



TAMPERE SCALES DATA – “ONE CITY IS NOT A MARKET”

Jarkko Oksala, CIO, City of Tampere, shared the progress that has been made on building an economy of data in one individual city and between a number of them.

Tampere is a city in southern Finland, built between two lakes. It is the most populous of any in the Nordic countries and its vision is to be an “internationally recognized sustainable smart city, attractive for business and citizens.”

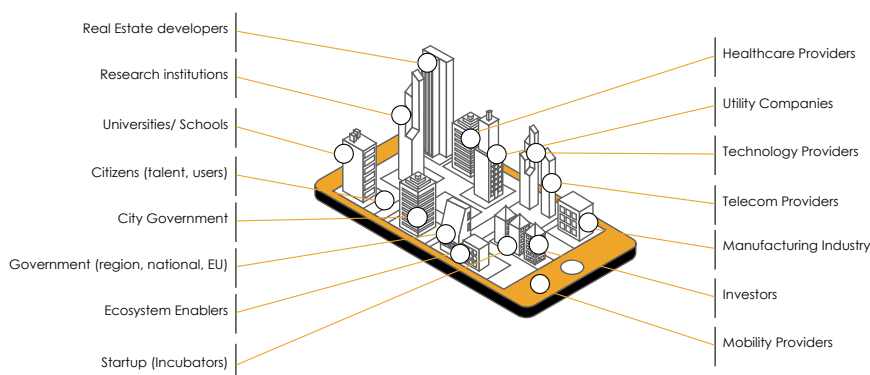
Its objectives are to:

- achieve growth and value for all participants in Tampere’s smart ecosystem;
- increase the ecosystem participants’ international competitiveness;
- attract and grow talent, knowledge and skills;
- contribute to a sustainable Tampere community; and
- improve the quality of life in Tampere.

Oksala said, “The Smart Tampere Ecosystem success depends on various ecosystem participants all contributing and gaining from the ecosystem.” This ecosystem includes citizens.

SMART TAMPERE ECOSYSTEM

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To achieve these goals, a number of strategic decisions were taken:

- The City of Tampere pledged to lead the way and set the example for smart cities.
- It is committed to publishing its information resources as open data.
- It recognizes that to adapt to the increasing speed of change, internal processes must be changed too.
- The city plans to lead the way in developing novel, open innovation platforms and co-creation environments.

Tampere's smart city strategy states, "The information provided by the city is open and it facilitates spontaneous, citizen-led activities." By opening its data and fostering engagement with it, Tampere has already learned a number of key lessons.

- You need to change the city's culture so that it is open by default – and that's a really big change.
- You need to rethink skills and roles; for example, the city needs to act as a platform and an enabler for citizens, students and businesses to work on and innovate with using the data.
- New skills are needed around the procurement of new technologies, such as to support rapid development and analytics.
- Public-private partnerships are important for developing new business models.
- One city is not a market – we need to find partners in other cities.

SIX CITY STRATEGY

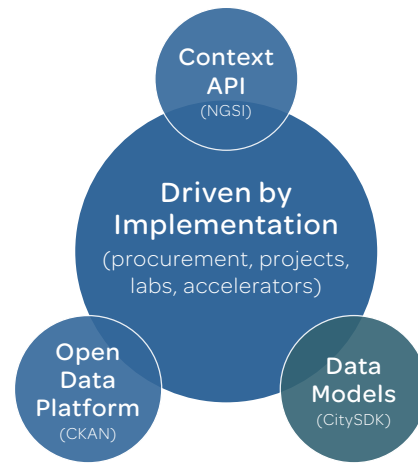


Six Cities Strategy

The realization that building a market required more cities led to Tampere co-forming the European Union-financed Six City Strategy in 2014. The scheme will run until 2020 and has three focus areas: Open participation, open platforms and open data and interfaces. The coalition is between Finland's six largest cities – Helsinki, Espoo, Tampere, Vantaa, Oulu and Turku, which collectively covers 30 percent of the country's population.

This co-operation enables the cities to experiment in a larger context than just one city. They engage the whole urban

OASC PRINCIPLES



community to create smarter and more viable cities. One element is an open data project, whose aims are to:

- mutually agree data models and application program interfaces (APIs);
- speed up data-driven business in Finland;
- share best practices and bring the six cities to the same level; and
- open data as part of the cities' normal functions – "open data by default".

Vainu, a fast-growing start-up is a good example of how a business can be created and scaled on top of open data. It's stated aim is that, "We are building a database of 100 million companies. Vainu uses big data analysis to gather company insights into one place. You'll find the most valuable prospects and know the right time to contact them."

Going global

This team effort was working well – but "six cities is still not a market," Oksala said. "We need even wider collaboration."

So, now Tampere is active in Open and Agile Smart Cities, with the goal of creating an open smart city marketplace.

OPEN AND AGILE SMART CITIES (OASC)



The future looks very promising, "Open data is just one ingredient of cities, but I believe there will be many opportunities for citizens, cities and companies," Oksala concluded.