



SPARCS

Sustainable energy **P**ositive & zero **cAR**bon **C**ommunities

Citizen engagement in public-private partnerships for sustainable transition

19.11.2021 at 10-11:30 (EET)

Merja Ryöppy | Design Research Specialist

KONE Corporation

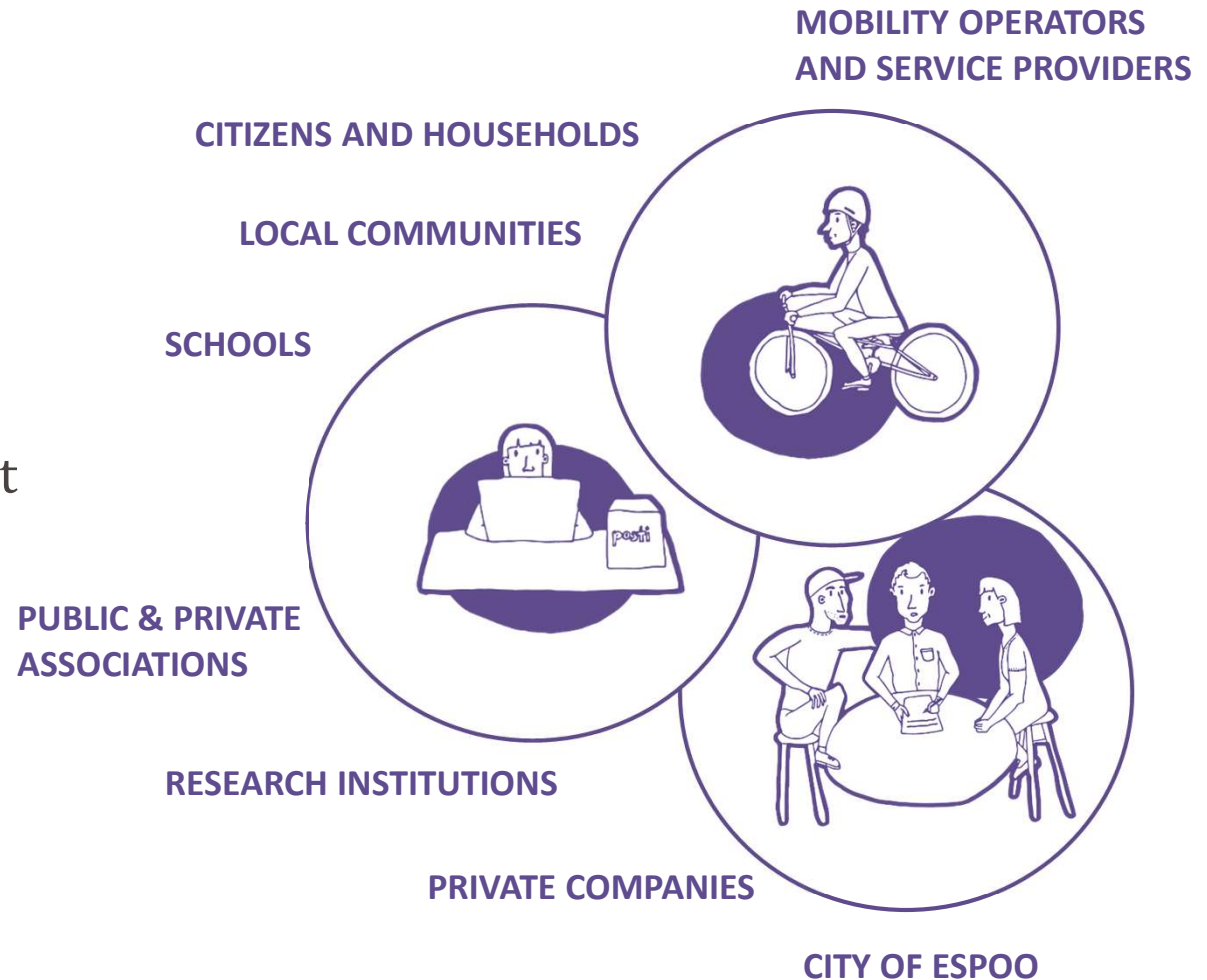


Horizon 2020
European Union funding
for Research & Innovation

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 864242
Topic: LC-SC3-SCC-1-2018-2019-2020: Smart Cities and Communities

SPARCS community engagement

- ▶ SPARCS partners develop a community engagement strategy across the cities
- ▶ Espoo community engagement task 3.6 includes subtasks:
 - ▶ People flow and daily journey
 - ▶ Co-creation for energy positive behavior
 - ▶ Sustainable lifestyle

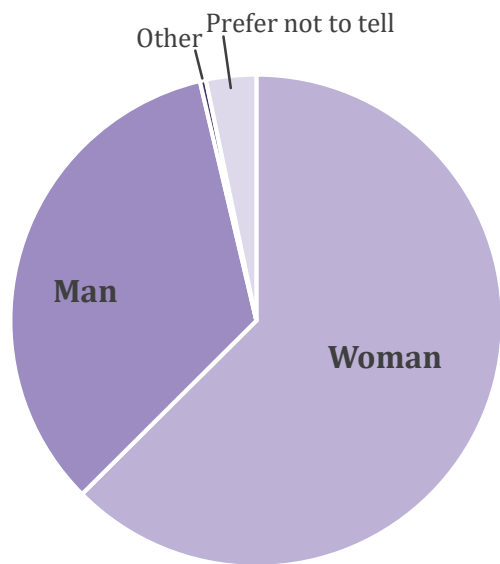




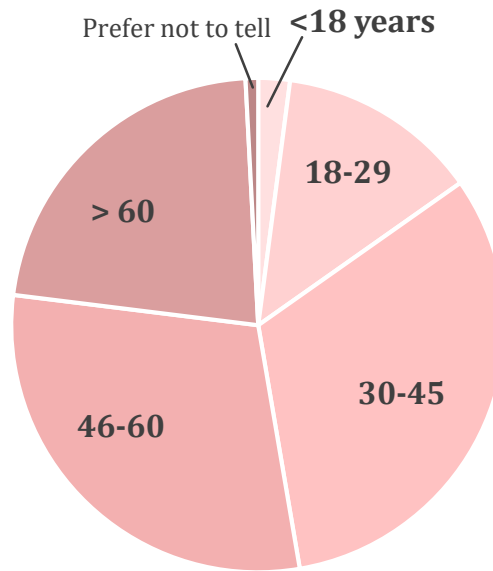
Experiences on citizen engagement in Espoo



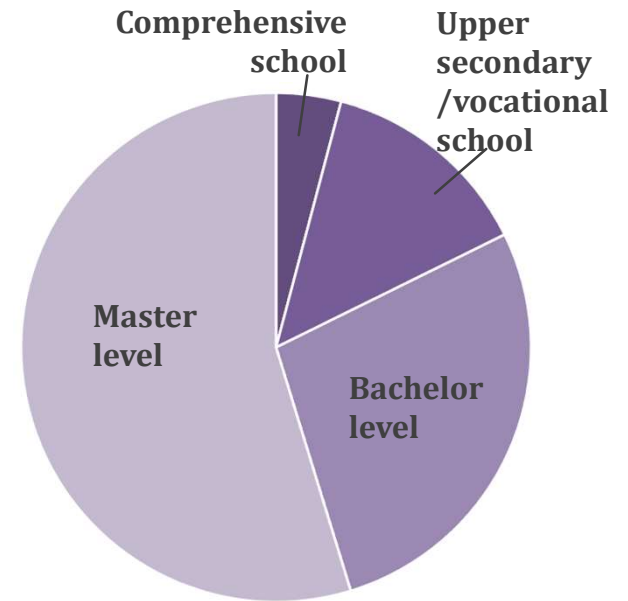
Citizen participation on sustainable development in Espoo



Gender



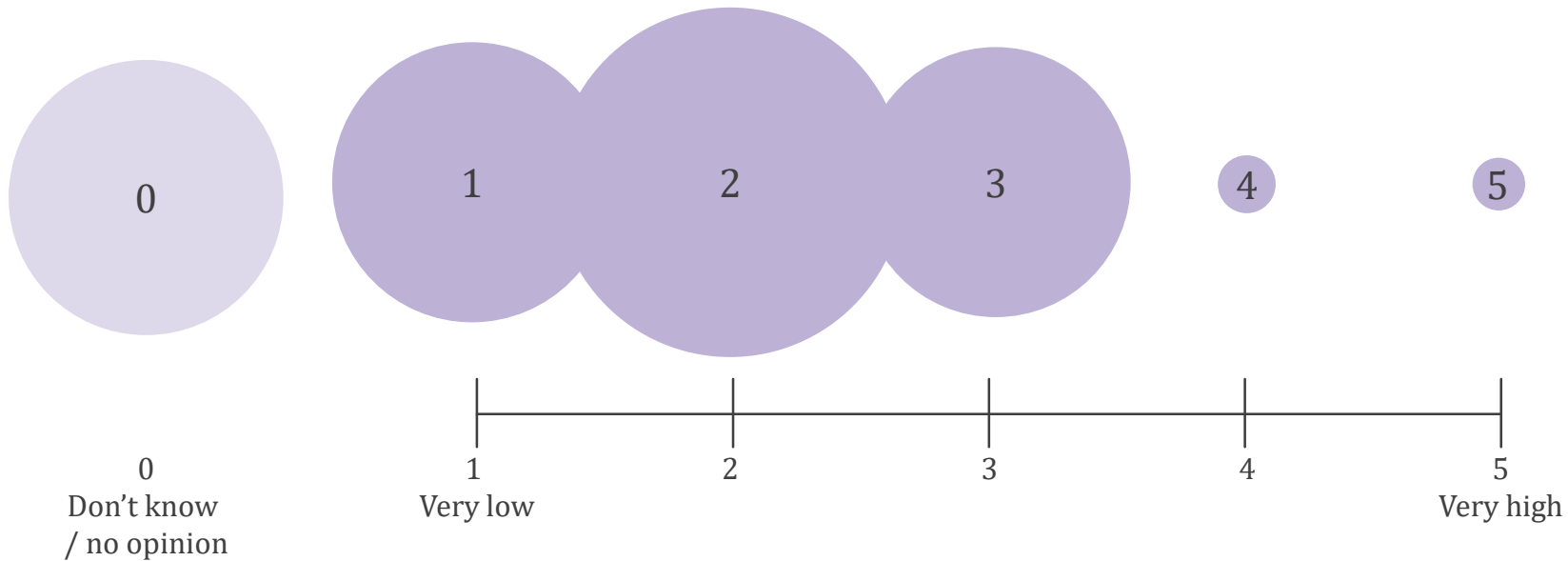
Age



Education

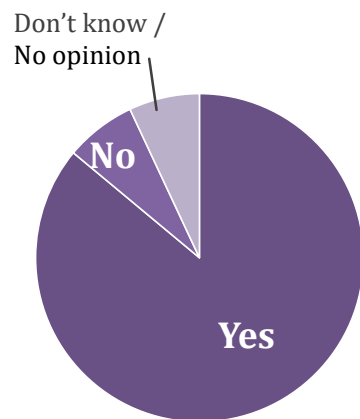
[Report: Citizen participation on sustainable development in Espoo, Online survey, Collected: October 2021, Respondents: 243]

Citizens' chance to impact Espoo city's sustainability work

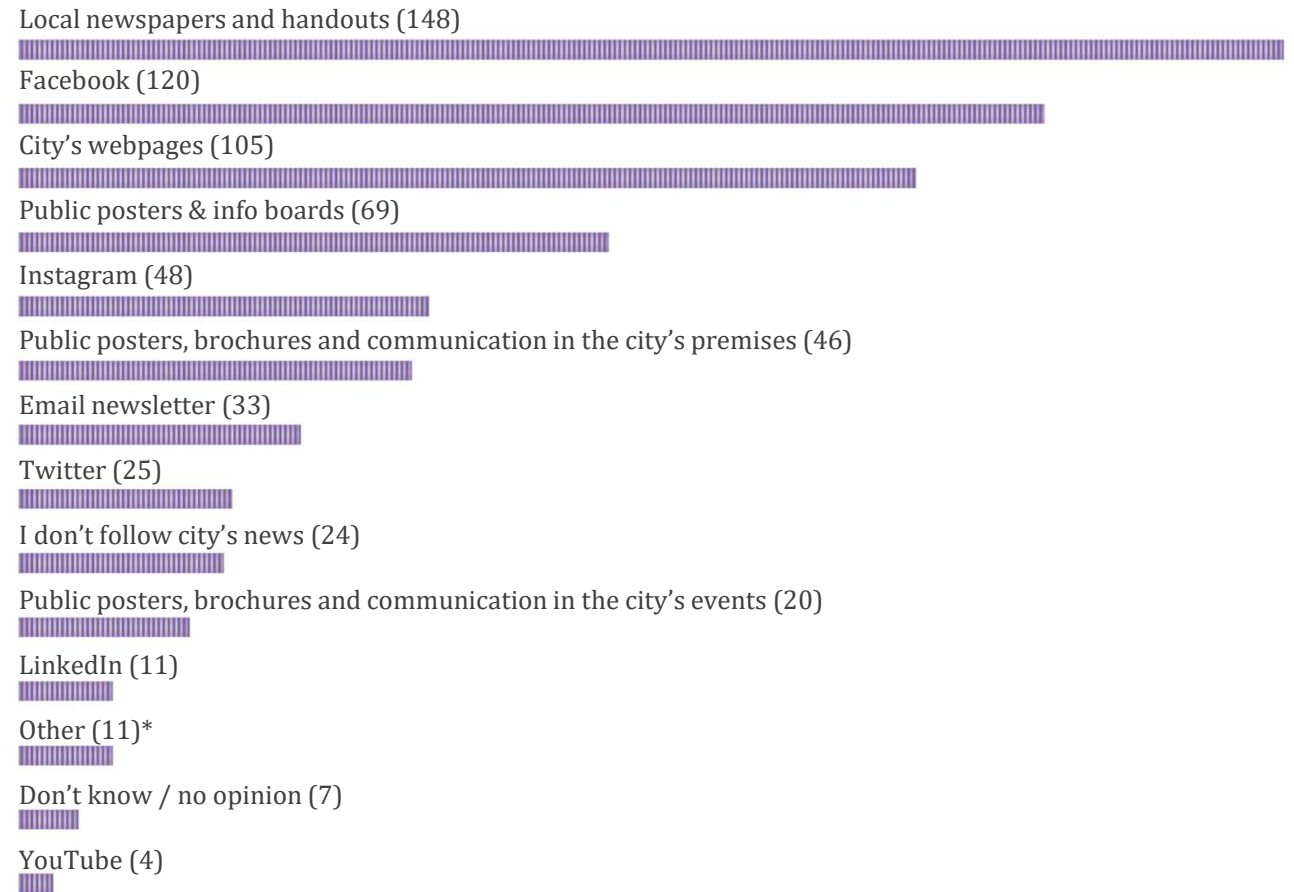


[Report: Citizen participation on sustainable development in Espoo, Online survey, Collected: October 2021, Respondents: 243]

Are you interested to follow the city of Espoo and the citizens' common path towards sustainability and receive information on sustainable development?



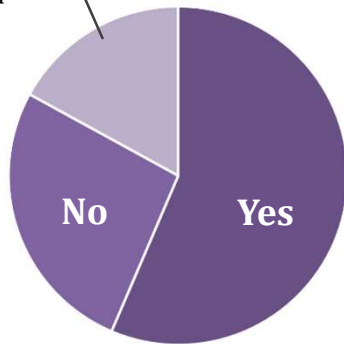
In which medias you follow Espoo city's news on sustainable development?
(nr of replies, multiple choices)



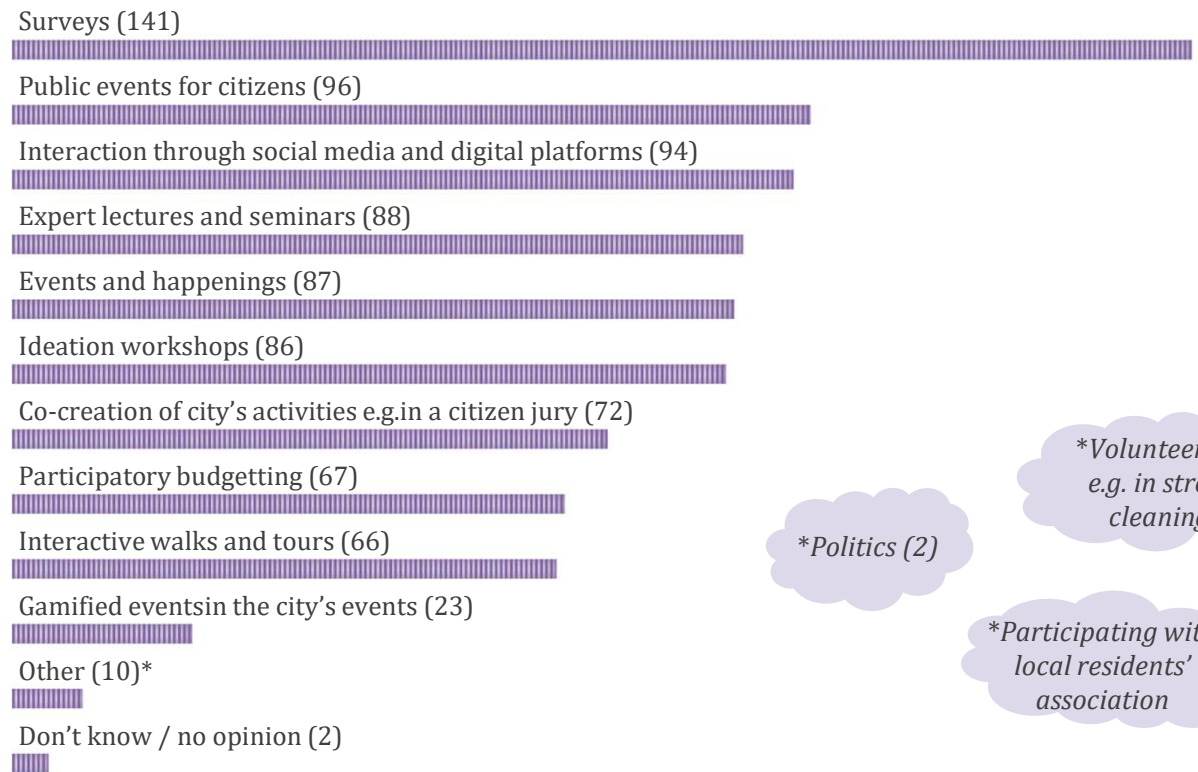
[Report: Citizen participation on sustainable development in Espoo, Online survey, Collected: October 2021, Respondents: 243]

Are you interested to participate in the planning and execution of the city's sustainability work?

Don't know /
No opinion



How would you like to participate in sustainability work?
(nr of replies, multiple choices)



**Politics (2)*

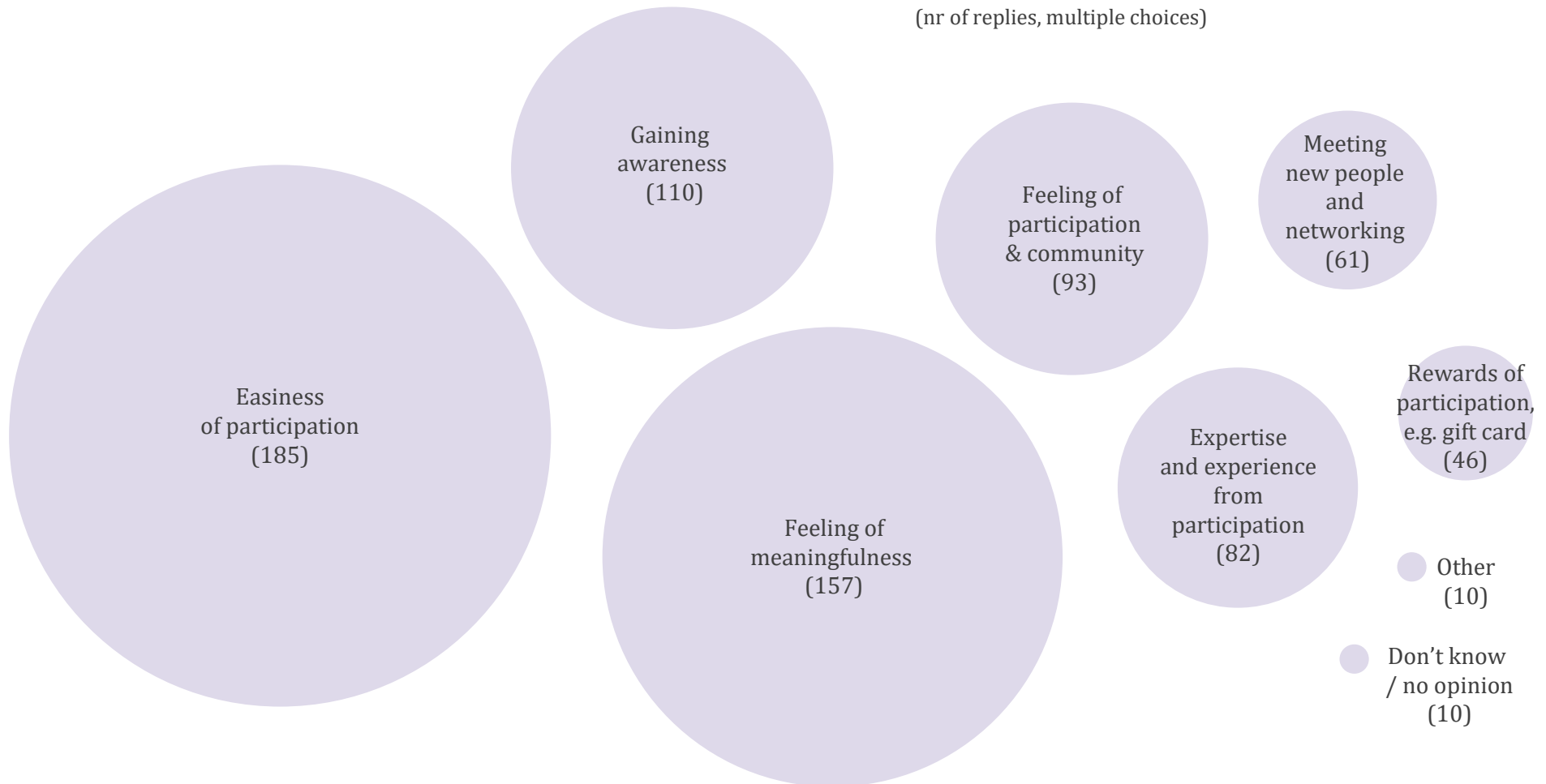
**Volunteering e.g. in street cleaning*

**Participating with local residents' association*

[Report: Citizen participation on sustainable development in Espoo, Online survey, Collected: October 2021, Respondents: 243]

What would increase citizens' willingness to participate?

(nr of replies, multiple choices)



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Webinar programme



Insights from Lippulaiva citizen engagement

- ▶ **Mixed-use urban development project in Espoonlahti**
 - ▶ 100 stores and services
 - ▶ 44,000 sq. meters of leasable area
 - ▶ Opening in March 2022
- ▶ **Citizen engagement**
 - ▶ **Target: Strong social and community relationships**
 - ▶ **Buddy class**
 - ▶ A school class is engaged to Lippulaiva project for 3 years
 - ▶ Meetings with students with informative lessons supporting curriculum
 - ▶ **Youth work** (Nuorten Palvelu Ry in Finnish)
 - ▶ To engage and listen the wishes of youngsters
 - ▶ Meetings with different topics (workshops, construction site visits...)
 - ▶ **Buddy families**
 - ▶ Cooperation with library
 - ▶ Questionnaires, co-designing of Lippulaiva and library
 - ▶ **Lippulaiva virtual room** (<https://webar.arilyn.com/lippulaiva/>)

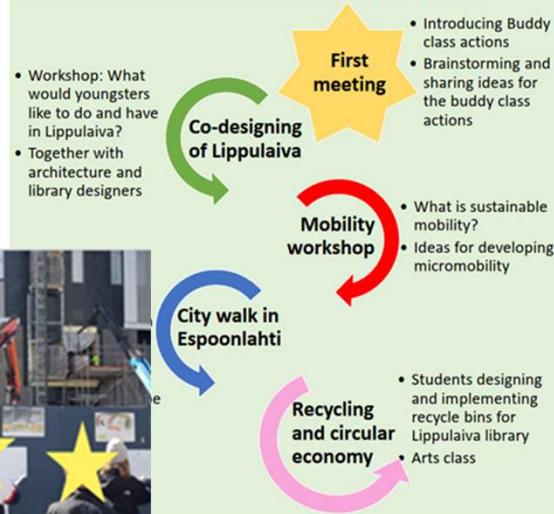


Rendering of Lippulaiva (Source: Citycon)

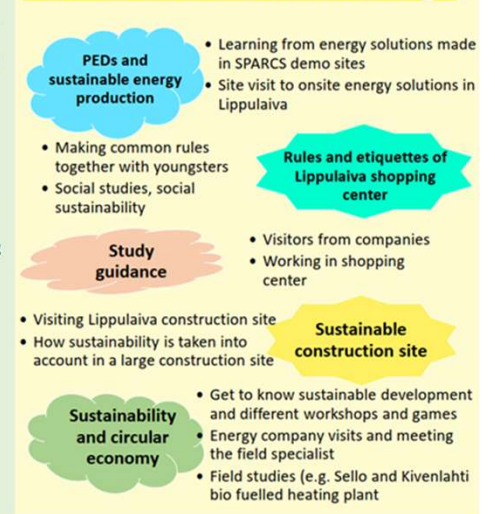


Buddy class on the site visit (Source: Citycon)

Meetings during the first year



Ideas for the next meetings

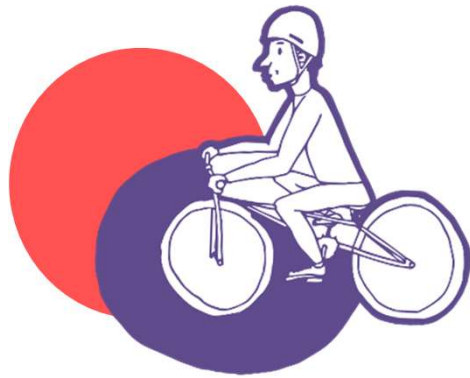


Buddy class plans (Source: Citycon)



Planning of Buddy class actions and pictures of meetings with Lippulaiva buddy class in 2020 – 2021 (Source: Citycon)

Mobile probing with citizens



USER STUDY

10 diverse citizens of Espoo (Finland)
8/2020-12/2020

Preliminary survey, preliminary interview,
8 weeks mobile probing task, final interview, co-
design workshop

Analysis has been conducted in KONE internal
co-analysis workshops and by service design
agency Hellon by utilizing artificial intelligence

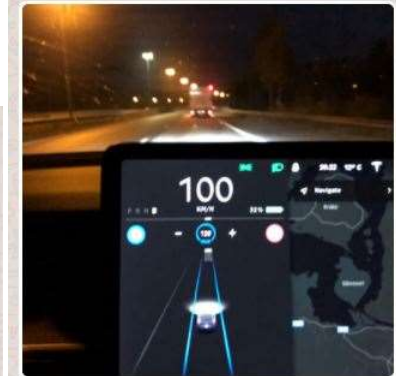


Huomio 9.9. matkalta Selloon: erittäin hyvä valollinen risteys, joka toimii nappia painamalla. Eli käytännössä jalankulku muuten punaisilla valoilla, mutta heti nappia painamalla vaihtuu vihreäksi. Yleensä risteys on rauhallinen, paitsi klo 8-9 ja 16-17.



Länsiväylälle pääseminen kestää kauan kahden peräkkäisen liikennevalon takia. Jono kasvaa helposti yli 500-metriseksi ruuhka-aikaan.

Dedicated to People Flow



Hienosti menee Tesla autopilotilla Porvoon moottoritillä kotia kohti.



Tänään käytin Sortin kuljetuspalveluita ja romut lähti lähikouluun (300m) pihalta ilmaiseksi käsiteltäväksi. Mahtavaa palvelua.



Lähdössä ulos kaverin kanssa, vaihteeks en ole itse kuskina vaan kaveri tuli hakemaan! Vielä mitään hajua minne mennään, sinne minne tiet meidät vie

1.5 degree lifestyle workshops



1 WORKSHOP

23 citizens from 12 households in Espoo
11/2021

1 WORKSHOP planned

Recruiting survey, carbon footprint calculation,
playing Climate puzzle game, short final
interview

Follow-up study planned in 6 months

