

Your Local Guide to Sustainable Helsinki. MyHelsinki.fi



Helsinki

Helsinki Marketing

City marketing company owned by the City of Helsinki.

Responsible for **operative city marketing** and **business partnerships** for Helsinki.

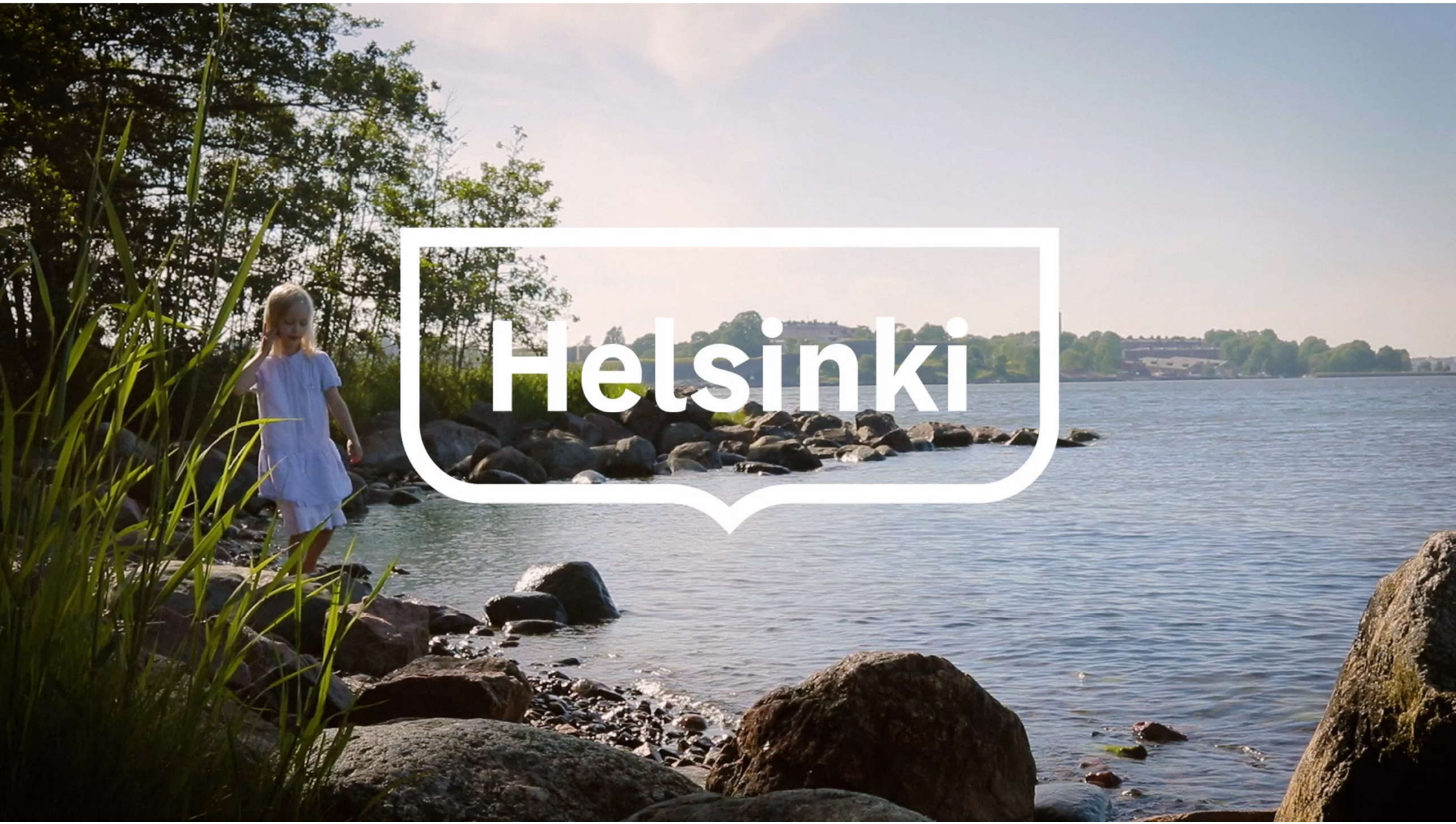
Interacts with **local residents, visitors, decision-makers and experts.**

Budget 6,5 MEUR (2019)

Staff 40

Divisions:

Brand Communications & Digital Development, Destination Services, Communications & PR, Global Sales, Finance, Partnerships and Development.



Helsinki

Strategic environment and mindscape.

Helsinki aims to be the most functional city in the world and is committed to offering more sustainable lifestyles for residents and visitors.

**The goal is to do everything a little better,
responsibly and sustainably all the time –
as well as to be carbon neutral by 2035.**



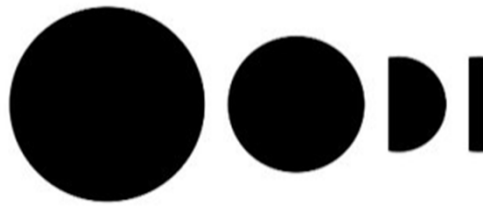


SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	 SUSTAINABLE DEVELOPMENT GOALS

The Challenge I

Helsinki is the Baltic Sea's best-kept secret. As the capital of the happiest nation in the world, with top-rated quality of life, a sizzling cultural and food scene and a thriving start-up ecosystem, the city has a lot to offer — **and yet it's still overshadowed by its neighbors Stockholm and Copenhagen as a destination for talent and visitors.**

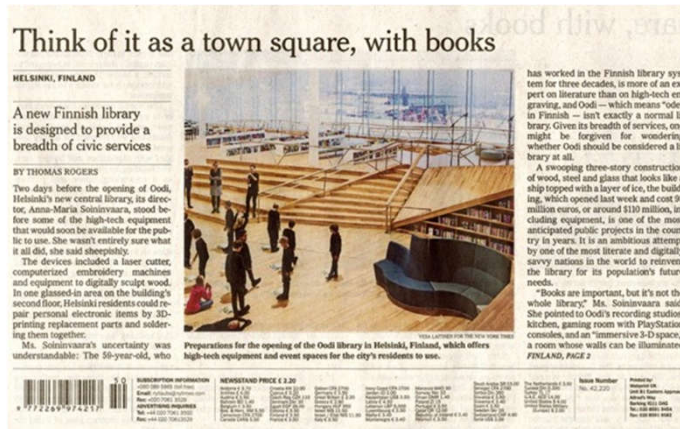


Wallpaper*

The New York Times

Helsinki opens a light-filled library as a national monument to education, sharing and books

ARCHITECTURE / 7 DEC 2018 / [HARRIET THORPE](#)



The interior of Oodi library in Helsinki designed by ALA. Photography: Tuomas Uusheimo

Total reach:
570 million

Earned Media
Value:
5,3 million €



AMOS
Rex


Support The Guardian | Subscribe | Find a job | Dating | Sign in / Register | Search

News | Opinion | Sport | Culture | Lifestyle | More

Film | Music | TV & radio | Books | Art & design | Stage | Games | Classical

Architecture

Ethereal underworld: exploring Helsinki's colossal new art bunker



▲ It's as if the museum is bubbling up into the square ... Amos Rex, Helsinki. Photograph: Mika Helenius

In a vast expanse beneath the Finnish capital lies a soaring circus-top culture hub. Will the €50m Amos Rex art museum put the city at the forefront of Europe's art scene?

Oliver Wainwright in Helsinki
@oliverwainwright
Nov 22 Aug 2018 08:00 BST
15,331 137

FRAME | STORE | f | @ | v | t | w | q


INTERIORS | DESIGN | ARCHITECTURE | MAGAZINE | BOOKS | EVENTS | AWARDS

With Amos Rex, Helsinki goes underground to rise as a cultural destination

SEPTEMBER 11, 2018 | TEXT LAUREN GRACE MORRIS | PHOTOS TUOMAS UUSHEIMO AND TEMLAB

TAGS: ARCHITECTURE, DIGITAL ART, FINLAND, HELSINKI, IKMM, MUSEUM, STUDIO DRIFT, TEMLAB

f | t | @ | G+ | in | v



Total reach:
614 million

Earned Media
Value:
5,7 million €

Helsinki

The Challenge II

Climate crisis and sustainability is affecting all sectors in the society, also traveling and tourism as well as marketing. — **How can we as a city marketing organization contribute to that?**

Sustainable Destinations

are places that have achieved long term equity for people and planet by recognising the systemic and dynamic nature of change.

(GDS Index)

GDS-Index Destination Rankings for 2018

Rank	Destination	Overall Score
1	Gothenburg	94 %
2	Copenhagen	90 %
3	Reykjavik	89 %
4	Oslo	86 %
5	Helsinki & Uppsala	84 %
6	Malmö	82 %

Helsinki Marketing

**Partner network around 150 partners.
Network meetings 4 times a year.**

Helsinki

Sustainable Meeting Operating Model



Easy to get to by public transport



Event uses renewable solar energy and LED lamps, minimises energy consumption



Event's restaurant supports research in mental health and pediatric diseases



Zero printing or handouts



Accessible event

CO₂

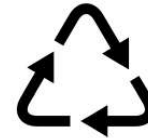
Event's carbon footprint is compensated



Organic vegetarian food: less than 10% food waste



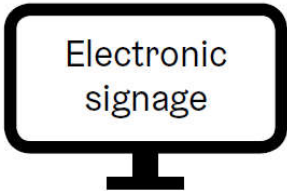
World's best tap water



100% of waste recycled - including nameplates



Organic and fair trade coffee and tea




Electronic signage

Carbon footprint of our last
partner meeting was

2,89 Kg

per person



**66% of residents
identified the climate
crisis as their major
concern when
thinking about the
future of the city*..**

*The City of Helsinki:
The safety research 2018

What if making sustainable choices could be easily embedded into your everyday life?

MyHelsinki
Think
Sustainably



Digital environment.



MyHelsinki: helping people experience the best of Helsinki

Löyly

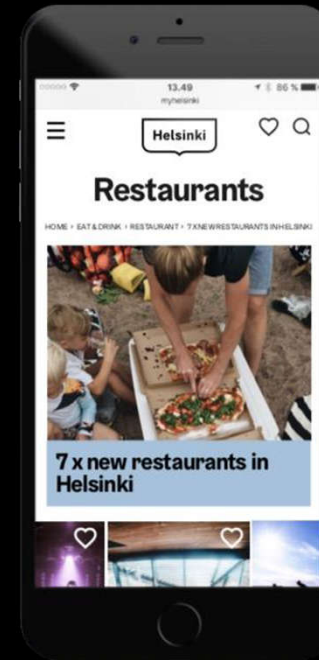
Your local guide:
Lauri Soini

Your local guide:
Maria Pitola

14 events and places to make your own
Helsinki!

One of the new brand identity spearheads is the My Helsinki concept.

All Helsinki city marketing is based on genuine recommendations.*



*Grand One Winner 2018: Best Web Service and Best Service Design



MyHelsinki Service Promise

In keeping with the website's service promise, “**Your local guide to Helsinki**”, all the content has been compiled by local tastemakers. **It's a recommendation you can trust.**



YOUR LOCAL GUIDE
EGS
Graffiti artist



YOUR LOCAL GUIDE
Timo Santala
We Love Helsinki



YOUR LOCAL GUIDE
Renaz Ebrahimi
Random Life



YOUR LOCAL GUIDE
Valerie Vlasenko
Arctic Startup



YOUR LOCAL GUIDE
Iris Olsson
Artistic Director, DocPoint



YOUR LOCAL GUIDE
Jaana Rinne
Toimittaja



YOUR LOCAL GUIDE
Aleksi Pahkala
Helsinki Marketing



YOUR LOCAL GUIDE
Mari Nieminen
Pienten Helsinki



YOUR LOCAL GUIDE
Timo Santala
 We Love Helsinki



YOUR LOCAL GUIDE
Antti Huttunen
 Retkipaikka.fi



YOUR LOCAL GUIDE
Renaz Ebrahimi
 Random Life



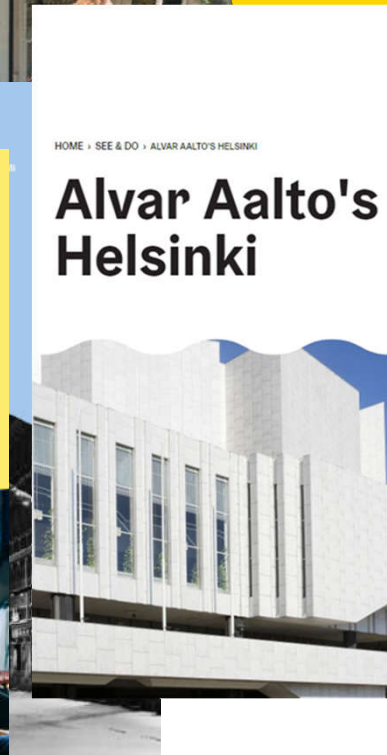
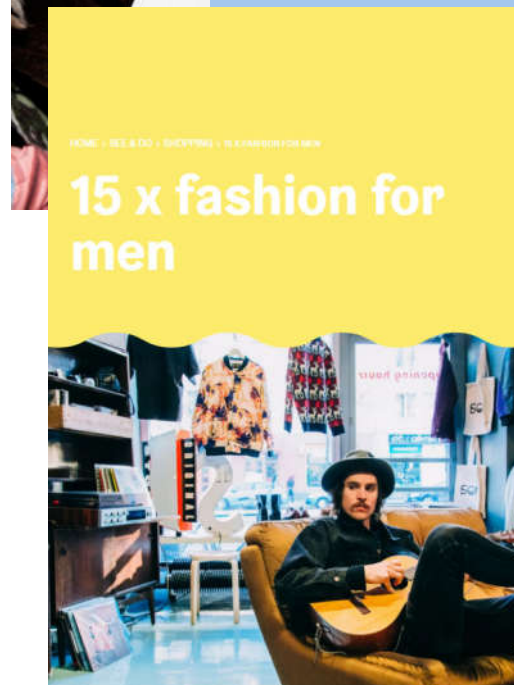
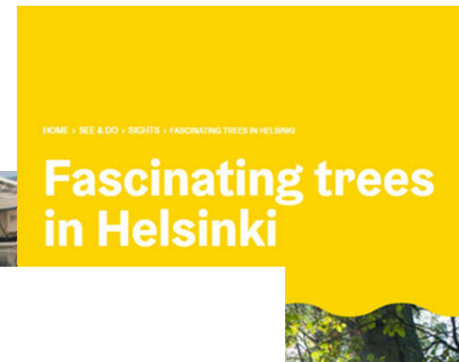
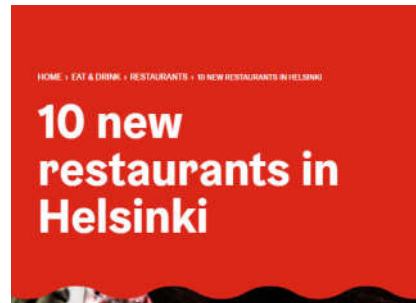
YOUR LOCAL GUIDE
Marjukka Malkavaara
 Helsinki Design Weekly



YOUR LOCAL GUIDE
Valerie Vlasenko
 Arctic Startup



YOUR LOCAL GUIDE
Mari Nieminen
 Pienten Helsinki





Cities are full of data.
In Helsinki, the data is
available for public
access.

Location Data

Event Data

Activity Data

With MyHelsinki Open API, Helsinki Marketing maintains three different databases. We make sure that the data is:

- High quality
- Comprehensive
- Up-to-date
- Curated

A vibrant night festival scene with a large crowd of people, string lights, and lanterns. The text is overlaid on the top half of the image.

We are able to offer the most relevant content about Helsinki, tailored for different audiences.

Helsinki

MyHelsinki
Think
Sustainably





Think Sustainably combines
sustainable services,
experiences, and transportation
in Helsinki into **one easy-to-use**
service on MyHelsinki.fi.

Helsinki

See & Do

Eat & Drink

Work & Study

Business & Invest

Info

Think Sustainably

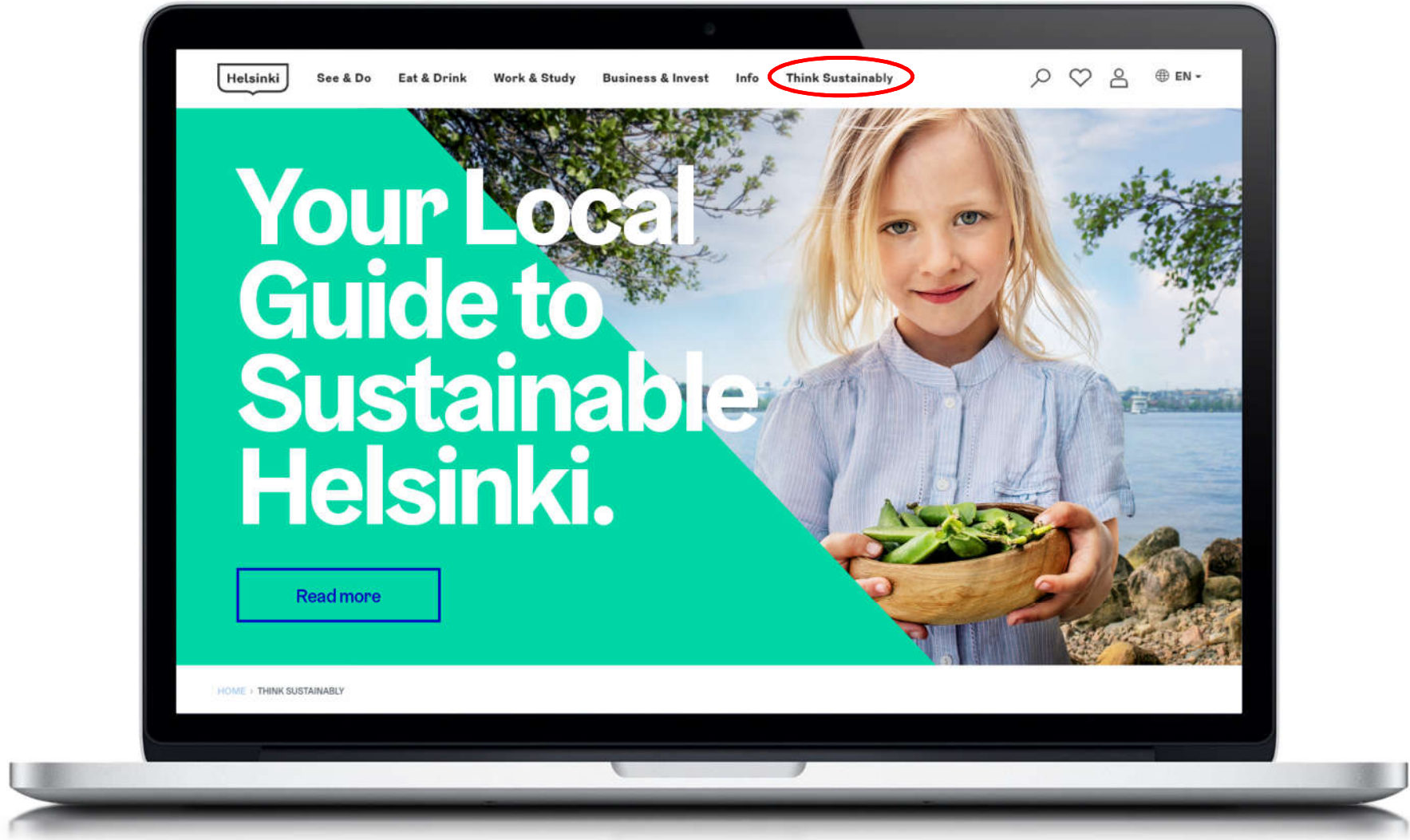


EN -

Your Local Guide to Sustainable Helsinki.

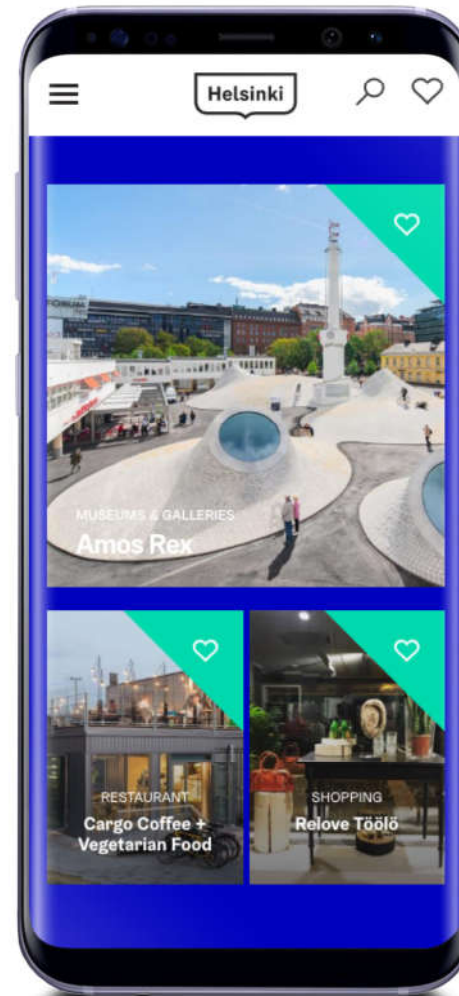
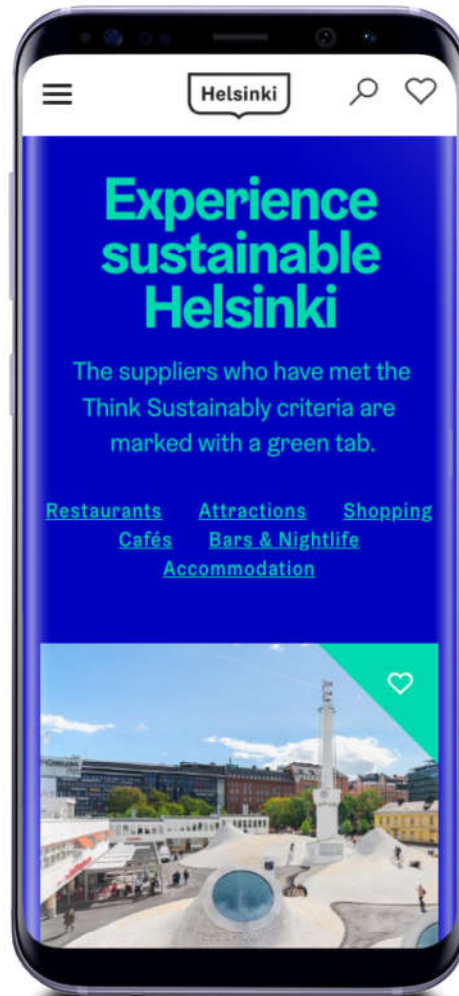
[Read more](#)

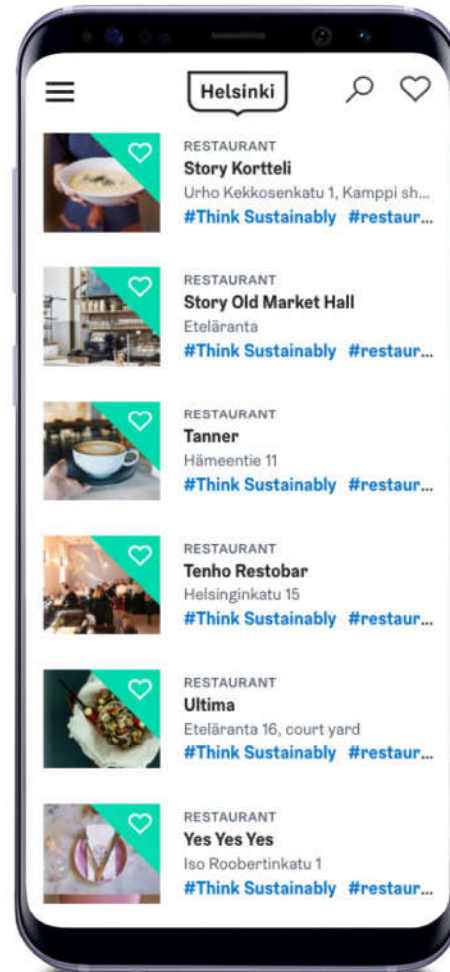
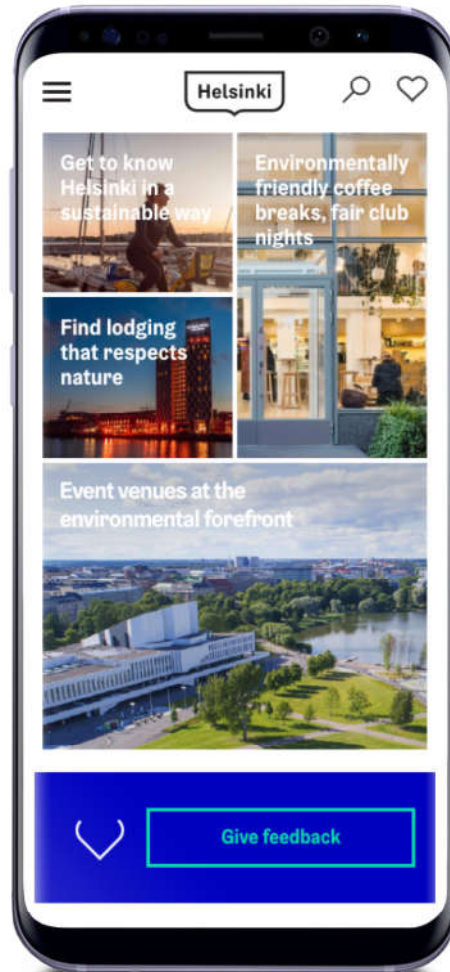
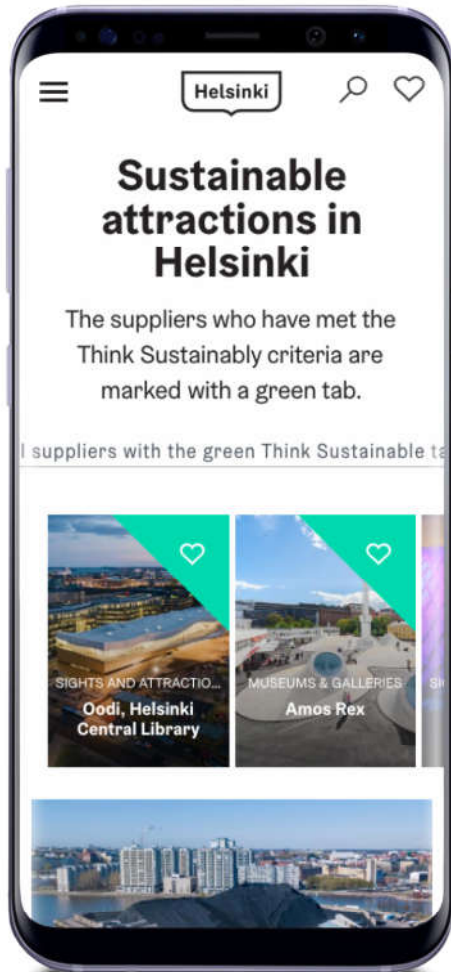
HOME > THINK SUSTAINABLY



The new **digital service** is based on **sustainability criteria** that have been tailor-made for Helsinki.

**A platform
for action.**







Route Planner



Länsiterminaali 2, Helsinki



Töölönlahdenkatu 4, Helsinki

29.10.2019 14:23

*CO₂

Walking

43 min 3,1 km

0 g



Bicycling

14 min 3,1 km

0 g



Public transportation

20 min 3,2 km

0 g



Car

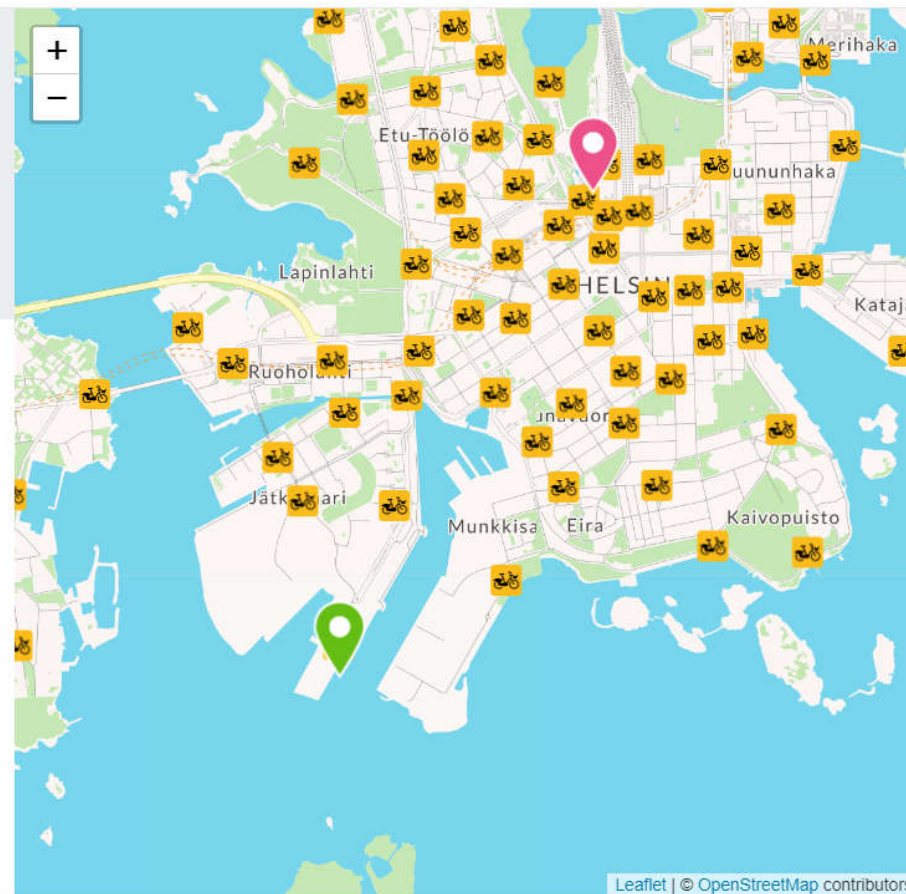
19 min 4,4 km

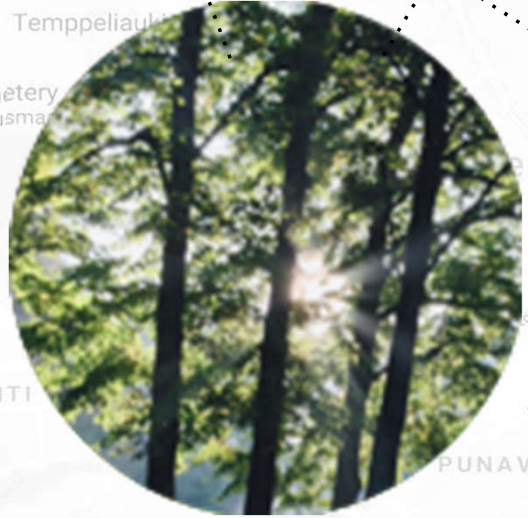
677 g



*CO₂ grams/person/trip. Based on information provided by Helsinki Region Transport (HSL).

The electricity that powers the metro, trams and commuter trains is renewable and therefore considered emissions-free.





Slide 38

TH1 Side notes: 1) AI could be used to create more personalised itineraries based on the length of the stay (fe. 4 / 8 / 24 / 48h) for recognized WeChat users - important insight is that the Chinese want to have ready-made suggestions instead of doing all the research by themselves. Of course that is also an option, if the user so wishes. 3) The smart itineraries should combine suggestions from Nowhere / Bokun API and MyHelsinki API, not just experiences.

Tia Hallanoro; 04.09.2018

TH2 Urban Zen Pic: <http://materialbank.myhelsinki.fi/media/1029>

Tia Hallanoro; 06.09.2018

The Think Sustainably Criteria



The criteria highlights ecological sustainability, especially combatting climate crisis.

Focus of the Impacts to the Environment

- Energy production
- Mobility
- Food production and consumption

Helsinki



6 Service Categories

1. Restaurants, cafés & bars
2. Events
3. Venues
4. Shops
5. Accommodation
6. Attractions

Helsinki



In each category, there are **a minimum number of requirements** that the actor must implement in order to fulfil the criteria.

Service category: Accommodation (13/20) (min/max)

Energy	Food	Social Sustainability	Others
Suurin osa valaisimista on LED-valaisimia.	Leftover portions are sold at reduced prices directly to the customer, via an app, or is donated to an operator in the voluntary sector.	Information about accessibility and potential obstacles and barriers are clearly visible.	The hotel has an environmental program or certification.
The carbon footprint of each individual guest has been calculated and is visible in hotel communications.	The premises have tap water on offer.	Both visitors and staff have guidelines on how to report and deal with sexually or otherwise inappropriate behaviour.	Directions emphasize the use of public transport and walking or cycling to the venue.
It is possible to offset one's carbon footprint emissions when buying a ticket, or it is automatically offset.	A vegan selection should be available for a nutritionally balanced breakfast.	The operator employs people who may be difficult to place in the work environment.	No disposable tableware or cutlery is used.
100% of the electricity used is sourced from solar, water, bio, or wind energy.	The establishment serves "Best Choice" seafood dishes that follow WWF Sustainable Seafood Guide.		Provisioning favours environmentally friendly products with eco-labels.
If the place has its own heating contract and an option to use district heating, then the heating is supplied by renewable district heating.			It is easy for the customer to find locally produced items.
The hotel has a measurable plan to reduce energy consumption that can be monitored.			The hotel has ways to reduce water consumption in the hotel rooms.
			Hotel rooms have at least four different types of recycling available.

Helsinki

The sustainability criteria are built in such a way that the fulfilment of all the criteria **demands long-term work.**

Case Kämp Garden

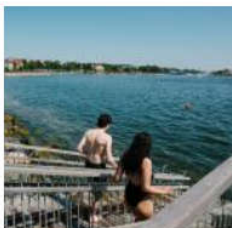




**Key elements:
trust and
transparency.**



[#Think Sustainably](#) [#Attractions](#) [#architecture](#) [#free](#) [#Library](#) [#family](#) [#kluuvi](#)

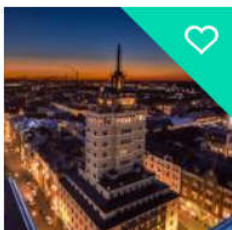


ARTICLE

Plenty to see with a small carbon footprint

When choosing a sustainable place to visit, it is crucial to consider how much energy the building uses, as well as ho...

[#Think Sustainably](#) [#sustainable development](#) [#sustainability](#) [#carbon footprint](#) [#recycling](#) [#energy consumption](#) [#Attractions](#) [#sights...](#)

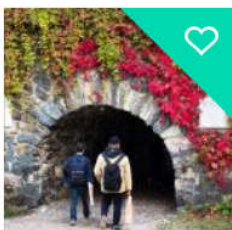


ACCOMMODATION

Solo Sokos Hotel Tornii

Yrjönkatu 26

[#Think Sustainably](#) [#Accommodation](#) [#Attractions](#) [#architecture](#) [#Green Key](#) [#Hotel](#) [#kamppi](#)

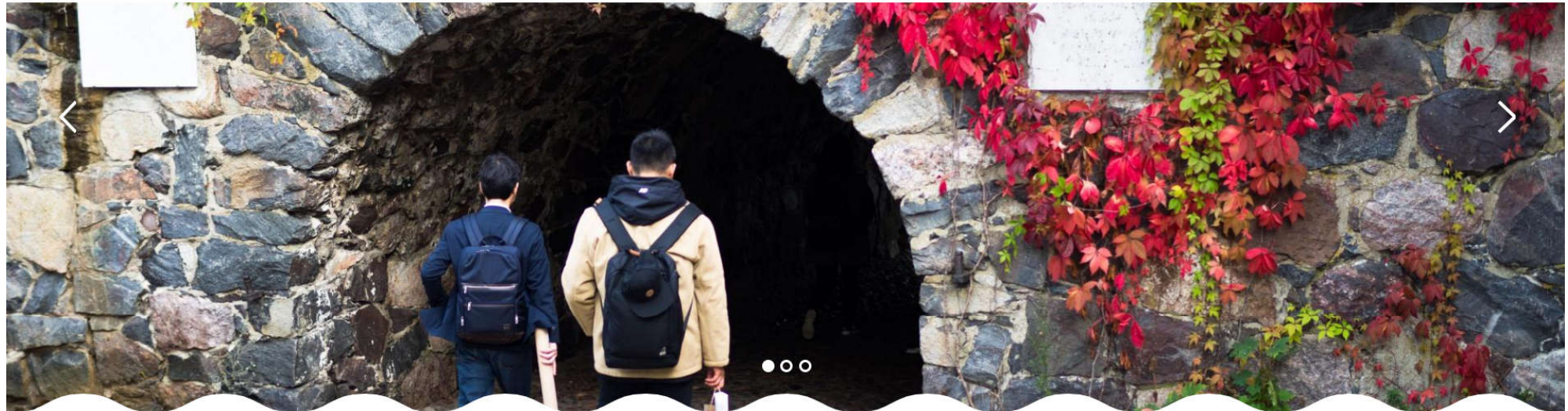


SIGHTS AND ATTRACTIONS

Suomenlinna Sea Fortress

Suomenlinna

[#Think Sustainably](#) [#Attractions](#) [#main attraction](#) [#Park](#) [#art](#) [#gallery](#) [#architecture](#) [#church](#) [#archipelago](#) [#nature](#) [#history](#) [#free...](#)



HOME > SEE & DO > SIGHTS > SUOMENLINNA SEA FORTRESS

Photo Aino Heininen / Suomenlinnan hoitokunta

Completes 7/10 of the Think Sustainably criteria >

Suomenlinna Sea Fortress

Suomenlinna, 00190 Helsinki

Save to My Helsinki

WEBSITE

Energy

- ✓ If the establishment has its own electrical contract, 100% of the electricity used is sourced from solar, water, bio, or wind energy. ✓
- ✓ If the place has its own heating contract and an option to use district heating, then the heating is supplied by renewable district heating. ✓
- ✓ The venues uses a carbon footprint calculator and has plans to reduce its carbon footprint. ✓
- ✓ It is possible to offset one's carbon footprint emissions when buying a ticket, or it is automatically offset. ✓

Social sustainability

- ✓ The operator employs people who may otherwise be difficult to place. ✓
- ✓ A percentage of the profits go to non-profit organisations or charities. ✓
- ✓ Information about accessibility to the premises is easily available. ✓

Other

- ✓ The operator has an environmental program or certification. ✓
- ✓ Both paper and bio recycling bins are available as well as ordinary trash cans/rubbish bins. ✓
- ✓ Directions emphasise the use of public transport and walking or cycling to the venue. ✓

Social sustainability

- ✓ **The operator employs people who may otherwise be difficult to place.** ^

These include, for example, the long-term unemployed, those who are not fluent in Finnish or those who with disabilities.

- ✓ **A percentage of the profits go to non-profit organisations or charities.** ^

Non-profit activities are seen to include hobbies for children, protection of vulnerable children, services for disadvantaged communities or refurbishing environmentally or culturally important places. The company can also decide to invest working hours in non-profit activities or charity work.

- ✓ **Information about accessibility to the premises is easily available.** ^

Information about barrier-free access to the premises is clearly visible on the website. Additional information about adaptations, such as temporary ramps or inclines, would be a bonus. More information on [the City of Helsinki's Helsinki for all website](#).

Give us feedback on the Think Sustainably service

The Think Sustainably service helps you make more sustainable choices when it comes to being, living, and spending time in Helsinki. As a city we want to give everyone who lives in, and visits, Helsinki the opportunity to make better lifestyle choices. The service is built on criteria that provide companies with the tools they need to become more responsible and encourage others around them to do the same. By using the service and giving us your feedback, you can become a part of the solution and help us develop the criteria and the entire service.

Feedback on the sustainability of an individual supplier

WHICH SUPPLIER ARE YOU GIVING US FEEDBACK ABOUT?

Supplier's name

- In my opinion the supplier is exemplary
- The supplier does not fulfil the required criteria or their operations fail to be sustainable in some other way
- I do not have enough information about how the supplier fulfils the criteria

Marketing & PR





The businesses and their actions are the stories.

**In June, we launched
the service pilot
for citizens.**

Case Nolla





**In August, our PR
communication
hit its peak.**

Restaurants
Yes Yes Yes



Local Guide
to Sustainable
Helsinki.
MyHelsinki.fi

Helsinki


Shops
Hietalahdentori



Local Guide
to Sustainable
Helsinki.
MyHelsinki.fi

Helsinki

Attractions
Amos Rex



Local Guide
to Sustainable
Helsinki.
MyHelsinki.fi

Helsinki

We created international PR communication around one of the world's most sustainable music experiences, Flow Festival.

” All festivals aim for sustainability but not all offer a deposit for returned cans, rank food vendors based on the sustainability of their meals (points for locally-sourced and seasonal ingredients) or manage to be carbon neutral.”
– The Independent

Helsinki



**Helsinki invited
representatives from
international media outlets
and influencers to experience
the the city and the festival,
move around in the city
sustainably and enjoy local
eco-friendly hot spots.**

Helsinki



RESULTS (Aug 9th – Sep 30th)

Earned Media Value: 3.3 MEUR

Total Earned News Media: 225

News Potential Reach: 360M



ANDREA SMITH
Senior Product Writer
6 AUGUST 2019

Here's how Helsinki wants to make your visit more sustainable

We're all about sustainability these days, and travellers to Helsinki can participate in a local programme that has been launched in response to citizen concern about climate change.



<https://www.lonelyplanet.com/articles/helsinki-think-sustainably>

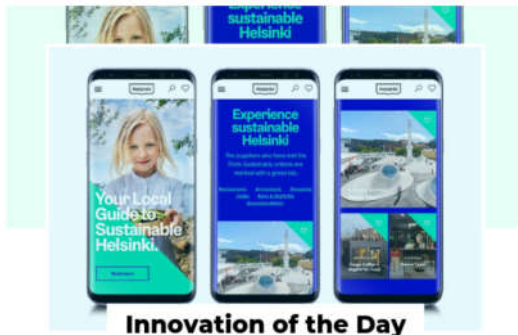


Innovation of the Day: Helsinki

City of Helsinki launches sustainable city guide



Jareth Ashbrook [Follow](#)
Aug 19 · 2 min read



Innovation of the Day

HELSINKI

<https://medium.com/trendwatching-pulse/innovation-of-the-day-helsinki-4ab7be094ffc>



'This is where people can learn to rely on each other'

Jyri Engstrom is founder of Helsinki's Cafe Silli, one of a number of businesses supported by an app to encourage citizens to think sustainably. He talks to Hazel Sheffield

The Independent 15 Aug 2019

The colourful wooden buildings in Kapyla, a district in the north of Helsinki, were built in the 1920s to

house the city's working-class population. Like other garden cities, the idea was to enhance the sense of community for the workers escaping the slums. Multiple families lived in one building, with private garden plots for tenants, and courtyards in which to gather.

Jyri Engstrom, a Finnish entrepreneur, grew up in Kapyla. When he was young, every house had a grocer



Engstrom (with partner Caterina Fake) aims to restore a sense of community

Or a shop beneath, catering to residents. These days, all the businesses have closed down as the buildings have been converted to attractive residences, populated by creatives. With few communal re-

sources, Kapyla risks becoming a neighbourhood where people come home from the city to watch TV in the evening, never talking to their neighbours. Apart from two months every summer, when

Engstrom opens the door to Cafe Silli.

Silli, which means hedgehog in Finnish, is intended to be more than a neighbourhood cafe. It is a place for locals to gather and a focal point for the area. Engstrom hopes it can restore some of the sense of community in the area.

"Our fortune, in the next decades, will be intricately connected to our community structure," he says one sunny afternoon in the front garden of the cafe. "A place like this is not just about vegan food or recycling waste but allowing people to rely on each other as we face the challenges of climate change."

Cafe Silli is one of 81 Helsinki businesses participating in a programme by the city government to help local consumers make more environmentally sustainable

http://tiny.cc/independent_think_sustain



Helsinki launches Think Sustainably digital service for residents and tourists



Rima Sabina Aouf | 14 August 2019 | [Leave a comment](#)

The city of Helsinki has revealed a first-of-its kind website meant to empower citizens, businesses and tourists to make more sustainable choices.

The Think Sustainably digital service resembles a regular city guide, but with environmental sustainability as the primary factor.

It is part of the local government's Carbon Neutral Helsinki Initiative, which aims to make the city carbon neutral by 2035 — a change that would involve cutting each resident's carbon footprint to one-quarter of what it is at present.

<https://www.dezeen.com/2019/08/14/helsinki-think-sustainably-app/>

**Development of
the Service is
on-going.**

The Development of the Service Pilot

1. Service open & gathering feedback 06-12/2019

Customers

Users

Focus Group of
Professionals

Companies & Service
Providers

2. More content to the service 10-11/2019

Companies & Service
Providers

Articles

Listings

3. Impact Review 11/2019

Total impact:
CO2 emissions
Use of the criteria as a
toolkit for development.

Best performing cases

2020:
Revised Criteria
Open API?

Learnings

**It is not easy to
communicate about
sustainability.**

**We are not ready
and we are not
perfect. But it should
not hinder us from
doing things.**

**By doing together
we create the new
normal.**

Case Lonna





Thank you!

Laura Saksala
@laurasaksala
laura.saksala@hel.fi

Helsinki

