

MaaS in the City of Tampere

Seppo Haataja, Business Tampere

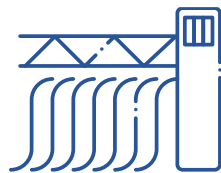
Sanna Vänskä, City of Tampere

Tiina L Leinonen, City of Tampere

This is Tampere



- Centre of Tampere Region
- One of the most vigorously growing and developing cities in Finland
- **241,600 inhabitants (2020), forecast 2030: 277,700 inhabitants**
- 15,000 businesses and 31,000 places of business in the region



- **Founded in 1779 by King of Sweden Gustav III**
- The first industrial city in Finland
- Finlayson cotton mill was the first large-scale industrial company in Finland

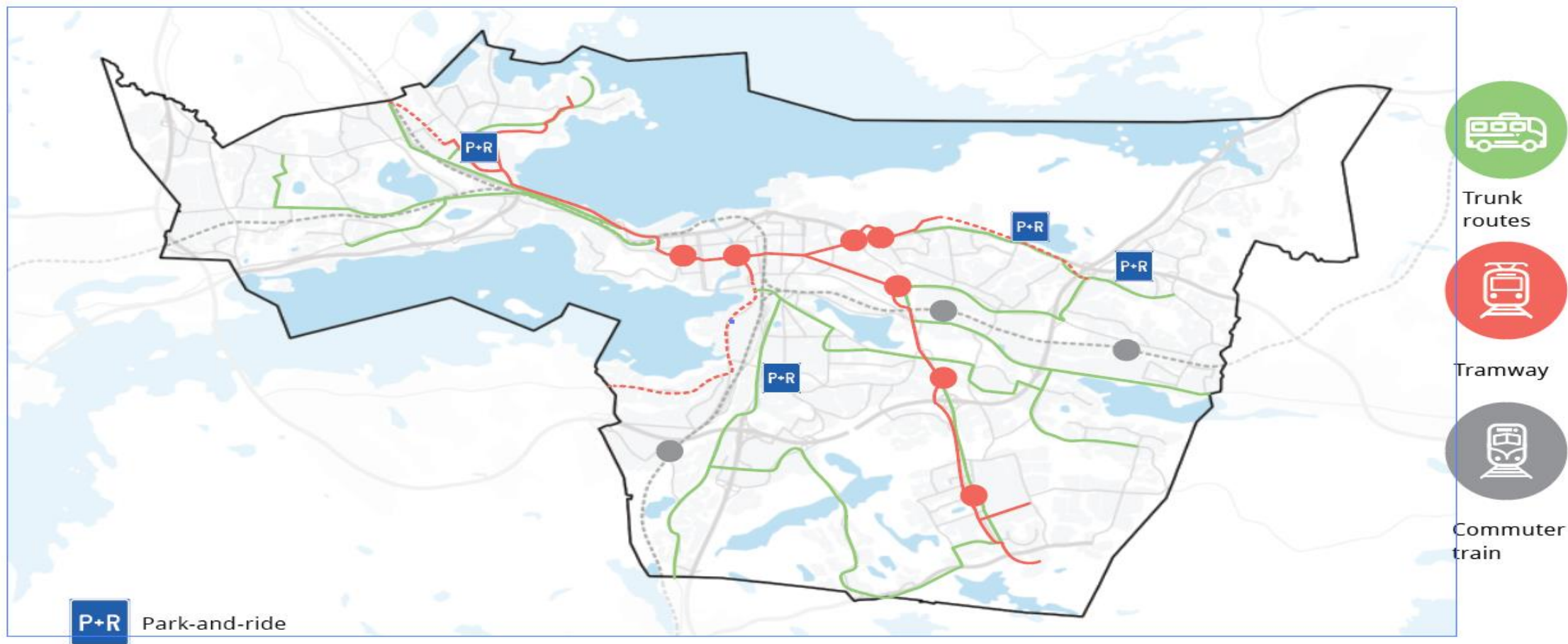


- Tampere University is a multidisciplinary research community formed by three top institutions of higher education
- **Expertise in ICT, the energy and circular economies, smart machines and the manufacturing industry, media, health technology and nanotechnology**



- 10 theatres
- 18 museums
- 4,600,000 event visitors per year
- **Multifunctional (NOKIA Arena) for 15,000 event visitors**

Efficient and sustainable transport system



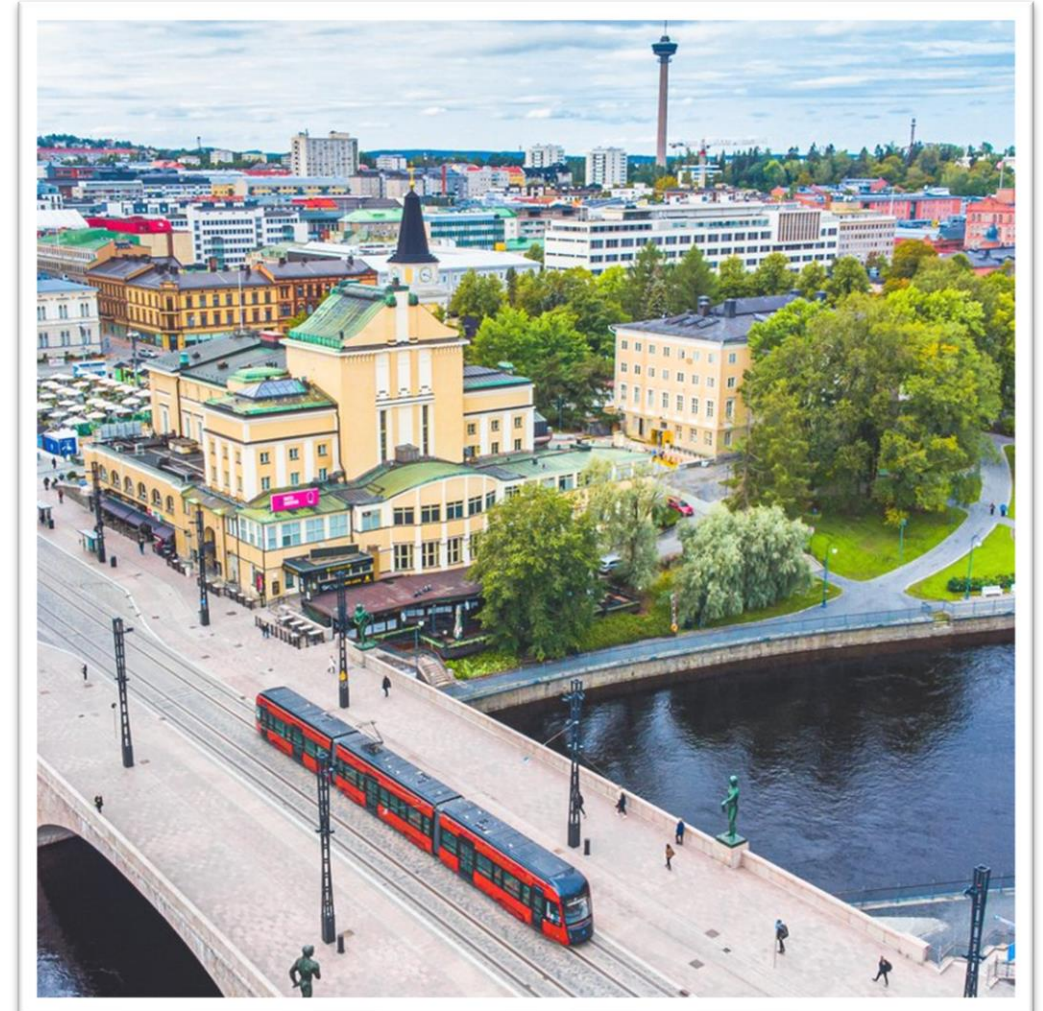
Tampere as a Mobility 2.0 forerunner

Developing next generation tram transport concepts

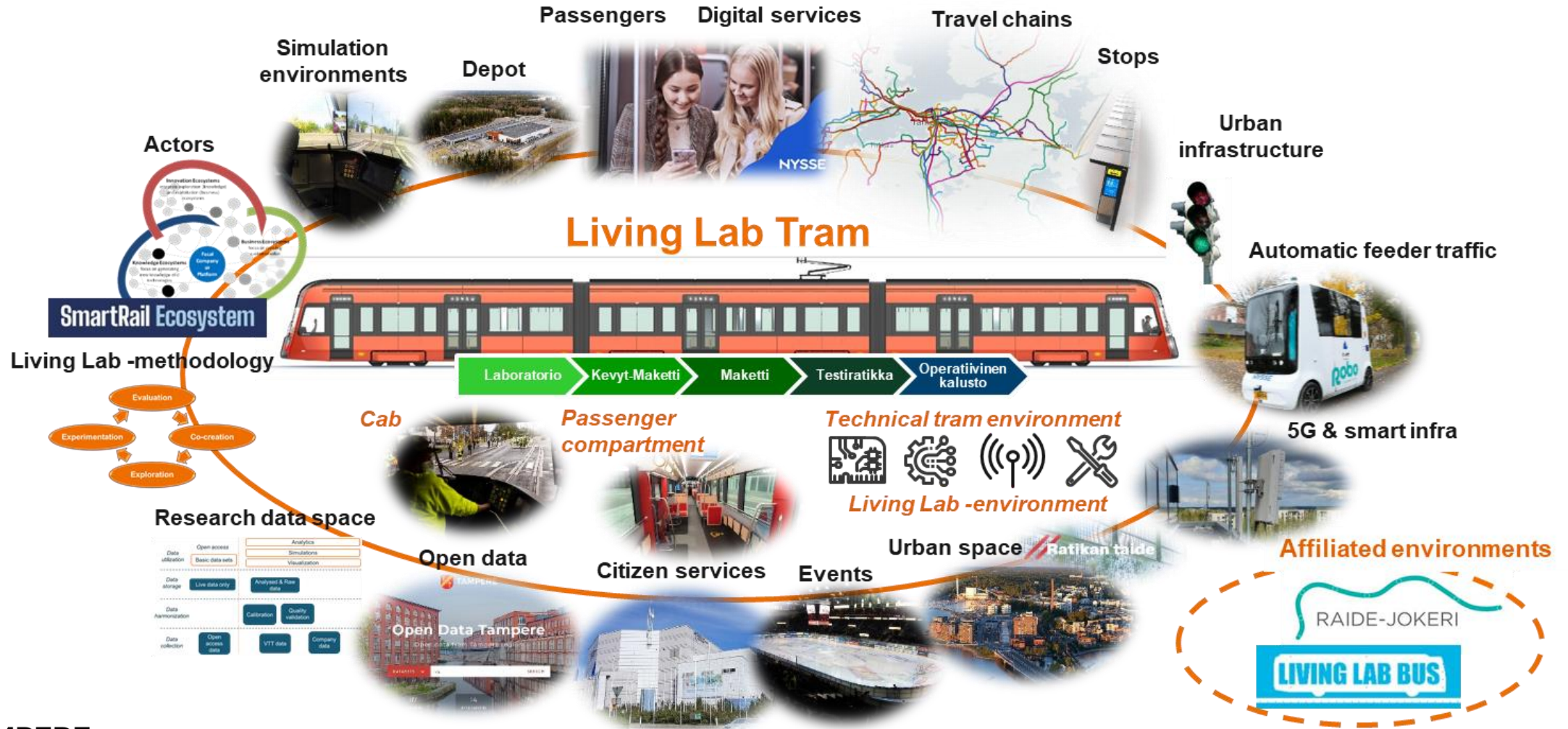
- increasing the competitiveness of both individual companies and the whole consortium in international transport solution markets
- connection to other mobility hubs in Tampere

City of Tampere

- Investing over EUR 6 billion in the development of the city by 2030
 - Over 37 000 business entities and 220 startups in the region



TURMS Living Lab Context

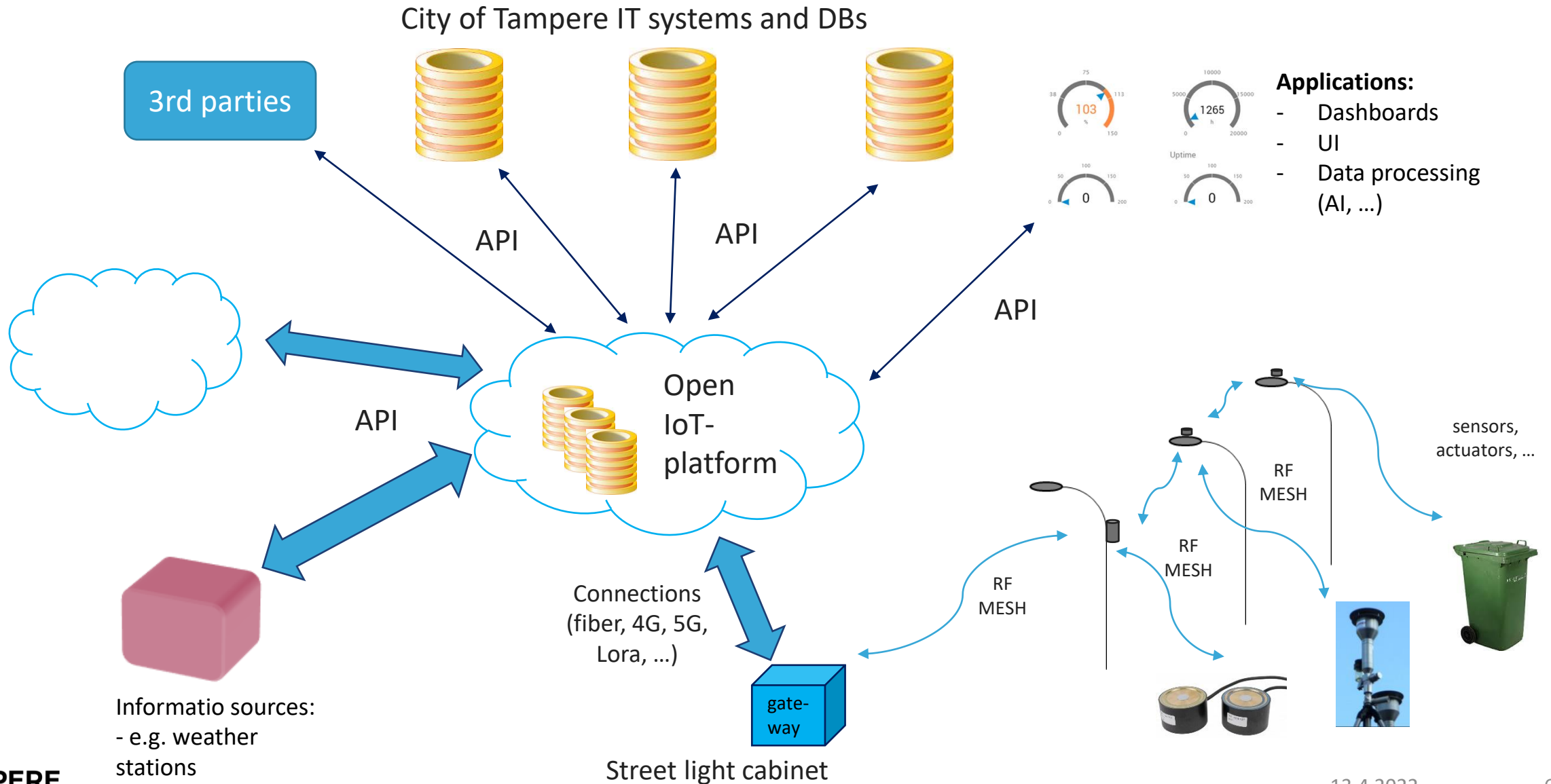


Conceptual city platform architecture TAMPERE. FINLAND

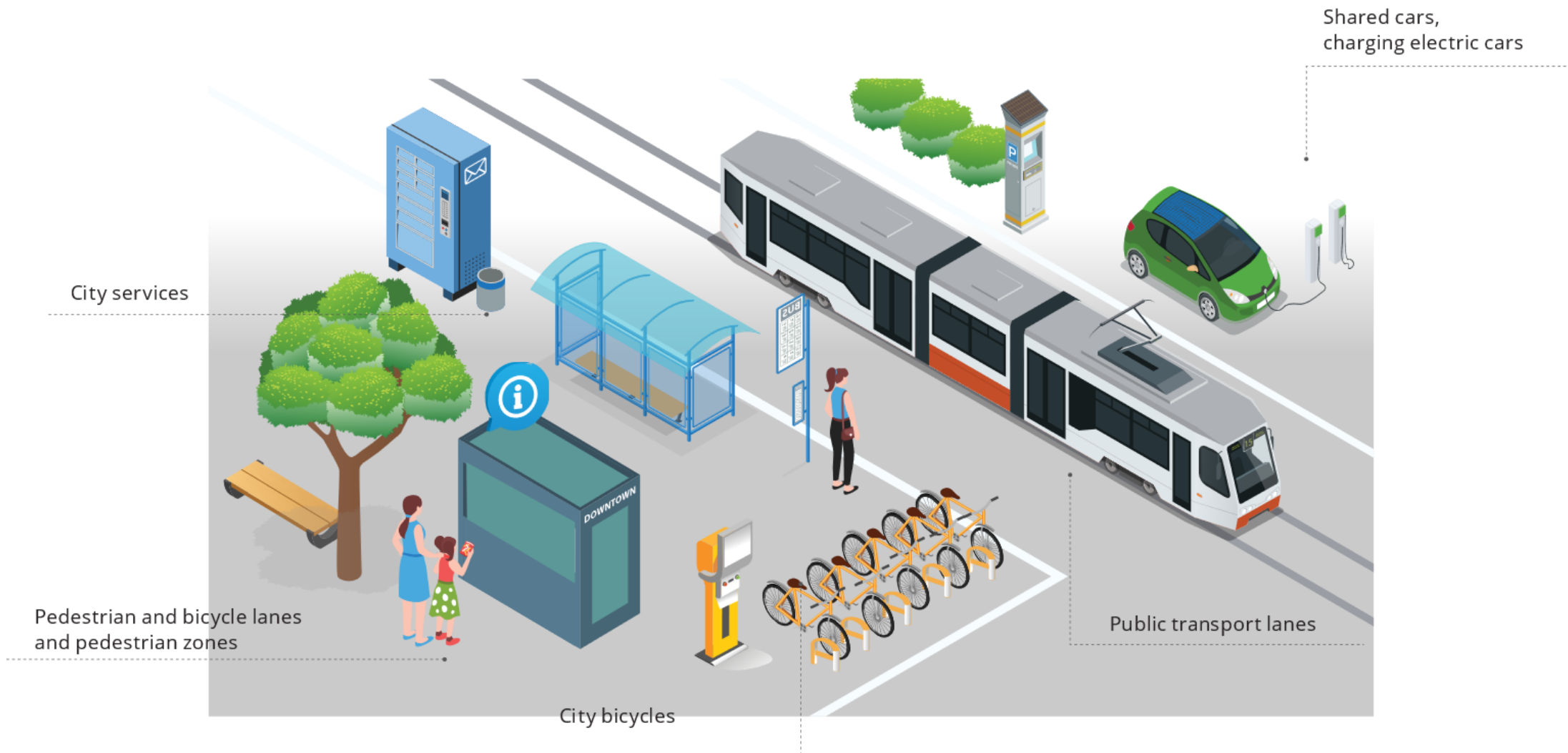
Application

Platform

Device



An example of a mobility hub in city center



Future outlook of mobility: 2020-2050

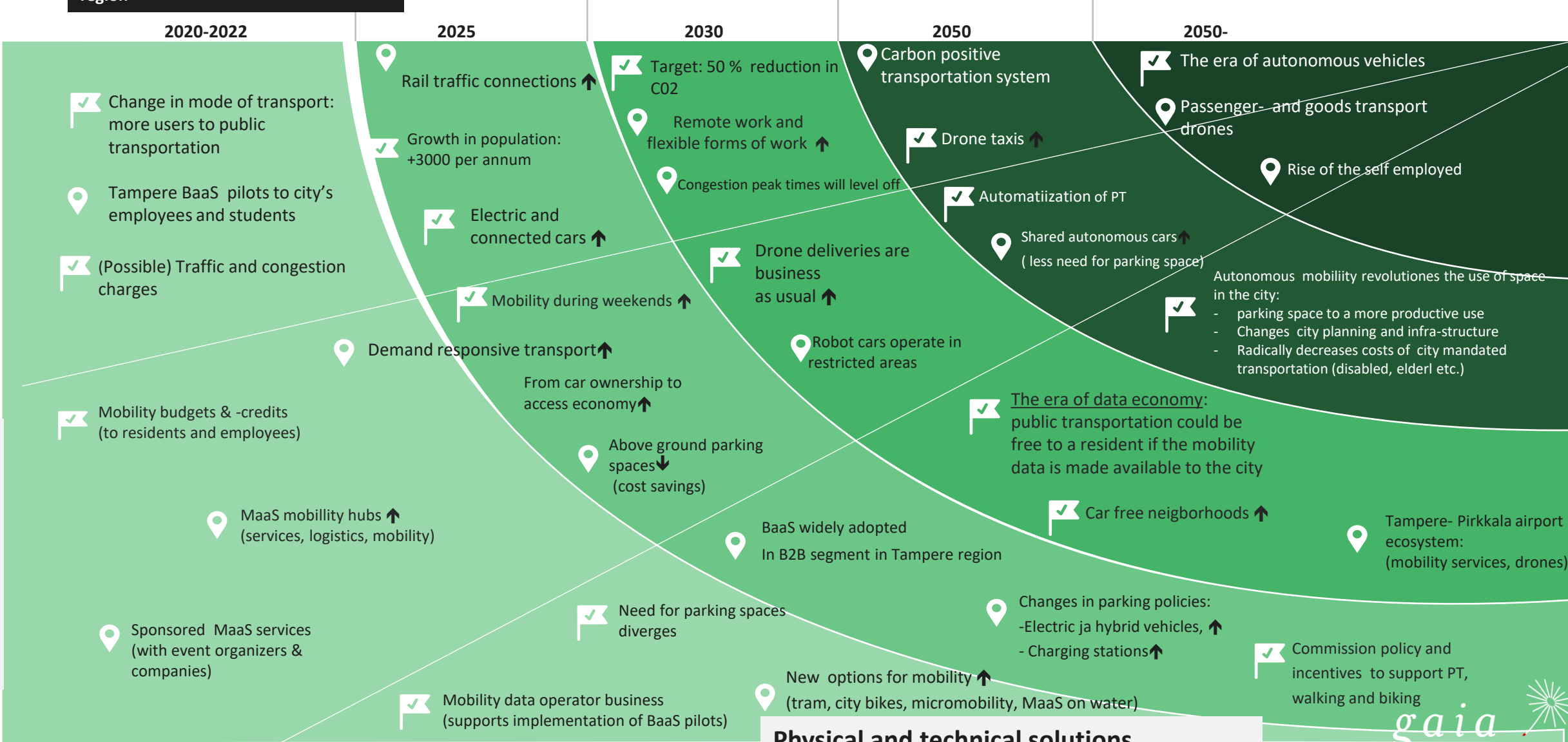
Objectives towards reaching carbon neutrality in Tampere

Key trends in mobility

BaaS pilots
Several MaaS operators in Tampere region

50% reduction in CO2 from transport
Car free neighborhoods

Carbon positive transportation system



TAMPERE.
FINLAND

Thank you!