ESoCE Industrial Forum
Co-creative Innovation
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Helsinki Living Lab

Eero Holstila
City of Helsinki

Helsingin kaupunki

Kausikohde, Seasonal Destination:

Helsinki-Vantaan reittilentokohteet kaukokohteisiin 2007
The vision for Helsinki Region

The Helsinki Metropolitan Area is a dynamic world-class centre for business and innovation. Its high-quality services, arts and science, creativity and adaptability promote the prosperity of its citizens and bring benefits to all of Finland. The Metropolitan Area is being developed as a unified region close to nature where it is good to live, learn, work and do business.

Helsinki Metropolitan Area Advisory Board, 16 November 2004
Cities of Helsinki, Espoo and Vantaa
Innovation Strategy | HELSINKI METROPOLITAN AREA
A four-pillar Innovation Strategy

• Improving the international appeal of research and expertise

• Reinforcing knowledge-based clusters and creating common development platforms

• Reform and innovations in public services

• Support for innovative activities

-> 26 action proposals
Living Labs are real life development platforms for…

…testing the services with user communities in their own living environment

…open and co-creative innovation

…involving the user communities in the development processes

…resulting in more acceptable solutions and better success rate
Forum Virium Helsinki

- Future digital services are created by corporations, R&D institutions and the City of Helsinki in the Forum Virium Helsinki cluster.

- Forum Virium Helsinki is a platform for open, market-driven innovation, located in the metropolitan area,

- Forum Virium Helsinki acts as a matchmaker between partners. The activities build on actual future concepts.
Forum Virium Helsinki’s mission

Creation of internationally competitive digital services for consumers and clients in the Helsinki Metropolitan Area through cooperation between corporations, public institutions and citizens.
Six project areas

- Traffic
- Learning
- Health Care
- Retail Trade
- Digital Home
- Multi-Channel Event Media
Project example 3: Photo and Video Diary

- Photo and video distribution service for daycare centres
- Pics with mobile camera phones
- The parents can access the pictures over the net
- Users involved through the process
- Very high level of user satisfaction
- FVH pilot ended in November 06
- Photo and Video Diary Service carried on by ConnectedDay Ltd (SME partner of FVH)
Project Example 4: HITS - Helsinki Intelligent Traffic System

Traffic Information Platform

• Personalised traffic services for different situations - private car, public transport, logistics industry, light traffic, pedestrian...

• Multi-channel, context-aware, location-based service concept
Project example 7: Healthy Neighbourhood

*aging population; home care; preventive medicine; self-care*

- Healthy Neighbourhood
  - Living lab environment
    - Assisted living
    - monitoring and measuring
    - Preventive healthcare
- Virtual Health Center
  - assisted living
  - monitoring and measuring
  - Preventive healthcare
Main messages

• Openness and active communities drive innovation
• No company can do it alone
• Forum Virium pushes open innovation in Helsinki

Main angles:
• Pragmatic, real-life projects
• Helsinki Living Lab
• International collaboration