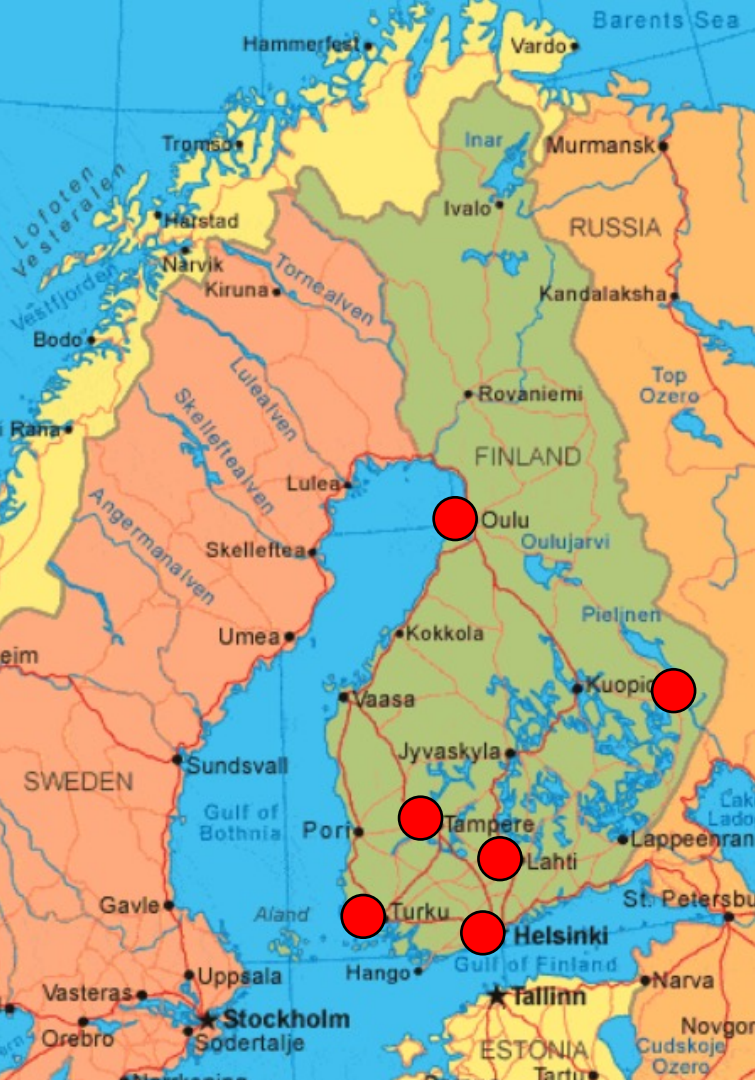


Unlocking ROI in Active Transportation



Photo: Martti Tulenheimo



Finland is

The happiest country in the world

Land of the midnight sun

Cutting edge cycling cities
(Helsinki, Oulu)

A place to get a great education

Home to the best chocolate in the
world

Land of three million saunas

Home to 3.3 million

A country of 100,000 lakes

Finland is not

Russia or part of it

Too far from civilization

TOO expensive

Always cold

The obligatory
(former) leader
and her bike pic



OULU





Cycling superhighways (baana)

More than 75 km of baana planned for construction by 2030

14 km already built

16 km being planned across 7 routes

Oulu snowhow: World winter cycling capital

- Cycling mode share:

Winter	Summer
12%	28%



1200 out of 1400 students at this Oulu school ride to school





The geeky slide



Snow removal is triggered by the first inch of snow

One snow removal machine per “baana”

Snow removal is seen as customer service. Contractors are rewarded for good results and penalized for bad. Reporting is by 180 reviewers.

Plow drivers are required to bike “their” route in winter conditions

LAHTI



SMART IN THE CITY
THE BABLE PODCAST ➤

BBC 100 WOMEN 2023 ANNA HUTTUNEN



ANNA HUTTUNEN

NetZeroCities



Has led Lahti toward
carbon neutrality.

A model for the EU

HELSINKI

A group of cyclists are riding on a paved path in Helsinki. In the foreground, a woman on a green bicycle and a man on a black bicycle are prominent. They are followed by several other cyclists. The background features a stone archway and a few pedestrians. The scene is bright and sunny.

Photo: Martti Tulenheimo

Last year, as part of a 30 day residency in Paris, Mikael Colville-Andersen had this to say,

“I’ve been saying for the last few years that there are only two cities to watch in the world regarding urbanism, two cities that are really taking a leadership role showing us the way forward. Right now it is Helsinki and it is here in Paris, not Copenhagen.”

Helsinki in 2023

#1 in the world for urban transportation

Amsterdam

#2

Amid a transportation revolution accelerated by climate change and population growth, Helsinki is the city best prepared for the future of urban mobility, according to a new assessment.

Guillermo Molero, Bloomberg CityLab

In many places around the world...



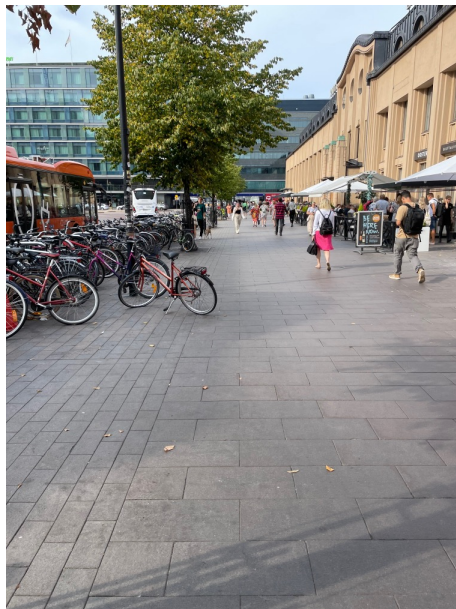
“Paint is the lazy politician’s way of saying we don’t care.”

Morten Kabel

Fmr Deputy Mayor for the Environment, Copenhagen

“baana”

The cycling superhighway



“baana”
The cycling superhighway

8.20 feet

13.12 feet

4 inches

Current mode share

All trips start and stop in Helsinki

- Motor vehicles 20%

Current mode share

All trips start and stop in Helsinki

- Motor vehicles 20%
- Walking 34%

Current mode share

All trips start and stop in Helsinki

- Motor vehicles 20%
- Walking 34%
- Transit 36%

Current mode share

All trips start and stop in Helsinki

- Motor vehicles 20%
- Walking 34%
- Transit 36%
- Cycling 10%

Helsinki's vision: To be the most functional city in the world

- Carbon neutral by 2035
- 20% bicycling mode share by 2035 (+/- 10% today)



Photos: Martti Tulenheimo

Bicycle Logistics: Reducing delivery van trips into the city centers



2024
10 M € / vuosi

— Rakennettu
— Rakentamaton



2024
20 M € / vuosi

— Rakennettu
— Rakentamaton



Helsingin kaupunki

1€

=

8€



INVESTOINTI

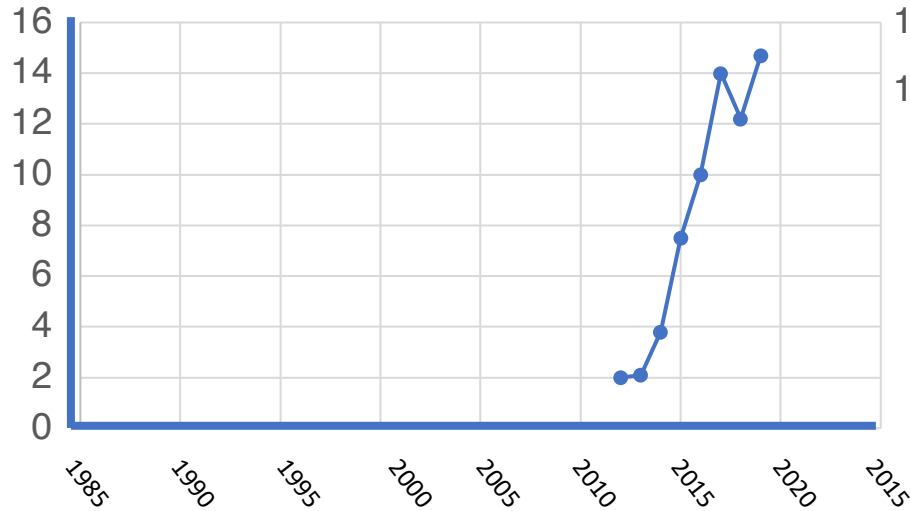
HYÖDYT

174.5.2018

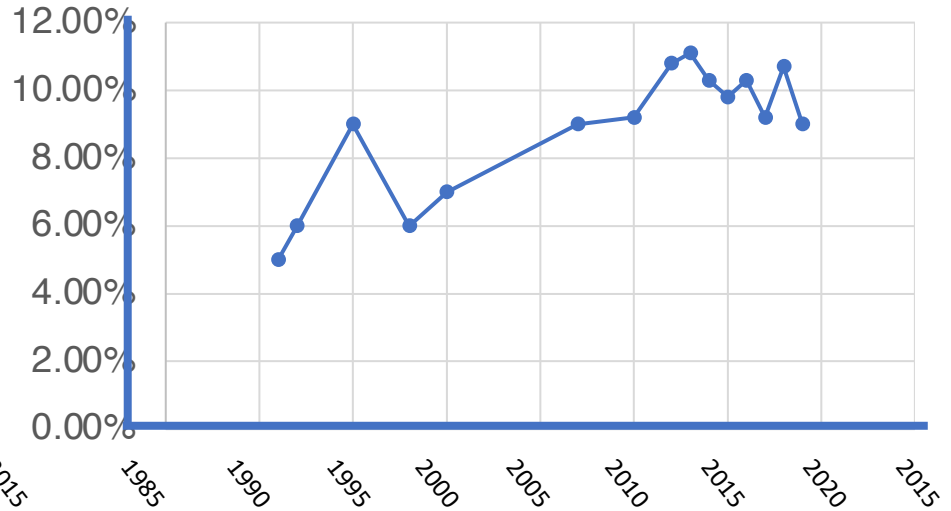
Source: WHO HEAT (health equity and assessment tool) for walking and cycling

Investment/mode share

Million euros realized investment



Mode share

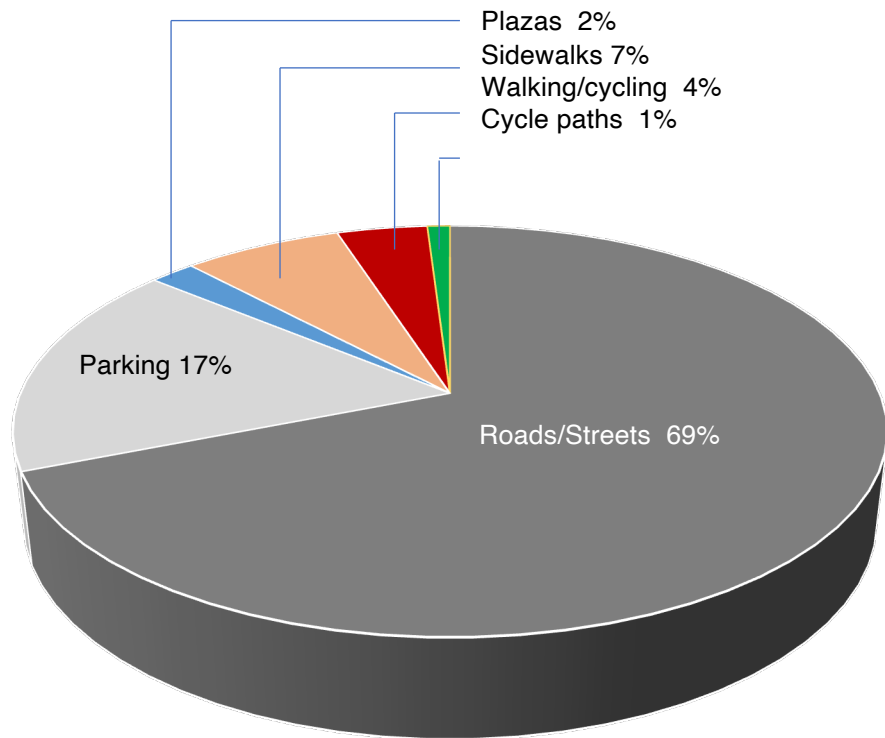


1940 – 30% mode share

* Non realized investment in 2019

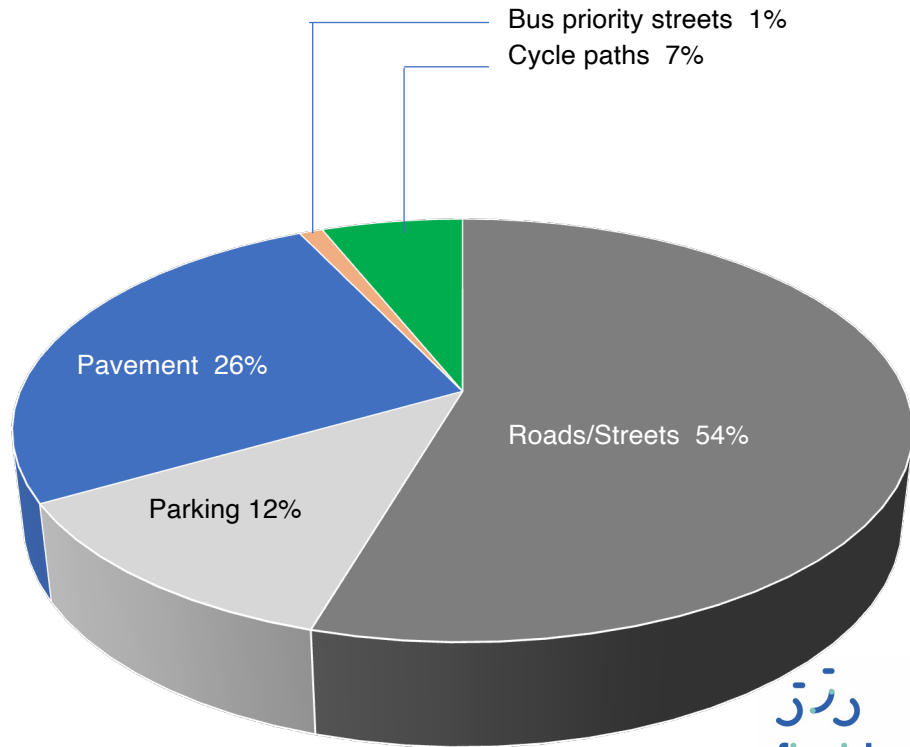
Urban land use

Helsinki



Source: Koponen + Hildén

Copenhagen



Source: Ramboll/City of Copenhagen

Helsinki Bike Share

Daily users

10% of revenue

2M+ Euros

61K mbrs
(90%)

Annual
Members
(35€/yr)

City of Helsinki



2 M Euros

Operator



Top Secret

alepa

Sponsor

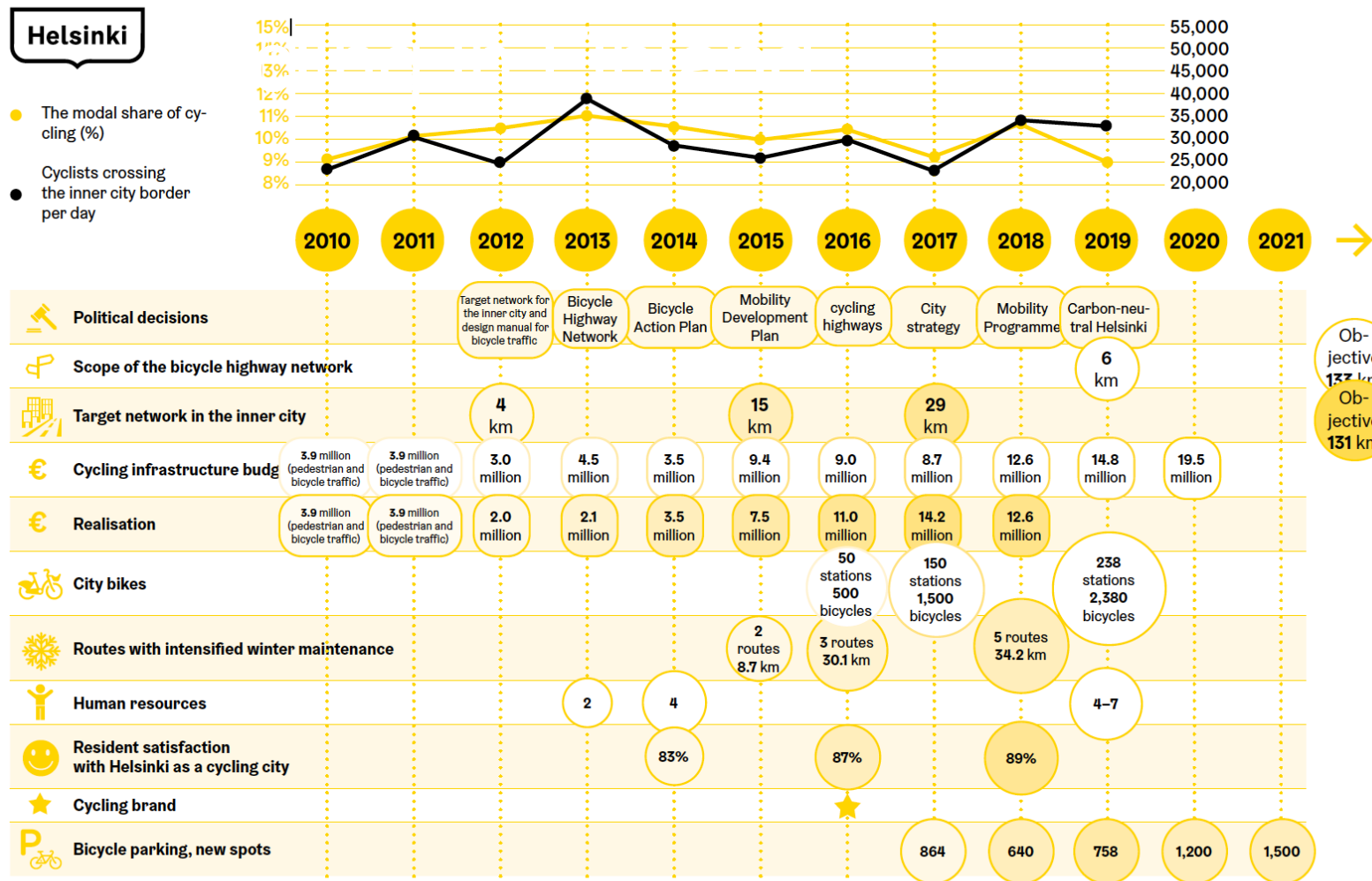


Figure 1. The figures for bicycle traffic in Helsinki, its proportion of all modes of transport and the key promotion measures since 2010.

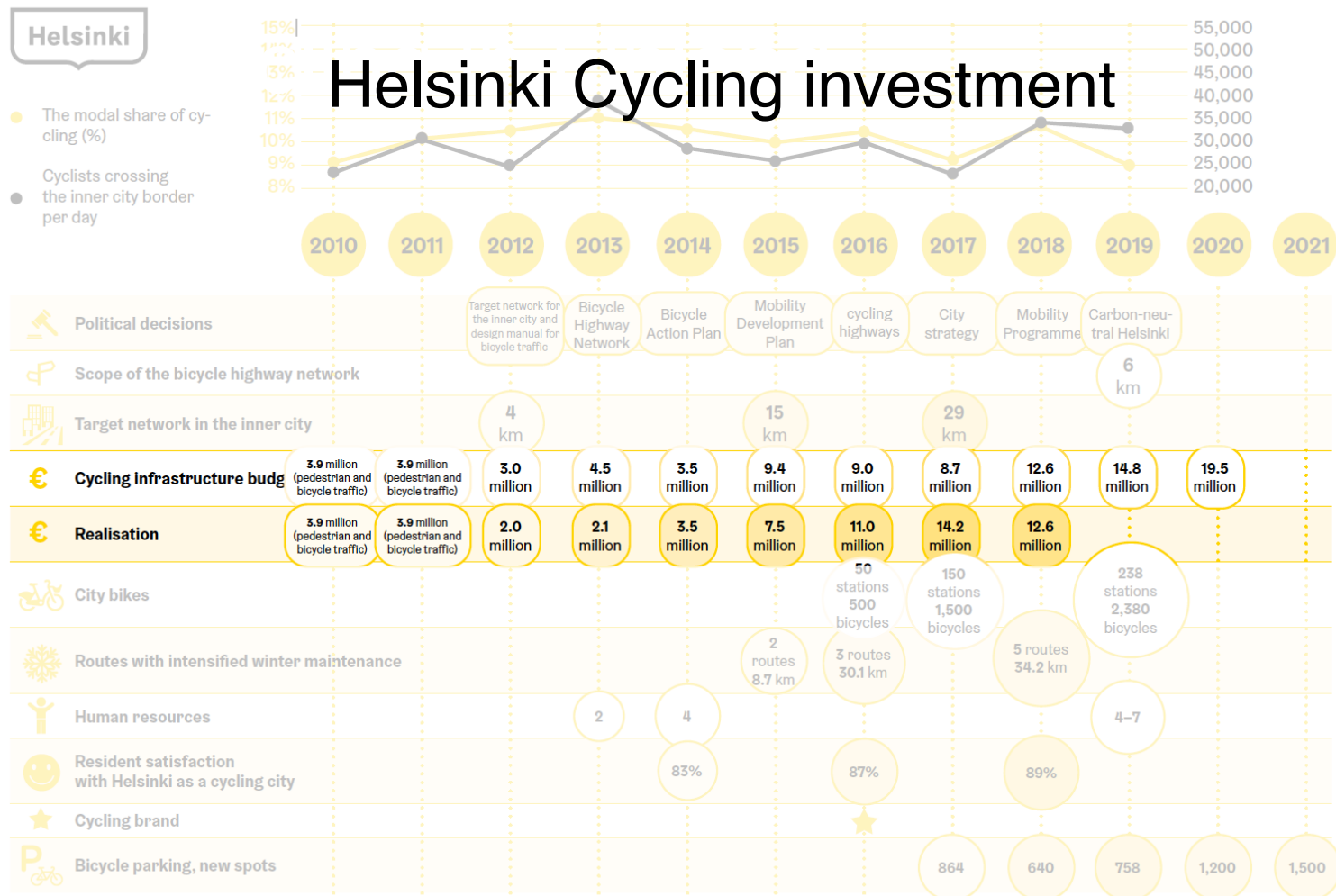


Figure 1. The figures for bicycle traffic in Helsinki, its proportion of all modes of transport and the key promotion measures since 2010.

Helsinki

- The modal share of cycling (%)
- Cyclists crossing the inner city border per day

Helsinki Cycling Politics

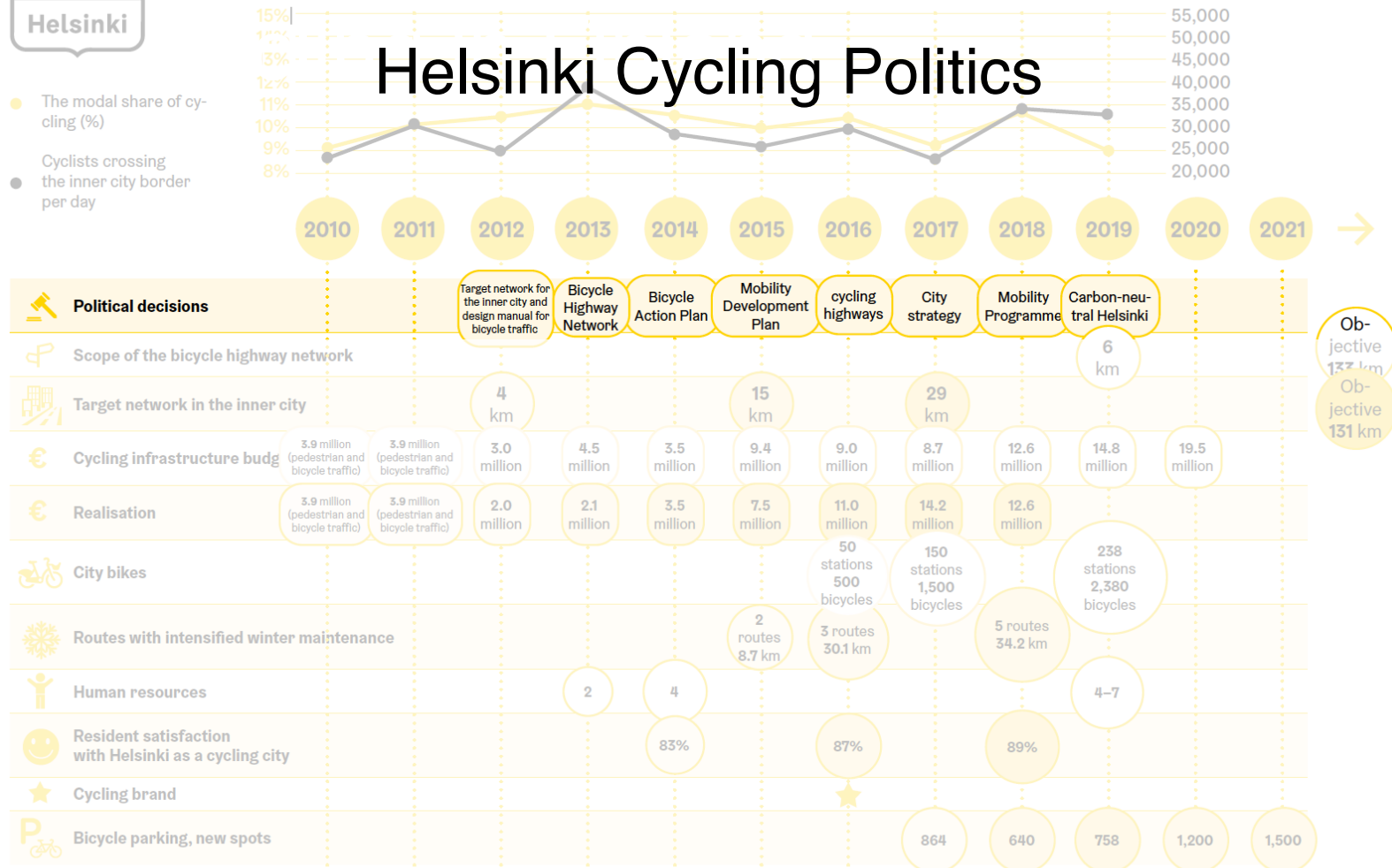


Figure 1. The figures for bicycle traffic in Helsinki, its proportion of all modes of transport and the key promotion measures since 2010.

TURKU

A person with long hair, wearing a white t-shirt and dark pants, is riding a black bicycle on a paved path. A small dog is sitting in the front basket of the bicycle. The person is wearing headphones. The background shows a blurred street scene with other cyclists and buildings. The lighting suggests it is late afternoon or early morning, with long shadows cast on the path.

HEAT Guides in Turku 2013 and 2014



KKI - LIKESresearchcenter
Network of Cycling Cities
The Finnish Transport Agency
WSP Finland
WHO

https://www.kkiohjelma.fi/filebank/1771-Heat_kayttajan_opas_2014_paivitys.pdf

Source: WHO HEAT (health equity and assessment tool) for walking and cycling



EU Leader in MAAS

Figure 6: MaaS progress in key cities

		Degree of MaaS Customer Experience Integration				
		←				
Scheme and Location	Description					
		Ticketing	Payment	Pricing	Value-added mobility services	Non public transport modes included
Smile: Vienna, Austria	Door to door integrated transport planner, book ticket and pay	Integrated	Integrated	Not offered	Not offered	Integrated
Hannovermobility 2.0: Hannover, Germany	€10 subscription to a digital, one-stop mobility shop, with integrated mobile phone billings and discounted pricing	Integrated	Integrated	Integrated	Not offered	Integrated
Ubigo: Gothenburg, Sweden	Monthly subscription starting at €150 per month, delivered via an app, enabling access to a range of transport modes; single monthly invoice	Integrated	Integrated	Integrated	Not offered	Not offered
Whim: Helsinki, Finland	Subscription to public transport service model tailored to customer segments	Integrated	Integrated	Integrated	Not offered	Integrated
Föli: Turku, Finland	An app which allows customers to real-time plan, ticket and pay; customers can be invoiced, paying by debit/credit card or through mobile phone operator billing	Integrated	Integrated	Integrated	Integrated	Integrated
Emma Contracts: Montpellier, France	Single-key access to 30- or 365-day subscriptions to integrated transport packages	Integrated	Integrated	Integrated	Not offered	Not offered

Source: L.E.K. analysis; Department for Transport, 2015, Feasibility Study for "Mobility as a Service" concept in London

Welcome to the the Cycling Urbanism Master Class. During your three days with us, you will hear from elected officials, researchers, designers, bike share staff and advocates. Helsinki has set its goal to become the most functional city in the world. All modes of transport will have their appropriate place in this eco-system. There will be a chance to tour the city by bike during each of the three days. In addition, there will be a chance for an optional Oulu (world winter cycling capital) visit prior to the work in Helsinki. We are working to add a day in Tallinn, Estonia as well for those interested.

Day 1

Welcome.

The most functional city.

Best practices in Helsinki cycling urbanism.

Return on cycling investment.

Bike tour.

Day 2

Approach to cycling from city officials.

Translating strategy to action.

Parking and other planning strategies.

Biking, transit, and walking.

Helsinki region bike share

Bike tour.

Day 3

Cycling advocacy in the Helsinki region.

Vapaus, the “company bike”.

Bike tour, happy hour, and farewell



“Our visit to Helsinki showed us what we can do today and tomorrow to quickly improve the bike friendliness of Hungarian cities.”

Miklós Berencsi – Active Living and Tourism

To register, simply send an email request to:

info@cyclingembassy.fi

The tuition for delegates is 1950 €*.

Thank you

Contact Anthony Desnick

anthony.desnick@cyclingembassy.fi

Support

