



Eccentric impact on Turku

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08/2020

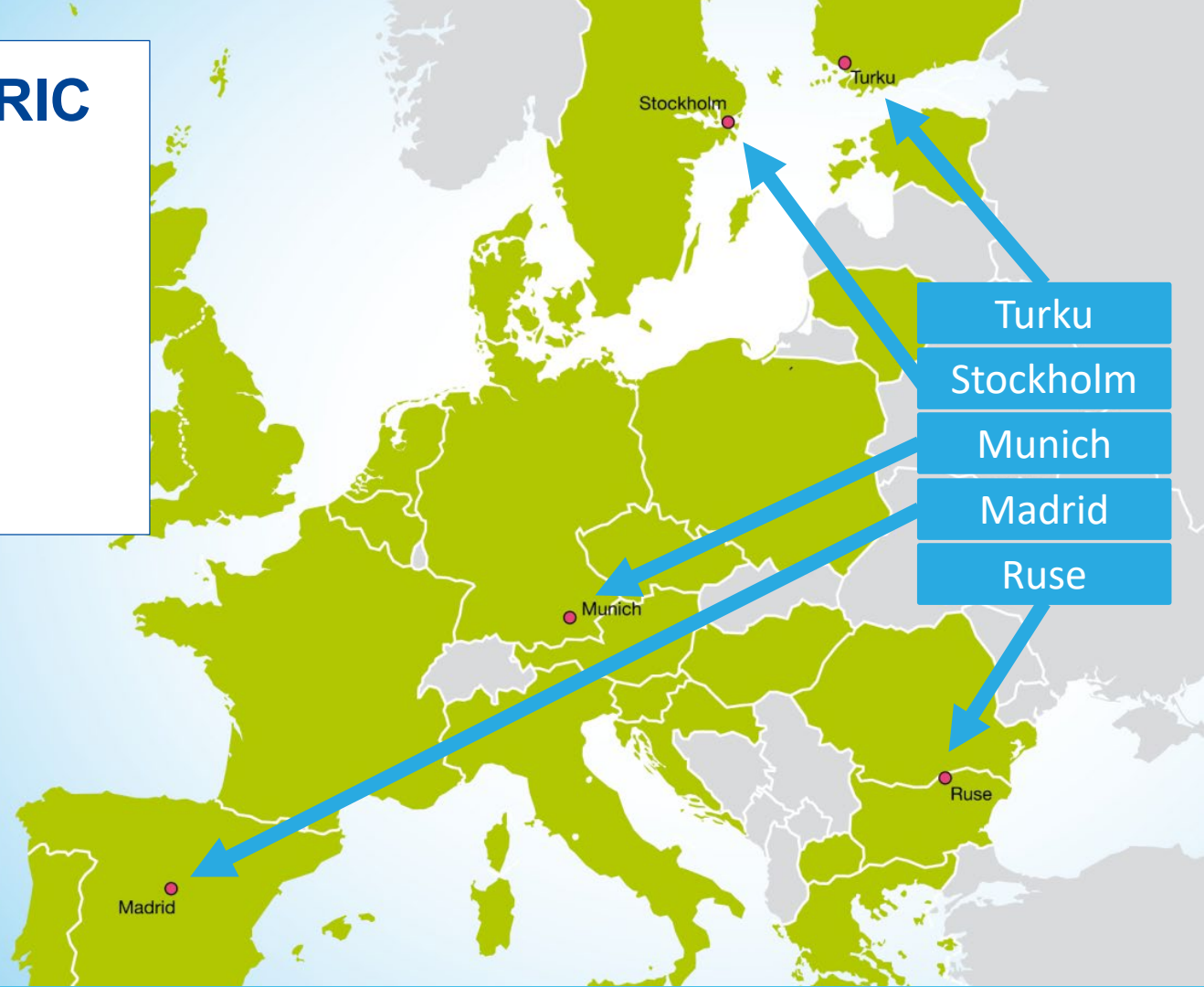


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CIVITAS
ECCENTRIC

CIVITAS ECCENTRIC

- Horizon 2020
 - Total 17 974 933 €
 - Turku 3 237 000 €
- **Timetable:** 2016-2020
- Smart Mobility
- Living laboratories



Turku

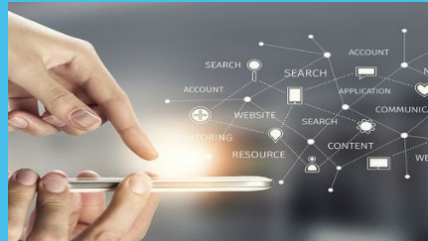
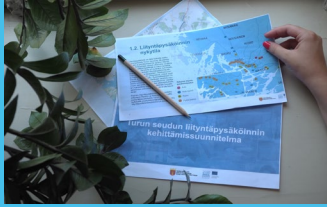
Stockholm

Munich

Madrid

Ruse

9 measures in the city of Turku



- Citizen and stakeholder involvement in mobility planning and new mobility services
- City District / Urban Corridor Cases as Pilots for Sustainable Urban Mobility
- Smart Multimodal Mobility Services applying the Mobility as a Service concept
- Integrated Ticketing and Information System for Smart Mobility
- Easy, Safe and Comfortable Cycling and Walking Round the Year
- Bike-sharing and Car-sharing Schemes
- Introduction of Electric Public Transport
- Electrification of City's Fleet and Promotion of Electro-mobility
- Introducing biogas for urban freight logistics



New concepts

- Laboratory area – new thinking
- Mobility as a Service – concept (MaaS)
- For the first time a significant evaluation process in place
- Strong national discussion on climate change
- New mobility vehicles arrived to the market



Strategic level impact in Turku

ECCENTRIC has had a direct impact on the content of the three spearhead projects of the city:

- Smart and Wise,
- Centre development
- Kupittaa area



Holistic approach on mobility and transport

More resources to communication on mobility

Integration of Eccentric measures

Larger impact on future projects and cooperation



SMART MOVE



Impact on strategic documents

Either directly or indirectly to following documents:

- Sustainable Energy and Climate Action Plan (12/2017)
- National development programme on transport sector 2018-2022 (12/2017)
- Development programme on bicycling (2018)
- Parking policies 12/2019
- Development of Landuse, living and transport contract for 2021-2024
- Update of the traffic system plan for South-West Finland
 - Development of the regional SUMP



Upscaling of Turku's own measures

TUR2.1. Citizen and stakeholder involvement in the mobility planning process and new mobility services

Heat - project

1.4.2018 – 31.3.2021, Central Baltic

Interreg

Partners: WHO Healthy Cities network,
Regional Council of Southwest
Finland/Valonia, Turku University of
Applied Sciences, City of Jurmala, City of
Tartu, Cyckelfrämjandet and Institute of
Baltic Studies

<https://www.heatproject.eu/>



Upscaling of Turku's own measures

TUR 6.4. Electrification of City's Fleet and
Promotion of Electro-mobility

BSR Electric

1.10.2017-30.9.2020, Interreg

Baltic Sea Region

Partners: Many, Turku University
of Applied Sciences,

<https://www.bsr-electric.eu/>



Replication of Turku's own measures

TUR 5.7.: "Introduction of Electric Public Transport"
eBussed - Building capacities for European-wide
e-bus deployment
1.8.2019 – 31.1.2023, Interreg Europe
Partners: Turku University of Applied
Sciences, City of Hamburg, Ministry for Gozo,
Transport Malta, Province of Livorno, HU
University of Applied Sciences Utrecht, Province
of Utrecht, Tolna County Development Agency



Upscaling of Turku's own measures

TUR2.2. City District / Urban Corridor Case as a Pilot for Sustainable Urban Mobility – Harbour area development

HuPMobile

1.1.2019-30.6.2021, BSR Interreg

Several partners, City of Turku

<https://projects.interreg-baltic.eu/projects/hupmobile-185.html>

TUR3.2. Integrated ticketing and information system for smart mobility

"Green Mobility Chains"

2.9.2019 – 31.8.2021, Finland ERDF funding/6city strategy

Turku Science Park, Turku University of Applied Sciences

Replications done during ECCENTRIC project

- STO 4.5. Policy for re-routing cyclists during construction work
 - Short test period in Spring 2019, idea to have it tested by several operators, not so successful
- MAD 2.8 Mobility management strategies for vulnerable groups and gender issues, Madrid
 - Part of the action was an illustration exhibition, this is being prepared also in Turku.

Replication of measures from other partners

- Idea since the development of ECCENTRIC..
- MUC7.3 Sustainable city logistics by combining cargo-bike-delivery-services with a flexible storage system
New Solutions in City Logistics project
1.8.2018-31.12.2020,
Finland ERDF funding/6city strategy
Partners: City of Turku (lead), Forum Virium Helsinki Oy, Turku university of applied sciences, Tampere university of applied sciences and Regional Council of Southwest Finland/Valonia

<https://citylogistiikka.fi/>



Replication of measures from other partners

MUC7.5 Neighborhood oriented concierge system at the development area Domagkpark
Canemure-Finland project
2018-2024, Life-IP
Large Finnish consortium, city of Turku

STO2.4. Smart and flexible parking by emerging technology
MAD 2.3 Adaptive parking management based on energy efficiency and occupancy
1.8.2019-31.10.2021, Finland Low carbon mobility in mobilityhubs
ERDF/6city strategy funding/6Time
Partners: City of Espoo, City of Turku, City of Oulu, Business Tampere,
Turku University of Applied Sciences



Replication of measures from other partners

MUC2.10 “Transfer - Exchanging communication and information technology for everyday mobility between generations”

GreenSAM - Green Silver Age Mobility

1.1.2019 - 30.6.2021, Central Baltic Interreg

Partners: Hamburg, Aarhus, Gdansk, Tartu, Regional Council of Southwest Finland, Institute of Baltic Studies (Tartu) and Turku University of Applied Sciences

STO 6.6 Master plan for developing EV-charging, Stockholm

USER-Chi – Innovative solutions for USER centric Charging Infrastructure

1.2.2020-31.1.2024, Horizon

26 partners, City of Turku, Turku Energia, VASO, TVT



Impact on Turku measures to others

- So far TUR measures 3.2. and 5.5. replicated in:
 - The procurement of bike share system in the city of Oulu, city of Jyväskylä, city of Tampere
 - Preparations of the bike share system in the city of Tartu Estonia



Lessons learnt from replication

- Be open, dynamic and realistic
- Take part in strategy development of the city to create the basis for replication
- Network with other cities
- Use different funding sources for replication
- The city does not need to be the one replicating – inspire others to do it
- Involve other sectors in your city
- Replication is not sprint – it's a marathon!

Some successful Turku measures

TUR 4.8. Easy, safe and comfortable cycling and walking around the year

- The winter maintenance pilot was well received and preliminary results on its potential impacts on wintertime modal shift are promising
- Significant impact on cycling policy development in the city.

TUR 2.1. Citizen and stakeholder involvement in mobility planning and new mobility services

- Impact on developing participatory mobility planning approaches
- Park-and-ride plan

**Bonus:
MaaS
readiness
level index**

On one hand... Failure could not be avoided

TUR 2.2. City District / Urban Corridor Case as a Pilot for Sustainable Urban Mobility

- The mobility node was planned but not realised due to issues with land-ownership and not having pre-secured financing.

TUR 5.5. Bike-sharing and Car-sharing Schemes

- Bike share system implemented but expected levels of system usage have not been achieved
- There have been numerous technical issues with the system



Direct link to the success (or lack thereof) of **TUR 3.2. “Integrated Ticketing and Information System for Mobility”**

On the other hand... Failure has brought with it some important lessons

**Success cannot be measured merely
in terms of impact.**

What may have failed in terms of direct impact has proven extremely valuable from the point of view of **process learning**.



We are now far better **informed** and **equipped** to plan for future larger-scale mobility interventions in the city.

Living lab – Kupittaa companies & households

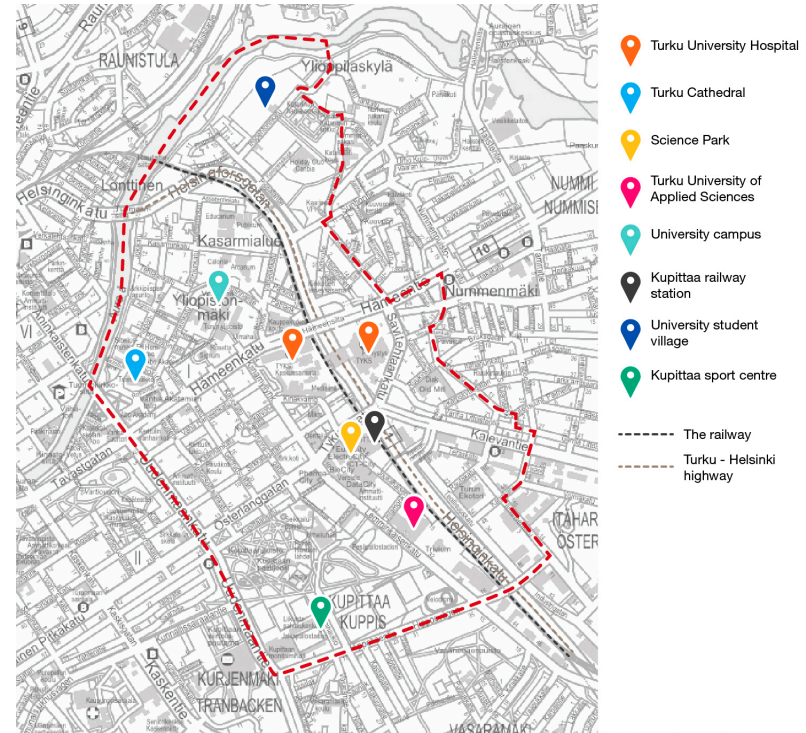
Housing companies and private companies in the lab area surveyed, contacted and concrete information materials planned.



Awareness of sustainable mobility has grown in the area.

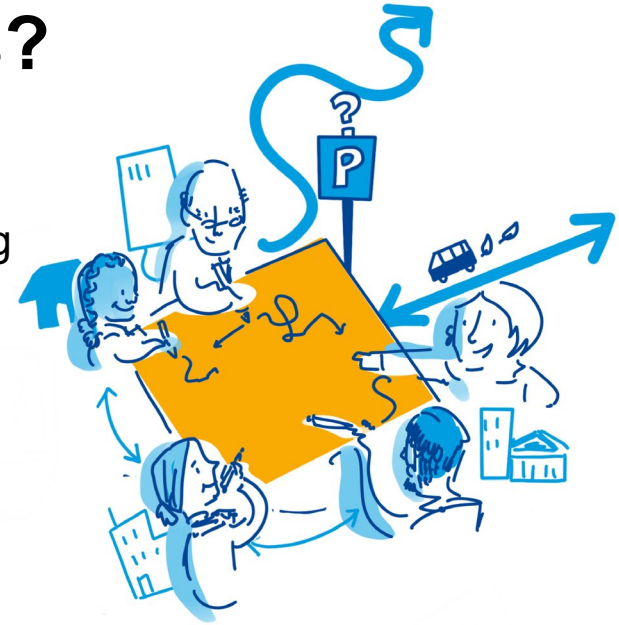
20% of the companies and housing companies in the area have used the measures tested in the laboratory area.

Actions to improve traffic safety in the laboratory area have been taken



How can projects help speed up sustainable mobility development in cities?

- Creating a sense of **urgency**
 - ...based on the practical issue of having project funding for a limited amount of time
- Giving an opportunity to **think out of the box**, risks and make bold experiments
- Allowing for proper **resourcing**
- Allowing for thorough **planning**
- Placing proper emphasis on **stakeholder involvement**, crucial for developing complex issues such as MaaS





Kiitos!

www.turku.fi/civitas-eccentric
<http://civitas.eu/eccentric>

