

THINK TANK



17.3.2023

sisältö

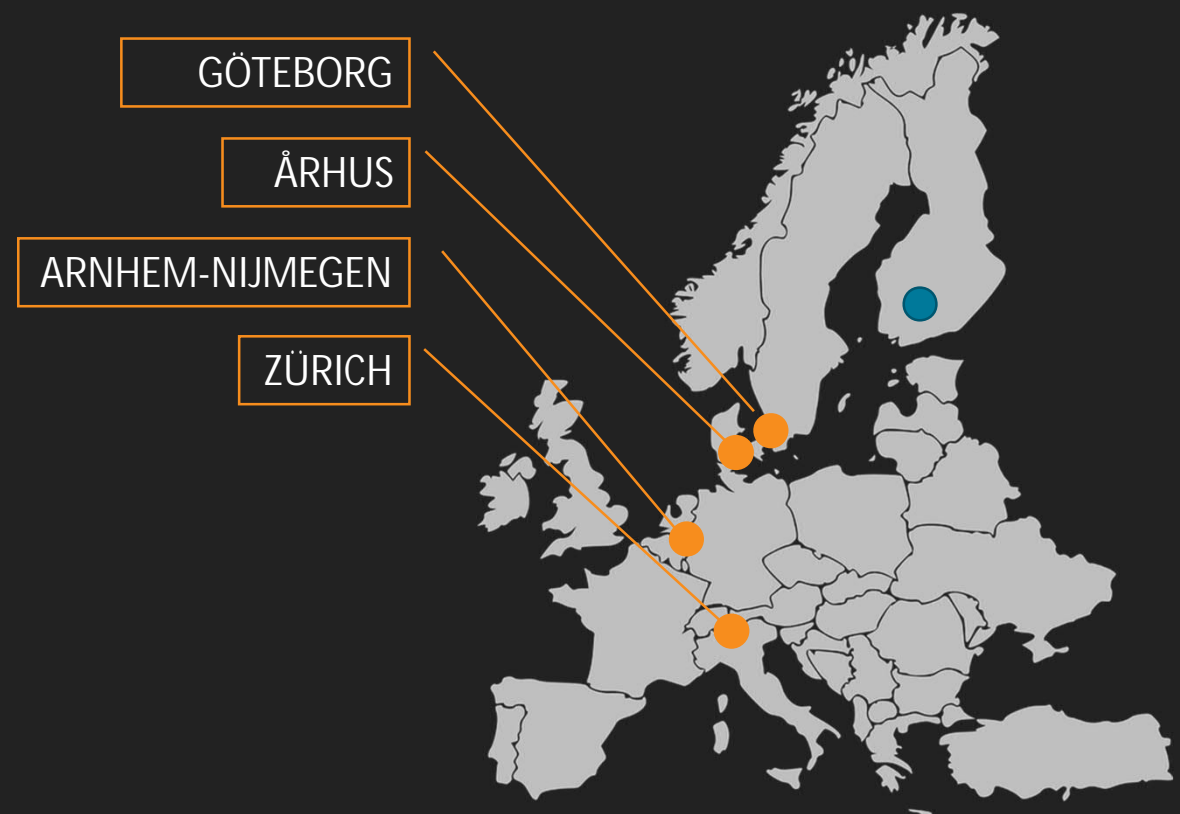
- johdanto – kysymykset / mikä on benchmarking
- vertailuanalyysin tulokset / benchmarking best practice – 4 cases
- aluenäkymät PBL (tiistaina)
- **päätelmät ja viestiä**
- vertailu ja eroja tutkiminen (yhdessä)

johdanto

kieliharjoittelussa aion...

1. harjoitella suomea työelämässä
2. analysoida ja kehittää ajatuksia

vertailututkimus 4 kaupungin välillä:



mikä on benchmarking?

"prosessi, jonka avulla löydetään tietyn alan parhaat standardit"

ominaisuudet:

- keskittyä parhaaseen käytäntöihin (best practice)
- yhteistyö ja jakaminen
- jatkuva parantaminen

vaiheet:

1. alojen tunnistaminen
2. valintalista tekeminen
3. tietojen kerääminen
4. vertailu ja eroja tutkiminen



Key facts

Location, country
ranking
Elevation
Population (+ change)
Area
Climate
Density (+ change)
Core / periphery share
Water
Green infrastructure
Accessibility
Governance
Adaptability / Resilience

tärkeimmät tiedot

sijainti, maa
sijoitus
korkeus (merenpinnasta)
väestö (muutos)
alue
ilmasto
tiheys (muutos)
ydin- ja syrjäalueiden osuus
vesi alue
vihreä infrastruktuuri
saavutettavuus?
hallinto
sopeutumiskyky / joustavuus

tärkeimmät kysymykset

Arnhem-Nijmegen, The Netherlands

Green Metropolitan region, what is it about? What can “our green metropolis” learn from it?

Citizen engagement (osallisuus), growth-funding (koukkorahoitus) in renewable energy

Göteborg, Sweden

The world’s best rainy city - adaptation, sponge city, climate resilience

How they tackle noise pollution (used to be a goal in the city strategy)

Zürich, Switzerland

Blue-green environment (water, green) as strategic competitive advantage

Symbiotic planning and strategy development of the metropolis and surrounding villages (roles, collaboration)

Århus, Denmark

Second-tier city, how to place a city on the map in the shadows of a capital city?

Inclusive citizenship, citizen engagement

Keys to growth and how to handle it



CLIMATE CHANGE ADAPTATION
GÖTEBORG
SWEDEN

GÖTEBORG (SE)

11.3.2023

Tähtikätkä - Tampereen kaupunki/seutu



Rain Gothenburg initiative

- Population 580k, largest non-capital city in the Nordics
- About 150 days of rain a year (about 40% of the time)
- Low-lying city: risk rising sea levels and river flooding



Regnlekplatsen i Renströmsparken
photo Marie Ullnert

Rain Gothenburg initiative: "the best city in the world when it rains"

Main idea: change of attitude; rain as a resource

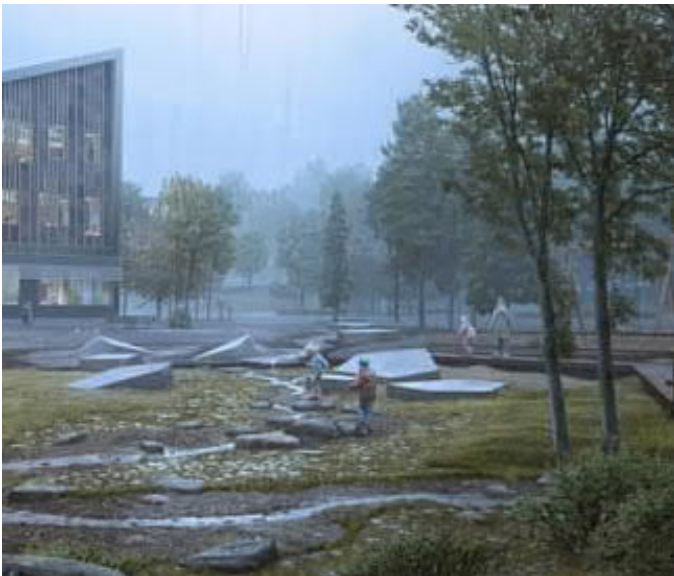
Open spaces always need to be attractive and functioning.

Still hard engineering against coastal and riverine flooding: protection walls, storm surge barriers, pumping stations.

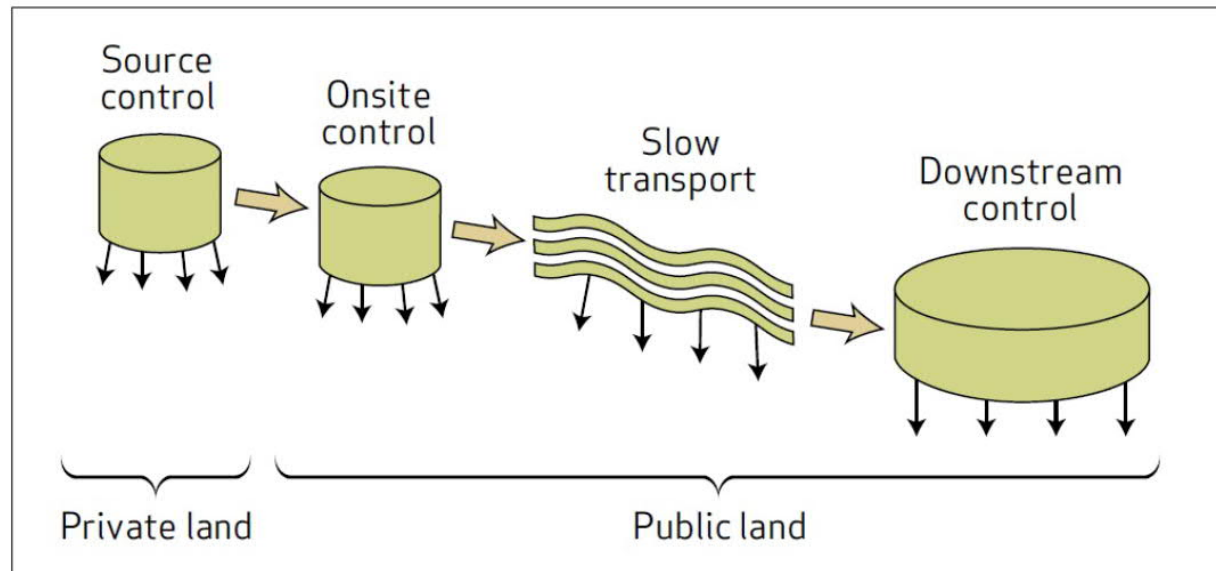
Source: <https://urbangreenadaptationdiary.wordpress.com/2021/06/21/how-is-gothenburg-using-green-infrastructure-to-become-the-best-city-in-the-world-when-its-raining/>



Rain Gothenburg initiative



Torslandaskolan. source: Link Arkitektur



Four levels of an Sustainable Urban Drainage System (SUDS), distributed from upstream to downstream over private and public land

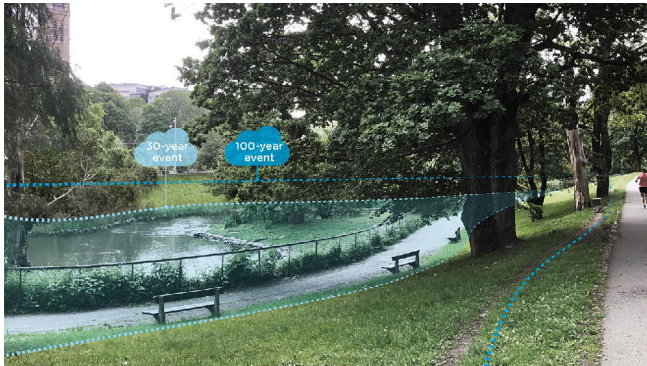
Source: Stahre, P. (2008). Blue-Green Fingerprints in The City of Malmö. Malmö



Rain Gothenburg initiative

Strategic cloudburst management plan (2019)

Important role of green and blue infrastructure, especially in stormwater and cloudburst management at neighborhood level



Integration of blue-green infrastructure in urban environment:

- Multifunctional green spaces (parks, channels, ponds, playgrounds, schools, gardens)
- Cloudburst streets
- Floodable zones

Additional benefits of include more attractive recreational areas, more biodiversity, cleaner air etc.

Source: <https://ramboll.com/media/rgr/strategic-cloudburst-management-plan-will-bring-blue-green-infrastructure-to-göteborg>

RIVERCITY GOTHENBURG



Älvstaden, revival of former shipyard areas along the Göta river
5 million sqm, 25,000 apartments and 50,000 workplace
Largest urban development project in Scandinavia

<https://www.investingothenburg.com/key-sectors/urban-development>

RIVERCITY GOTHENBURG

150

- Red - project complete 2025
- Orange - project complete 2035
- Yellow - project complete 2035-2050
- Blue - project completed since 2012

17.3.2023

Think Tank - Tampereen kaupunkiseutu

12



QUALITY OF LIFE

ZÜRICH

SWITZERLAND



ZÜRICH METROPOLITAN AREA



Canton Zürich (RZU-Zürich, 2012)

- Metropolregion Zürich is Switzerland's main economic center
- Zürich is largest city, with over 430k inhabitants
- Canton Zürich includes 171 municipalities about 1 million inhabitants
- Flughafenregion (14 Städte und Gemeinden)

Benefits:

- Low tax rate
- Low cost of business, infrastructure
- Quality of life
- Dominant financial sector

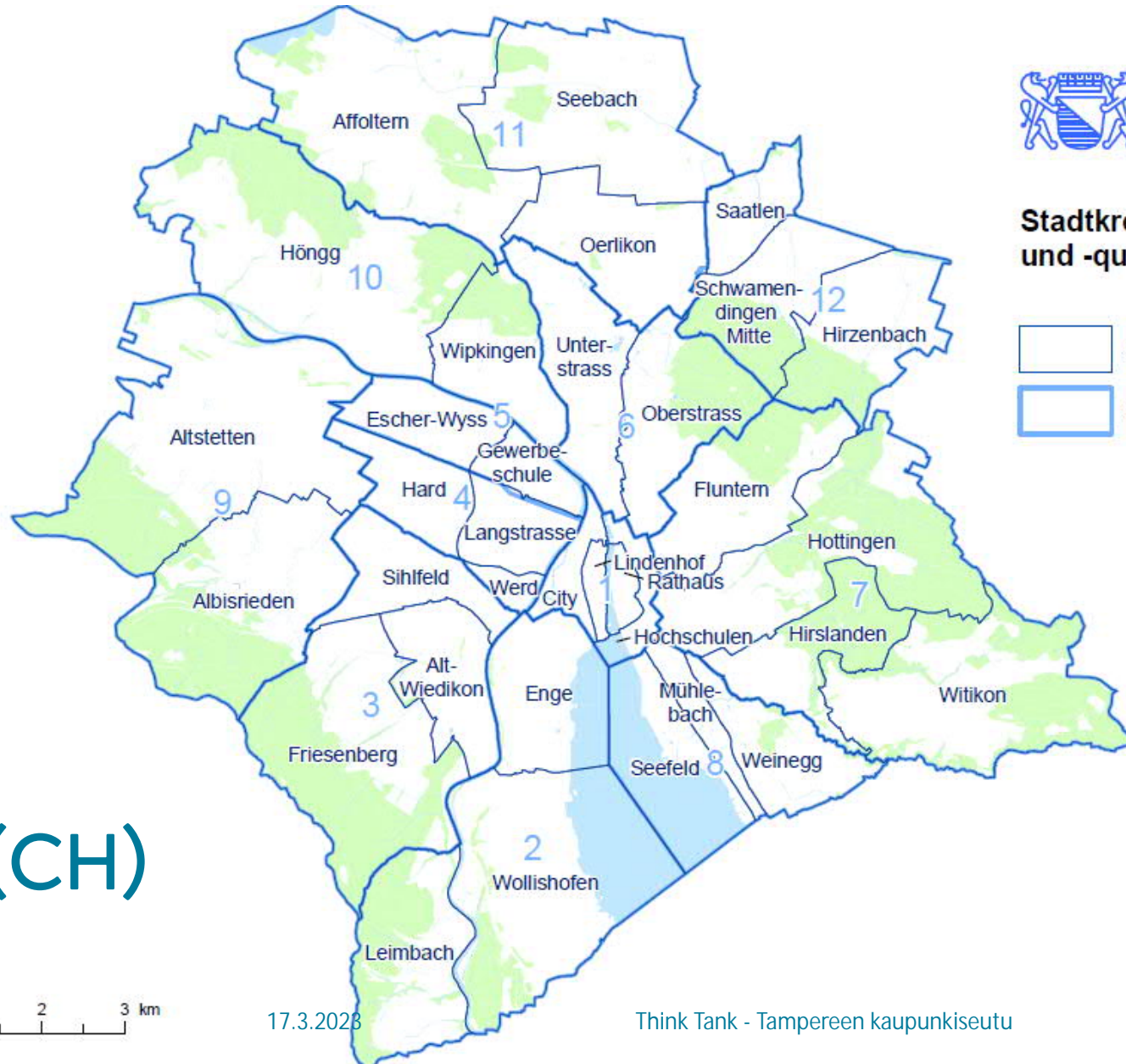


Source: https://en.wikipedia.org/wiki/Zürich_Metropolitan_Area



Stadtkreise und -quartiere

- Stadtquartiere
- Stadtkreise



ZÜRICH (CH)



17.3.2028

Think Tank - Tampereen kaupunkiseutu

GIS-Zentrum Stadt Zürich
25. Juli 2003

ZÜRICH METROPOLITAN AREA

Quality of life

- dense and green city
- scenery and nature as amenity
- four seasons leisure activity
- forests as green lungs
- major parks along lakeshore
- smaller parks in the city

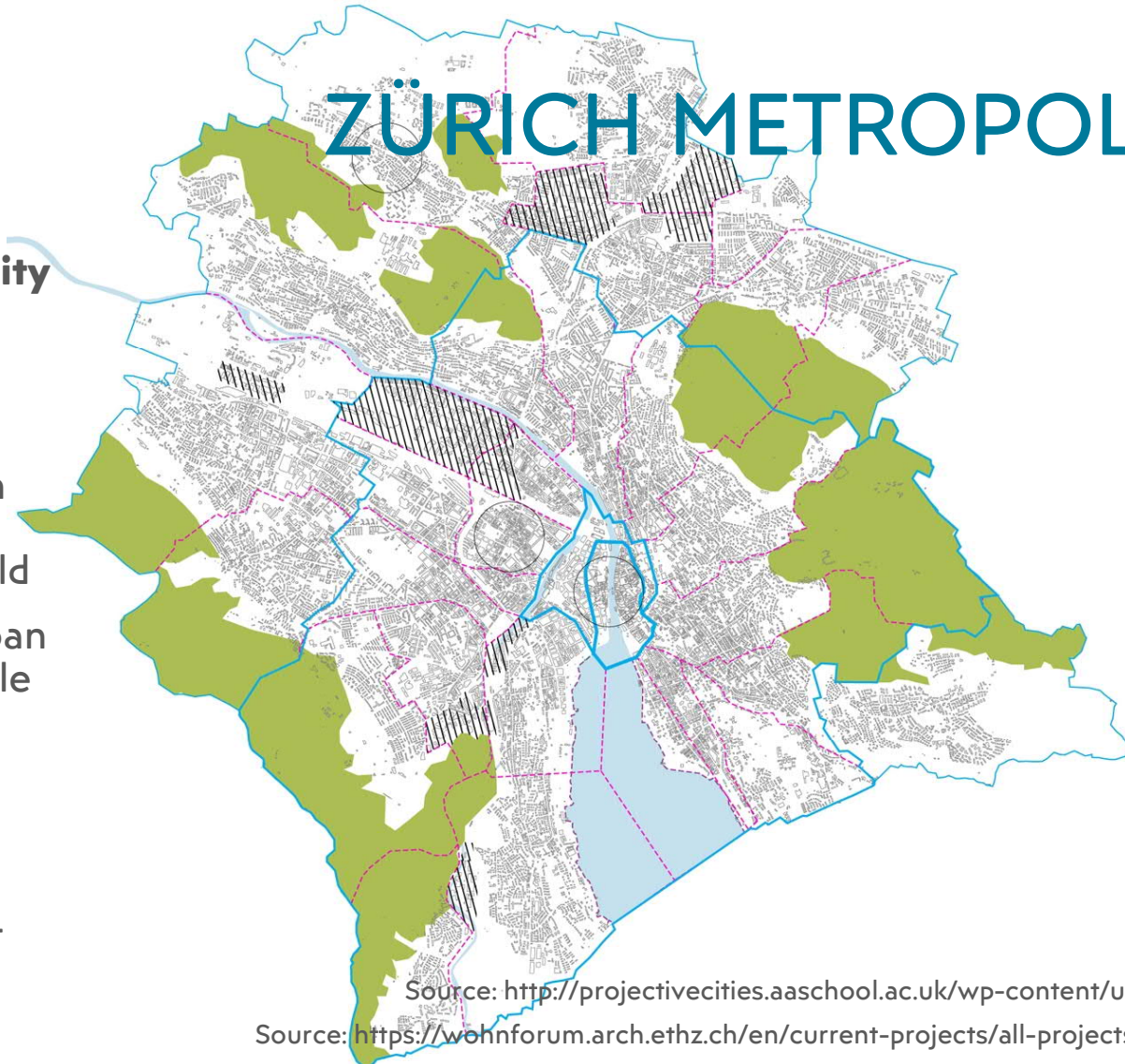
Source: <https://www.greaterzuricharea.com/en/quality-life>



Source: Wikipedia

ZÜRICH METROPOLITAN AREA

- **A city within a city**
- No overall masterplan
- Autonomous fragments grown into a large **homogenous** field
- Densely built urban area, highly livable
- Sustainable **Integrated Districts (SID's)**
- Integration of urban systems at district scale



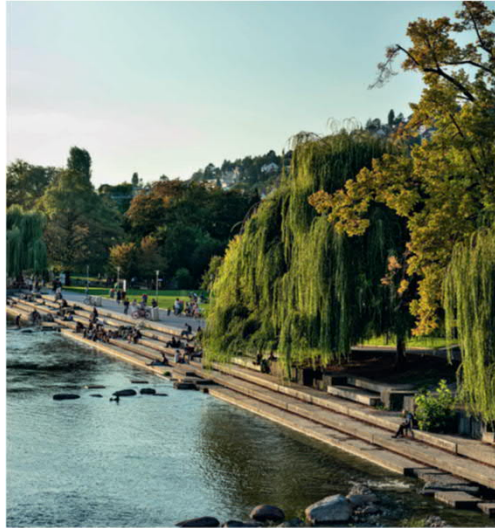
- CITY FABRIC
- RECREATION AREA
- WATERFRONT
- QUARTIER BOUNDARY
- CITY EXTENSION
 - ca. 800th - MEDIEVAL VILLAGE
 - ca. 17th - 18th CENTURY EXTENSION
 - 1893 1st LARGE EXTENSION
 - 1932 2nd LARGE EXTENSION
 - ▨ 2000 REDEVELOPED INDUSTRIAL AREAS

Source: <http://projectivecities.aaschool.ac.uk/wp-content/uploads/2012/11/13.-ZURICH-AS-A-WHOLE.jpg>
Source: <https://wohnforum.arch.ethz.ch/en/current-projects/all-projects-sorted-by-most-recent/future-city-lab.html>

17.3.2023

Think Tank - Tampereen kaupunkiseutu





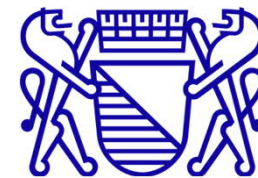
ZÜRICH METROPOLITAN AREA

Greenbook, City of Zürich

- First Greenbook (Grünbuch) in 2006
- Priorities: recreation and nature
- Challenges: population growth and climate change
- Revised and adopted in 2019 with binding goals and measures
- Serves as **guideline** for green issues (to other departments, canton, other organizations, landowners)

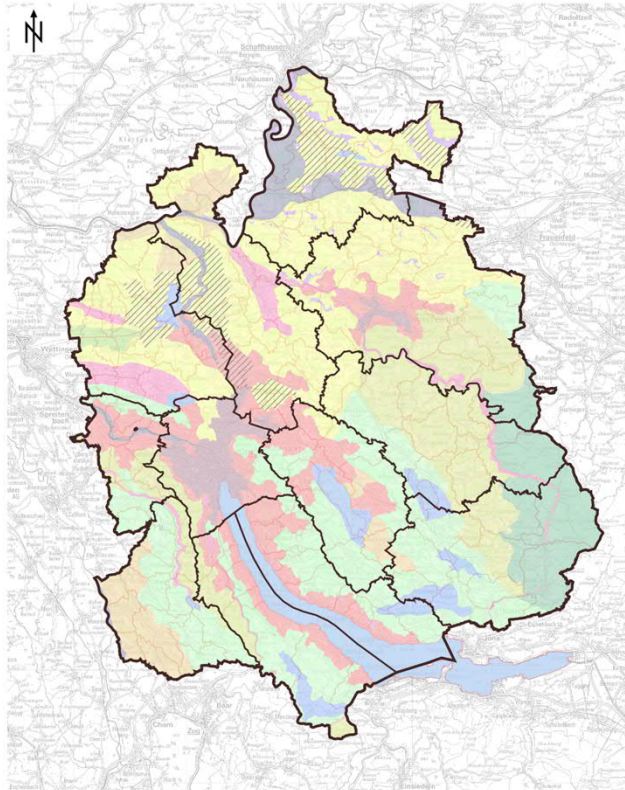
Green and open space plan:

- Green & open space network
- Spaces for action
- Sensitive spaces



Stadt Zürich

Source: Das Grünbuch der Stadt Zürich, Stadt Zürich (2019)



© GIS-ZH, Kanton Zürich, 28.02.2023 09:32:53
Diese Karte stellt einen Zusammenschluss von amtlichen Daten verschiedener Stellen dar. Keine Garantie für
Richtigkeit, Vollständigkeit und Aktualität. Rechtsverbindliche Auskünfte erteilen allein die zuständigen
Behörden.
Zentrum: [2691642.13.1254067.69]
Massstab 1:300000

ZÜRICH METROPOLITAN AREA

- A first attempt for more unifying way of promoting the (economic) capital of Zürich with **narratives** e.g. “Machine in the Garden” (2003), nature + impressive landscapes with technology.
- A recent study shows that landscape amenities can serve as brand IF **abundant, unique** and the only real strength of the place.
- Hence, in rural areas effective landscape conservation can be connected to place branding
- In urban areas landscape is a scarce resource, but contributes to **quality of life** (public access and proximity to residential quarters)

Sources: Rivas, M. Grupo TASO. Report City Branding in Zürich, 2015

Tobias, S & P. Müller Wahl, Can place branding support landscape conservation in city-regions? In: Land Use Policy, Jan 2013



”GREEN METROPOLITAN REGION”

ARNHEM - NIJMEGEN

THE NETHERLANDS

ARNHEM - NIJMEGEN (NL)

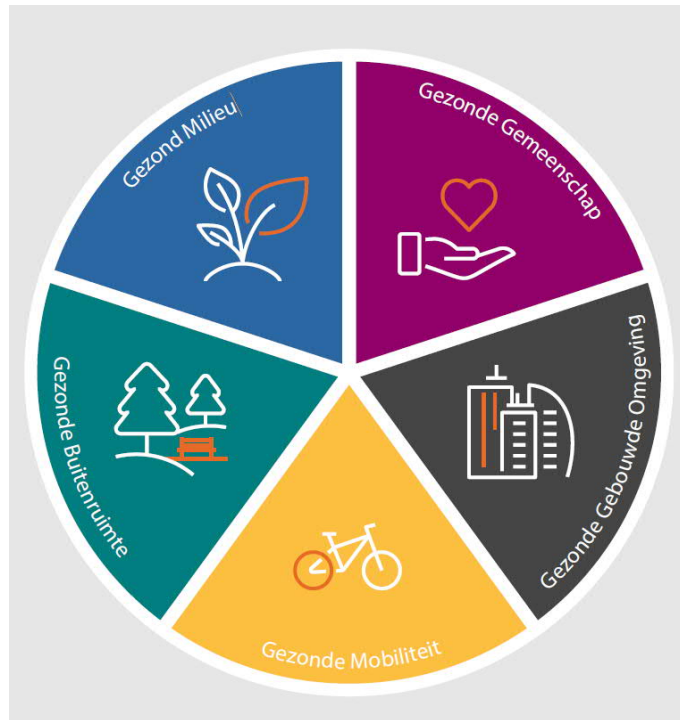


17.3.2023

Think Tank - Tampereen kaupunkiseutu

22

HEALTHY CITY INDEX 2022 (ARCADIS)



Healthy build environment

Healthy mobility

Healthy outdoor spaces

Healthy environment

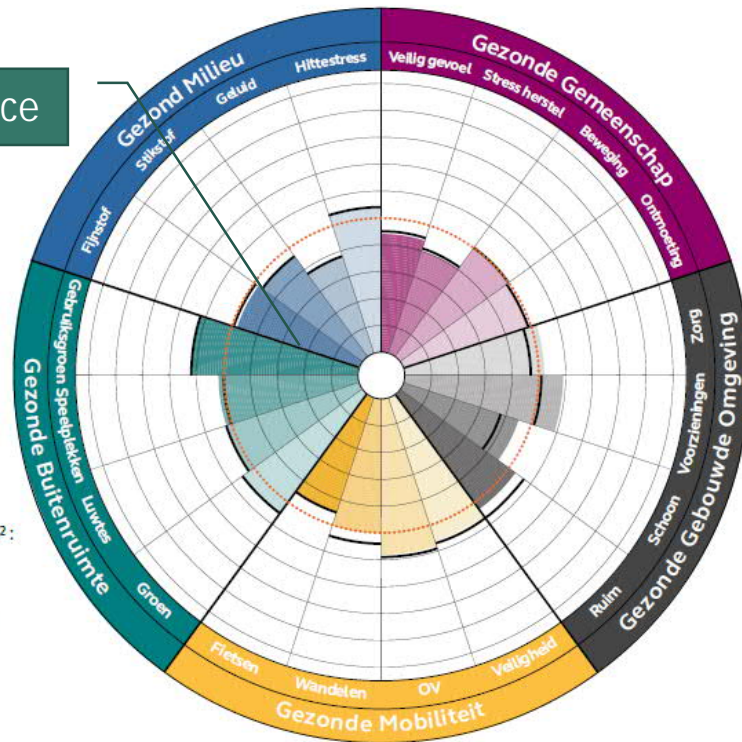
Healthy society

<https://www.arcadis.com/nl-nl/nieuws/europe/netherlands/2022/11/groningen-gezondste-stad-nederland>

HEALTHY CITY INDEX 2022 (ARCADIS)

ARNHEM

#4 outdoor space



Gemeente :
Arnhem
 Provincie :
Gelderland
 Inwonersaantal :
163,888
 Inwonersaantal / km² :
1,614
 Omgevingsadressendichtheid / km² :
2,284
 Oppervlakte km² :
101.54
 Oppervlakte bebouwde kom km² :
39.80
 Stedelijkheid :
Sterk stedelijk

..... Het gemiddelde t.o.v. de 20 steden.

— Score ten opzichte van het gemiddelde van de 20 steden in 2020.

17.3.2023

NIJMEGEN

#4 built environment

Gemeente :
Nijmegen
 Provincie :
Gelderland
 Inwonersaantal :
179,100
 Inwonersaantal / km² :
3,108
 Omgevingsadressendichtheid / km² :
2,410
 Oppervlakte km² :
57.63
 Oppervlakte bebouwde kom km² :
43.77
 Stedelijkheid :
Sterk stedelijk

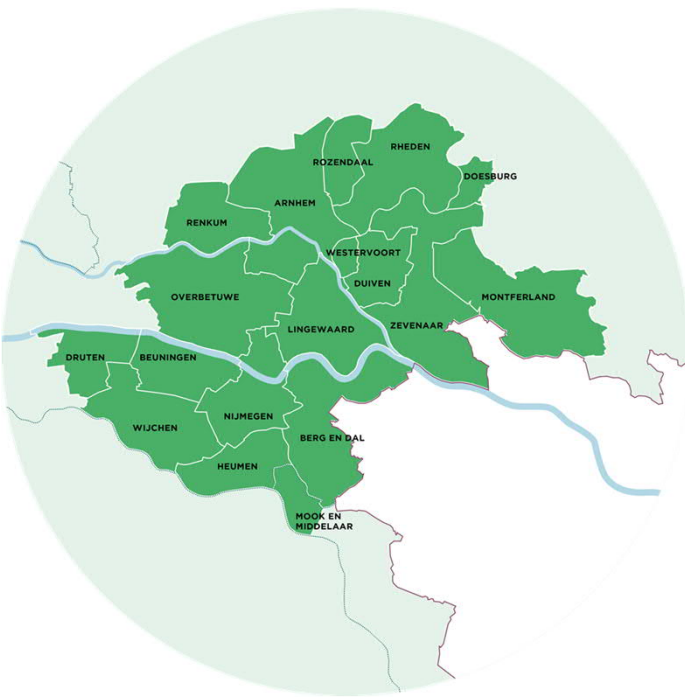
..... Het gemiddelde t.o.v. de 20 steden.

— Score ten opzichte van het gemiddelde van de 20 steden in 2020.

Think Tank - Tampereen kaupunkiseutu

24

GREEN METROPOLITAN REGION



Regional collaboration (18 municipalities)
Lobby (The Hague, Brussels, Germany)

Reinforcing:

- agglomeration strength
- economic competitiveness
- livability
- sustainability

Source: <https://www.groenemetropoolregio.nl/>

GREEN METROPOLITAN REGION

Shared vision, common ambitions:

- Positioning as "the Dutch green metropolitan region"
- Profiling as "the (international) circular top region 2050"
- Collaboration on relaxed and balanced regional growth

Key challenges:

1. Circularity, sustainability, climate, energy
2. Housing and living environment
3. Quality of life, nature & landscape, heritage
4. Economy and job market
5. Mobility and accessibility



CIRCULAIRE REGIO



GROENE GROEIREGIO



ONTSPANNEN REGIO



PRODUCTIEVE REGIO



VERBONDEN REGIO

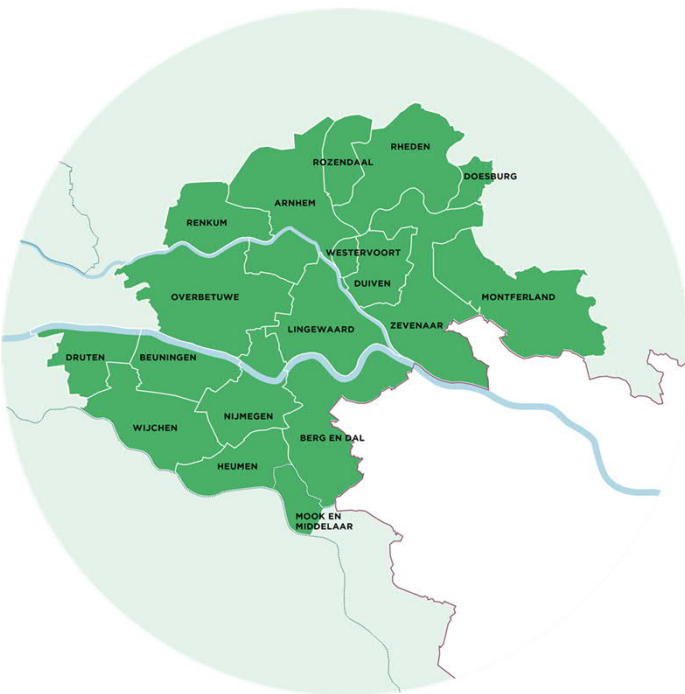
GREEN METROPOLITAN REGION

Regional agenda 2023-2024

- Developing a complete urban network
- Accessibility (all means of transport)
- Developing top sectors: energy, food, high-tech
- Regional identity (heritage, culture)
- Long-term resilience (climate, energy)
- Broad definition of Circular Economy
- Vital and relaxed living environment



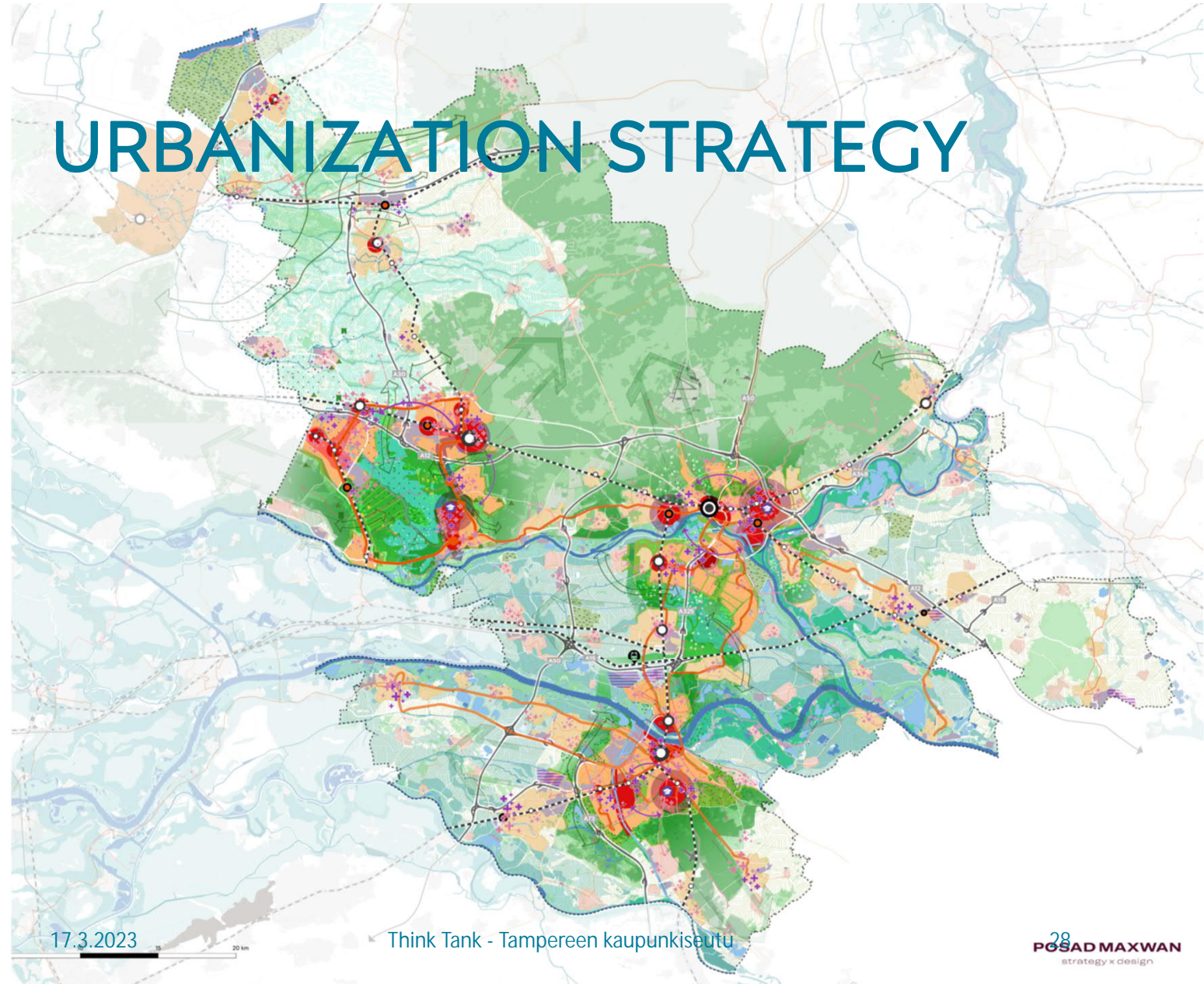
Source: <https://www.groenemetropoolregio.nl/>



URBANIZATION STRATEGY

Polycentric development of the Green Metropolis with opportunities for living, mobility, economy and housing.

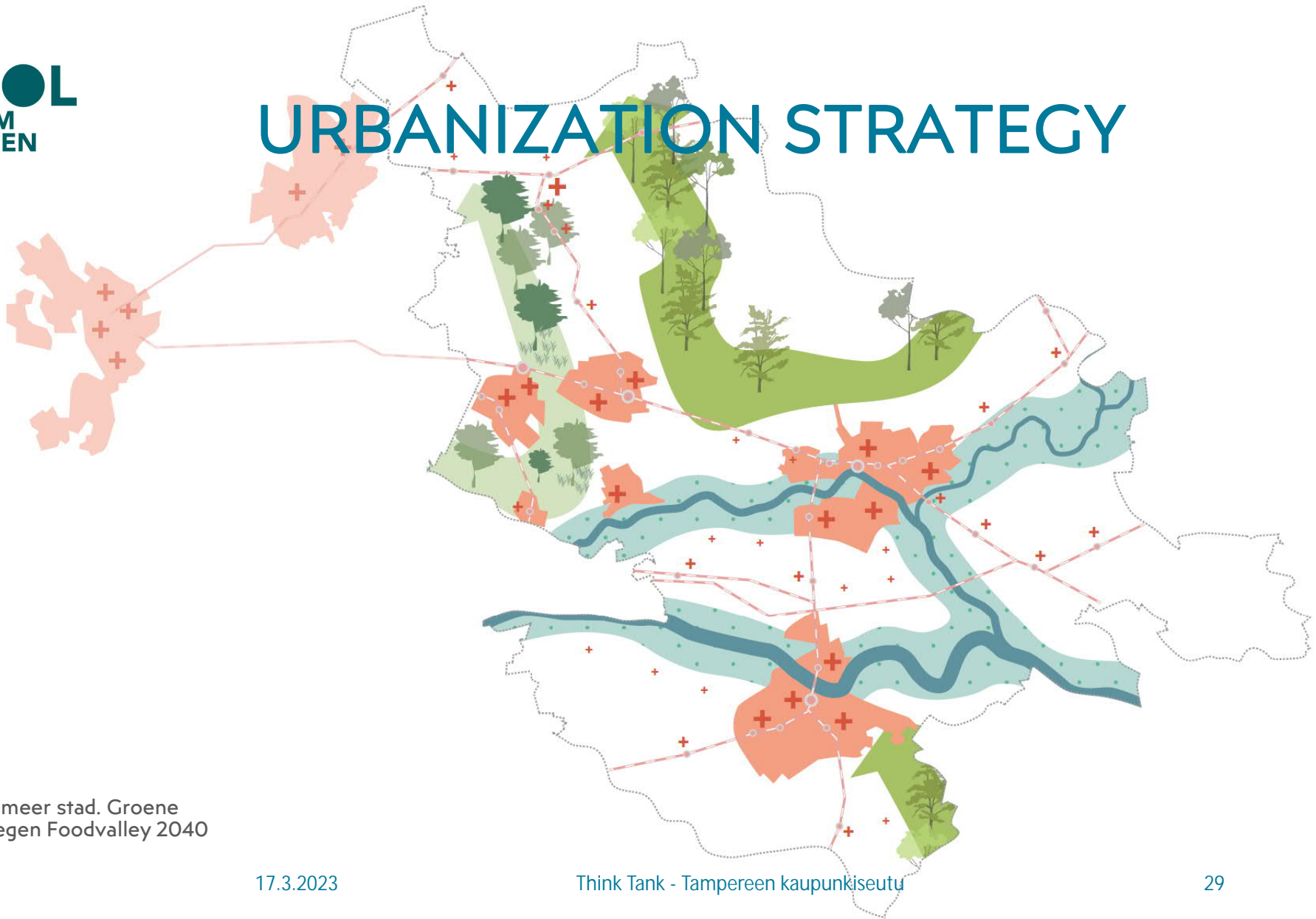
Source: Meer landschap, meer stad. Groene Metropool Arnhem Nijmegen Foodvalley 2040 (January 2023)



17.3.2023

Think Tank - Tampereen kaupunkiseutu

URBANIZATION STRATEGY



Source: Meer landschap, meer stad. Groene Metropool Arnhem Nijmegen Foodvalley 2040 (January 2023)

17.3.2023

Think Tank - Tampereen kaupunkiseutu

29

URBANIZATION STRATEGY

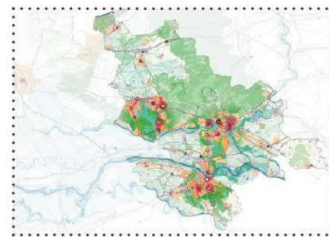
Design principles

- living environment
- mobility
- economy
- housing

A vision for the Green Metropolitan Region

- Urbanization while preserving landscape and living environment
- Polycentric development, regional and local centers
- Green structure “monthly, weekly and daily green”

Het proces ziet er als volgt uit:



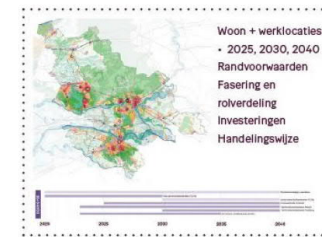
Verstedelijkingsconcept

geeft richting aan de gebiedsuitwerkingen
(niet: waar precies gebouwd moet worden
en wat daarvoor nodig is)



Gebiedsuitwerkingen

uitwerking van waar gebouwd moet worden
en welke randvoorwaarden vanuit de
bouwstenen



Verstedelijkingsstrategie



Source: Meer landschap, meer stad. Groene
Metropool Arnhem Nijmegen Foodvalley 2040
(January 2023)

URBANIZATION STRATEGY

“adaptive programming”

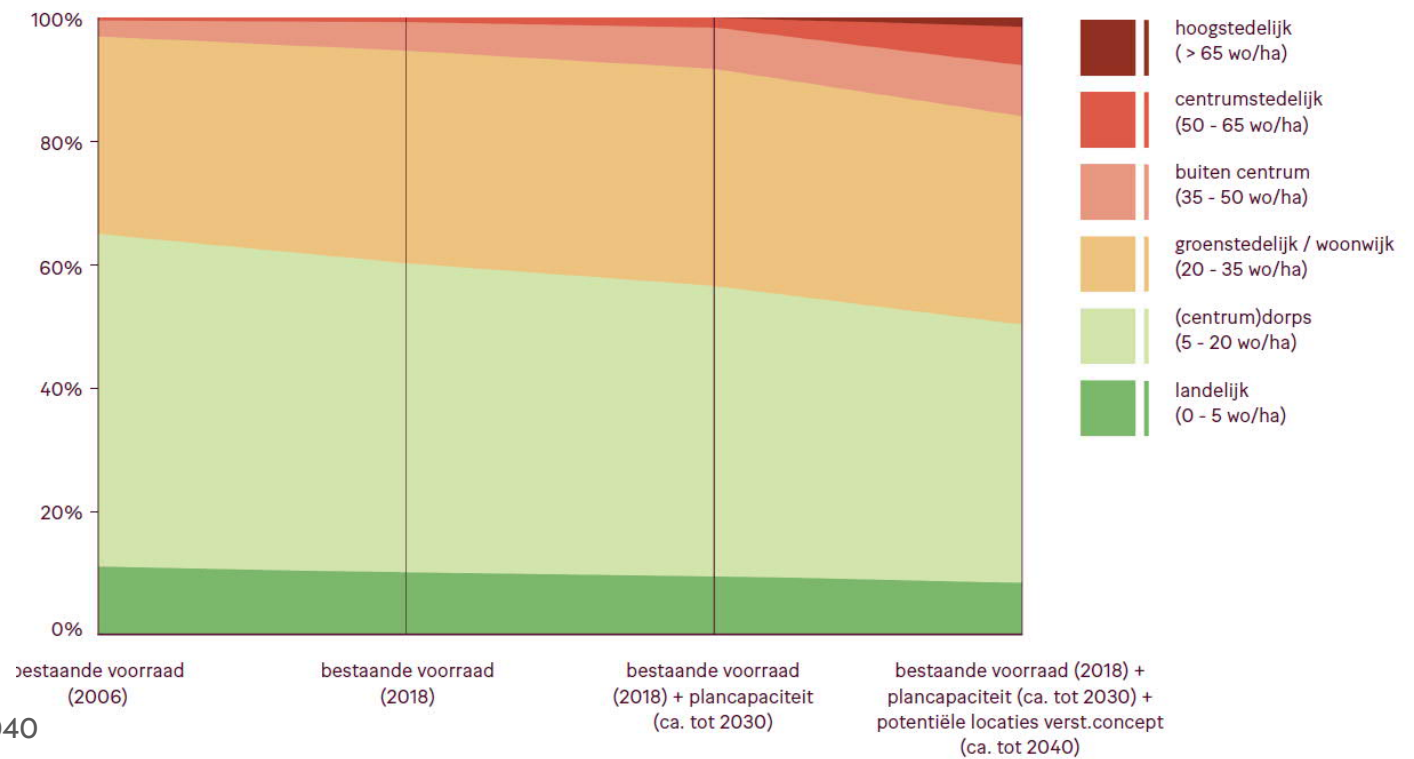
Housing typology:

Existing (2018): 483.400

Existing + planned capacity
(2030): 550.960

Existing + planned capacity
+ potential (2040): 619.475

Housing development 2006-2040



Source: Meer landschap, meer stad. Groene Metropool Arnhem Nijmegen Foodvalley 2040 (January 2023)

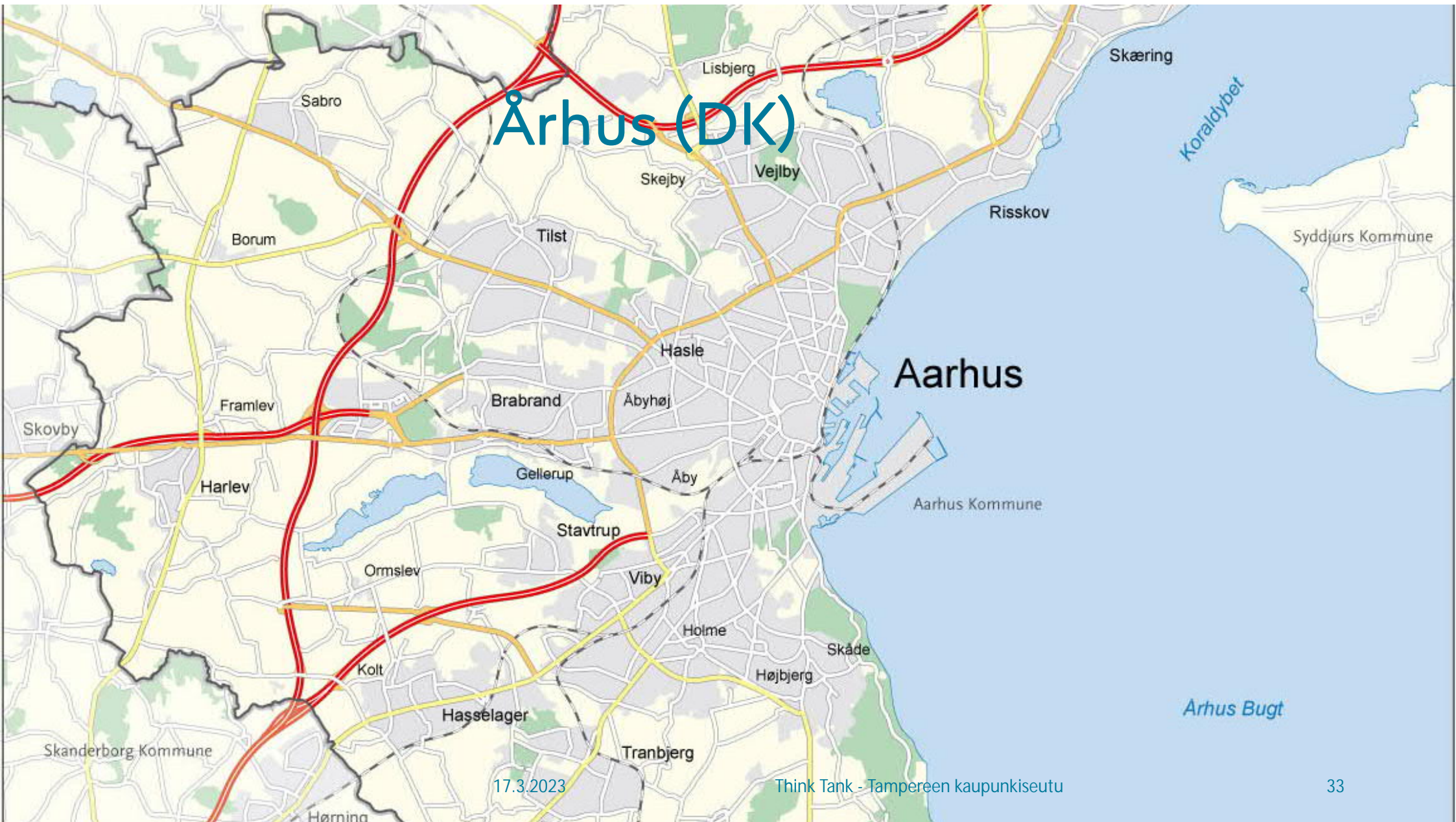


CITY BRANDING & CITIZEN ENGAGEMENT

ÅRHUS

DENMARK

Århus (DK)



17.3.2023

Think Tank - Tampereen kaupunkiseutu

33

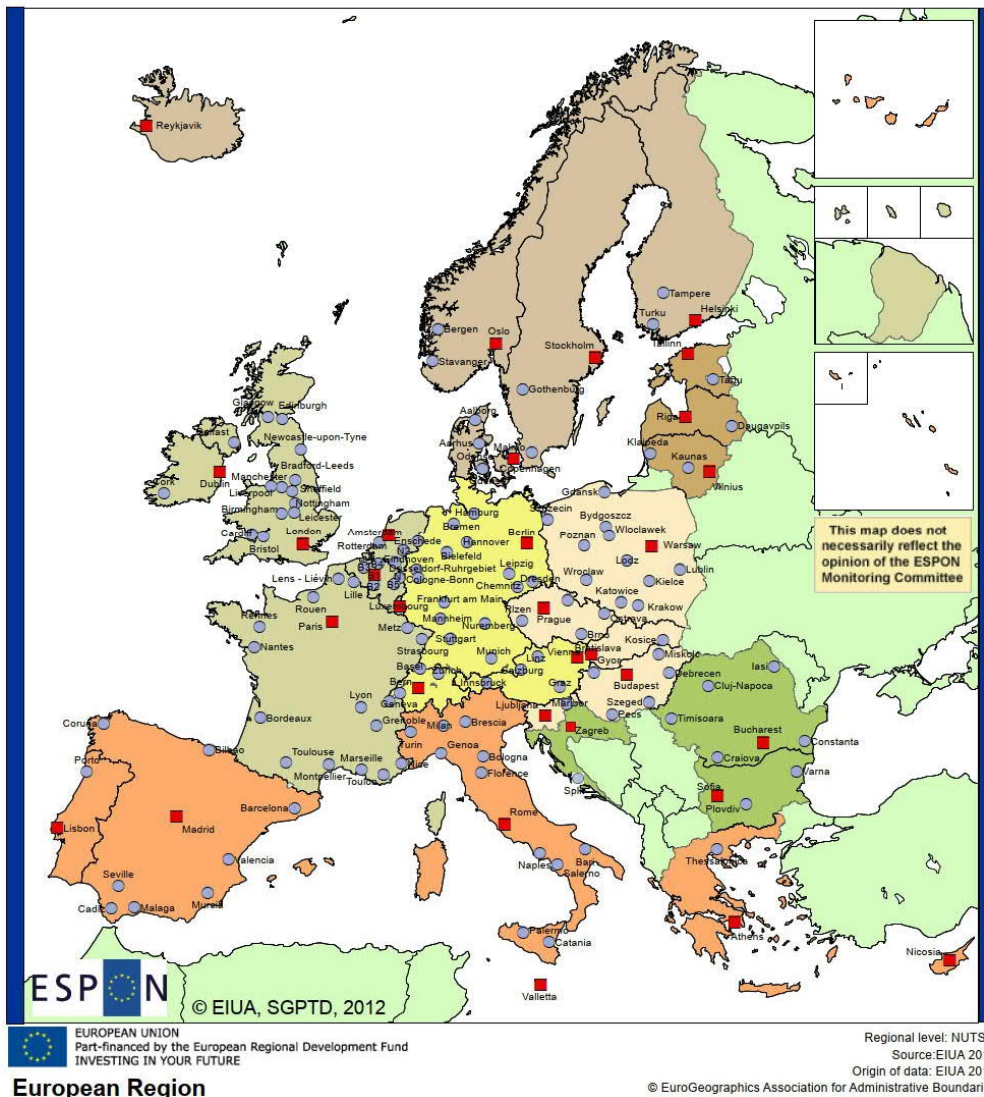
Århus (DK)

17.3.2023

Think Tank - Tampereen kaupunkiseutu

34

SECOND TIER CITIES



- Second tier cities: growing contribution to national prosperity
- Relationship capital - second tiers cities not zero-sum but win-win

Source: Parkinson, M., Second tier cities in age of austerity. Regional studies association, Tampere, 2013

- Rise of second tier cities after pandemic, people seeking more value and space to relocate

Source: <https://www.gensler.com/blog/the-rise-of-second-tier-cities>

https://www.espon.eu/sites/default/files/attachments/EB5_Map1_Final_21_10_2013.pdf



Core values:

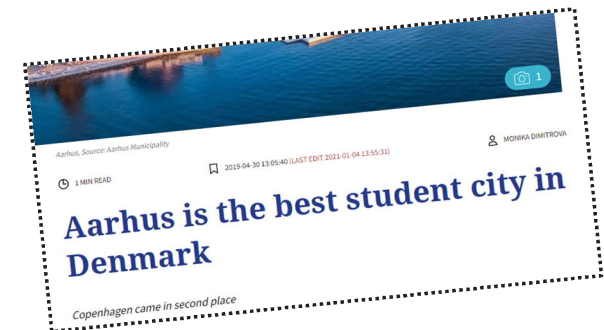
Aarhus is a city that...

- takes on big challenges
- works together
- experiments and rethinks the conventional way of doing things
- works purposefully to create improvements

Source <https://citybrand.aarhus.dk/>

CITY BRANDING

- Branding is **part of city's strategic development**
- **Co-branding**: responsibility of the entire city, to attract students, visitors, employees, companies and investments.
- **Focus on reasons**: why people move, invest, locate, visit. Universities are the main reason to move to the city: interaction with the educational institutions to attract and retain talent
- **Fact based**, ongoing reputation surveys.
- Positioning the city **through existing** initiatives, events, organizations, etc.



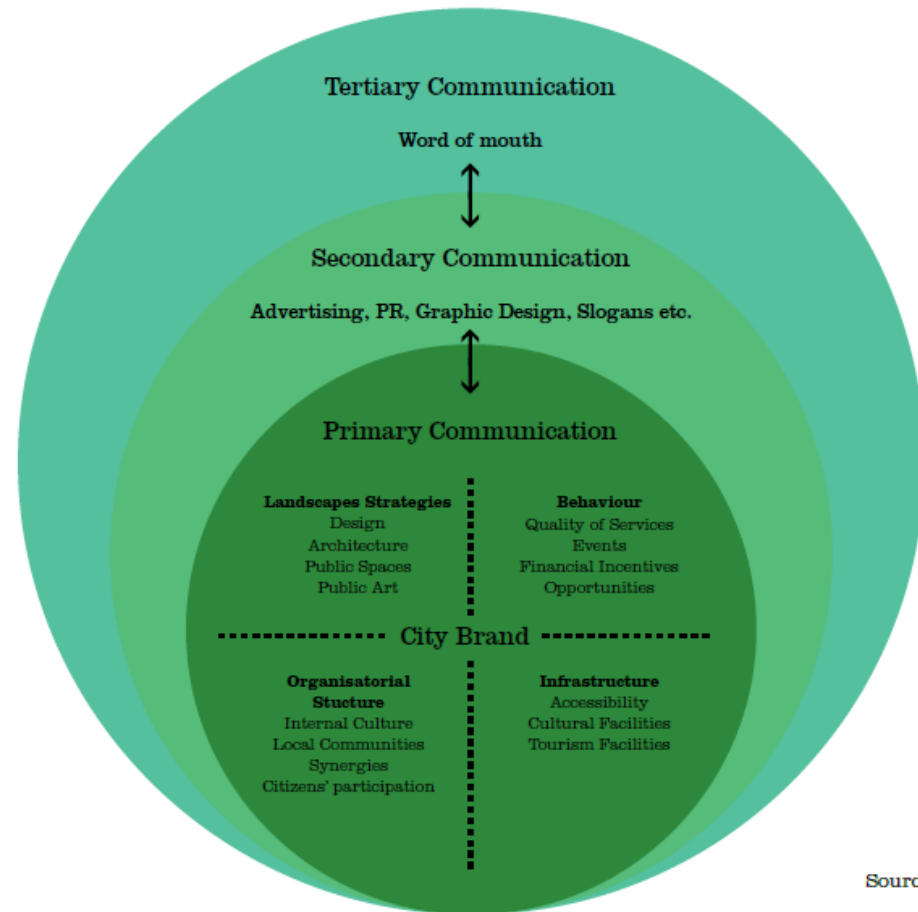
CITY BRANDING

3 levels of communication

- I. Urban development and services must support and exemplify the city's brand
- II. Promotion and consistent dissemination of core values to specific target groups
- III. How citizens talk about the city (good ambassadors), in their own way

Source: <https://citybrand.aarhus.dk/citybranding/tilgang-til-branding/>

17.3.2023



Source: Kavartzis, 2004

Think Tank - Tampereen kaupunkiseutu

37

CITY BRANDING

City Brand-team
Free videos, images, texts
and design guides
Aarhus core values



Source: <https://citybrand.aarhus.dk/media/42574/with-us-designguide.pdf>

CITIZEN ENGAGEMENT



Aarhus Convention

Clearing house for environmental democracy (UNECE), access to information, public participation, access to justice



Smart Aarhus Initiative

Collaboration between citizens, public sector, private operators

Openness, democracy, innovation by knowledge sharing

Transform the city into an open digital platform

Re-use of open government data, citizen engagement, co-creation, public private co-operation.



First climate assembly

Engagement creates innovative and sustainable solutions

Source: <https://smart.aarhus.dk/>

<https://aarhusclearinghouse.unece.org/>

päätelmät ja viestiä

Vihreä metropolisuunnittelu (Arnhem-Nijmegen)

Muotikeskuksineen kehitys ja integroitu suunnittelu (elintila, liikkuminen, talous ja asuminen).
>> käsitellään ja suunnitellaan viherrakennetta eri mittakaavoissa ja tasoilla.

Sinivihreä infrastruktuuri ilmastonmuutoksen sietokykyä edistämään (Göteborg).

Avoimet alueet on aina oltava houkuttelevia ja toimivia >> käyttäkää sade resurssina.

Elämänlaatu on strateginen etu (Zürich)

Maisema ja luonto viihtyisänä tiiviissä kaupungissa >> kehitetään vihreää kirjaa, jossa on suuntaviivoja.

Kaupungin brändääminen toiseksi suurimmaksi kaupungiksi (Åarhus).

Eri viestintä tasojen hyödyntäminen: yhteisbrändäys (suurlähettiläät) >> keskitytään tietoon ja perusteluihin.

päätelmät ja viestiä

Green metropolitan planning (Arnhem-Nijmegen)

Polycentric development and integrated planning (living space, mobility, economy and housing).
>> address and design green structure on different scales and levels.

Blue-green infrastructure for climate resilience (Göteborg)

Open spaces always need to be attractive and functioning >> use rain as a resource.

Quality of life as strategic advantage (Zürich)

Scenery and nature as amenity in a dense city >> develop Greenbook with guidelines

City branding as second tier city (Århus)

Use of levels of communication: co-branding (ambassadors) >> focus on facts and reasons.

(yhdessä)

huomautuksia tai kysymyksiä?

muita näkemyksiä

vertaile ja tutki eroja

relevantia Tampereen kaupunkiseudulle

ALUENÄKYMÄT / SPATIAL OUTLOOK 2050

Netherlands Environmental Assessment Agency (PBL)



PBL Netherlands Environmental
Assessment Agency



Aluenäkymät 2050 (PBL)

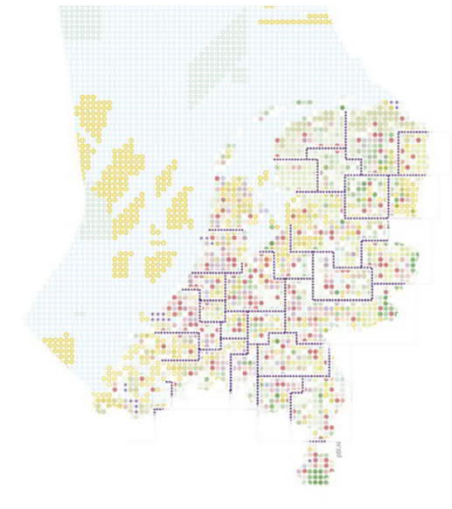
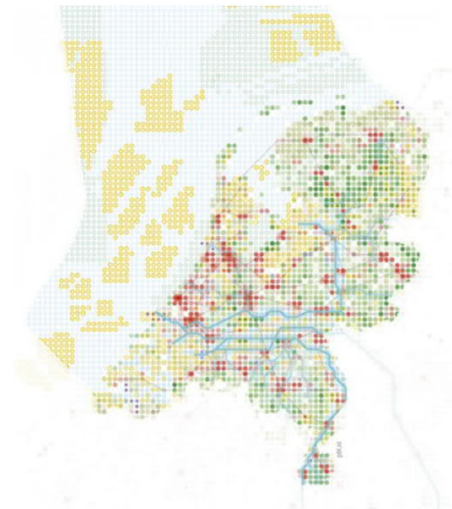
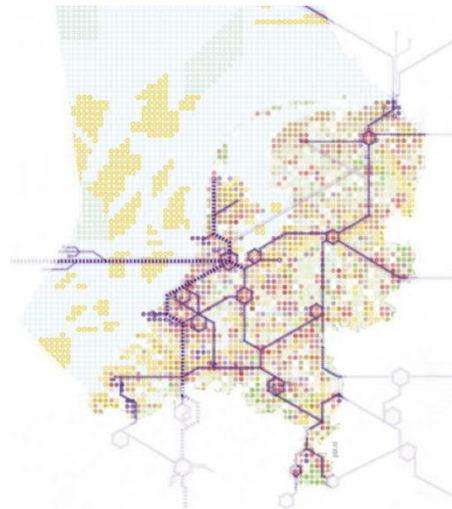
Kartoissa esitetään erilaisia skenaarioita vuodelle 2050:

Mondiaal ondernemend
Global corporations
Maailmanlaajuinen yritykset

Snelle wereld
Volatile world
Haihtuva maailma

Groen land
Green state
Vihreä valtio

Regionaal geworteld
Regional roots
Alueelliset juuret



Mondiaal ondernemend
Global corporations
Maailmanlaajuinen yritykset



Snelle wereld
Volatile world
Haihtuva maailma



Groen land
Green state
Vihreä valtio



Regionaal geworteld
Regional roots
Alueelliset juuret



Aluenäkymät 2050 (PBL)

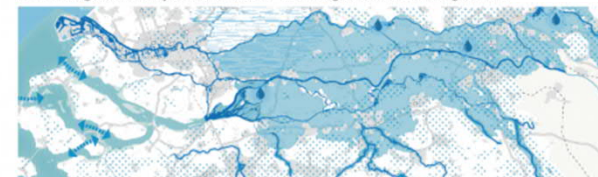
Voit klikata eri skenarioita ja **teemakerroksia** (lagen):

- Klimaatadaptatie / ilmaston sopeutuminen
- Energie / energia
- Economie / talous
- Stad en Regio / kaupunki ja alue
- Landelijk gebied / maaseutualueet
- Noordzee ja suuret vedet / Pohjanmeri ja suuret vesialueet

Leeswijzer voor de kaarten

De scenariokaarten zijn uit vijf thematische kaartlagen opgebouwd

De kaartlaag **klimaatadaptatie** laat klimaat- en watergerelateerde maatregelen zien



De kaartlaag **klimaatmitigatie** laat het energienetwerk zien



De kaartlaag **duurzame economie** laat werkgebieden en circulaire hubs zien



De kaartlaag **stad en regio** laat stedelijke verdichting en nieuwe woongebieden zien



De kaartlaag **landelijk gebied** laat natuur- en landbouwgebieden zien



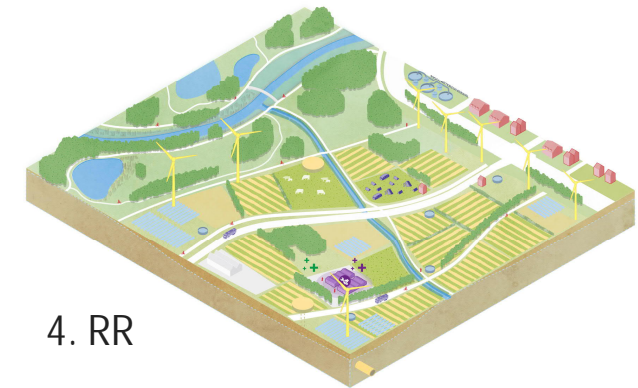
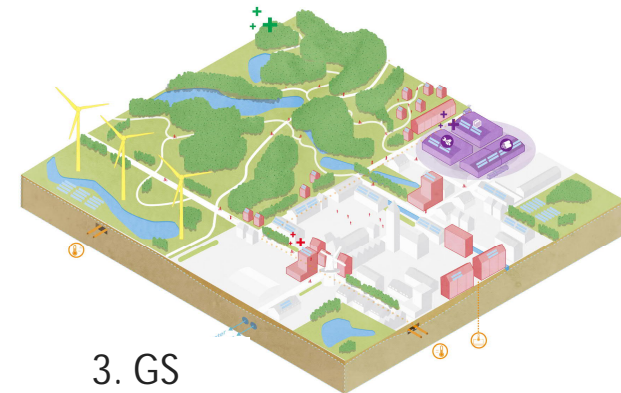
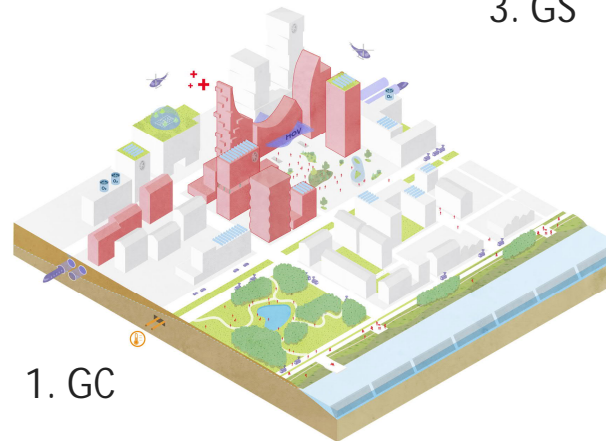
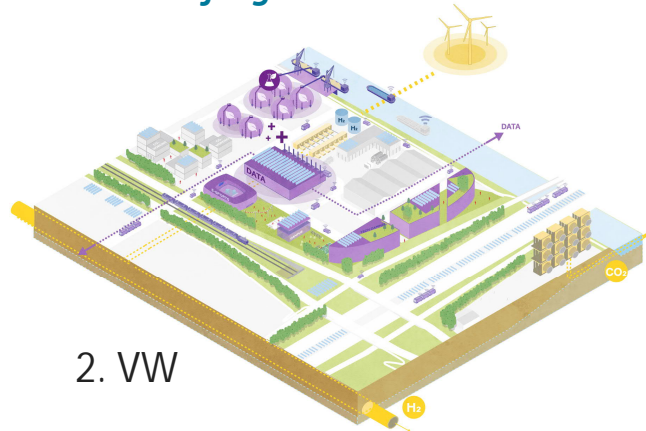
De vijf kaartlagen vormen samen de **complete kaart**



Aluenäkymät 2050 (PBL)

Alueet (gebieden) kuvaavat erityyppisiä alueita:

1. Binnenstad / kaupungin keskusta
2. Werkgebied / tehdasalue
3. Stadsrand / kaupunki reuna-alueet (periferia)
4. Landelijk gebied – maaseutu



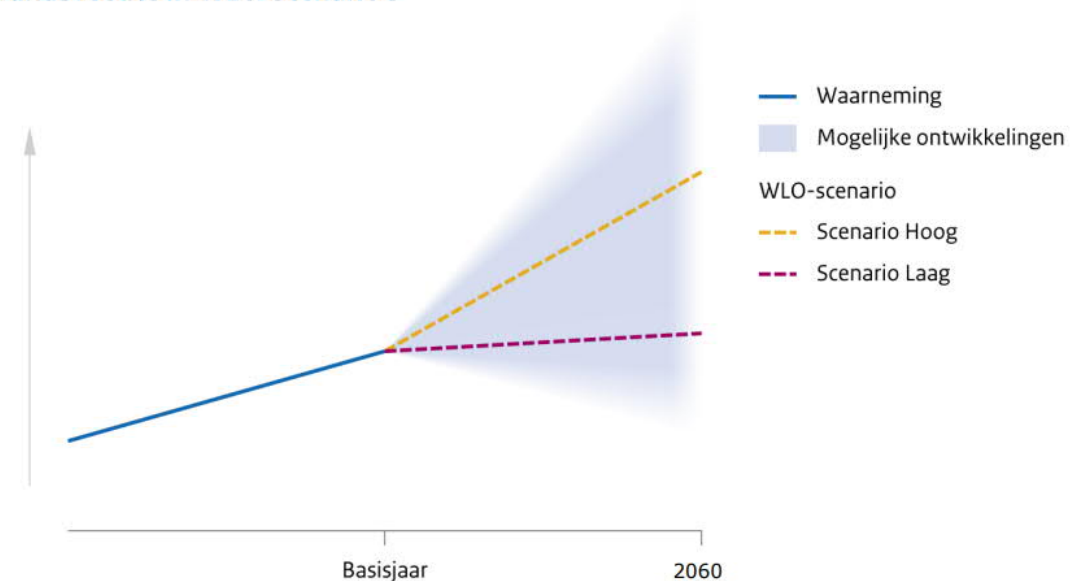
Aluenäkymät 2050 (PBL)

Prosessista

Jokaisesta skenaarista laadittiin yksityiskohtaiset vuoden 2050 kartat **paikkatietomallinnuksen** ja **suunnittelututkimuksen** perusteella.

Skenaariot perustuvat pitkäaikaiseen ”Welvaart en Leefomgeving” (WLO) tutkimukseen (2015), joka perustuu liikkumiseen (= väestö + talouskasvu) ja jota päivitetään (v.2024) ilmastonmuutokseen sopeutumisen avulla.

Bandbreedte in WLO-scenario's



Bron: PBL/CPB Source: https://www.pbl.nl/sites/default/files/downloads/scenarios_wlo_rv.pdf

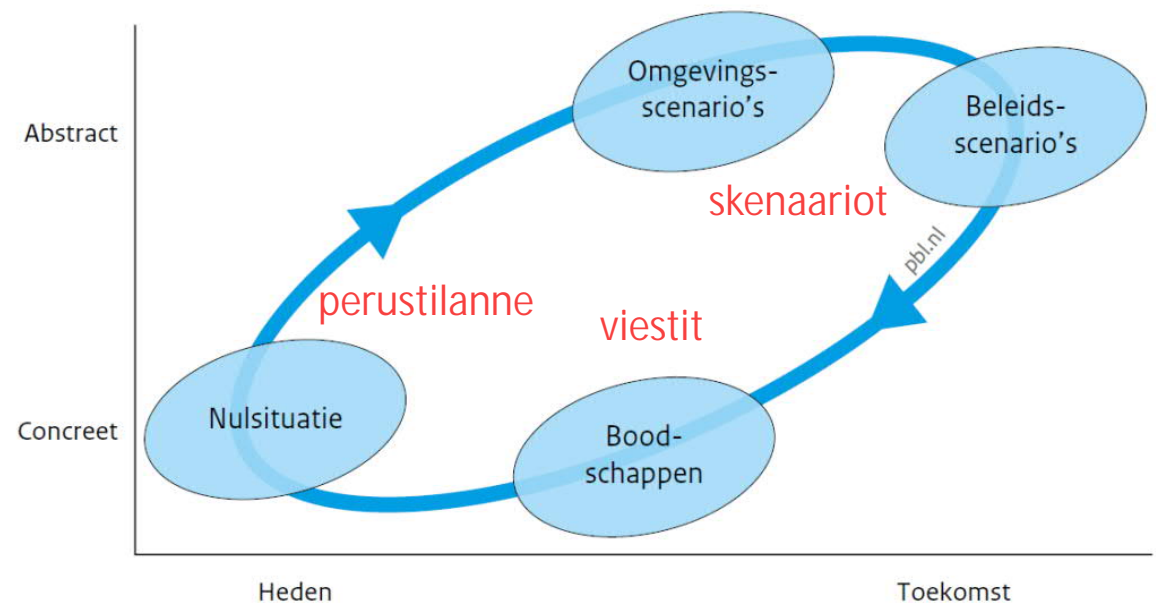
Aluenäkymät 2050 (PBL)

Päätelmä

Nämä skenaariokartat esitetään eri **valintojen** seuraukset (vinkki: ajattele tulevaisuutta nykyisten investointisuunnitelmien osalta).

“working with scenarios helps to create greater **awareness** of the **necessity** to **explore** multiple long-term perspectives in spatial policymaking and to develop future-proof spatial **strategies** that can be **adapted** in the case of unforeseen developments”

Scenariocyclus



Source: https://www.pbl.nl/sites/default/files/downloads/scenarios_wlo_rv.pdf

Aluenäkymät 2050 (PBL)

sivusto on Alankomaiden ympäristöarviointiviraston (PBL) skenaariotutkimus ”Spatial Outlook”.

<https://www.pbl.nl/publicaties/ruimtelijke-verkenning-2023-vier-scenarios-voor-de-inrichting-van-nederland-in-2050>

linkki raportin:

<https://themasites.pbl.nl/scenarios-inrichting-nl2050/pbl-2023-ruimtelijke-verkenning-2023-kaarten-5183.pdf>



PBL Netherlands Environmental
Assessment Agency

Gertjan Jobse

+358 40 358 2129

gertjanjobse@gmail.com

Kiitos paljon!

- olen oppinut paljon uusia sanoja;
- olen oppinut kaupunkiseudun työstä;
- olen tavannut mielenkiintoisia ihmisiä;
- olen osallistunut erilaisiin verkostoihin;

- vaikka suomeksi toiminen on vielä vaikeaa...
- ...nautin harjoittelusta todella paljon!

- tunsin itseni aina tervetulleeksi;
- te olette niin mukavia ihmisiä!
- jatkakaa hyvää työtä ja nähdään taas!

17.3.2023

Think Tank - Tampereen kaupunkiseutu

51

TAMPEREEN
KAUPUNKISEUTU

