

An aerial photograph of Helsinki, Finland, taken during the golden hour of sunset. The city's dense urban landscape, characterized by numerous multi-story buildings with dark roofs, is visible in the foreground and middle ground. The city is situated along the coast, with the sea visible in the background. The warm, orange light of the setting sun bathes the entire scene, creating a serene and picturesque atmosphere. In the top right corner, there is a black speech bubble containing the word "Helsinki".

Helsinki

# Helsinki Maritime Strategy 2030





# Compact analysis of the current situation

Every Helsinkian lives less than 10 kilometres from the sea shore and there are 130 kilometres of public coastal routes for common use. The sea surrounds the City from three directions and the mosaic of the islands, of which a major part is public property, is a special characteristic of Helsinki that is unique even internationally. The maritime location has for long been recognised as an important attraction factor and a development object for Helsinki. Development programmes and studies have been drafted and work to utilise the maritime resource has been performed at the City of Helsinki's different divisions. (Appendix 2: Studies about the development of maritime Helsinki).

According to the Helsinki City Strategy 2017–2021, Helsinki's maritime location is part of its fundamental nature and appearance, but at the same time, it is noted that this dimension has not been sufficiently utilised as an attraction factor for the city.

The traditional water traffic has served the Helsinki-ans for decades, but the most popular thing is still to leave behind the bustle of the Market Square and head towards the Suomenlinna Sea Fortress. The significant tourist destinations of Suomenlinna and Korkeasaari welcome 1.5 million visitors annually and the island location of these destinations, familiar to almost all Finns, is deemed a strong image-related attraction factor. The recognisability of the other islands is weaker and their own profiles are in many parts still developing. The sea territory of the Helsinkians is still small compared to its potential.

Another challenge that has been recognised is that, from the perspective of the maritime entrepreneurs, acquiring the licenses needed for starting a business takes

a long time and the joint development with the City is slow. This has a negative impact on the recreational use of maritime areas and on the diversification of services and the wellbeing of the entrepreneurs.

The government owns a big part of the islands off mainland Helsinki and private actors produce an increasing part of the services in the archipelago. At the moment, the development on many of the islands concerns mainly their own activities and the overall concept for the Helsinki archipelago may thus become scattered. More openness and co-operation is needed between the actors in maritime Helsinki, as it will benefit all parties and the responsible use of the archipelago. This concerns the development of the services, but also the accessibility and the organisation of the maintenance at the maritime destinations.

The citizen idea search and the interest group survey carried out in spring 2018 provided a clear message: Helsinki will become the best sea city in the world through concrete actions, carried out jointly by the residents, entrepreneurs and the City of Helsinki. For example, the opening of the near archipelago for public use will continue and Helsinki's coastal route is developed to form a continuous and functional network of both walking routes and bicycle routes.

The goal of Helsinki's new City Plan is to densify the existing urban structure and offer new recreation opportunities in the maritime areas for the residents. In Helsinki, with its 130-kilometre coastal route and almost 300 islands, every Helsinkian can have their "own cabin beach", from which it will be easier to swim, fish, float a boat and enjoy the summer days.



# Strengthening the maritime characteristics means practical actions

The Helsinki City Strategy is implemented on the city level in joint key projects, one of which is the Helsinki's Maritime Strategy and Action Plan.

The preparation of the Maritime Strategy has been guided by the maritime goals in the City Strategy, but also by the Strategy's goals concerning a functional city, where premises for a stimulating and fun life are created for the residents. At their best, the maritime characteristics make a fixed part of the City's every-day comfort, accessible nature and services for increased wellbeing. The maritime characteristics must be increasingly user-oriented and customer-oriented and the protection of the sea nature must be based more on good care and control than on closing.

According to the City Strategy, the City's maritime characteristics must be utilised better as an attraction factor for the City. The Helsinki archipelago must be made into an even more attractive destination for tourism and recreation and the opening of the islands to the public continues. An international public arts biennale, which makes use of the archipelago, will be created in Helsinki. Helsinki

treasures its valuable wildlife and acts to increase the diversity of the urban natural environment. The ecological quality, accessibility and health effects of green and blue areas will be ensured.

Helsinki's Maritime Strategy includes definitions of the maritime development goals, while the action plan has the measures for realising the goals. The goals of the strategy have been drafted and the measures for realising them have been selected in collaboration with the different divisions and partners.

The realisation of Helsinki's maritime characteristics requires better internal co-ordination and management of the maritime activities, strengthened ownership of the maritime resource and improved co-operation between the different actors in the archipelago. It would also be possible to develop the islands with quicker trials, whose implementation would not be burdened by a heavy licence process. The maritime characteristic needs a leader to take charge of the joint development and management of the services and the overall concept.





# The Helsinki Sea Route: goals 2018–2030

## 1. Helsinki is an attractive and functional sea City.

- Sustainability and long-term planning are realised in the maritime functions.
- The archipelago, the shoreline and the sea form a platform for trials and creative business activities: Helsinki strengthens the prerequisites for the creation of new maritime services.
- The maritime environment is a stage for internationally unique events.
- A maritime public arts biennale making use of the archipelago is arranged for the first time in 2020.
- The City's internal co-ordination in maritime affairs is improved.
- The City intensifies the co-operation with the other public landowners in the archipelago.

## 2. Maritime services and recreational possibilities are available to everyone

- Maritime recreational destinations are planned in a way, which ensures that every person in Helsinki can enjoy them. The strategic goals concerning health and wellbeing and increased activity of the Helsinki-ans are recognised in the planning.

- Shores and islands are made easier to access by public transport or by own boat.
- The archipelago has good maintenance services and other settings that support business activities.
- Digitalisation is used to improve the availability and usability of maritime services.
- In tourism, the focus is on sustainability, versatility and the high-quality local experiences offered by the archipelago.
- The City forms partnerships with businesses producing maritime services.

## 3. Helsinki treasures its sea nature

- The planning and the use of the shores and the archipelago is responsible and always done with consideration to the demands set by the sensitive archipelagic nature, the Baltic Sea protection and the cultural heritage.
- The state of the sea nature is also monitored regularly through studies.
- Helsinki participates actively in the protection of the Baltic Sea.
- Environment awareness is an opportunity for new kinds of business activities and development of product innovations.



# 1. Helsinki is an attractive and functional sea City

## The City's internal co-ordination in maritime affairs is improved and the co-operation with other actors in the archipelago is strengthened

Helsinki's maritime operational culture is built jointly by the City, the residents and the entrepreneurs. The City's internal co-operation in maritime affairs is intensified in order to make the activities increasingly integrated. On the shores and in the archipelago, there is an increasing variety of services and activities in the future, which are produced by entrepreneurs and communities in good co-operation with the City of Helsinki. The co-operation with the maritime actors is aimed at improving the services and creating increasingly integrated marketing and comprehensive development of the archipelago.

At the traditional and popular public destinations Suomenlinna and Korkeasaari, the development of the operations continues as part of Helsinki's maritime offerings. The location on an island is seen as an important part of the special character of these destinations. Co-operation is increased with the government and other landowners and actors in the archipelago.

## Sustainability and long-term planning are realised in the maritime functions

The functionality and use of maritime areas is planned as one comprehensive whole with the aim of one maritime Helsinki, whose long-term development is guided by the City and its partners and where the growth and joint marketing of the service offerings is enabled by the City.

Helsinki's contemporary maritime characteristics comprise construction of maritime environments for housing and work, more recreational destinations and innovative traffic solutions, which make use of the metro traffic, the water traffic and the city bikes. According to the implementation programme of the City Plan, the development

of the archipelago starts at the destinations with the best prerequisites for implementation.

## The archipelago, the shoreline and the sea are a platform for trials and creative business activities

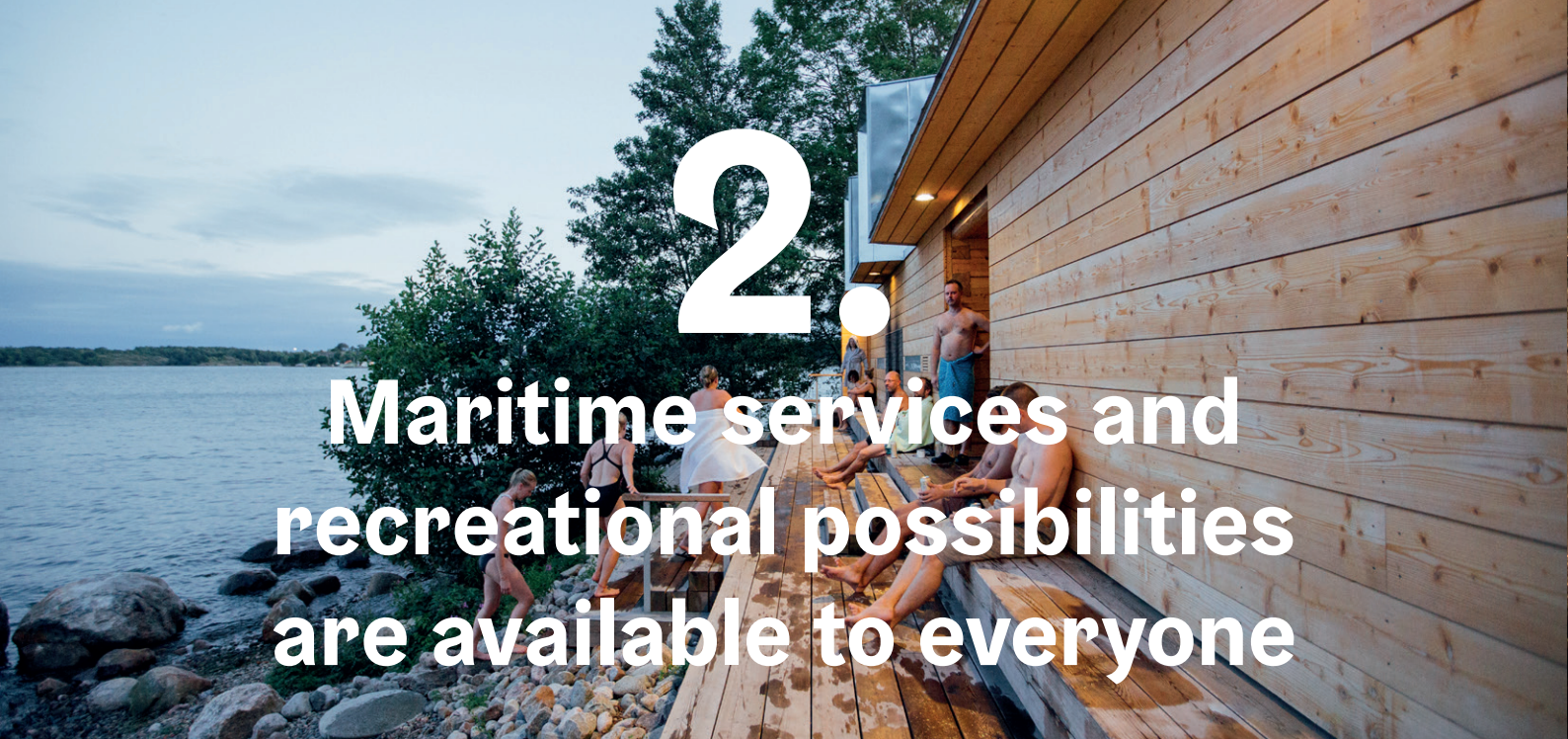
Helsinki strengthens the prerequisites for the creation of new maritime services and the City is developed as a platform for trials and creative business activities. In the archipelago and at the shores, the aim is to boldly create opportunities for year-round tourist experiences and products of high quality, which interest both residents and visitors, attract investments, and create jobs. The local demand ensures continuous use of the maritime services.

New kinds of accommodation concepts are possible in the coastal zone and in the archipelago. This benefits the creation of internationally unique, attractive year-round Helsinki destinations that are interesting in terms of tourism.

The archipelago and the shore areas offer a unique platform for arranging large maritime events. The beach summer gives all citizens the opportunity to arrange an individual maritime function. In the near future, the most comprehensive event is the Helsinki Biennale of public arts, arranged in the archipelago and the shores starting 2020. Arranged every other year, the event elevates the international profile of the archipelago and the shore areas and makes them more interesting as locations for maritime business activities and accommodation services. The Helsinki Biennale is a unique cultural event, but also an open-air activity event for families.

The City is a partner of international boating events and other water sports events, scientific conferences with maritime themes and other events with connections to the maritime characteristics.





# 2.

## Maritime services and recreational possibilities are available to everyone

### **The maritime characteristics are available to everyone**

The original roughness and the diverse locations of the archipelago and the shores are a trait of Helsinki open to everyone and part of the stimulating vitality of our City. The maritime characteristics enable the goals of the active and health-promoting City and the islands and the shores function as a stimulating environment that reduces inequality.

The maritime development of Helsinki means that the City's attractiveness and resident and user satisfaction is strengthened on the shores, on the islands and at sea. Developing the most functional sea City in the world means paying better attention to the customer perspective. The goal of the development of the maritime areas is to make the shores and islands more accessible to citizens and visitors and to improve the possibilities for recreational use, the services and the water traffic to the island destinations.

The water traffic gateways to the Helsinki archipelago are a developing part of the shoreline, for example, in Ruoholahti, the Market Square, Hakaniemi, Kalasatama and Vuosaari. The services of Port of Helsinki are passenger traffic gateways from the sea to the City. The junctions between tourist and citizen traffic flows are strengthened and the sea is reachable where people are on the move anyway and where the metro and other public transport best serves.

Helsinki is also the homeport of some 50,000 boaters. The City of Helsinki's services for boaters are developed in co-operation, for example, with boat clubs.

Nature's effects on the wellbeing and their productisation offer significant opportunities in terms of wellbeing

in the everyday lives of the Helsinkians. The productisation of nature's effects on the wellbeing contains business potential and opportunities for new service innovations.

### **The archipelago has functional maintenance services and other circumstances that support business activities**

The services require infrastructure, customer flows and fluent technical maintenance in the archipelago as well. The City's role as an enabler includes development of the maintenance and infrastructure network in the archipelago. Through so-called "off grid" solutions, interesting accommodation services are brought to places lacking an infrastructure network. However, everyone in the archipelago needs a functional and jointly developed maintenance network.

### **Digitalisation into a part of the marketing and sale of maritime services**

In the future, the product sales and the maritime services offered by the City of Helsinki must also be made available in digital channels. For example, water traffic schedules can be looked up quickly in the Journey Planner, regardless of the operator. Additionally, digitalisation accelerates the background processes of the businesses, for example, the management of boat departures, marketing and co-operation with the authorities.

The sharing economy will henceforth also reach the sea. This intensifies, for example, the subleasing of boat places and boats.



# 3.

## Helsinki treasures its sea nature

In accordance with the plan of action in Helsinki's climate strategy, the principles of sustainable tourism, carbon neutrality and Baltic Sea protection are taken into account in the maritime development programme.

The impact on nature and the environment will be monitored from the start and Helsinki is actively treasuring its sea nature. The risks associated with the wear and tear, erosion and disturbances of nature and cultural heritage destinations, changes in the landscapes, littering and puddled water must be acknowledged beforehand and solutions must be actively developed for them. Increasing water traffic is steered towards routes that are easier on the underwater nature, construction and visitors are guided to more durable areas.

A plastic-free sea and preparedness for climate change are part of all planning related to the archipelago and the shore areas, and create a demand for product development and new innovations. This is also connected to the water traffic's electrification trials, and that events are arranged in a way, which burdens nature as little as possible.

The maritime planning work includes analyses of both the star destinations of the islands and shores and, on the other hand, destinations that are not opened to the public due to their natural values.

Nature and its immaterial values can also be used, in addition to the improvement of the everyday wellbeing, for solving health issues and social issues, and in the development of care for the ageing population. This requires that the accessibility of the sea destinations is improved.



**Helsinki**