

WELCOME TO FINEST SMART MOBILITY EVENT!

PLACE Auditorium, Helsinki City Planning Department, Kansakoulunkatu 3
TIME Monday 29.5.2017, 13:00—16:00

REGISTRATION ville.nousiainen@forumvirium.fi (Please register latest on 21.5.2017)

AGENDA

13:00 **FinEst Smart Mobility brief project overview**, Kalle Toivonen, City of Helsinki

13:10 **Results of the User Requirements Study**, Roope Ritvos, Forum Virium Helsinki

13:30 **Results of Fast Innovation Trials**
Introduction, Ralf-Martin Soe, ICT Democenter

There are 5 companies presenting their on-going or starting minipilot, each 20 minute presentation and 10 minute discussion:

- Positium Oü, service prototype to better understand movements based on mobile phone location data
- Townhall24, a pilot with 24/7 smart container, Community Constructor Oy
- FinEst Sherpa Challenge, new service models, FLOU Solutions Oy
- CityPort Arrival Management System, Goswift Oü
- Hands-free public transport ticketing pilot, Jiffi Oü

15:45 **Status review and discussion of the up-coming larger pilot procurements**

16:00 The event ends

Note: There is an open press session for media 12:00-13:00 before the event, where the project and mini-piloting companies are present for open Q&A session.

ABOUT FAST INNOVATION TRIALS IN FINEST SMART MOBILITY PROJECT

Positium will develop a service prototype which purpose is to better understand cross-border movements in twin-cities using mobile phone location data. Movements of people travelling between Helsinki and Tallinn and their journeys in destinations are analyzed and visualized. Ferry companies are able to identify passenger flows between harbours, but have little information about further movement after leaving the ferry. This service prototype will add a new dimension: Positium will analyze the mobility flows that pass through ports and map the movements in both urban areas after arriving to port (Estonians in Helsinki region and Finns in Tallinn regions). As a result, we will be able to map popular tourist stops, as well as the most common routes taken at the destination. Knowing tourists' activity spaces, better urban planning can be undertaken, creating a pleasant environment for both the tourists and the locals. (Positium LBS Oü)



The TownHall24 pilot with a 24/7 accessible smart container and a digital service platform provides carless alternatives to local transport and logistics needs. Passengers and locals can rent equipment to complement their own or shared public transport options such as city bikes, share second hand goods and receive deliveries to reduce shopping trips and errands, or have heavy luggage delivered to the port by other drivers while taking public transport themselves. (Community Constructor Oy)

In Nepal, Sherpas are highly regarded as elite mountaineers and experts in their local area. Successfully managed open ecosystems enable new and existing companies to act as Sherpas combining existing services to create better service levels for FinEst passengers as well as motivating them to reduce external costs of their transportation. The aim of the **FinEst Sherpa challenge** is to look at new service models, project the benefits to different stakeholders and find a way to enable the ecosystem. (FLOU Solutions Ltd)

As the port traffic is growing and the amount of truck parking around the port is reduced, a smart service solution is required. **City Port Arrival Management (CPAM)** will give to heavy goods vehicles a specific arrival route and time to start the journey. It will be an improvement for all stakeholders: truck drivers will know their reliable route to the port, ferry operators will know that the vehicles arrive on time and the city will have the possibility to limit congestion, noise and pollution. (GoSwift OÜ)

Jiffi's system would be installed on the trams servicing West Terminal in Helsinki for a limited piloting period so that a selected group of passengers arriving from Tallinn would be able to test the system and give valuable feedback about the accuracy and pleasantness of the new innovative solution. (Jiffi Oü)

THE WORKSHOP IS ARRANGED BY FINEST SMART MOBILITY PROJECT. THE PROJECT IS CO-FUNDED BY EUROPEAN UNION INTERREG CENTRAL-BALTIC PROGRAMME. THE PROJECT PARTNERS ARE CITIES OF TALLINN, HELSINKI, VANTAA, ESTONIAN ROAD ADMINISTRATION, ICT DEMOCENTER, FORUM VIRIUM HELSINKI AND HELSINKI REGION TRANSPORT AUTHORITY. FOR MORE INFORMATION: www.finestsmartmobility.com

