

Your Local Guide to Sustainable Helsinki. MyHelsinki.fi



Helsinki

**Think
Sustainably
The objective**

Helsinki

Proposed Sabbatical 1: A carbon-neutral lifestyle

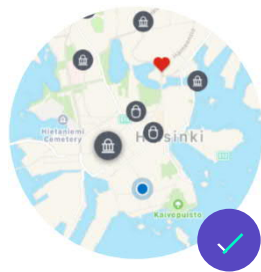
The objective

Helsinki is known to be uncompromising. The extreme weather and Northern location require everything to be as good as possible. And when it comes to sustainability, there are no half measures.

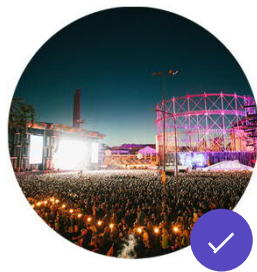
The objective of Think Sustainably is to be a platform for action that encourages a positive flywheel. The service helps develop solutions that can be implemented to everyday choices and scaled up to other cities globally.



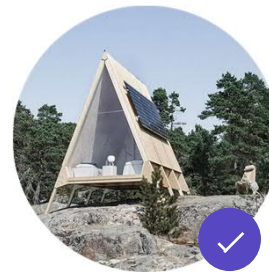
In June 2019, a new digital service was launched under MyHelsinki.fi, that combines all sustainable choices in the city from inspiration to transportation.



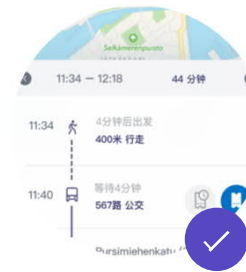
1. MyHelsinki.fi



2. Experiences

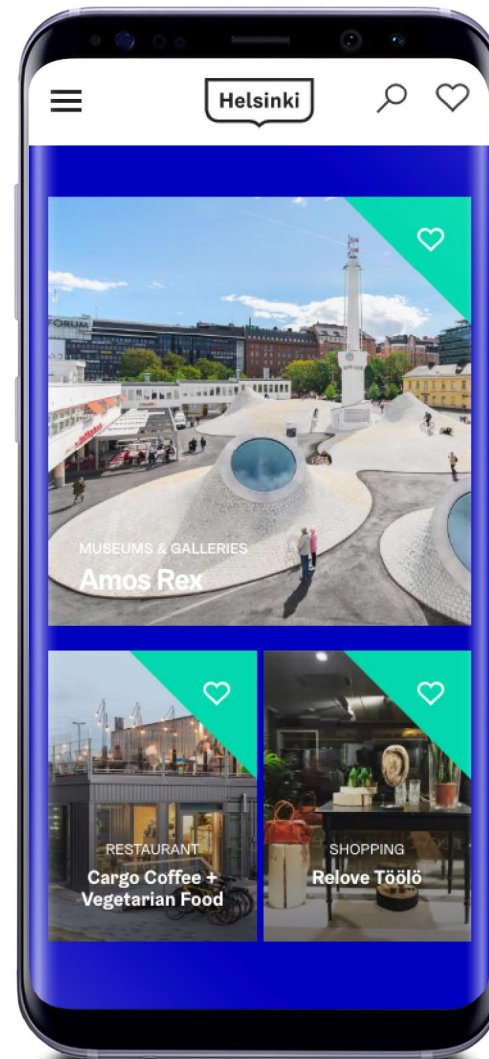
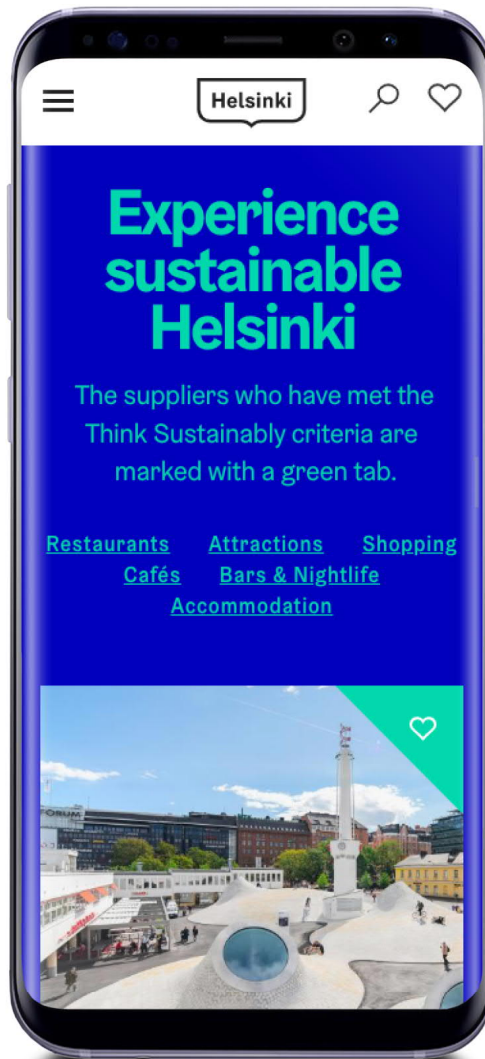


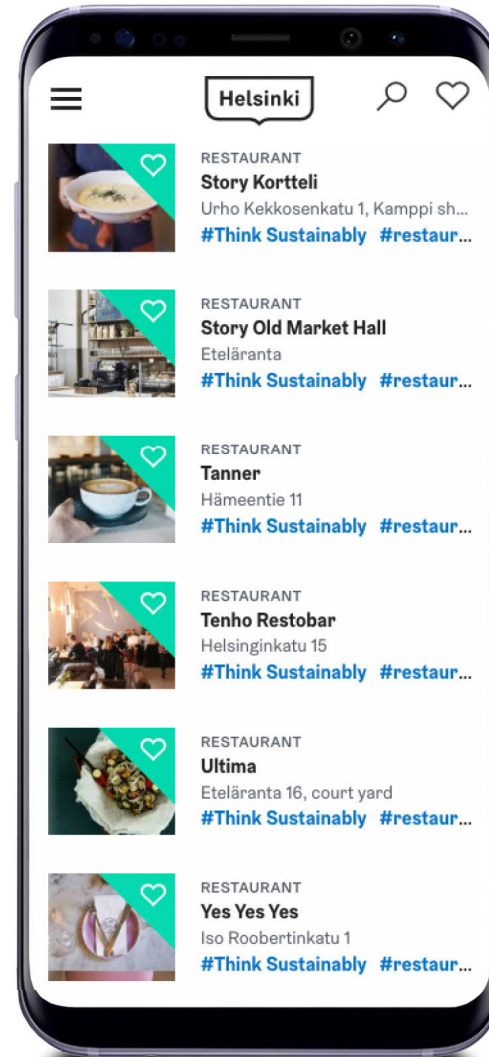
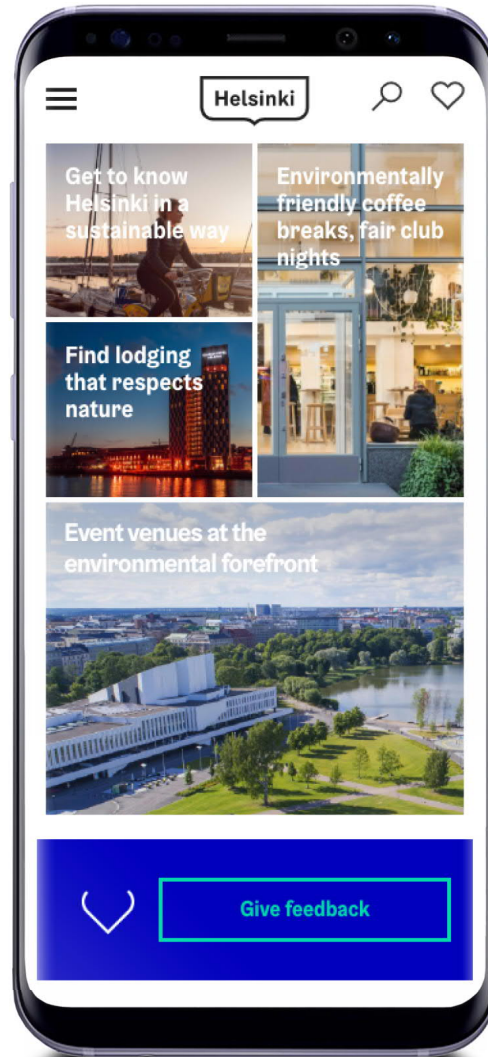
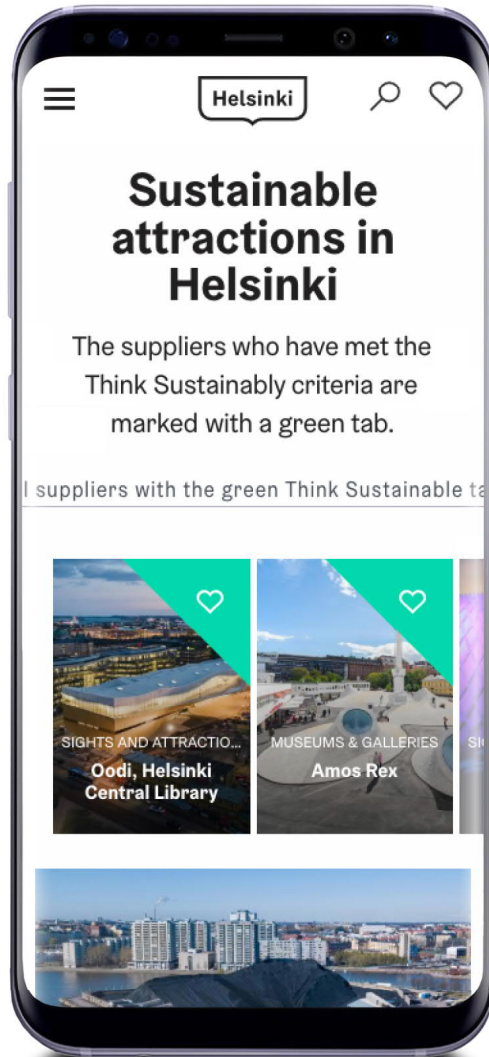
3. Accommodation



4. Transportation

**MyHelsinki, a 360° city experience of sustainable choices.
Value proposition: Helsinki – the city with standards.**





By developing sustainability criteria*, Helsinki aims to redefine what it means to be a truly sustainable city.



*The criteria has been developed by independent thinktank [Demos Helsinki](#) in cooperation with the City of Helsinki and will be tested together with local stakeholders.



In each category, there are **a minimum number of requirements** that the actor must implement in order to fulfil the criteria.

**Restaurants,
cafés and bars
(10/17)
(min/max)**

Food and Service	Energy	Social Sustainability	Others
The establishment serves “Best Choice” seafood dishes that follow WWF Sustainable Seafood Guide .	If the place has its own electrical contract, 100% of the electricity used is sourced from solar, water, bio, or wind energy.	The operator employs people who may be difficult to place in the work environment.	The restaurant, cafe or bar has an environmental program or certification .
It is easy for the customer to find locally produced items .	If the place has its own heating contract and an option to use district heating, then the heating is supplied by renewable district heating.	Both visitors and staff have guidelines on how to report and deal with sexually or otherwise inappropriate behaviour.	The establishment recycles more than the regional waste management guidelines require, for example, it recycles plastic.
It is easy for the customer to find Organic or Fair Trade certificated products .	The establishment has a measurable plan to reduce energy consumption that can be monitored.	Information about accessibility and potential obstacles and barriers are clearly visible.	Directions emphasize the use of public transport and walking or cycling to the venue.
No disposable tableware or cutlery is used.	Most of the lighting uses LED lights .		
More than one nutritionally balanced vegan alternative on offer.			
Leftover portions are sold at reduced prices directly to the customer, via an app, or is donated to an operator in the voluntary sector.			
The premises have tap water on offer.			

Tarra
IPI Kulmakahvila



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Sustainable Helsinki
MyHelsinki.fi
Helsinki

Adshel
Sarja / Englanti

WHERE LUXURY REIGNS
Castlenough Hotel
CASTLERESIDENCES.COM.AU
1800 778 888

Shops

Your Local Guide
to Sustainable
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Restaurants

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Attractions

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ADSHEL

Helsinki launches Think Sustainably digital service for residents and tourists

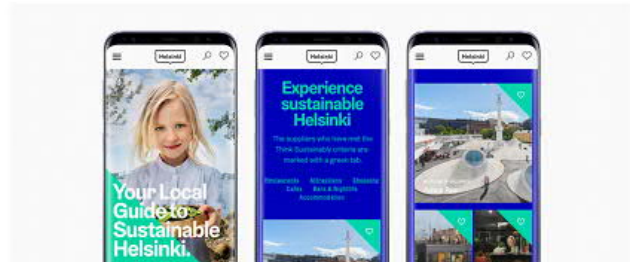


Rima Sabina Aouf | 14 August 2019 | Leave a comment

The city of Helsinki has revealed a first-of-its-kind website meant to empower citizens, businesses and tourists to make more sustainable choices.

The Think Sustainably digital service resembles a regular city guide, but with environmental sustainability as the primary factor.

It is part of the local government's Carbon Neutral Helsinki Initiative, which aims to make the city carbon neutral by 2035 – a change that would involve cutting each resident's carbon footprint to one-quarter of what it is at present.



'This is where people can learn to rely on each other'

Jyri Engestrom is founder of Helsinki's Cafe Siili, one of a number of businesses supported by an app to encourage citizens to think sustainably. He talks to Hazel Sheffield

The Independent | 13 Aug 2019

The colourful wooden buildings in Kappula, a district in the north of Helsinki, were built in the 1920s to

house the city's working-class population. Like other garden cities, the idea was to enhance the sense of community for the workers escaping the slums. Multiple families lived in one building, with private garden plots for tenants, and courtyards in which to gather.

Jyri Engestrom, a Finnish entrepreneur, grew up in Kappula. When he was young, every house had a



Engestrom (with partner Caterina Falce) aims to restore a sense of community

Or a shop beneath, catering to residents. These days, all the businesses have closed down as the buildings have been converted to attractive residences, populated by creatives. With few communal re-

sources, Kappula risks becoming a neighbourhood where people come home from the city to watch TV in the evening, never talking to their neighbours. Apart from two months every summer, when

Engestrom opens the door to Cafe Siili.

Siili, which means hedgehog in Finnish, is intended to be more than a neighbourhood cafe. It is a place for locals to gather and a focal point for the area. Engestrom hopes it can restore some of the sense of community in the area.

"Our fortune, in the next decades, will be intricately connected to our community structure," he says one sunny afternoon in the front garden of the cafe. "A place like this is not just about vegan food or recycling waste but allowing people to rely on each other as we face the challenges of climate change."

Cafe Siili is one of 81 Helsinki businesses participating in a programme by the city government to help local consumers make more environmentally sustainable



Helsinki's Think Sustainably Service Empowers People & Businesses

Kalina Nedelcheva — August 15, 2019 — Eco
References: myhelsinki.fi & dezeen.com



The city of Helsinki launches a helpful digital platform that is called 'Think Sustainably.' The initiative has obvious connotations and is meant to contribute to awareness, while supporting individuals and businesses, motivating them to adopt a more ecologically mindful lifestyle and existence.

Think Sustainably is structured as a "regular city guide," yet explicit focus is put on planet-friendly practices. The launch strategically ties to Helsinki's plan to become carbon-neutral by the year 2035. This means that "each resident's carbon footprint [needs to be cut] to one-quarter of what it is at present."

For businesses, the Think Sustainably app boasts a "checklist for actions." For residents and travelers, on the other hand, the application points users in the direction of environmentally focused brands, institutions, and establishments.



Think Sustainably: A sustainable lifestyle

Impact measures

The service has encouraged over 90% of the participants to take concrete and measurable steps towards sustainability, such as switching to a renewable energy contract or selling leftover food at reduced rates to cut food waste.

The lifestyle carbon footprints of the participants will be measured in December.

Our climate experts will co-create together with the participants CO2 roadmaps, that shows the impact of different chosen tasks.



Aikajana

Valitse
vastuullisemmin
palvelun
lanseeraus
Kesäkuu 2019
Pilottiyitykset 1



Pilottiyitykset 2
Syys-loka 2019



Kriteeristön
kehitys,
Tammi-
maaliskuu 2020



Yritykset 3
Huhti-touko
2020



Valitse
vastuullisemmin
2.0
Kesäkuu 2020



Markkinointi-
kampanja
Elokuu 2020



Thank you.

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Helsinki