key attractions and themes that the city promotes. For instance during the WDC Helsinki 2012 the main theme was design. The last years fair attracted 67 000 visitors.

City of Helsinki is the main partner of the Masters of Aalto, the Aalto University's year show presents the newly graduated masters from art, technology, and business. The last years show attracted more than 10 000 visitors.

Slush is the leading startup conference in Northern Europe and Russia. Last year the event gathered 5000 people to the two-day startup conference held in the Cable Factory of Helsinki. City of Helsinki is one of the supporters of the conference.

City of Helsinki has also experience in international event and their the bidding processes. The latest example is The Tall Ships Races in July 2013 that attracted approximately 500,000 visitors to Helsinki, being at the same time the largest Finnish public event in 2013. The city of Helsinki was the main organiser of the event. Half of the event visitors were from Helsinki, 20 percent were from the capital city area and approximately 30 percent from elsewhere in Finland or from abroad.

The sustainability of the events is an issue that the city is actively promoting and developing. Greening Events -project is joint venture of Helsinki, Espoo and Vantaa cities. The project delivers concrete ways to develop the environmental management in events in the metropolitan area. The project has established practice supporting action model that supports voluntary environmental work between cities and events. Tailor-made environmental consulting and counseling is also be provided. The project is coordinated by the City of Helsinki Environment Centre.

City of Helsinki operates a Helsinki City Tourist & Convention Bureau that has experience in international events and congresses. During 2013 Helsinki hosted almost 300 international congresses with 31,000 visitors. In addition to its distinctive urban culture and unique location, Helsinki has many strengths as a congress city, including:

- first-class congress facilities
- fine hotels
- professional service providers
- diverse tourism services, pre & post tours
- safe and secure
- nature, the sea, space
- friendly people, culture
- fresh appeal, unique, innovative

4) City of Helsinki is a member in selected international networks that also hold events every year. City of Helsinki can actively use especially these networks to promote design:

- EUROCITIES is the network of major European cities. It bring together the local governments of over 130 of Europe's largest cities and 40 partner cities, that between them govern 130 million citizens across 35 countries. Through six thematic forums, a wide range of working groups, projects, activities and events, we offer members a platform for sharing knowledge and exchanging ideas. Culture

and creative industries are topics that interest the members of the network widely.

- ERRIN is a Brussels-based platform of Research and Innovation Organisations and Stakeholders in Regions. ERRIN aims to strengthen regional Research and Innovation capacities by exchanging information, sharing best practice, supporting European project development, policy shaping and profile raising by working together with a partnership approach.
- LUCI (Lighting Urban Community International) is an international network bringing together cities and lighting professionals engaged in using light as a major tool for urban, social and economic development, with a concern for sustainability and environmental issues. Created in 2002, on the initiative of the City of Lyon, today LUCI is an organisation of nearly 100 members, comprising around 63 cities covering four continents and 35 associated members.
- Délice is an international network of cities engaged in promoting the benefits of culinary excellence and good food. Gastronomy is a key tool for member cities in terms of taste education, living quality and promotion of tourism as well as an integral part of the cultural heritage and an undeniable component of health and well-being. Délice gathers today some 20 cities from 4 continents and offers a platform to benchmark, exchange and meet with chefs and gastronomy professionals.

5) The City of Helsinki has access to different venues:

City of Helsinki operates several culture centres and museums (for more information, see question 5.). These premises as well as the exhibition space Virka Gallery in the Helsinki City Hall have been used in the design related promotion and events. Virka Gallery hosts exhibitions, events and movie screenings. The main exhibition space and the smaller space, Corner, organise on average six changing exhibitions a year. Virka Gallery also has its own cinema, Virka Kino. The exhibitions present, in particular, the City of Helsinki from different perspectives focusing on history, architecture, people, current phenomena and art. The most important anniversary years are reflected in the exhibition programme offering. The exhibitions can also focus on other cities, societal activity and multiculturalism.

8. Budget

Please indicate the present yearly budget (in United States dollars) of the city for the activities related to its possible participation in the Creative Cities Network, including other sources of funding.

Pertinent budgetary lines should include: staff, equipment, communication, services, meetings.

| Expenses | Amount (in US\$) |
|-----------------------|---------------------|
| Staff | \$235,461.00 |
| Equipment | \$27,988.00 |
| Communication | \$199,182.00 |
| Services | \$90,687.00 |
| Meetings | \$33,782.00 |
| Other – To be defined | |
| | \$587,100.00 |

9. Implementation report

- If the city is designated, the municipality commits itself to provide, upon request by UNESCO,
- detailed information on the effective implementation of its activities related to its Creative City status

10. Requested attachments

Pursuant to article 6 of the Nomination Procedures, the following documents are requested:

A formal letter of presentation of the candidature by the city's Mayor.

A formal letter of endorsement to the candidature by the National Commission for UNESCO of the Country to which the city belongs.

Formal support letters, including substantial arguments in favour of the applicant from at least five UNESCO Creative Cities, three of which from a geographical region that will be different from the one of the applicant (in this respect, refer to UNESCO's list of countries by geographical region). The letters must be signed by the Mayors or by other official Cities' representatives.

Formal support letters from the national professional association(s) of your Country, in the field concerned .

Date

19 mars 14

Signature

Anu Mänttari

By clicking « Submit », a dialogue box will appear to redirect you to your email. The generated application form in PDF will be automatically attached to the email. Please also attach in the same email all the documents required pursuant to article 6 of the Nomination Procedures (2MB maximum per attachment).