



# Helsinki City

*Designing for the most functional city*

Design Strategy & Entrepreneurship

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# Helsinki City in a nutshell

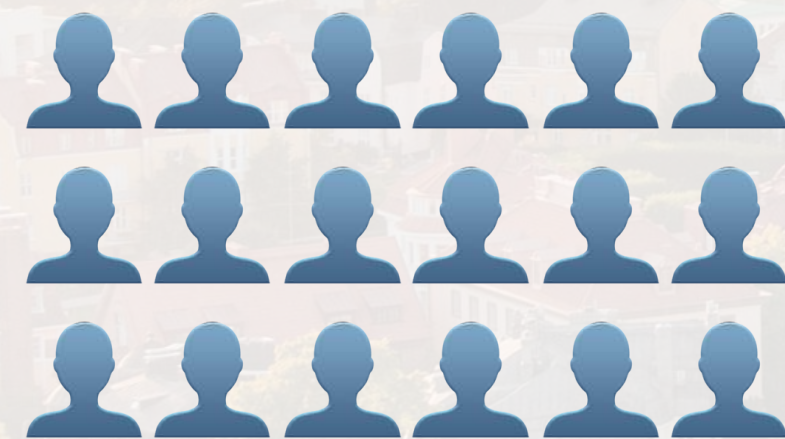
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VISION ————— By 2021

## The world's most functional city

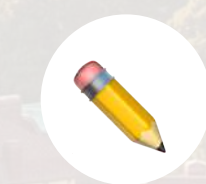
Equality & Trust

WORKERS ————— 4,000 workers



STRUCTURE ————— 4 divisions under City Administration

Admini-  
stration



Education



City Environment



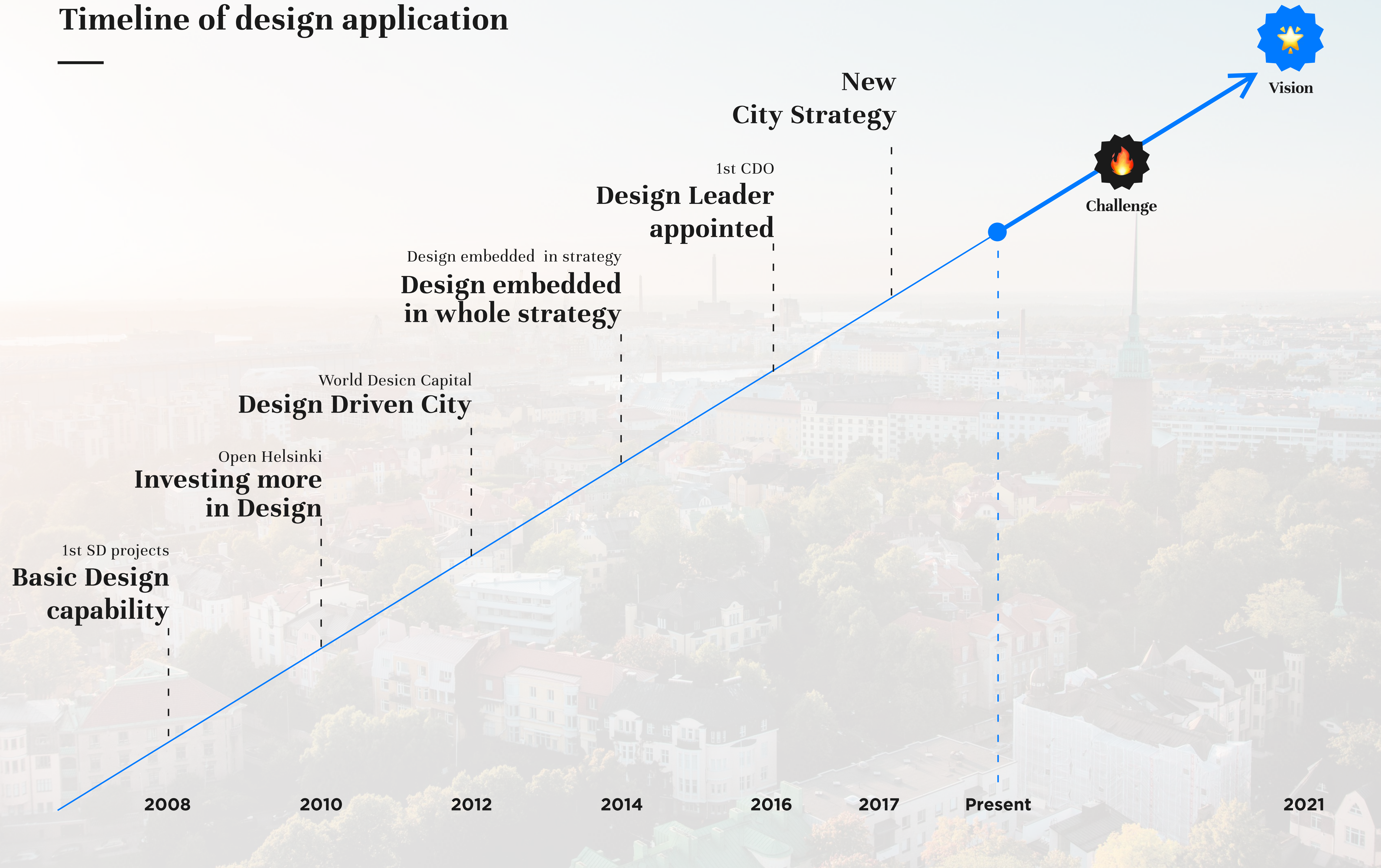
Culture & Leisure



Social & Healthcare



# Timeline of design application

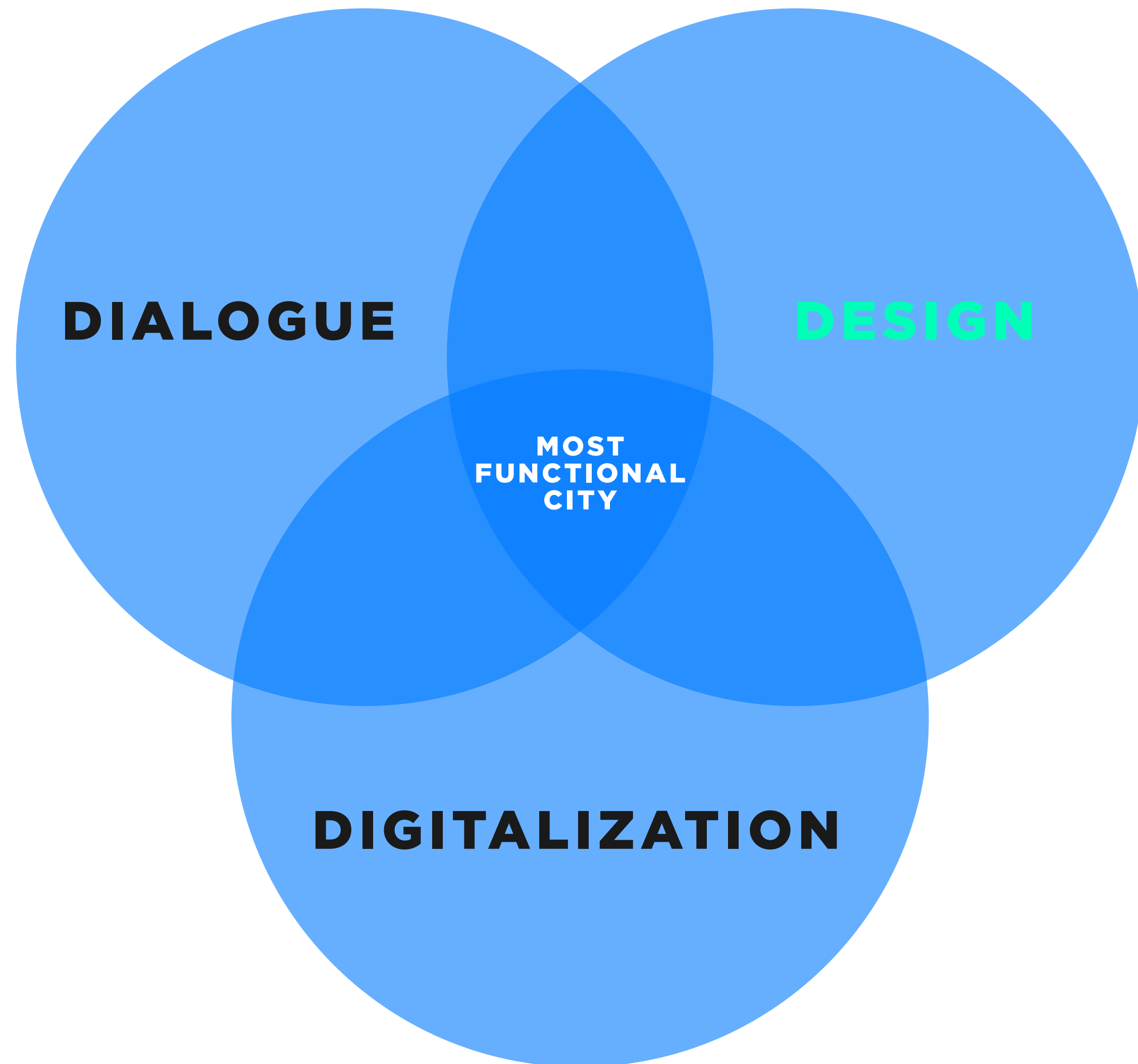




# Current position of design in the strategy

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## 3D MODEL



“*Functionality is based on equality, non-discrimination, strong social cohesion and open, inclusive ways of operating.*”<sup>\*</sup>

“*A good user experience of the city to its citizens is created through a combination of design, digitalism and dialogue.*”<sup>\*</sup>

# Analysis

DESIGN USE → CASE STUDY → ROLE → VALUE

HIGH

Level of use ↑

## Intelligence

Design attitude is embedded in whole organization as a culture.

none

none

none

## Strategy

Design is used in decision making and capability is built in line with its vision.

Future Scenario of the city

- Visualise emergent futures
- A catalyst of transformation

- **Collaboration beyond discipline**
- **Make change happen**
- **Open plural possibilities for futures**

## Systematic Process

The design methods & processes are systemised to gurantee the quality of services.

Brand Identity of Helsinki

- Identification of Helsinki City
- Improve familiarity
- Coherency of the quality

- **Citizens' sense of inclusivity**
- **More credibility to the city**

## Service/Project

The design methods & processes are used in each project.

- 'Phenomenon-Based Learning Handbook'

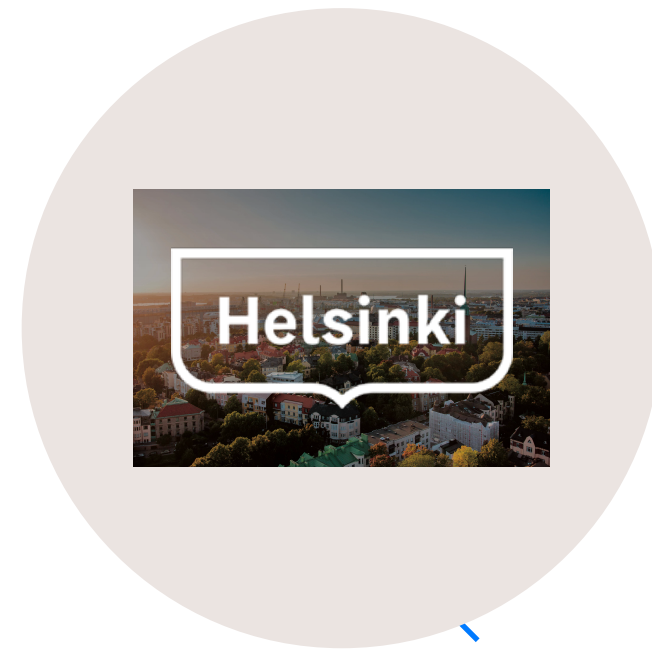
- Enabling dialogues with tools
- Build reflection of people's dream
- Creating empathy

- **Collaboration with citizens**
- **Equality for everyone**
- **Empowerment people**
- **Leading to better solutions**

LOW

# The value of design

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**4 Intelligence** -

**3 Strategy** - Collaboration beyond one discipline  
- The possibility for changes to happen

**2 Systematic Process** - Citizens' sense of inclusivity  
- More credibility to the city

**1 Service Project** - Collaboration with citizens - Empowerment of people  
- Equality for everyone - Better solutions

# Citizen Participation in the strategy

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## The world's most functional city

**Sustainable  
growth**

**Service  
development**

**Responsible  
management  
of finances**

**Diversifying  
interests**

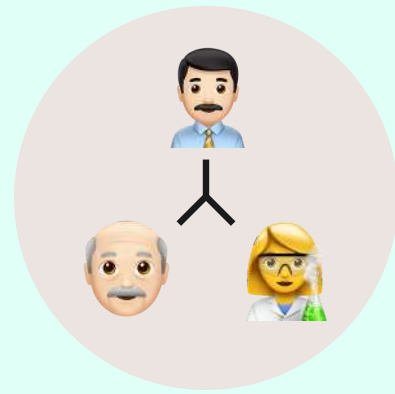
**Citizen participation**



# Participation Model

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## Principle



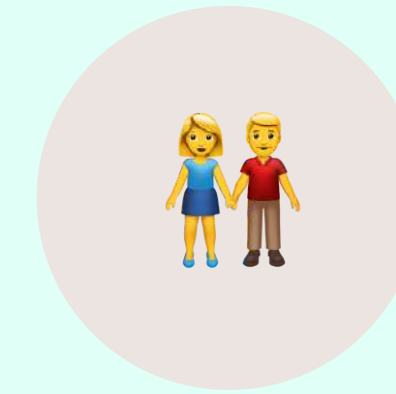
### Integration

Use of knowledge  
by experts and individuals



### Autonomy

Enabling independent  
participation



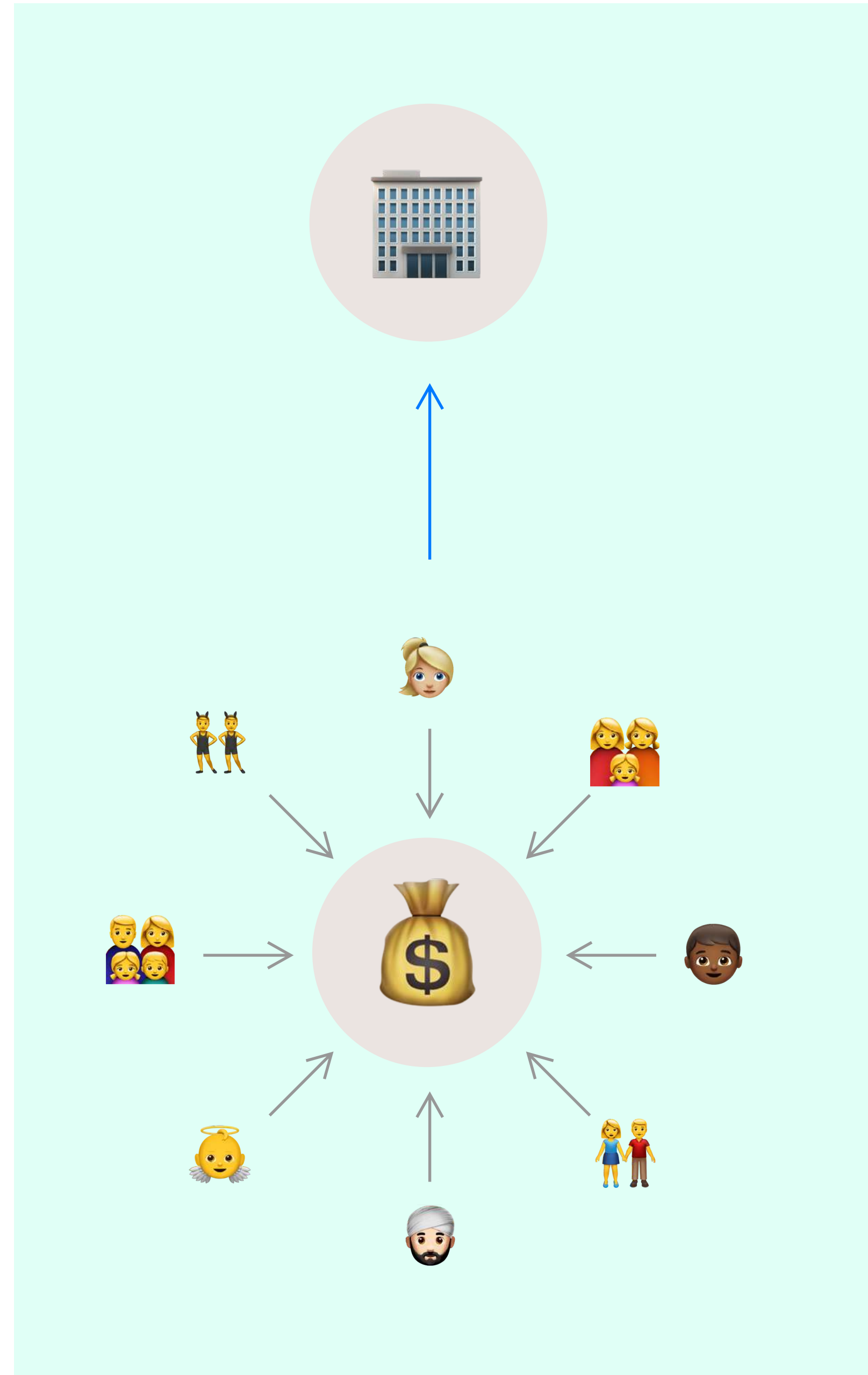
### Equality

Enabling equal possibility  
and participation



# Participatory Budgeting

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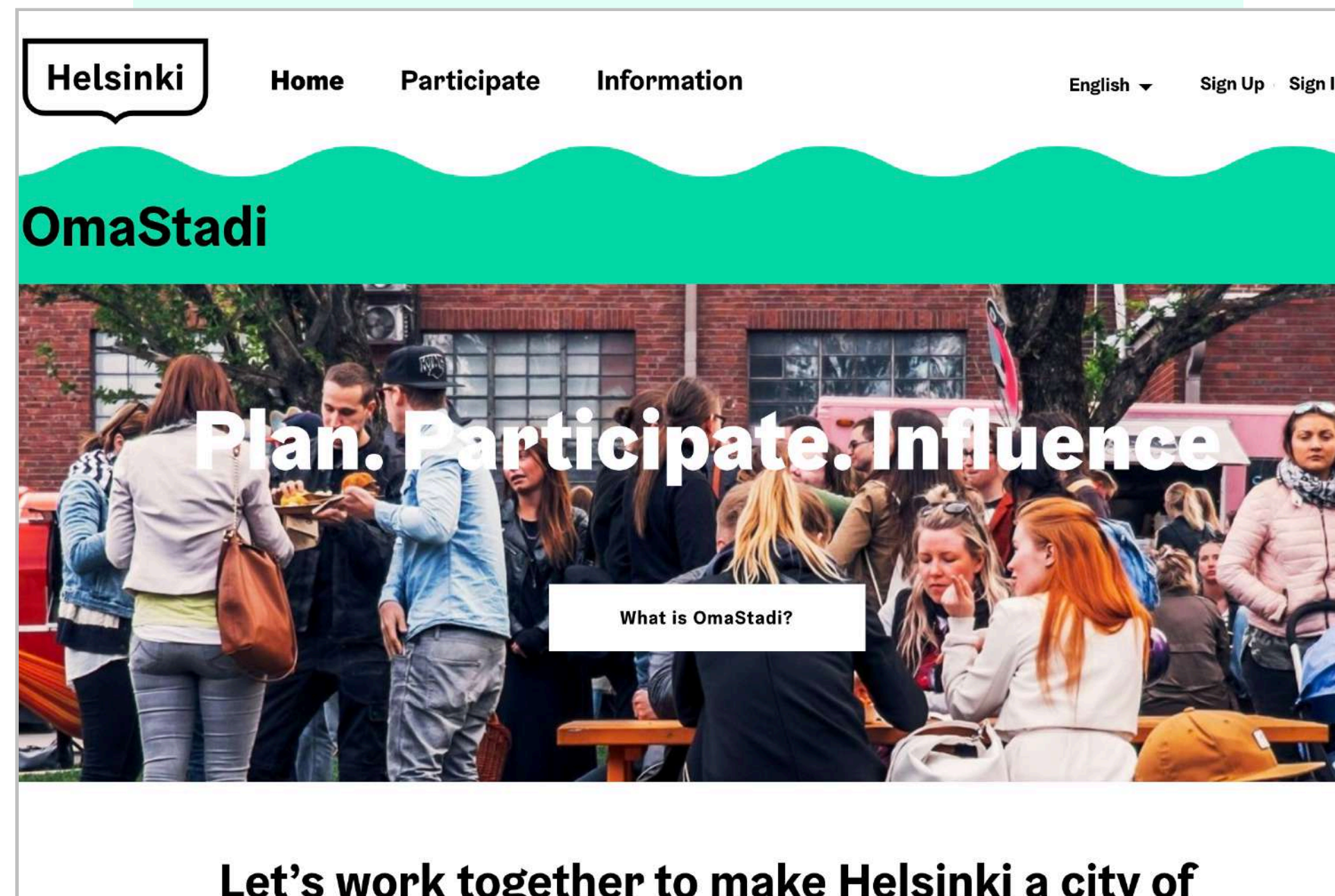
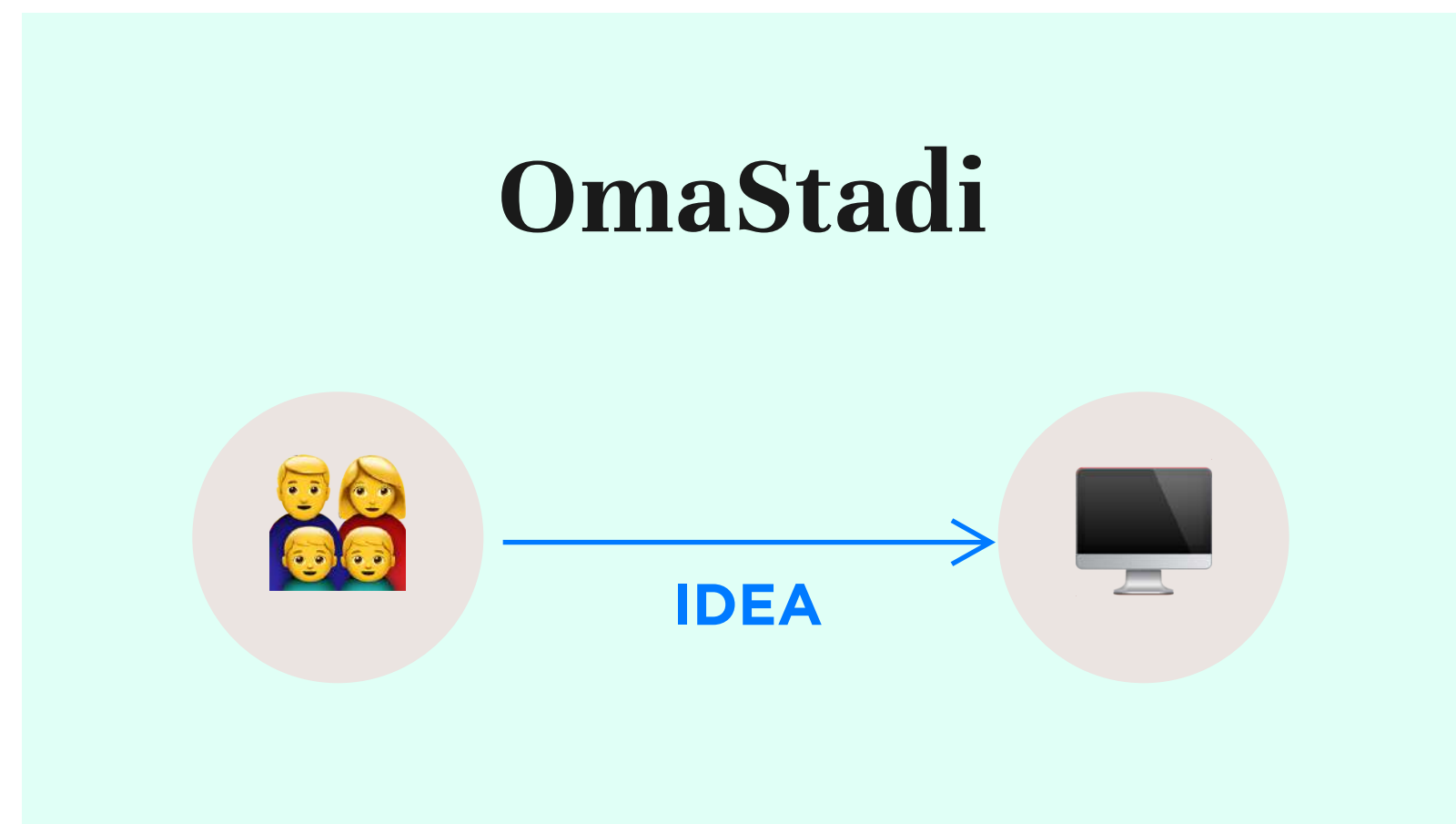
€4.4 million

*How would you want to use it as a citizen?*

The proposals show how the city residents wish to build a city with a community.



# Participatory Budgeting



<https://omastadi.hel.fi/?locale=en>



<https://sidlaurea.com/2018/11/19/lets-play-participatory-budgeting/>



# Challenge towards desirable future

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*How can we motivate citizens to participate?*

- How can design address this issue?
- What is required from designers?