



# Jätkäsaari Mobility Lab

Agile piloting in Jätkäsaari Mobility Lab  
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**FORUM  
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HELSINKI**

[www.mobilitylab.hel.fi](http://www.mobilitylab.hel.fi)  
@MobilityLabHel

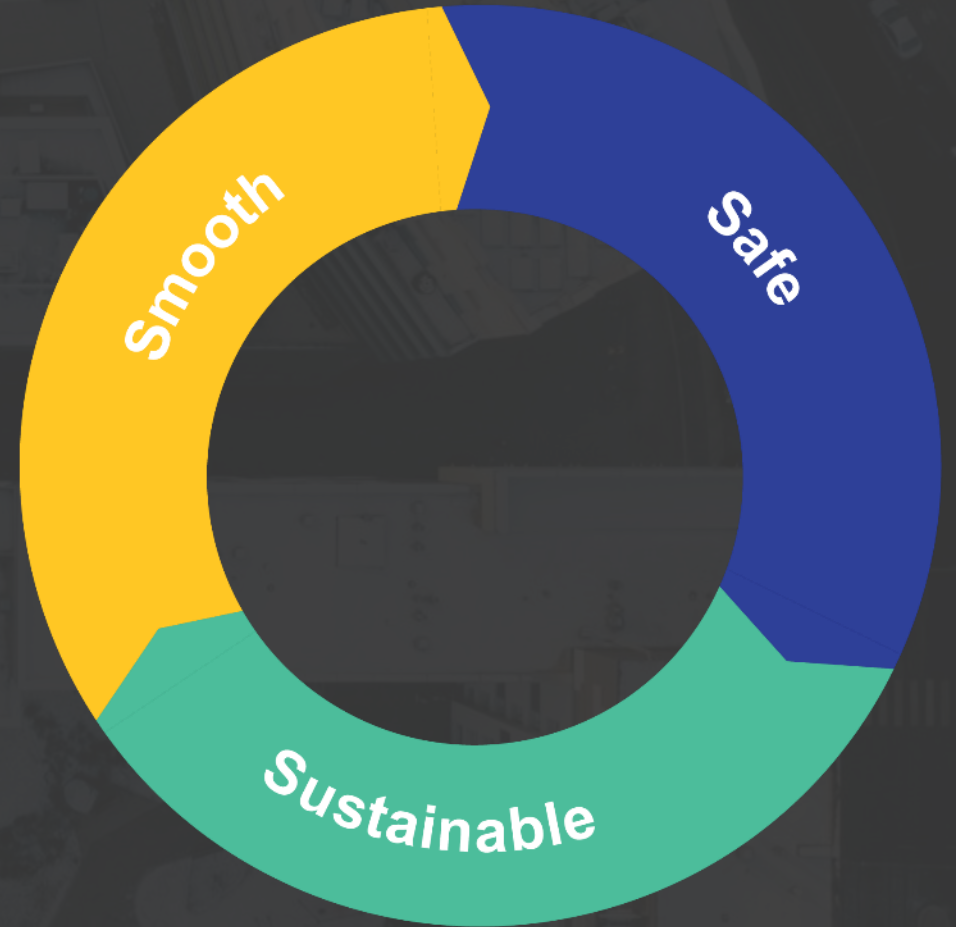


**Jätkäsaari  
Mobility  
Lab**

A lively ecosystem and open platform for co-creating new mobility innovations for functional and liveable cities.

# Objectives

- World-class testbed and innovation environment
- Better solutions for users
- References and new business
- Improved practices in supporting innovations
- Umbrella for smart mobility activities in Helsinki





# Urban test area

Länsiväylä

Kaapelitehdas

Central railway station

## Jätkäsaari

### Population

ca. 8 500 (2019)

> 18 000 (2025)

116ha /1,16km<sup>2</sup>

### Building rate (2019)

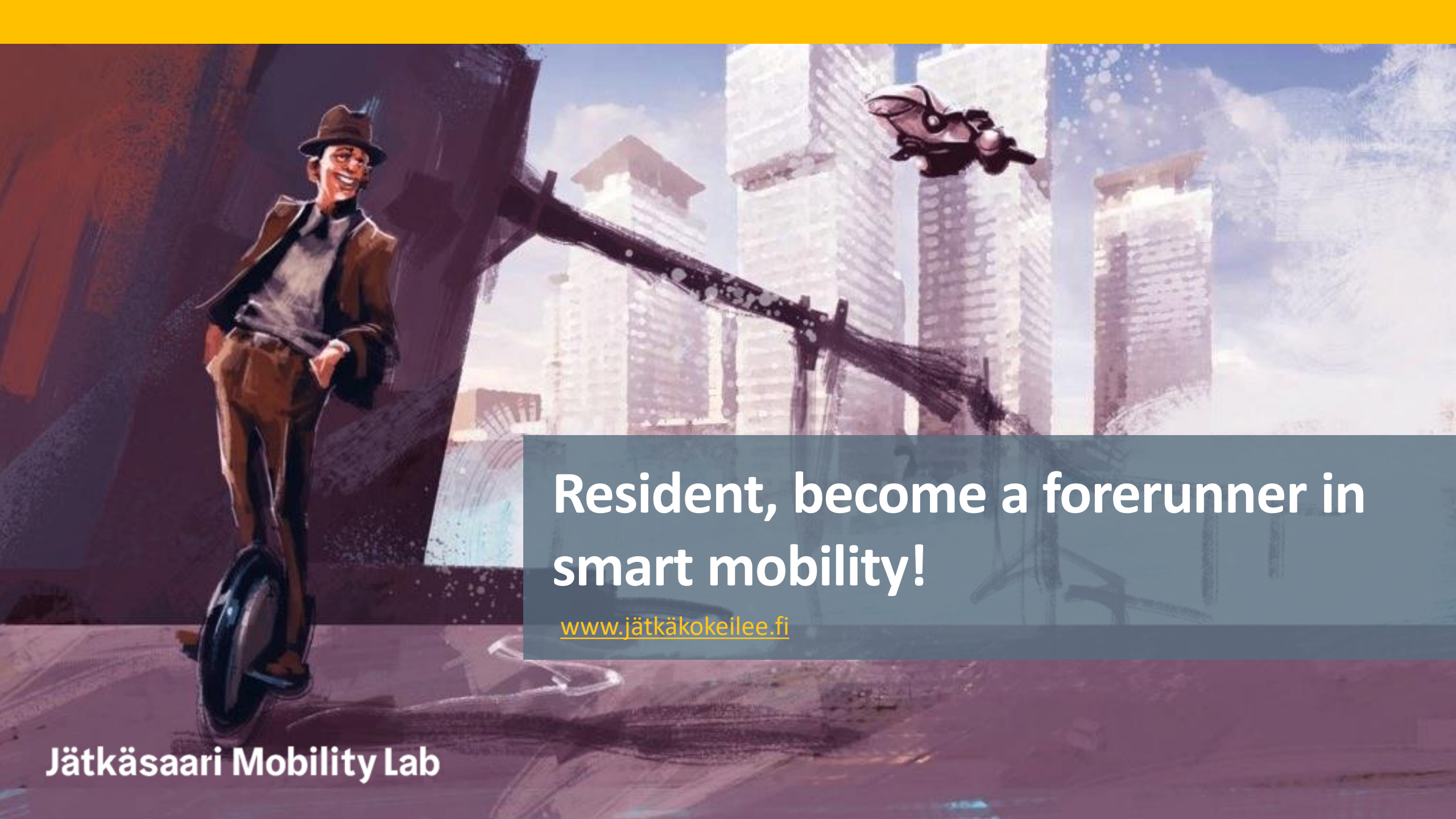
1300 apartments ready

600 building permits granted

### Harbour

Regular connections to Tallinn and St. Petersburg

8M passengers / year



**Resident, become a forerunner in  
smart mobility!**

[www.jaetkakoikeilee.fi](http://www.jaetkakoikeilee.fi)

**Jätkäsaari Mobility Lab**

# Co-creation space and showroom Maria 01 startup campus



# Further information



- Website: [www.mobilitylab.hel.fi](http://www.mobilitylab.hel.fi)
- Twitter: [@MobilityLabHel](https://twitter.com/MobilityLabHel)
- Mailing list:  
[uutiskirjeet.hel.fi/jatkasaari-mobility-lab](http://uutiskirjeet.hel.fi/jatkasaari-mobility-lab)

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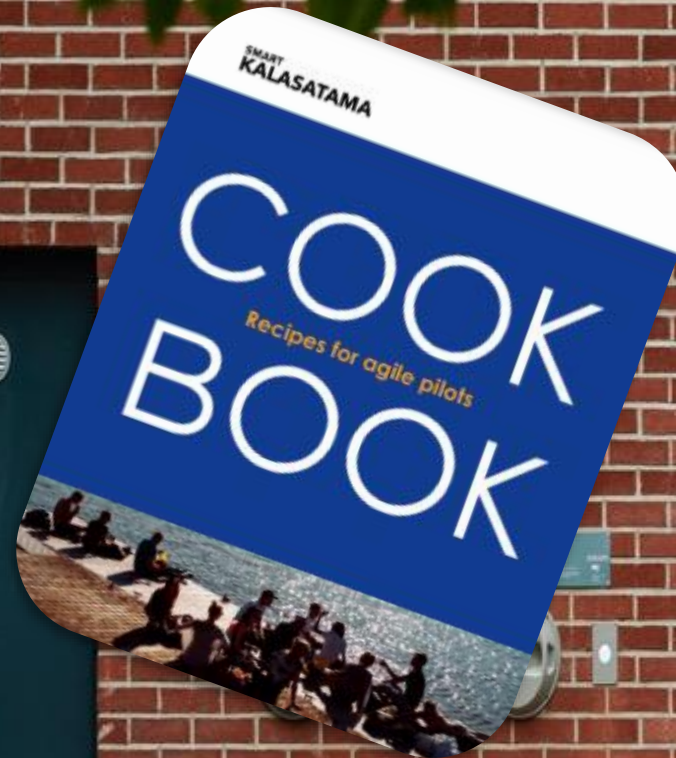
# Agile Piloting Programme

# Agile Piloting Programme

Co-creating  
Prototyping  
Learning by doing  
Creating ecosystems

Procuring small pilots up to  
6 months

Co-developing and  
experimenting in real life  
urban environment

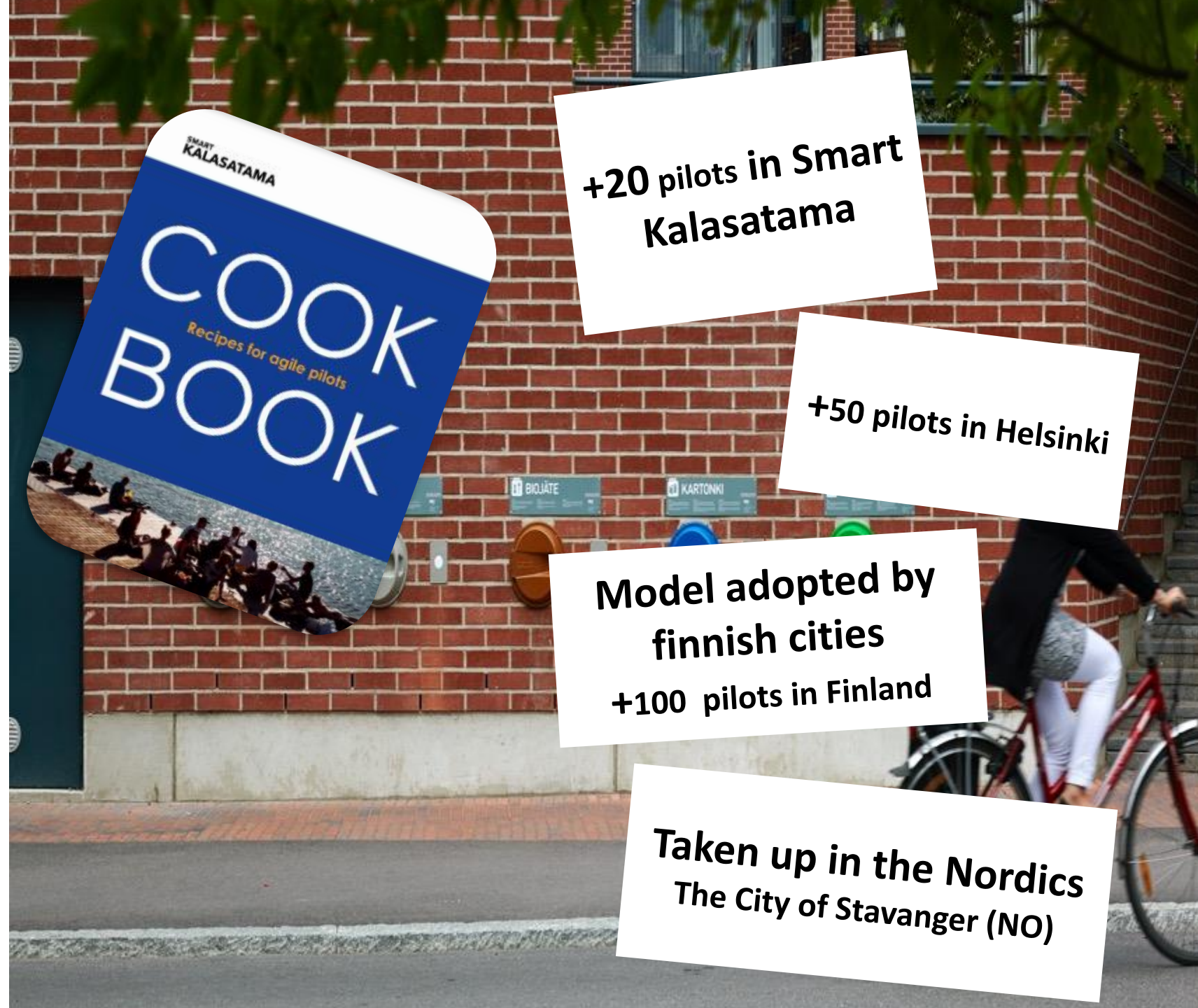


**+20 pilots in Smart  
Kalasatama**

**+50 pilots in Helsinki**

**Model adopted by  
finnish cities  
+100 pilots in Finland**

**Taken up in the Nordics  
The City of Stavanger (NO)**



# Co-creating Value

MARKET  
REFERENCES

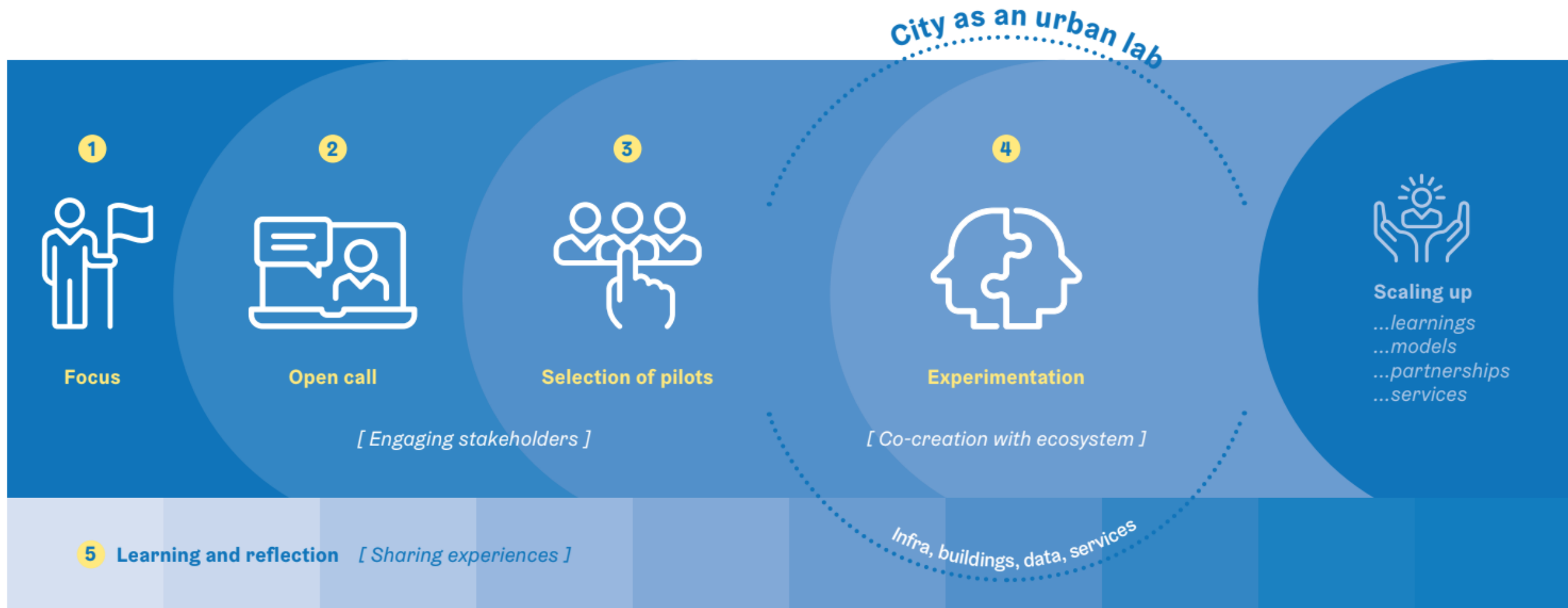
NEW NETWORKS  
AND  
PARTNERSHIPS

ENGAGING  
CITIZENS

FUTURE  
USE CASES



# It's all about co-creation



# What do we offer for piloting teams?

- The agile pilot is procured (open call)
- Real world urban testing environment
- Support to find resident co-creators and test users
- Contacts to key stakeholders
- Facilitated support for experimentation
- References
- Visibility and support to communications



# Agile pilots 2018-2019



Video 2018  
Video 2019



# Agile pilots 2020 – Round 1

## 1. Nodeon Finland

- Monitoring, analysis and refined situational picture of vehicle traffic and drop-off traffic to ferries

## 2. Vianova (FR)

- Analysis of data from micromobility operators (analysis of trips, locations, usage patterns, etc.)

**Jätkäsaari Mobility Lab**



# Agile pilots 2020 – Round 2

- Defining the focus under work now!
- Call open 15 June -> closes in August
- Implementation starting from September
- Follow the open call: [mobilitylab.hel.fi](https://mobilitylab.hel.fi)





# Agile piloting is about co-creating value



# Remember!

- Engage stakeholders
- Foster co-creation
- Learn and reflect
- Scaling up starts from the beginning
- Communicate, communicate, communicate!



# Scaling up the learnings



Re-use of models and sharing of best practices



Translating results of pilots to recommendations for the city



Pilots scale up in new ecosystems and partnerships



# Jätkäsaari Mobility Lab

## THANK YOU!

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Image: Suomen Ilmakuva Oy