

# 72 hours traffic challenge 2021

26.10.2021

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Bright ideas.  
Sustainable change.

Image: City of Vaasa



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# Welcome to the 72 hour transport challenge kick-off event, we start at 12!

## 12:00 Kick-off and welcome words

- Ramboll Finland Oy
- City of Vaasa, Finnish Transport Infrastructure Agency, ABB Oy
- Universities

## 12:30 General information about the Transport Challenge/ Ramboll

## 13:00 Announcing the Competition task

## 13:20 Introductions considering the topic

- Sustainable cities / Virve Hokkanen, Ympäristöministeriö, Kestävä kaupunki-ohjelma
- Land use/ Päivi Korkealaakso, City of Vaasa
- Mobility in Vaasa – Vision, Demand, Challenges and Potential/ Jukka Talvi, City of Vaasa
- ABB and Strömberg Park / Jukka Parkkamäki, ABB Oy

## 15:00 Further instructions / Ramboll

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# WELCOME TO THE 72 HOUR TRANSPORT CHALLENGE!



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72h

48h

24h

Start



THE MOST EXCITING 72H OF THE YEAR STARTS NOW!

-JUKKIS PITKÄNEN, RAMBOLL



Tampere 2015



Helsinki 2016



Oulu 2017



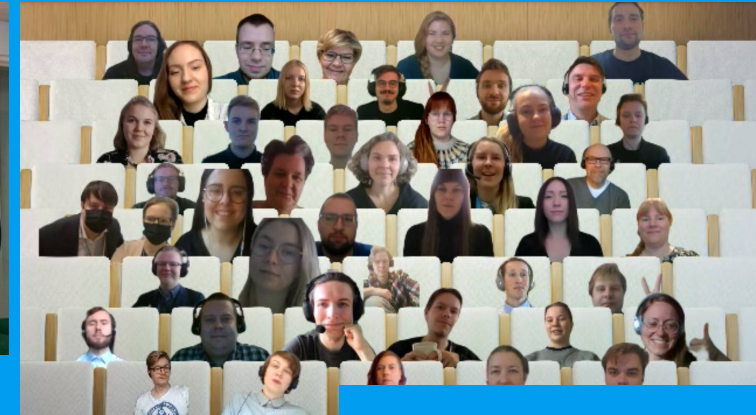
Lappeenranta  
2018



Tampere 2019



Vantaa 2020



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# Poikkiteieteellisyys kannattaa - kolme eri oppilaitosta edustanut tiimi voitti 72-tuntisen liikennekilpailun



TEKSTI: Peta Rautavaara

## LAPPEENRANNAN TULEVAISUUTTA VISIOITIN 72 TUNNIN LIIKENNEHAASTEISSA

KESKIVUOKONA 8. MARRASKUUTA 2017 KALEVA

# Opiskelijat kehittävät tulevaisuuden Oulua

Joukkueet etsivät 72 tunnin aikana ratkaisuja, jotka tukevat kampuksen kehittymistä parhaiten.

HELGE MURTOVAARA OULU



HELGE MURTOVAARA

Turbotaatin Henri Niemi (vas.), Mikko Johansson ja Jere Kalvosen Oulun ammattikorkeakoulusta sekä Varpun Pahta ja Sonja Riikonen Oulun yliopiston ottivat liikennehaasteen vastaan hyvillä mielin.

Eläntä asettaminen tavollisiden mukaisesti liikenteen osastoille. Kunta pitää selvittää, kehitetään liikennemotot ja auton käyttöön otetaan sähköisiä ja vähäpäästöisiä polttoaineita. -Miten liikennettä tulee järjestää kampuksen, keskustan ja koulukin...



Pekka Sauri @pekkasauri · 9h  
#Helsinki: 72 tunnin liikennehaasteessa haetaan uusia liikenneratkaisuja Helsingin seudulle. Parastaikaa käynnissä.



Liikennehaasteessa haetaan innovatiivisia liikenn...  
72 tunnin liikennehaaste on kilpailu, jonka tavoitteena on löytää innovatiivisia ratkaisuja tulevaisuuden liikennejärjestelmään kasvavalla Helsingin seudulla.

1 ❤️ 5

Siemontia ja keskustan välillä, pyöräpysäköintialueita, pyöräkorpeja, perinteisiä pyöräkaivoja, sähkökäyttöisiä raitiovaunuja sekä liikennettä ajoneuvoista ratkaisu. Haasteen perustana kavaallin järjestelmän, joka helpottaa liikenteen sujuvuutta ja turvallisuutta. Raitiotietojärjestelmän kehittäminen ja liikennettä ajoneuvojen välillä. Yhteisöä tukevat korot, tittin myös keskeisiä liikennettä ajoneuvojen välillä. Yhteisöä tukevat korot, tittin myös keskeisiä liikennettä ajoneuvojen välillä.



Helge Murtovaara

# Uusia innovaatioita Helsingin liikenteeseen - 72 tunnin liikennehaaste käynnistyy huomenna

16.11.2016 - 8:32



72 tunnin liikennehaaste järjestettiin ensimmäistä kertaa viime vuonna Tampereella. Tällä kertaa innovoinnin keskiössä on Helsingin liikennejärjestelmä.

# Opiskelijat pohtivat Oulussa tulevaisuuden ratkaisuja liikkumisen ja maankäytön kehittämiseen



Radiohaastattelut:  
• Radio Pooki  
• 8.12.

# 72 tunnin liikennehaaste on nyt ratkaistu - "En voi kuin ihmetellä"

Talouselämä | 4.11.2016



Helge Murtovaara

Ennenkin on nyt mukana ja aiemmat tulokset ovat olleet aivan huililla. Kysymyksiä on kaikista merkittävistä liikenne- ja maankäytön kodge Oulussa ja nyt, heikkii maantun. Tuomari on Pekka Johansson Oulun ammattikorkeakoulusta ja Sonja Riikonen Oulun yliopistosta.

Liikennehaasteessa haetaan uusia liikenneratkaisuja Helsingin seudulle. Parastaikaa käynnissä.

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Liikennehaasteessa haetaan uusia liikenneratkaisuja Helsingin seudulle. Parastaikaa käynnissä.

# Opiskelijoilla 72 tuntia aikaa ratkoa liikennehaaste Lappeenrannassa - "Odotamme rohkeita ehdotuksia"



# Tampereen 72 tunnin liikennehaaste ratkesi - voittajat toisivat palvelut liikenteen luokse

Tuomariston arvon mukaan voittajajoukkue onnistui luomaan selkeän ja realistisen Tampereen Koilliskeskuksen solmukohdasta. Joukkue koostui tamperelaisista korkeakoulutopiskelijoista.

22.11.2019 20:42



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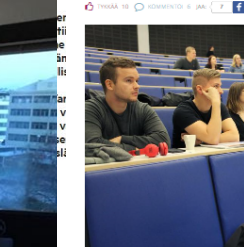
# Radiohaastattelut: • Yle Radio Suomi 7.12.



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Advertisement for JOPERA shoes. Text: 'Koti Knuutilan-kankaalla! Valmistus Suomessa 2016'. Includes a table of shoe prices.

# Liikennehaaste alkoi Oulussa - joukkueilla 72 tuntia aikaa etsiä kampusalueen kehittämistä tukevia ratkaisuja



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Näihin kysymyksiin kausi opiskelijajoukkueista mietti vastauksia 72 tunnin liikennehaasteen aikana.

Liikennehaasteessa haetaan uusia liikenneratkaisuja Helsingin seudulle. Parastaikaa käynnissä.



# Greetings from the organisers

City of Vaasa, Finnish Transport Infrastructure Agency, ABB, Wasaline, Ympäristöministeriö

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# Greetings from the universities

University of Vaasa, Novia, VAMK

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# About the Transport Challenge

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# 72h transport challenge organisers and participants

## Students

Creating design solutions and presentations

### City of Vaasa & Finnish Transport Infrastructure Agency

Funding

- Specification of assignment
- Lectures, sparring
- Judging

### Ramboll

- Connection and coordination between different actors
- Sparring
- Arrangements
- Judging

### Universities

- Linking syllabus
- Specification of the assignment
- Judging

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# 72 transport challenge win-win situation for each party

- The Challenge enables new ideas and innovations
- City of Vaasa and Finnish Transport Infrastructure Agency receive new ideas for developing regions and transportation
- Students get to practise project working on a real case
- Students are granted with credits
- The competition enables connections between the decision makers of universities, companies and regional development and the transportation
- Positive visibility for the field



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# Trends & new policies that will impact transport and urban planning. EU's new strategy for sustainable and smart mobility

Transport infrastructure user charges



Low emission zones



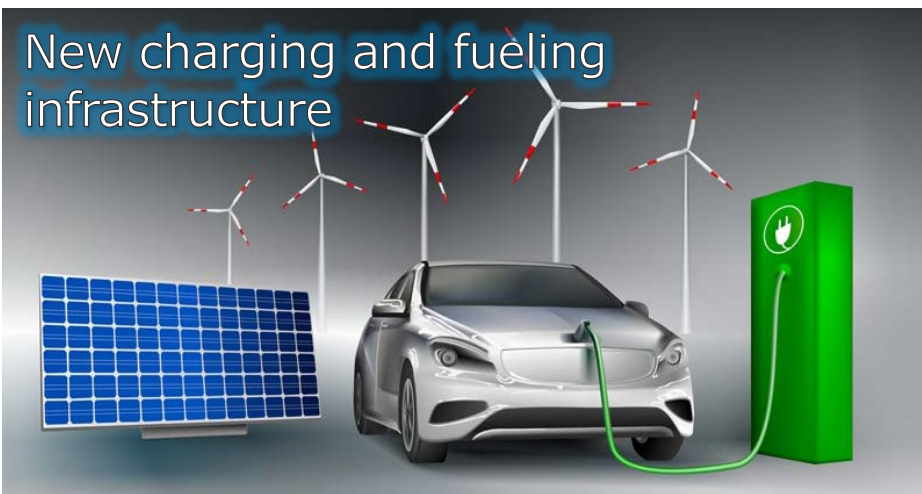
Life cycle costing and environmental impact costs



Equality and equity



New charging and fueling infrastructure



Digitalization and automation of services  
Cyber security



Flexibility of design of systems



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# New challenges and focus areas for the industry



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# CITIES are facing new challenges and opportunities

Sharing economy

Cleantech

**Urbanization**

Inclusion

**Mobility as a Service**

Resource wisdom

**Robotisation**

SMART

User-friendliness

**Global warming**

Resilience

Immigration

Remote work

**Digitalisation**

Big data

**Globalisation**

Green infrastructure

**Electrification of transportation**

Experientiality

Internet of things (IoT)

City bikes

Start Up

Experimentation culture & Pop Up

**Demographic change**

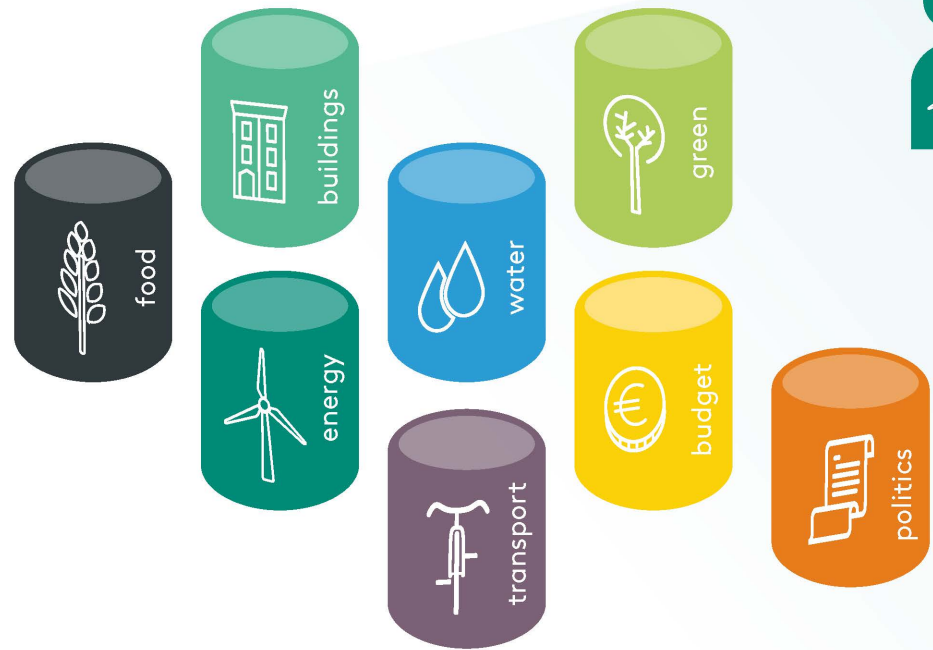
Accessibility and travel chains

**Circular economy**

First/last mile solutions



# THE ART OF multidisciplinary, holistic urban planning



**Breaking the silos!**



# Schedule

Tuesday 26.10.

<b>11:45-13:00</b>	<p><b>11:45</b> <i>Coffee service</i></p> <p><b>12:00</b> Kick-off and welcome words / Jukkis Pitkänen, Ramboll</p> <p><b>12:05</b> Greetings from the organisers / City of Vaasa, Finnish Transport Infrastructure Agency, ABB Oy</p> <p><b>12:15</b> Greetings from the Universities / University of Vaasa, Novia, Vamk</p> <p><b>12:30</b> General information about the Traffic Challenge / Ramboll</p> <p><b>12:45</b> Formation of teams / Ramboll</p>
<b>13:00-15:15</b>	<p><b>13:00</b> Publication of the topic</p> <p><b>13:20</b> Introductions considering the topic</p> <ul style="list-style-type: none"><li>• Sustainable cities / Virve Hokkanen, Ympäristöministeriö, Kestävä kaupunki-ohjelma</li><li>• Land use/ Päivi Korkealaakso, City of Vaasa</li><li>• Mobility in Vaasa – Vision, Demand, Challenges and Potential/ Jukka Talvi, City of Vaasa</li><li>• ABB and Strömberg Park / Jukka Parkkamäki, ABB Oy</li></ul> <p><b>15:00</b> Further instructions / Ramboll</p>
<b>15:15</b>	Independent team work
<b>18:00</b>	Questions for Resident Panel



# Wednesday 27.10.

12:00-15:00	Team sparring
15:00	Resident Panel results for teams
8:00-21:00	Independent team work

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# Thursday 28.10.

7:10-00:00	Uumaja
7:10	Meeting in the harbour
8:00	Breakfast
8:15	Presentations: 4 x 20 min <ul style="list-style-type: none"><li>• Energy / Mika Hakosalo, Vaasan kaupunki</li><li>• Sustainable mobility: best practices in the Nordic / Robin Åkebrand, Ramboll Norge</li><li>• ITS / Jukkis Pitkänen, Ramboll Finland Oy</li><li>• International connections / Aimo Huhdanmäki, Väylävirasto</li></ul>
10:30	Arrival, bus transfer to Nolia
11:00	Presentation: City of Umeå, connecting Vaasa and Umeå (contact person), at Nolia
12:00	Lunch at Nolia
13:00	Site visits, bus transfer <ul style="list-style-type: none"><li>• Bicycle parking facility</li><li>• Pedestrian tunnel</li><li>• Charging station for electric buses</li><li>• Station of being - Smart bus stop</li></ul>
14:30	Working spaces for the teams, coffees&buns, at Nolia
18:15	Bus transfer back to the harbour
19:30	Departure & buffet
20:30-23:00	Rehearsal presentations



Friday 29.10.

Ramboll office

Teräksenkuja 1-3 E

**12:00**

Return of the competition entry (Word + Ppt) on a memory stick

Friday 5.11.

Vaasan kaupungintalo

Senaatinkatu 1

65100 Vaasa

**8:10-11:00**

The presentation of the competition work

**11:00-12:00**

Jury scores works — Lunch break / free time

**12:00-13:00**

Feedback, winner disclosure and award ceremony

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# EVALUATION CRITERIA (a total of 100 points)

**Team work 10 p**

**Meeting goals 15 p**

**Innovativeness and vision 15 p**

**Utilization of media 10 p**

**Feasibility 15 p**

**Impact evaluation 15 p**

**Report 10 p**

**Presentation 10 p**





# EVALUATION CRITERIA (a total of 100 points)

## Team work 10 p

Assigning roles in team  
Participation  
Team spirit and caring

## Meeting goals 15 p

Conforming to assignment  
Depth and scope  
Evaluation from different perspectives  
User-centrism  
Impactfulness

## Innovativeness and vision 15 p

Novelty value  
Innovativeness and attention value  
Modifiability  
Multi-functionality  
Competency  
Diversity of considered changes and impacts  
Creativity

## Utilization of media 10 p

Using social media  
Publicity  
Cooperation with media representatives

## Feasibility 15 p

Technical feasibility  
Considering short and long term  
Scalability of idea  
Acceptability  
Affordability

## Impact evaluation 15 p

CO2 Impacts  
Changes in mode shares  
Attractiveness of sustainable mobility solutions  
Realistic correlation with measures and proposed changes in travel patterns

## Report 10 p

General appearance  
Clarity and level of illustration  
Visuality  
Depth  
Originality  
Degree of innovation and storytelling in the presentation method  
Used methods and sources (reporting them)

## Presentation 10 p

Clarity  
Enthusiasm  
Means of illustration used  
Time management





# Jury and evaluation of the entries

- The winning entry is selected by pre-formed jury
- Each judge rate the entries based on predetermined criteria
- The entry awarded the most jury points wins and the winning team is awarded
- The jury will be chaired by Jukka Talvi, whose vote will rule in the event of a tie

- **Vaasan kaupunki:** Jukka Talvi, Päivi Korkealaakso, Mika Hakosalo
- **Väylävirasto:** Aimo Huhdanmäki
- **ABB Oy:** Jukka Parkkamäki
- **Vaasan yliopisto:** Tommi Lehtonen
- **VAMK:** Asseri Laitinen
- **Novia:** Tom Lipkin
- **Ramboll:** Inna Ampuja



# #72tuntia – Traffic challenge in social media

- The official hashtag of the challenge is **#72tuntia**, and it is also shared with the media
- The organisers are tweeting daily on the events of the challenge
- Teams are encourage to share highlights of their daily activities, lessons learned and the team spirit & overall atmosphere through social media — **there are special prizes for the most active people, the best photos and tweets!**



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# Prize

- The winning team will be awarded a two-day “Liveable Cities” learning excursion to Copenhagen. The prize includes return journeys (train tickets and flights), accommodations in two-person rooms, transport in Copenhagen between sites and meals.
- The excursion will be in early 2022 (exact date will be agreed on with the winning team).
- Note! The prize excursion will be organised if the Corona situation allows. If travel is not possible, the members of the winning team will receive another prize of the same value.



# Teams

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# Making the teams

- Teams have been formulated with students from different Universities and majors
- **Each team picks a name for the team**
- **Each team picks a projects manager from the team,** whose responsibilities include:
  - Contact person of the group
  - Announce the name of the teams and the project manager to the organiser by Tuesday at 18:00 → [inna.ampuja@ramboll.fi](mailto:inna.ampuja@ramboll.fi)
  - Deliver short reports to the organiser about the progress and atmosphere in the group. The reports will be submitted at the end of each day (Tue-Thu). The reports will be forwarded to the panel of judges. A short, informal reporting is adequate
  - Ask at least one group member to join the WhatsApp group

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# Teams





# Schedule

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# ASSIGNMENT: TOWARDS CARBON-NEUTRAL EVERYDAY LIFE IN 2030

**In 2030, Vaasa will be the happiest city in the world with the lowest carbon impacts. Describe the daily life in 2030 in the case area and from regional perspective.**





# ASSIGNMENT:

## Towards carbon-neutral everyday life in 2030

**In 2030, Vaasa will be the most happiest city in the world with the lowest carbon impacts. Describe in team's concept:**

**Urban life and urban environment in one case area in year 2030** (eg. effect on Urban structure and traffic system)

**Collaboration between Vaasa and Umeå**

**Include these viewpoints in your concept**

**Digitalisation of commerce and services**

**E-Mobility and low-carbon transportation**

**Future of work and multilocality**

**Attractiveness and the brand of the city**



# ASSIGNMENT: TOWARDS CARBON-NEUTRAL EVERYDAY LIFE IN 2030

Each team chooses one case area from the options below

Vaasa centrum

Strömberg Park and  
the surrounding  
area

GigaVaasa



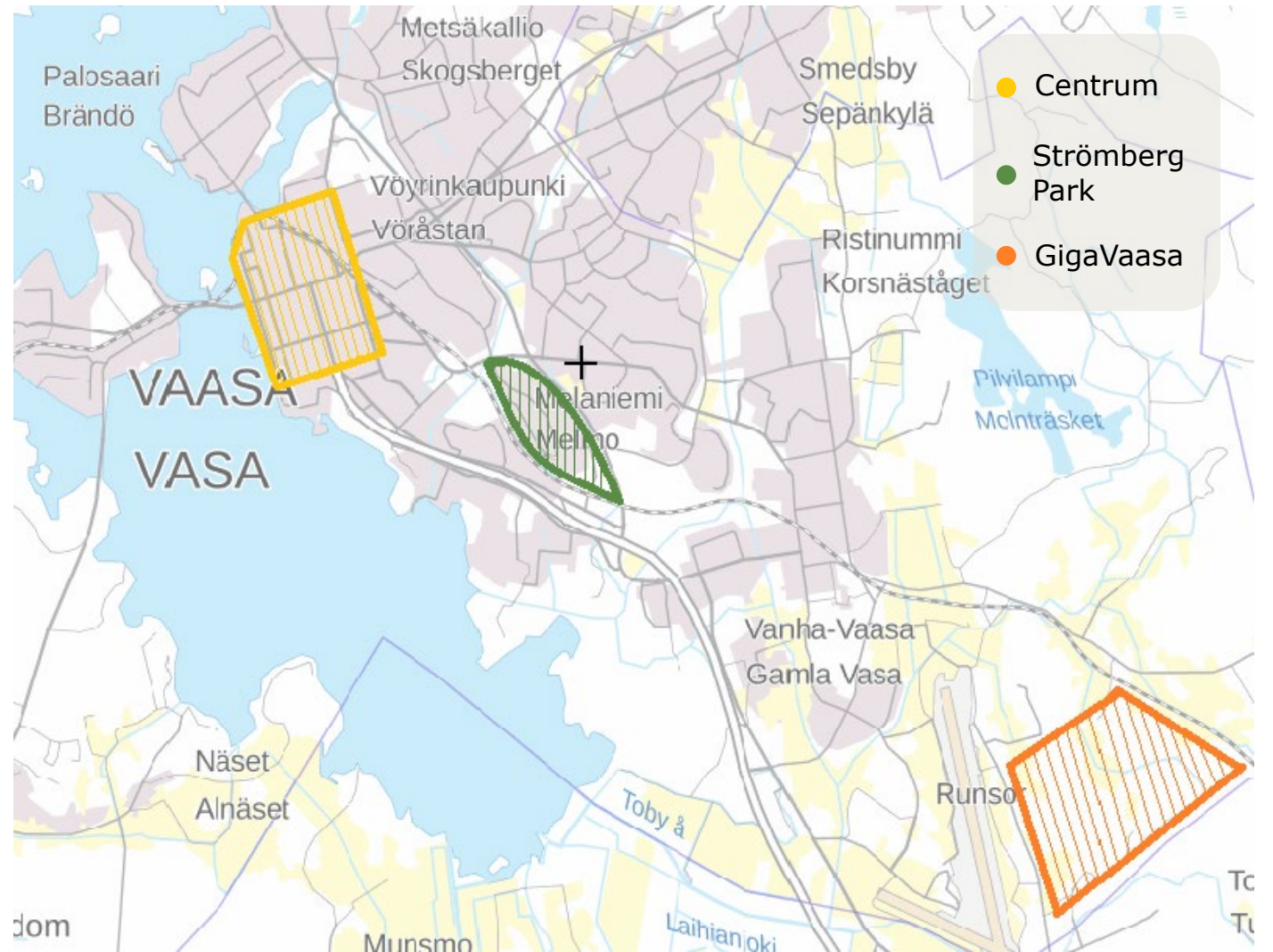


# CASE areas on map

Vaasa centrum

Strömberg Park and the surrounding area

GigaVaasa



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## VAASA CENTRUM

- Residents
- Tourists
- Students
- Entrepreneurs and companies
- Etc.





# Case: Vaasa city centrum

## Pros

- Compact centre area.
- Retrofitting possibilities of existing urban structure.
- Developing city, Wasa station one of the flagship projects at the centrum area.
- Inhabitants of different age groups, tourists and services.
- Visible student activity.
- Diverse cultural life, areas bilingualism gives character.
- Still unexploited areas at the shore.
- Extensive recreational use of parks and urban green spaces.
- Possible free space next to centre after Wärtsilä has moved.

## Cons

- Preconditions set by the existing urban structure.
- Diverse and possible cross-purpose needs of users.
- Relocation of business activities from centrum to eg. Kivihaka, and the withering of the centre area caused by it.
- Increased feel of insecurity.
- Built for cars, still not easy to drive.

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An aerial photograph of an industrial park, Strömberg Park, featuring several large, dark-roofed warehouse-like buildings. The park is surrounded by dense green forests and residential areas. A road with a bridge crosses a stream or canal on the right side. A semi-transparent green rounded rectangle is overlaid on the top left, containing text and a bulleted list.

## STRÖMBERG PARK

- Employees
- Service providers
- Entrepreneurs and companies
- Etc.



# Case: Strömberg Park

## Pros

- Well connected to the centre.
- Potential recreational use of the area.
- Huge parking areas behind the gates, new possible purposes?
- Potential for walking, cycling and public transport development.
- Nearby nature and the possibilities associated with it.
- New urban district of Ravilaakso is planned close by.
- Historical values and their exploitation.
- Belongs to nationally significant built cultural environments.
- Railroad access.
- Alvar Aalto's land use plan, sets also limits.

## Cons

- Preconditions set by traditional factory area.
- The area is unknown for the residents of the city.
- Jobs only? Could there be potential for services/leisure activities et al? (skate park, parkour, etc)
- Unwelcoming feeling created by the gates, possible to turn as advantage?





# GIGAVAASA

- Employees
- Companies
- Etc.





# Case: Gigavaasa

## Pros

- Still unbuilt, varied possibilities, large surface area (1000 ha).
- Chance to think outside the box.
- Future workplace area, attracts business, other actors, and activities.
- Opportunity to overlap the industrial environment with nature.
- An excellent opportunity for carbon neutrality in industrial business, logistically in the middle of raw material reserves.
- In the vicinity of the airport and the railroad.

## Cons

- No existing urban structure, services, area users, or reputation to rely on.
- The increased amount of commuter traffic – positive or negative?
- Significant changes to the nature of the area that may affect to reputation and acceptability.
- Battery industry divide opinions
- Still short of connections to the centrum and surrounding areas.





# Impact evaluation

Ramboll Finland

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Bright ideas.  
Sustainable change.



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# CRITERIA OF THE TRANSPORT SYSTEM IMPACTS CONSIST OF QUALITATIVE AND QUANTITATIVE ELEMENTS

**1. Each proposal will be evaluated from the perspective of HOW WELL THEY CAN CONTRIBUTE TO THE CARBON NEUTRALITY.**

**2. EVALUATION OF TRAFFIC IMPACTS COVER traffic behaviour and transport system changes.**

- **Traffic behaviour covers the travel needs by individual.** Needs relate to work life (Commuting, business travel), shopping and use of different services and leisure. Future cities may facilitate these needs differently in comparison to pre-covid times. Remote working, web-shopping and delivery services etc. will affect the travel needs and behavior. However individual preferences (values etc.) is assumed to be constant over the time, as we do not have data about how preferences will change.
- **Transport system and urban structure impacts - how easily different activities can be reached (accessibility), length and duration of trips, and availability of different modes.**
- **This evaluation takes into account the 1) changes at accessibility, 2) changes at travel needs and 3) so called "generalised cost"** (Combination of length and duration). Each proposal will be evaluated to **1) assess how much CO<sub>2</sub> emissions they will induce in comparison to current situations and 2) how feasible they are.** The feasibility is one criteria which will have impact on overall evaluation.





# IMPACT EVALUATION WITH TRAFFIC MODEL - INTRO

**Traffic model will be used for evaluation the CO2 impacts of solutions.**

The model calculates the CO2-emissions based on travelled kilometrage by each mode (walking, bicycle, bus, private car, e-scooters, etc.).

The presented solution will most likely affect **both transport system and travel behavior** (trip purpose (work, leisure, business, personal business/shopping), used modes or number of trips). These changes can be reflected to model variables and change of travelled kilometrage by each mode.

Therefore we ask each team to give their **1) numerical** and **2) verbal** description of the following variables related to the assignment sub-themes.

Theme	Possible variables
Urban life and urban environment	<ul style="list-style-type: none"> <li>- <b>Land use (accessibility)</b></li> <li>- <b>Transport system:</b> Length and duration of work trips.</li> <li>- <b>Mode shares</b></li> </ul>
Digitalisation of commerce and services	<ul style="list-style-type: none"> <li>- <b>Travel demand:</b> Number of personal business / shopping trip / week</li> </ul>
E-Mobility and low-transportation	<ul style="list-style-type: none"> <li>- Measures to promote alternative fuels and low carbon modes.</li> <li>- Share of vehicle fleet propulsion.</li> </ul>
Future of work and multilocality	<ul style="list-style-type: none"> <li>- <b>Travel demand:</b> Daily work trip frequency (x times / month)</li> <li>- <b>Accessibility:</b> Work trip distance (km)</li> </ul>



# TRAFFIC MODEL – LAND USE

**Traffic model needs the future land use as input.**

**1) Estimate how the land use will change in your case area.**

- Is the total volume realistic?
- How the balance between areas will change? Is it realistic?

**2) Open the reasoning.**

- How did you end up to the proposed total volume and or change of balance between areas?
- What kind of population and jobs are created?

Area	Population 2019	Jobs 2019	Population 2030	Jobs 2030
Vaasa	67078	35156		
Centrum	13091	9176		
Strömberg	0	2571		
Giga-Vaasa	6	0		

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# TRAFFIC MODEL – TRANSPORT SYSTEM

**The transport system and the land use location affects the vehicle kilometers and the vehicle hours made by travelers.**

1. Estimate how these figures will change in the future in your planning area.
2. If you have a vision that the travel speed of certain mode (e.g. bicycle traffic) will increase in the future tell how this will be done.

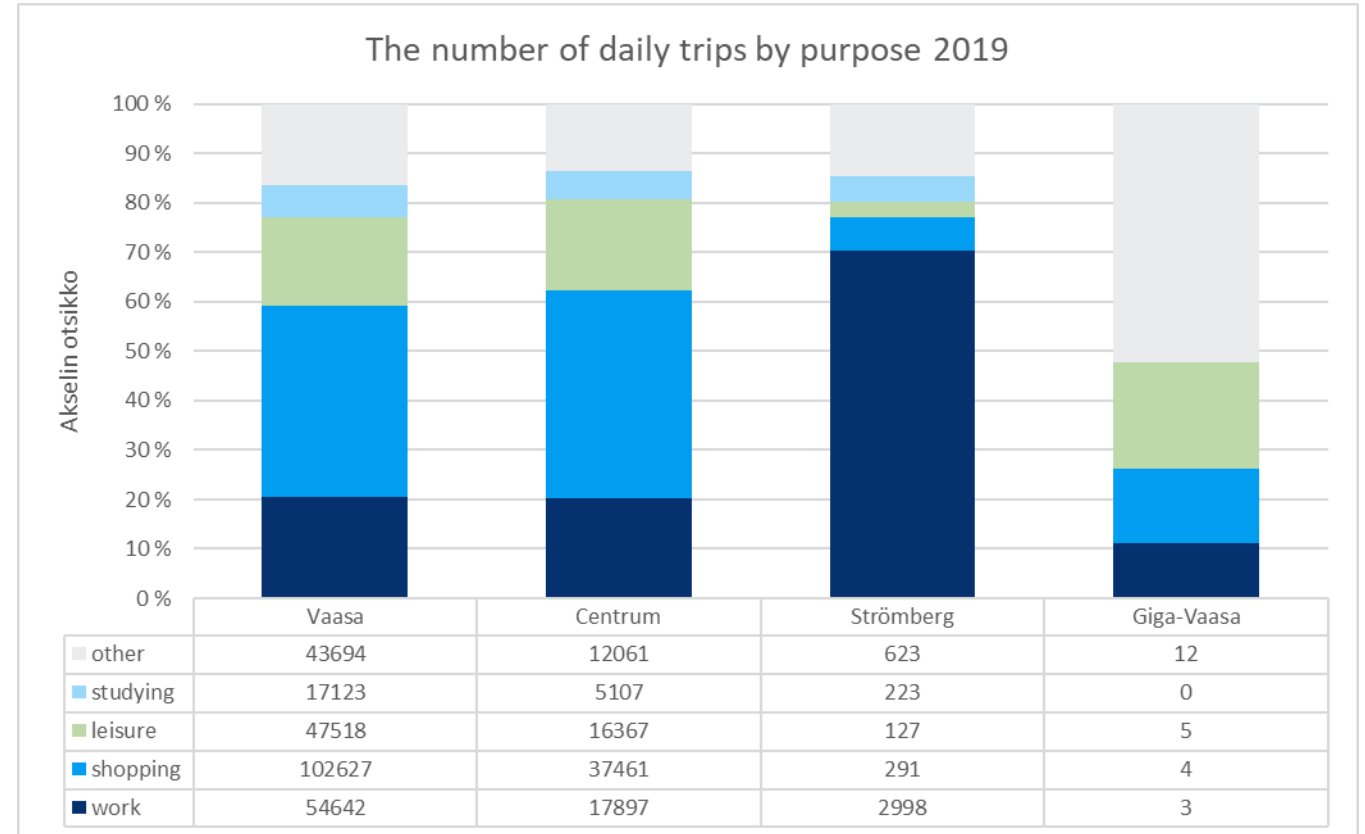
The average length of commuting in kilometres 2019	Vaasa	Vaasa centrum	Strömberg	Giga-Vaasa
pedestrian	1,1	1,0	1,9	-
bicycle	3,4	2,7	3,3	-
public transport	7,8	7,5	-	-
car driver	11,2	8,1	9,1	16,6
car passenger	9,1	6,5	8,1	-

The average duration of commuting in minutes 2019	Vaasa	Vaasa centrum	Strömberg	Giga-Vaasa
pedestrian	16,1	14,5	26,7	-
bicycle	12,1	9,6	11,9	-
public transport	40,7	37,5	-	-
car driver	10,8	8,2	9,0	16,5
car passenger	9,3	7,1	8,2	-

# TRAFFIC MODEL – TRAVEL DEMAND

**Traffic model calculates the travel demand based on the current travel behavior.** E.g. digitalization, remote working and new kind of services can change the need to travel.

1. Estimate what will be the share of different trip purposes in the future year as a whole
2. Estimate also how the total number of trips will change in your planning area if different from overall.
3. Justify your vision, why the travel behavior changes.

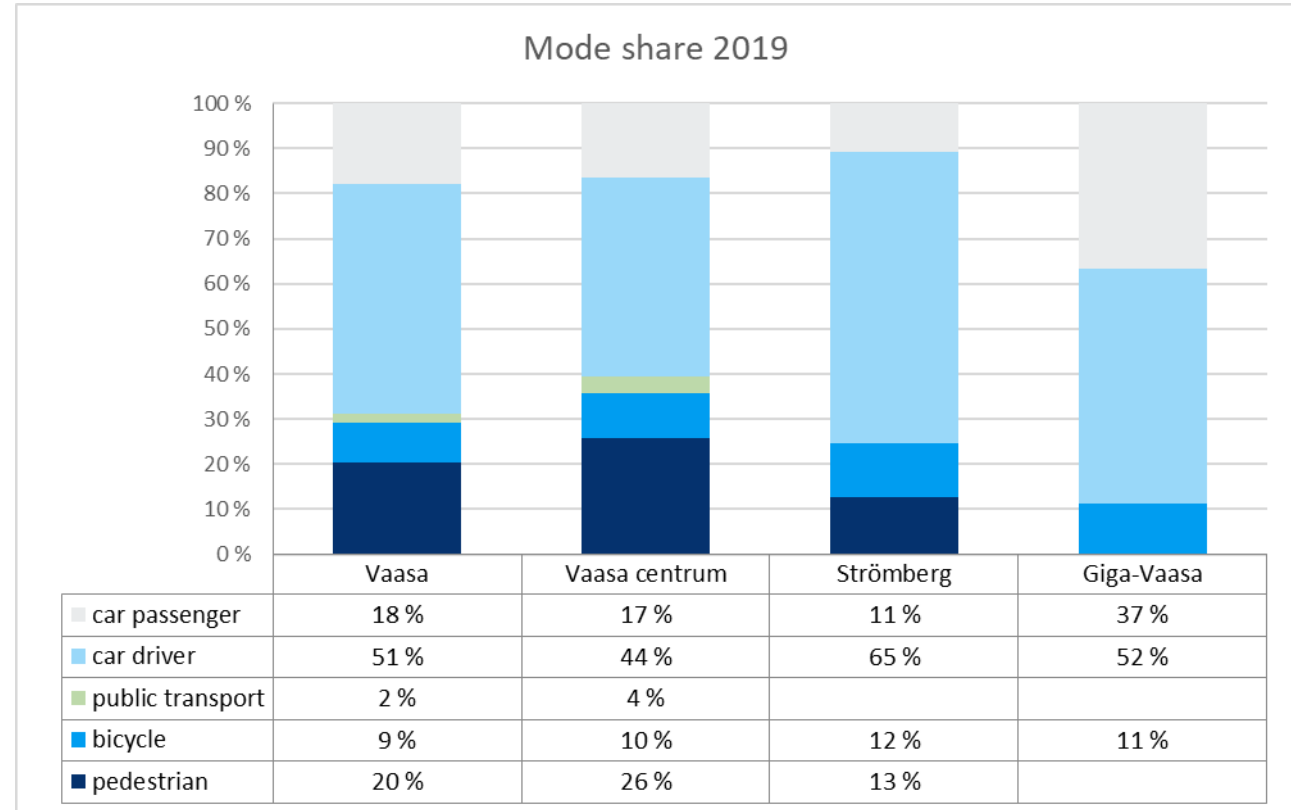




# TRAFFIC MODEL – MODE SHARE

**Traffic model calculates the future year mode share as output.**

1. Define target for the future year mode share in your planning area.
2. Describe the measures how the target can be reached (eg. how the travel speeds of specific mode should change in order to increase mode share and how this increase will take in the place).



# Schedule

**12:00 Kick-off and welcome words**

**12:30 General information about the Transport Challenge/ Ramboll**

**13:00 Publication of the topic**

**13:20 Introductions considering the topic**

- Sustainable cities / Virve Hokkanen, Ympäristöministeriö, Kestävä kaupunki-ohjelma
- Land use/ Päivi Korkealaakso, City of Vaasa
- Mobility in Vaasa – Vision, Demand, Challenges and Potential/ Jukka Talvi, City of Vaasa
- ABB and Strömberg Park / Jukka Parkkamäki, ABB Oy

**15:00 Further instructions / Ramboll**

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Land use

V ^ ^ S ^ .

V ^ S ^ .

26.10.2021

PÄIVI KORKEALAAKSO  
City planning director







# Sustainable Urban Development

## *From Global Goals to National and Local Action*

Virve Hokkanen, The Ministry of the Environment, 26.10.2021  
[www.kestavakaupunki.fi](http://www.kestavakaupunki.fi) @kestavakaupunki #KestäväKaupunki



# Why urban sustainability matters?



- Cities play increasing role in sustainable development and are forerunners in facing and solving new challenges:
  - An increasing proportion (in Finland more than 72 %) of the population and jobs are located in cities.
  - Cities are major contributors to consumption and pollution but also important actors in innovation dynamics.
  - By getting cities and urban development sustainable, we enable better life, well-being and living environments.
  - These underline cities' importance in responding to current and future challenges: climate change, biodiversity, equality, well-being, aging etc.
- Finnish cities have wide range of functions related to sustainability and are actively developing and enabling sustainability solutions. Many has climate targets, but not always enough means to follow the measures.
- We need more cross-sectoral approach and multidisciplinary cooperation to combine the dimensions of sustainability: ecological, social and economic.





# UN Agenda 2030 SDG goals

Consists of 17 goals and 169 targets. Monitored by over 200 global indicators, and national indicators. All countries have committed to promoting the Agenda 2030.



- [GOAL 1: No Poverty](#)
- [GOAL 2: Zero Hunger](#)
- [GOAL 3: Good Health and Well-being](#)
- [GOAL 4: Quality Education](#)
- [GOAL 5: Gender Equality](#)
- [GOAL 6: Clean Water and Sanitation](#)
- [GOAL 7: Affordable and Clean Energy](#)
- [GOAL 8: Decent Work and Economic Growth](#)
- [GOAL 9: Industry, Innovation and Infrastructure](#)
- [GOAL 10: Reduced Inequality](#)
- [GOAL 11: Sustainable Cities and Communities](#)
- [GOAL 12: Responsible Consumption and Production](#)
- [GOAL 13: Climate Action](#)
- [GOAL 14: Life Below Water](#)
- [GOAL 15: Life on Land](#)
- [GOAL 16: Peace and Justice Strong Institutions](#)
- [GOAL 17: Partnerships to achieve the Goal](#)



**SUSTAINABLE DEVELOPMENT GOALS**  
17 GOALS TO TRANSFORM OUR WORLD



# Objectives of sustainable urban development in the programme of Prime Minister Marin's government



Means to achieve the goal of "Supporting sustainable urban development and increasing housing in growing urban areas"

- Finalizing the reform of the Land Use and Building Act
- Long-term development of housing policy
- MAL agreement procedure
- State-subsidized housing production
- Measures in growing urban regions (including ARA housing) and areas with shrinking populations (including grants)
- Housing for special groups
- Development of suburbs
- Sustainable urban development
- New forms and affordable costs of owner-occupied housing
- Strengthening the position of tenants





# The Ministry of the Environment's activities on sustainable urban development

- Kansallinen kaupunkistrategia
- Energia- ja ilmastostrategia
- Keskipitkän aikavälin ilmastosuunnitelma KAISU
- Vähähiilinen rakentaminen ja kiertotalous

- Kuntien ilmastoratkaisut -ohjelma
- Kestävä kaupunki -ohjelma
- Lähiöohjelma
- Asuntopoliittinen kehittämisohjelma
- Yhteistyöohjelma asunnottomuuden puolittamiseksi
- Puurakentamisen ohjelma

## Foorumit

- Kaupunkipolitiikan, metropolipolitiikan ja seutukaupunkien yhteistyöryhmät sihteeristöineen

- MAL-sopimukset

## Strategiat ja suunnitelmat

## Ohjelmallisuus

## YM strategia 2030

- kestävä kaupunkikehitys

## Kansainvälinen kehittäminen

- Urban Agenda for the EU
- YK:n New Urban Agenda NUA tavoitteiden kansallinen edistäminen ja seuranta

## Sopimuksellisuus

## Lainsäädäntö

- Ilmastolain uudistus
- MRL uudistus





# What makes a sustainable city?





# Sustainable development commonly divided into ecological, social and economic sustainability



In cities for example

- Low carbon solutions (heating, transport etc.)
- Biodiversity
- Sustainable urban structure and land use
- Healthy living and green environments
- Sustainable social environment
- Equality
- Inclusion and communities
- Education
- Employment and standard of living
- Sharing economy / shared services
- Cultural and economic vibrancy
- Active collaboration and integrating perspectives



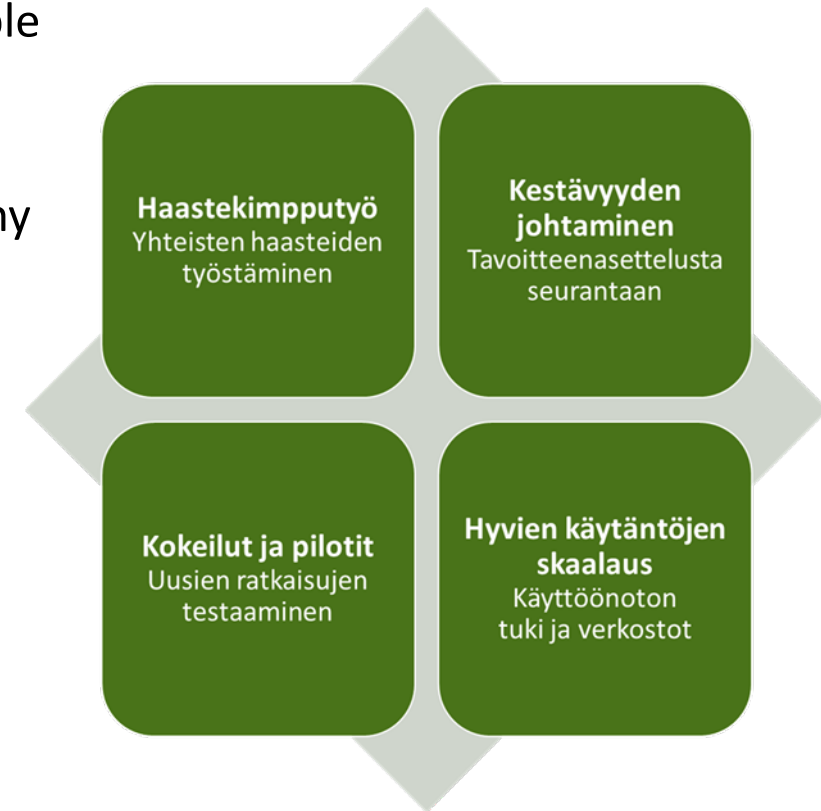
Kuva: Susanna Kekkonen



# The Sustainable City programme (2019-2023)



- A partnership-based approach catalyzing and supporting the sustainable urban development. Supports cities' work towards sustainable urban development and cooperation between cities and the state.
- Themes: carbon reduction, smart solutions, social sustainability, healthy living environment. Focuses on finding solutions that integrate these.
- Actions include for example strengthening sustainability management, developing new solutions through experiments, offering expert and peer support for municipalities, and scaling up good practices.
- Coordinated by the Ministry of the Environment. By October 2021 the program has involved appr. 80 municipalities and 50 other actors.
- Implements the goals of the New Urban Agenda (NUA), UN Agenda 2030 SDG goals and Urban Agenda for the EU in Finland.





# Guides and analysis for sustainability in cities and municipalities



## Vipinää kestävään kehitykseen - Agenda 2030-työkirja kunnille

*A spark for sustainable development - Agenda 2030 workbook for municipalities* supports the utilization of the UN Sustainable Development Goals (SDGs) in local cross-government sustainability management.

## Elämänmittainen lähivihreäpolku

*Life-long green path* includes research information and inspirational examples of adding a healthy and comfortable green neighborhood.

## Saa kuulua! Oivalluksia osallisuuteen kaupungeissa ja kunnissa –opas

*Be heard! Insights for promoting inclusion in cities and municipalities* guide offers advice and tips for promoting resident participation.

## Reilun kiertotalouden käsikirja

*Guide for socially sustainable circular economy* offers advises and examples on how to combine social sustainability and circular economy.





Picture: Jenni-Justiina Niemi, HSY

# Sustainable station areas: Climate-smart area tool

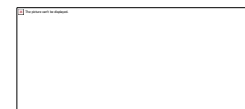
The experiment produced a tool for planning climate-start station areas to assist urban planning  
The tool is based on the Low Carbon District concept developed in the EU-funded SMART-MR project. The concept consists of four areas: Land use, housing, mobility, and services and livelihoos.

## RESULTS

- The project created a user-friendly tool that comprehensively examines sustainability themes for urban planners and regional development actors.
- The ready tool at [www.ilmastoviisasalve.fi](http://www.ilmastoviisasalve.fi) can be used in regional planning.
- The experiment produced information on how proposals for regional planning measures can be visualised and compiled into a service package.

## EFFECTS

- The tool will make it possible for low-carbon and circular economy urban planning to be more streamlined.
- Workshop cards facilitate interactive planning of sustainable areas and the definition of objectives







## Walking city labs for young people

Young people's analyses of the walkability of routes and public places. The tool was tested in the cities of Kangasala, Espoo and Tampere. In addition to urban planning, young people taking part in the labs learned the basic skills of participation: Questioning, listening, viewing, brainstorming and teamwork.

### RESULTS

- Two ways to analyse the walking environment together with young people: **Digital** and **analogue**
- The key areas of public spaces were identified, i.e. the areas with the most potential as event and meeting places (young people's own places) and how these could be improved (quality criteria for urban space).
- “We learn much more by doing this through a concrete programme than by reading about it in books.” Flexible comprehensive education class teacher (Hervanta, Tampere)

### EFFECTS

- Young people's competence and participation in urban planning will increase.
- The land use planners will get new insight.
- Transport planners will receive concrete improvement proposals for the traffic environment.
- New tools for teachers





## Communal vertical farming

The project examined more sustainable and communal urban housing opportunities with the aim of creating a space where the residents of the area can get their fingers dirty the soil and spend time together planting. Instead of an instructed environment, city-farmers can create their own space in the city by combining module-based, wooden farming structures, such as plant walls that divide the space. So far, the project has been fruitful for both InnoGreen and farmers, and it has created its small farmer community in Kera's logistics centre.

### RESULTS

- A multifunctional space that can be tailored to the needs of the community is essential for generating a sense of community.
- The outside green wall is an effective place to grow herbs and is well suited for urban farming.
- Ecological materials have produced positive results in structures and growth platforms.

### EFFECTS

- Close cooperation between companies, residents and communities as developers of regions.
- A replicable model for creating a more sustainable cultivation area in the courtyard.
- The experiment is linked to future urban development, in which the attractiveness and greenness of cities determine their appeal.



### IN COOPERATION

InnoGreen  
 City of Espoo  
 Stadin Puutarhuri  
 Keran Hallit  
 Kera-kollektiivi  
 Tired Uncle Brewing CO  
 Ministry of the Environment





# Contact information



## Sustainable City Programme

Programme manager Virve Hokkanen (puh. 02952 50034) [etunimi.sukunimi@ym.fi](mailto:etunimi.sukunimi@ym.fi)

Specialist Iina Heikkilä (puh. 02952 50448)

Www [kestavakaupunki.fi](http://kestavakaupunki.fi)

Virtuaalikortteli [virtuaalikortteli.kestavakaupunki.fi](http://virtuaalikortteli.kestavakaupunki.fi)

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# Mobility in Vaasa – Vision, Demand, Challenges and Potential






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26.10.2021 JUKKA TALVI  
Director of Municipal Infrastructure



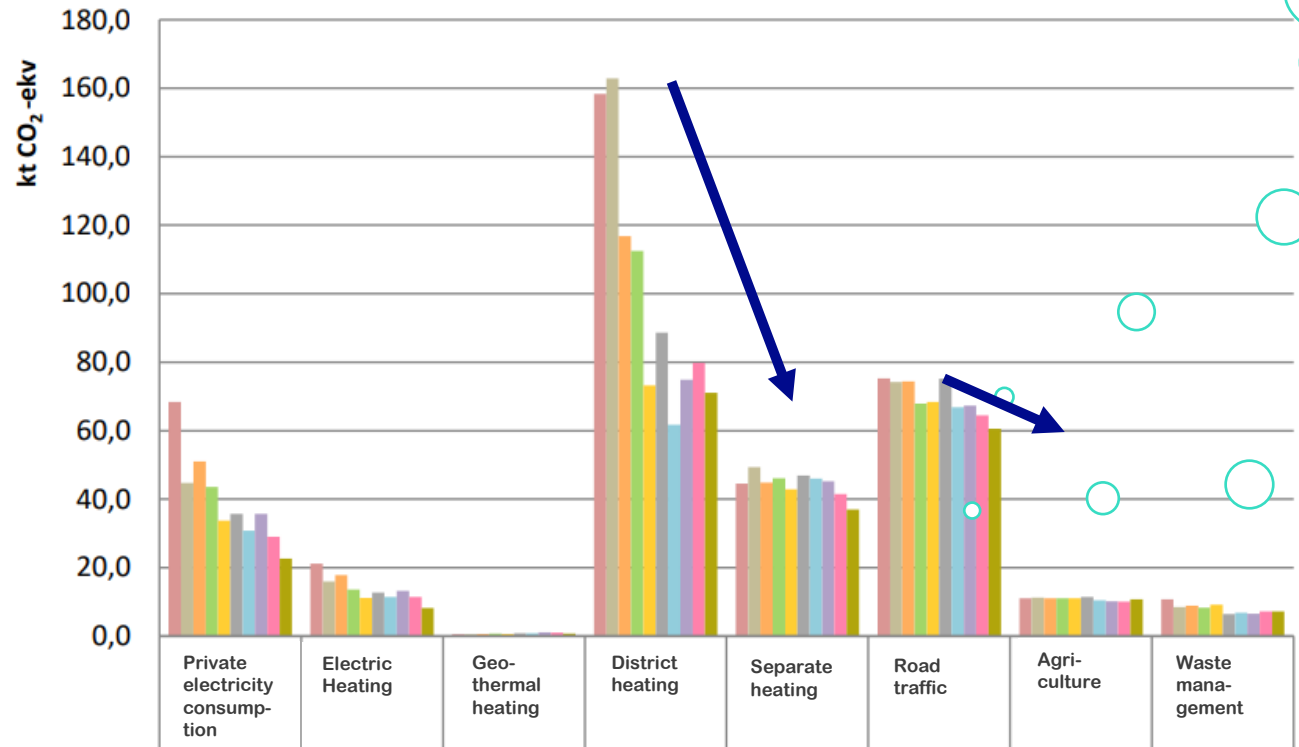
# Vision / Strategy

	<b>THE HAPPIEST INHABITANTS IN FINLAND</b> 		<b>POPULATION GROWTH</b> >100,000 inhabitants by 202X 		<b>INCREASING THE NUMBER OF JOBS</b> 		<b>BALANCED ECONOMY</b> 		<b>CARBON NEUTRAL BY 202X</b> 	
	INHABITANTS		COMPANIES		COMMUNITIES					
CUSTOMER VALUES	Magnificent and multilingual	Well-being from junior to senior	Large pool of experts	Logistical flagship	Our shared, culturally rich Vaasa	Active partner				
	Safe	Easy life	Europe's energy leader	Ecosystem forerunner	Fast experiments					
PROCESSES	Proactive basic service production	Digital services	Proactive land policy	Quick decision making and investments	Active inclusion	Forum for associations				
	Targeted marketing		Investments in energy		Electronic platform	Accessible cooperation				
RESOURCES AND COMPETENCE	Crossing administrative boundaries	Vaasa Events	Start-up activities	Being attractive to companies and experts						
	Leisure and cultural opportunities	Diverse customer-oriented services	A city of education from preschool to university	20,000 students	Trust	Excellent locale for events				
	Skilful personnel	Efficient, wide service network	Culture of experimentation	Land assets	Proactive organisations	Energetic community				

Mobility and logistics involved in all



# Demand for Climate Actions



	Private electricity consumption	Electric Heating	Geo-thermal heating	District heating	Separate heating	Road traffic	Agri-culture	Waste management
2011	68,4	21,1	0,5	158,4	44,6	75,3	11,1	10,8
2012	44,8	16,0	0,5	162,8	49,4	74,2	11,2	8,5
2013	51,0	17,8	0,7	116,8	44,8	74,4	11,0	8,9
2014	43,6	13,6	0,7	112,5	46,1	67,9	11,1	8,4
2015	33,7	11,1	0,6	73,2	42,9	68,4	11,1	9,2
2016	35,7	12,7	0,9	88,6	46,9	75,2	11,5	6,5
2017	30,8	11,4	0,9	61,8	46,0	66,8	10,5	6,8
2018	35,7	13,2	1,1	74,9	45,2	67,3	10,2	6,6
2019	29,0	11,5	1,0	79,8	41,5	64,5	10,1	7,2
2020*	22,7	8,2	0,7	71,0	37,0	60,5	10,7	7,2

Road traffic soon the biggest source for CO<sub>2</sub>

What is the 202x maximum?  
How to follow the progress?  
How to plan the actions?

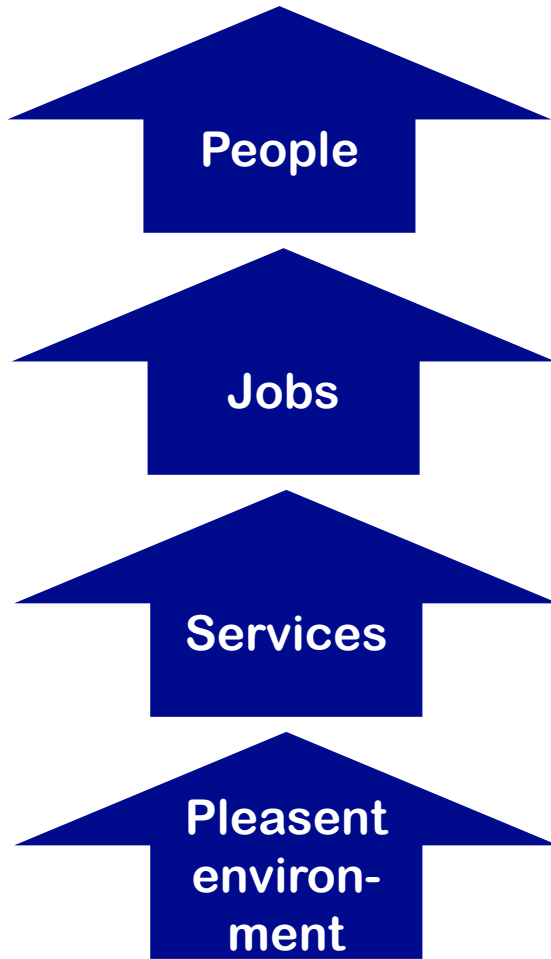
Amount of carbon sinks and ways to enlarge those?  
How much can we share to mobility?

From 60,5 to 15 ktCo<sub>2</sub> !?!

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# Demand for a Lively City in a Mobility Perspective

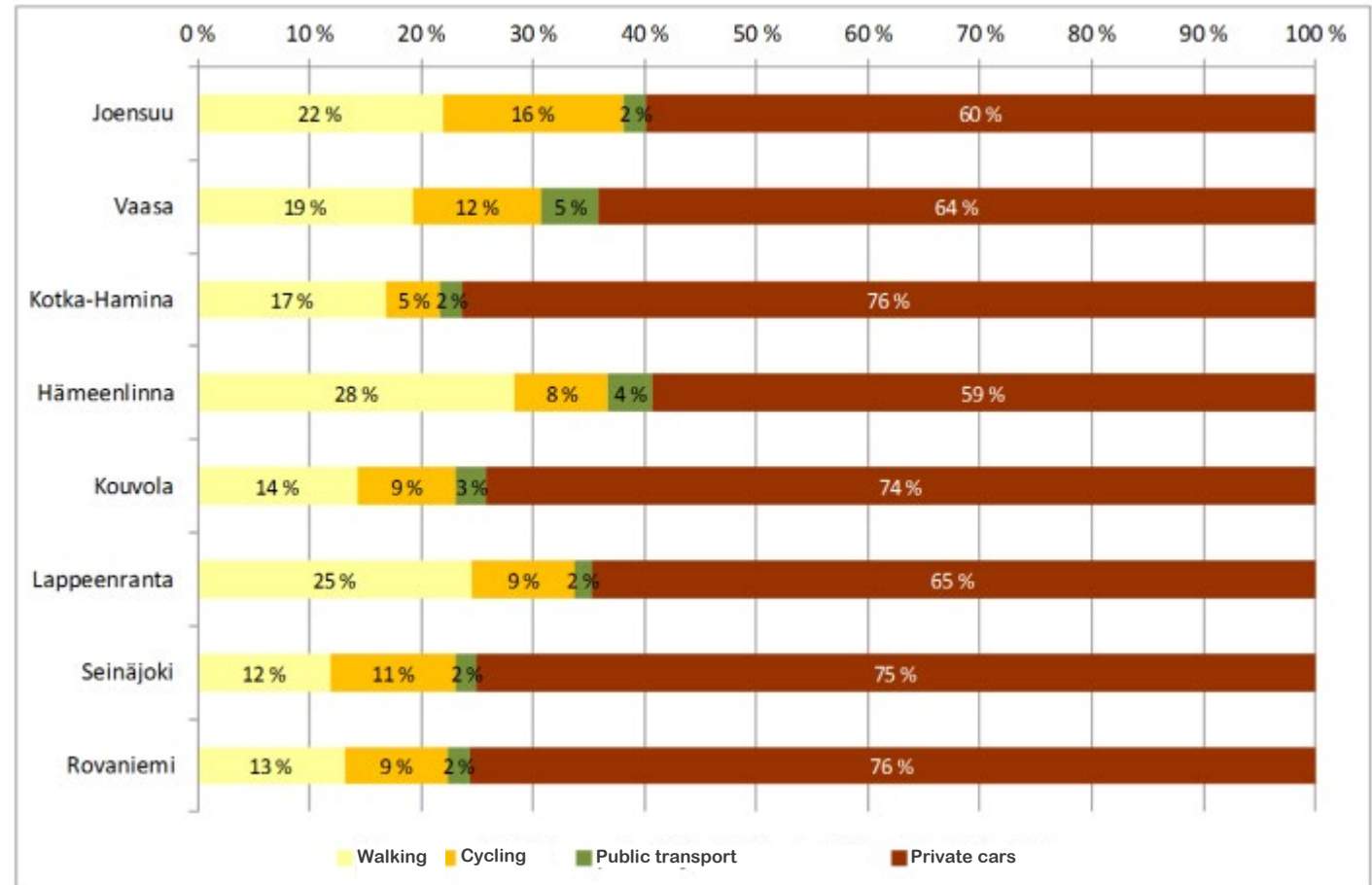


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# Challenges

- Private car dependency and culture
  - "Must own a car"
  - Limited charging infrastructure
- Car-centric traffic network
  - Poor level of service for active mobility
- Covid-19 bad for public transport
- Big investment program
  - Buildings
  - Logistics infrastructure
  - New industry and housing areas
  - Room for enhancing mobility?

Modal shares 2013



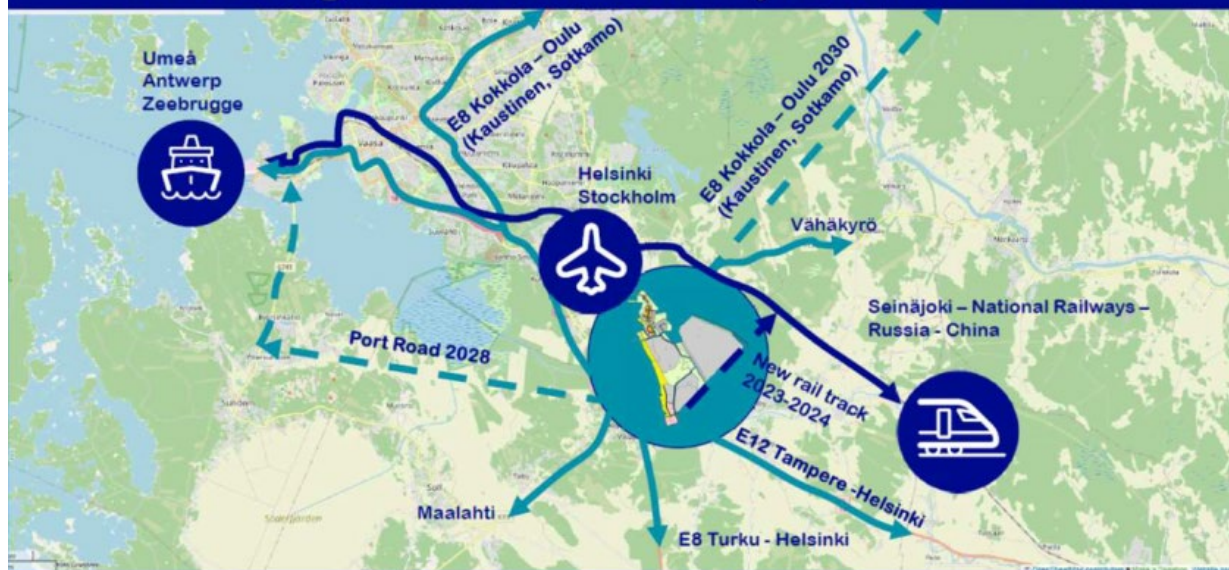
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# Potential

- A Truly compact city with no hills
  - 80 % of population within 5 km from the market square
  - Avg. Distance to jobs 4,3 km
  - Avg. distance to schools 3,2 km
- Room for improvement (wide streets, etc.)
- All transport modes

## Existing and New Transport Network



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# New Ways for Better Results



Vetokannas bridge  
- Construction prize 2020

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V ^ S ^ .



# Thank You!



V A A S A  
V A S A





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# ABB and Strömberg Park

Jukka Parkkamäki, Country Real Estate Manager





## Well positioned across global markets

Employees

~105,000

Countries

~100

Revenues

~\$26 bn

Europe

~\$9.6 bn

Americas

~\$7.9 bn

AMEA

~\$8.4 bn

ABB is a leading global technology company that energizes the transformation of society and industry to achieve a more productive, sustainable future.

By connecting software to its **electrification, motion, process automation and robotics & discrete automation** portfolio, ABB pushes the boundaries of technology to drive performance to new levels.

2020 figures

**ABB**



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## ABB Values

Courage

Care

Curiosity

Collaboration



# ABB Way – performance with purpose



We succeed by creating superior value.



We push the boundaries of technology to drive performance to new levels.



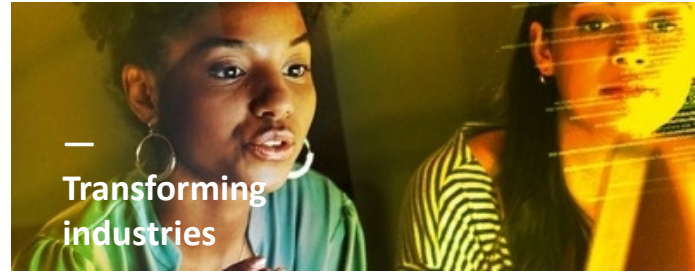
We energize the transformation of society and industry to achieve a more productive, sustainable future.



Creating success



Addressing the world's energy challenges



Transforming industries



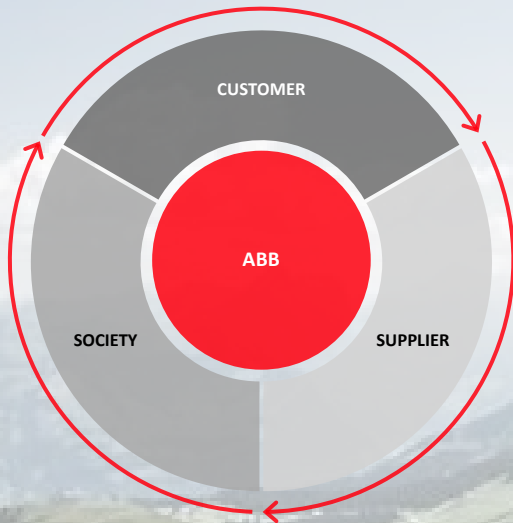
Embedding sustainability



Leading with technology

# Main sustainability targets

Striving to achieve all targets by 2030



Sustainable Value Chain

## We enable a low-carbon society

- **Carbon neutrality** in own operations
- Support our customers in reducing annual CO<sub>2</sub> emissions by **>100 Mt<sup>1</sup>**
- Supply chain emission reduction

## We preserve resources

- **80%** of ABB products & solutions covered by circularity approach
- **Zero waste** to landfill<sup>2</sup>
- Supplier Sustainability Framework

## We promote social progress

- **Zero harm** to our people and contractors
- Comprehensive D&I framework<sup>3</sup>; **25% women** among ABB leaders
- **Top-tier** employee engagement score in our industry
- Impactful support for community-building initiatives

**INTEGRITY AND TRANSPARENCY ACROSS OUR VALUE CHAIN**

1. Savings in the year 2030 from solutions provided to customers 2021-30

2. Wherever local conditions allow

3. Diversity & Inclusion framework



# Strömberg Park, Vaasa

## Brief facts:

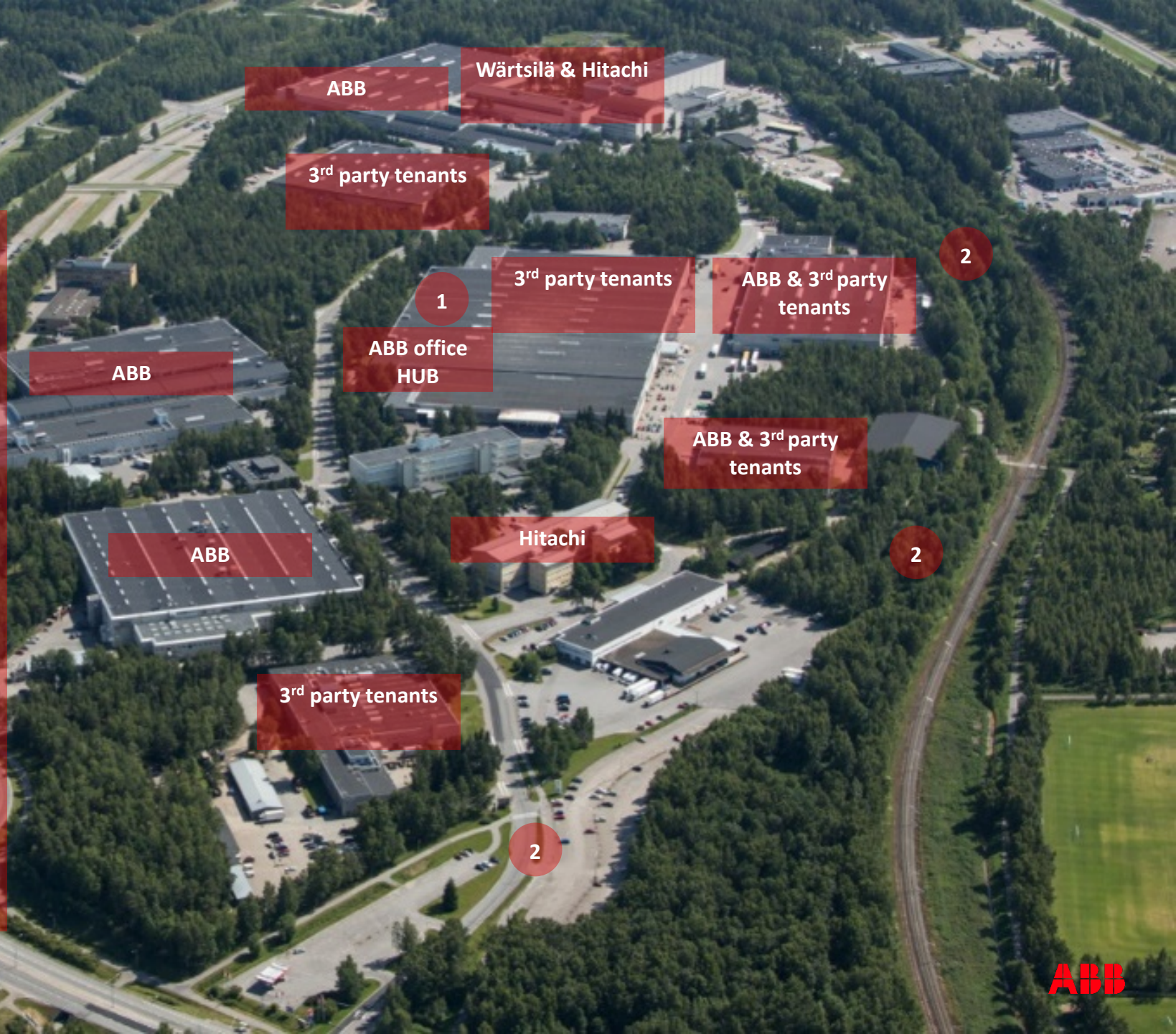
- Largest business Hub in Vaasa
- First buildings built in 1940s
- Land area over 70 hectares
- Over 250 000 sqm of office and production area
- 50 various companies as tenants
- Over 2000 people daily works at the Campus
- Unused building rights and empty plots to further develop the Campus area

## Latest larger investments:

1. ABB office HUB completed in 2019
2. Infrastructure developments together with City of Vaasa 2020-2022

## Future:

- Investments in smart energy concepts in line with Sustainability 2030 strategy
- Digitalization and smart business Hub in focus
- Stronger integration of the area to both City Center and Giga Vaasa





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# Further Instructions for the teams

**RAMBOLL**

Bright ideas.  
Sustainable change.





# Rules of competition

The rules can be read on the Traffic Challenge website:

<https://projektit.ramboll.fi/liikennehaaste2021/saannot.html>

Main points:

- **Obligation to participate in** compulsory occasions (min 2 persons from each team)
  - exceptions possible only by agreeing with the Ramboll organising committee
- **Compliance with deadlines**
  - final deliverables (Word+PPT) to be delivered in a USB stick on Friday 29.10. by 12.00 at Ramboll office (Teräksenkuja 1-3 E, 65100 Vaasa)

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Trafikledsverket

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# Project managers, team names and communication

- Each team selects a project manager from among them, as well as a name for the group, and tells the selected Case they choose (done already)
- Project Manager delivers a **day report** (video, ppt or word file) on the team's work and greetings daily (Tuesday-Thursday) by 20:00. Submit all reports to Inna Ampuja & Pauliina Koskinen
  - The reports will be submitted to the jury and taken into account in the evaluation
- The project manager ensures that at least one of the group members belongs to the WhatsApp group for adhoc communication
- The project manager ensures that **at least one member** of the group is present at sparring and at the lectures
- The project manager ensures that the entry (Word, Ppt and any other material) is **returned on time**

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# Working spaces

- Each team has a workspace in Campus
- There is also a dinner booked every night at 7 pm
- When you go to your own space for the first time, please put a sign on the door with your team's name



# MAPS



# Reporting and submission of entries

- Entries should be reported and returned in **electronic form**
- Entry should include a **PowerPoint presentation**
  - In addition, **a working report (Word)** of 1-2 pages should be prepared
- The final materials should be prepared in Finnish, English or Swedish
- Returning of **the final presentation (Ppt) and work report (Word)** in memory stick at the Ramboll office, Fri Oct 29 by 12:00
- **Late submissions will not be considered**



# Background material

- During the competition, teams can use different information sources, such as interviews, Internet materials and literature
- Used sources must be stated in the competition entry with good reporting practice
- Each team will be given a memory stick at the beginning of the competition, which includes background material and information about the competition
- The memory stick will be returned to the organizer at the end of the challenge



# Sparring sessions

- In sparring sessions, teams present their thoughts and can interview experts in the field, as well as receive feedback in support of drafting and brainstorming competition work.
- **You can prepare for interviews** by thinking about questions for experts — experts don't have a presentation for teams!
- Themes of sparring:
  - Mobility
  - Attractiveness
  - Regional development
- Each group has time for a 20 min/sparring group.
- At least one member of the group should participate in sparring, but we recommend sparring for everyone!
- Time: Wednesday 27.10.2021 between 12-15, each team will be informed more specific times and place after this event

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# Practice presentations and closing seminar presentations

- 20 minutes/group is allocated for the performance of the entry - **stick to the given time limit**, it is not possible to stretch the performance time!
- Work should be presented in Finnish, Swedish or English
- The whole group must be present at a remote intercourse, both at the practise presentation and at the closing seminar\*
- Order of presentations are drawn
- **The practise presentations** will be held between 20.30 – 23.00 on Thursday, one group at a time. (On boat)
- Groups will later be informed of a more accurate group-by-group schedule
- Presentations of the closing seminar will be held on Fri 5.11.2021 between 8-11
- All groups on site throughout the occasion

*\* Potential absences only if agreed in advance with the organizers!*

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# Resident panel

- For the competition, a Resident Panel has been assembled with a comprehensive representation of residents of Vaasa
- The mission of Resident Panel is to give teams their own insights and experiences on the urban environment of Vaasa and its development.
- The information is collected through an electronic Webropol survey conducted by Ramboll according to questions received from the teams.
- **Teams must submit their 2 questions today to the resident panel by 18:00**
- The Panel will be sent a link to the survey on Tuesday night 26.10. and the answer time to the survey will be until Wednesday morning on 27.10. Ramboll will deliver the results to questions posed by the teams at noon on Wednesday.
- The Resident Panel will also have the opportunity to comment on entries during 5.11. Friday's presentations through a survey, and the feedback provided by the Panel will be served to the jury.



# Process

## Day 1

- Case selection
- Introduction to assignment
- Introduction to background materials
- Defining the key challenges in planning
- Questions for the Residential Panel
- Early brainstorming
- Day report

## Day 2

- Sparring lectures
- Brainstorming
- Expert interviews and testing the ideas in sparring
- Rethinking the key challenges to face the feedback from the resident panel
- Day report

## Day 3

- Excursion to Umea
- Drafting the entry for the practice presentation
- Rehearsal of the practice presentation
- Testing the entry in the practise presentation
- Day report

## Day 4

- Report and presentation
- Finalizing the entry

## Closing seminar 5.11.2021

- Presentation of the entries
- Jury's feedback
- Announcing the winner and award ceremony



# Questions

- Groups have the opportunity to submit specific questions in terms of mission statement, evaluation criteria and rules in writing by email [inna.ampuja@ramboll.fi](mailto:inna.ampuja@ramboll.fi)
- Questions are compiled and answers sent to project managers of all teams
- Questions about the course of the competition, as well as a discussion possible also on the WhatsApp group
- The group can be joined by an invitation link, which is delivered to everyone by email

# CONTACT DETAILS

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**NEXT LOCATIONS**



# Working Spaces

- **TEAM1** A201 PALOMÄKI
- **TEAM2** A213 LIIKESIVISTYSSRAHASTO-SALI
- **TEAM3** B203 KPO-SALI
- **TEAM4** D215 LAIHIAN MALTAAN SALI
- **TEAM5** D219
- **TEAM6** D115 SK-TUOTE LUENTOSALI
- **TEAM7** D118



GOOD LUCK!

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