

City district/urban corridor cases as pilots for sustainable urban mobility

Summer 2019



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- Development of mobility node for seamless transportation opportunities
- Smart mobility services and solutions
- Integration of smart mobility branding and marketing into the city communication

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 690699.

Location: Turku, Finland

Organisations involved:

[City of Turku](#)

[Regional Council of Southwest Finland](#)

[Turku University of Applied Sciences](#)

What is the solution?

A mobility node combining bike sharing, car sharing, public transport and information panels, will be created in the Kupittaa (district) laboratory area (the 'living lab' for the City of Turku in CIVITAS ECCENTRIC) and all year round seamless cycling and walking connections implemented. Via the node, MaaS (Mobility as a Service) services can be tested in the area. The target groups of this measure are students, companies and housing companies located in the Kupittaa district. The measure also aims to integrate smart mobility into the branding and marketing of the city's communication.

How does it work?

Sketches of the mobility node were prepared by an architecture student at Tampere University of Technology during the spring and summer of 2017. The mobility node concept was presented to various stakeholders, city representatives and citizens on a special event. Participants were asked to suggest ideas of services the node could provide. Negotiations between the city and private landowners have been started.

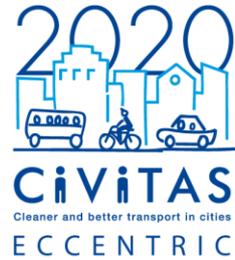
A mobility questionnaire has been designed in order to survey people living and working in Kupittaa about their wishes and concerns with regard to urban mobility and public transport in particular. A total of approximately 900 organisations have been approached with the questionnaire. With the questionnaire still running, we have to this date received approximately 150 responses. A smart mobility information pack has been designed for companies and this will be marketed to those interested in autumn 2018.

First negotiations with key players in the Kupittaa area took place in spring 2017. As a result of these meetings, the visibility of public transportation timetables and offers have increased/improved in the lobby screens and information channels (such as newsletters, social media, etc.) of the companies involved. Four smart mobility events on biogas, car sharing, winter cycling and e-mobility, took place in autumn 2017 generating great interest.

Expected results

What positive impact is the solution expected to bring to the city in terms of the key CIVITAS ECCENTRIC objectives:

- Improved knowledge about smart mobility options in the laboratory area. More than 60% of the companies in Kupittaa are aware of the measures being implemented in CIVITAS ECCENTRIC.
- Less need for parking areas due to improved use of sustainable modes of transport and car sharing solutions.
- Shorter transportation chains and transportation time from the Kupittaa train station to the functional urban area.
- To enable that smart mobility is part of the city communication, marketing and branding.
- To shift company trips into more sustainable modes in order to improve their ecological and economic performance.



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
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Business model

This measure is funded by CIVITAS ECCENTRIC, by €160,225, and through a separate budget allocation for the mobility node.

A large number of actors are involved in the measure. The number of actors is on the increase as the various companies are contacted, and more actions needed emerge from the meetings. The specific company actions are funded by private money.

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