



maptionnaire

INSIGHTS THAT ENABLE CITIES TO CHANGE

TRANSFORMING COMMUNITY ENGAGEMENT INTO A
DIGITAL ECOSYSTEM OF PLACE-BASED DATA:
EXPERIENCES FROM FINLAND

MAARIT KAHILA D.SC. (TECH/URBAN PLANNING)
CEO, CO-FOUNDER
MAPTIONNAIRE.COM

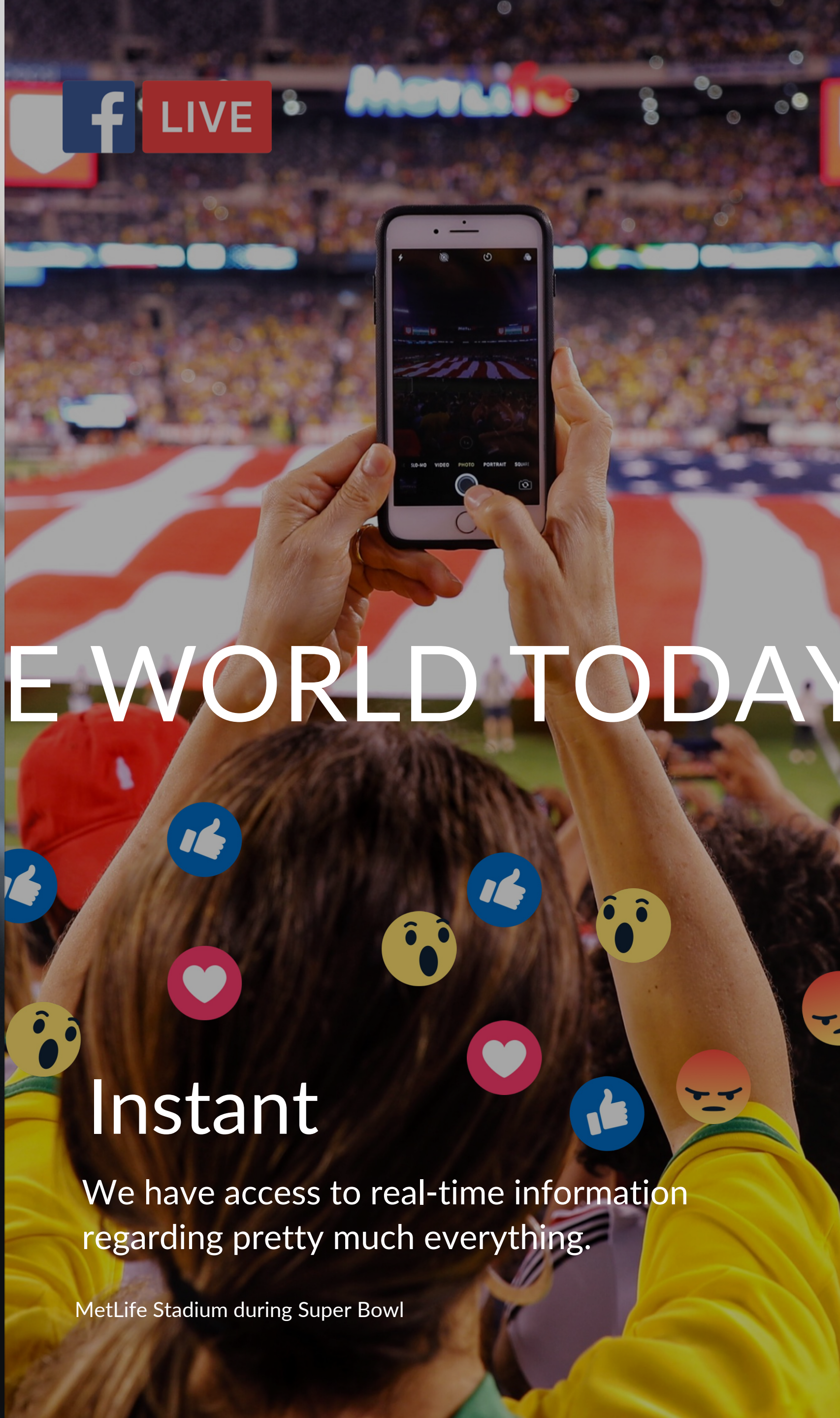
GEOSPATIAL WORLD FORUM 2023



Digital

We use digital tools
24/7/365

80% of smartphone users check their phones within 15 minutes of waking up.
Mobile devices have changed the way we view and interact with the world.



THE WORLD TODAY IS

Instant

We have access to real-time information
regarding pretty much everything.

MetLife Stadium during Super Bowl



Collaborative

We can influence and voice our
opinions instantly with one click.

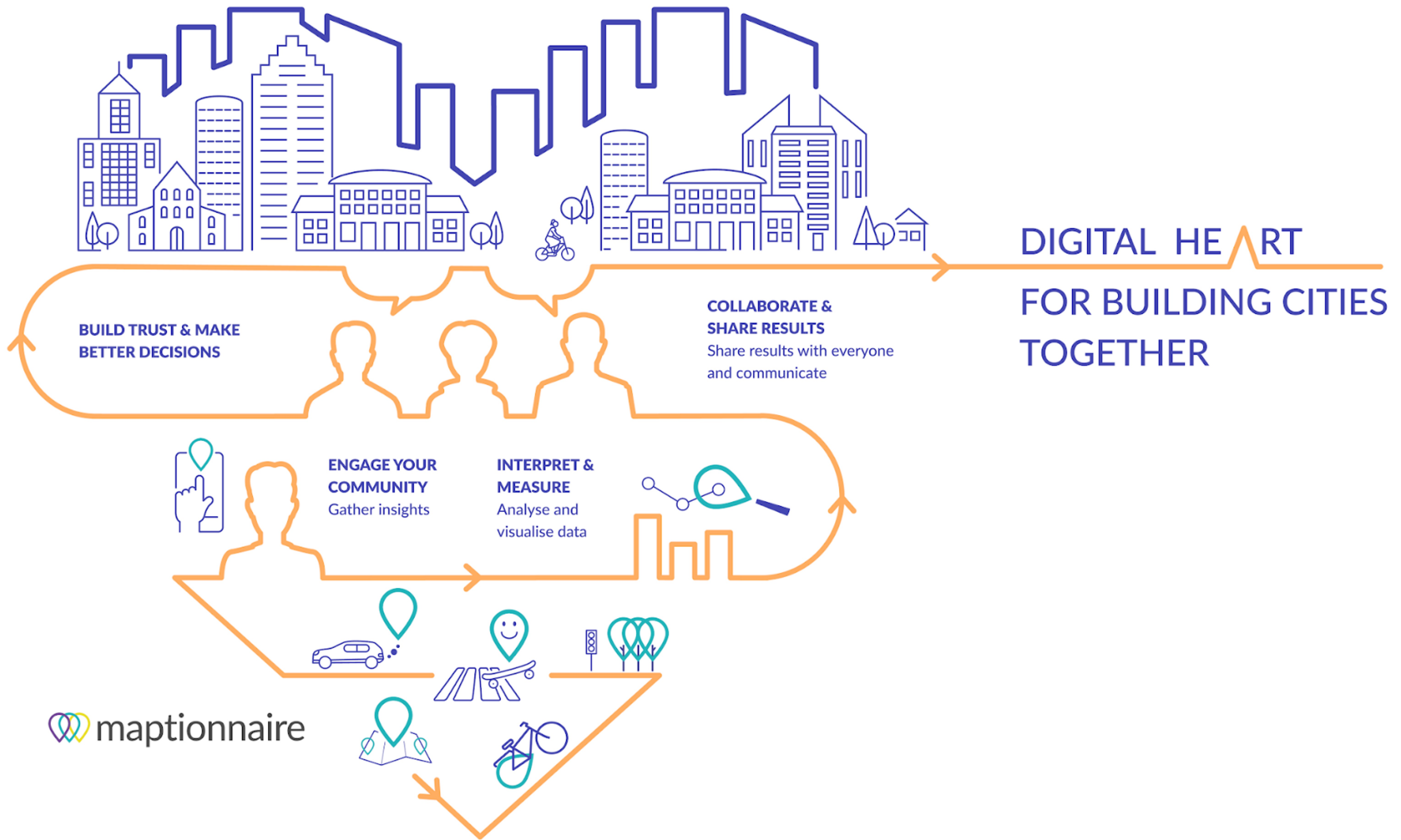
Rome, Colosseum during Earth Hour.



AS A MODERN CITIZEN I
WANT A VOICE IN HOW
THE CITY IS BEING SHAPED

#buildcitiestogether



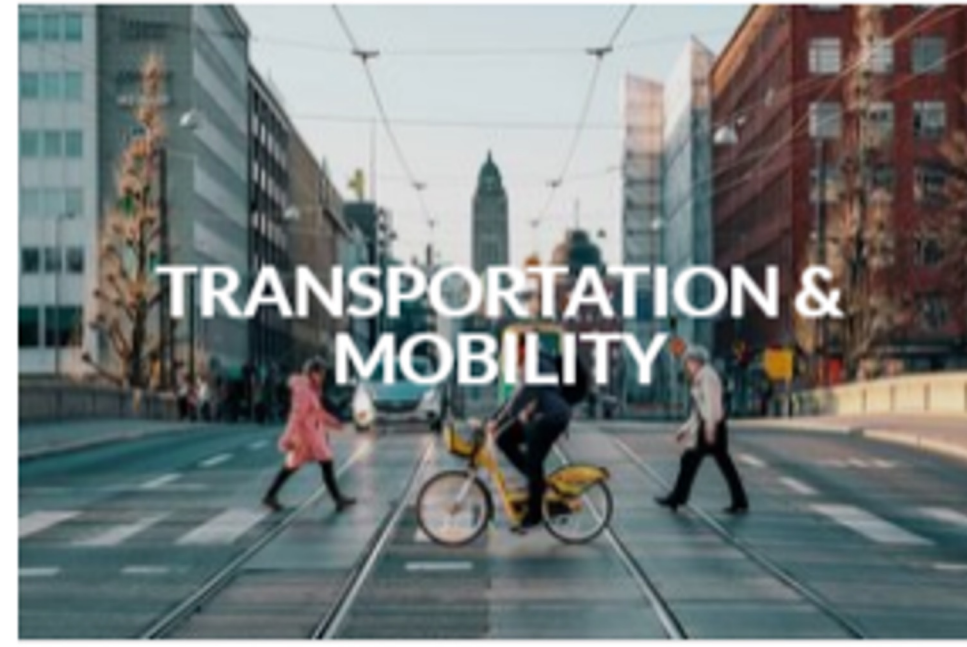


MAPTIONNAIRE

COMMUNITY ENGAGEMENT PLATFORM

A digital heart for building cities together

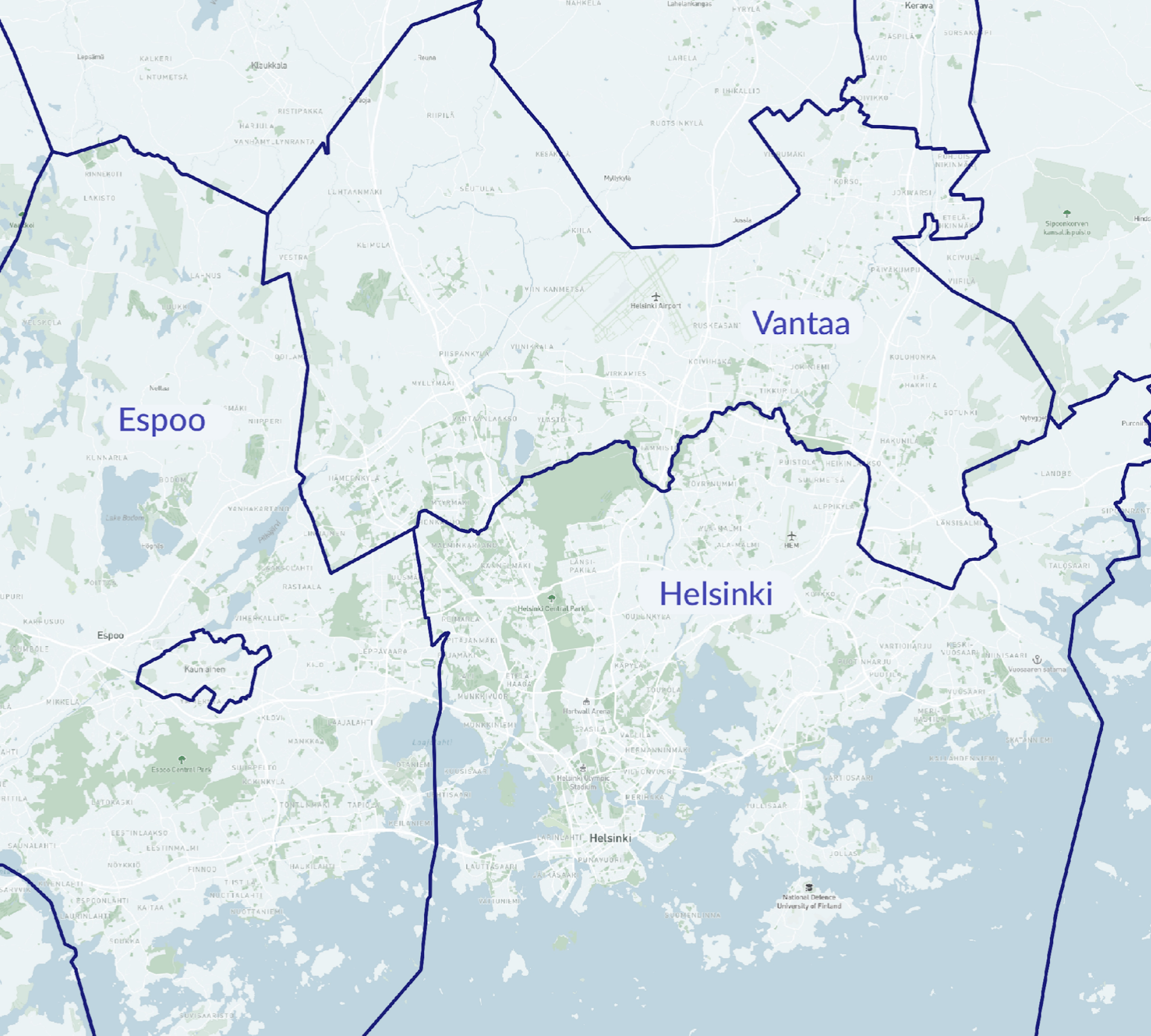




MAPTIONNAIRE USE CASES – TOWARDS SMART CITIES WITH SMART COMMUNITIES

14 000 +
PROJECTS
40 +
COUNTRIES
500k +
PARTICIPANTS
10 MILLION
RESPONSES
200 +
CUSTOMERS





Vantaa, Finland

- 4th biggest city in Finland (pop. 217,000)
- Part of the Helsinki metropolitan area
- Diverse and growing population; residents speak 140+ languages
- Central role in land use, planning and service provision (e.g. healthcare, social services, education...) for residents
- 12,000 people working for the City of Vantaa



OsallistuvaVantaa.fi: One-stop-shop for citizen engagement



- **Build dialogue and partnership** between residents and the government by improving transparency and trust
- **Create a ‘one-stop-shop’ for citizen participation** that is easy, interactive, and engaging for Vantaa’s diverse population
- **Enable residents to follow the progress of different projects** from development stage to realisation
- **Get all the departments to use Maptionnaire** as a primary community engagement platform



PARTICIPATORY MAPPING & ENGAGEMENT PROJECTS IMPLEMENTED WITH MAPPINGNAIRE IN VANTAA

URBAN ENVIRONMENT
& PLANNING

+ 60

IN TOTAL

+ 200

projects

+ 50000

respondents

STREETS AND
PARKS

+ 25

CULTURE &
LIBRARIES

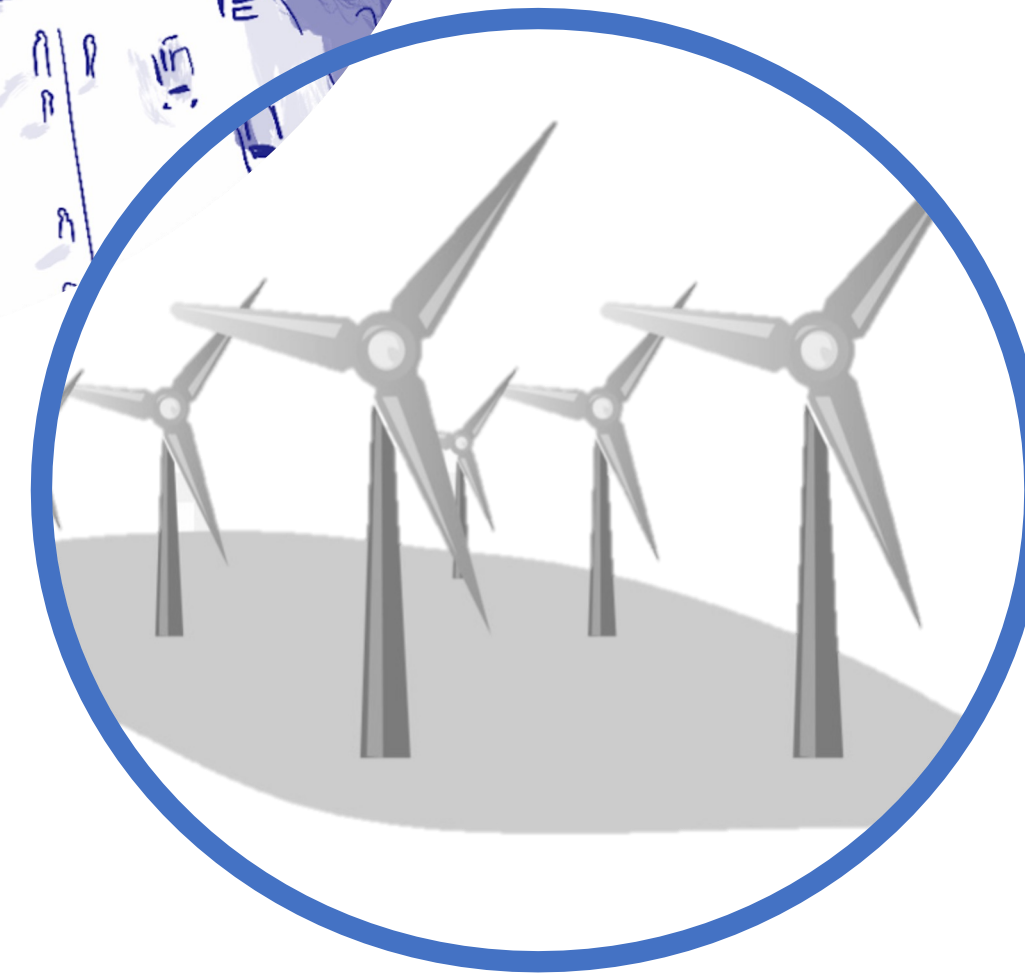
+ 40

SCHOOLS,
EDUCATION
AND YOUTH

+ 20

HEALTH &
ELDERLY

+ 15





KEY FINDINGS

Maptionnaire Community Engagement Solution for the city of Vantaa:

- The introduction of a PPGIS tool on a city-wide level has expanded potential areas of application of participatory mapping
- Gathering all the possibilities for influencing city planning within one PPGIS tool harmonises internal procedures
- Moving away from project-based approach enabled the city to reach a broader spectrum of people
- PPGIS tool produced high-quality and versatile knowledge for governing and planning

A woman with long, wavy blonde hair is seen from behind, leaning on a dark metal railing. She is looking out over a body of water towards a city with various buildings and trees under a clear sky. The scene is bright and sunny.

**ENGAGE A
DIVERSE
PUBLIC WITH
AN ACCESSIBLE
AND INCLUSIVE
METHOD**

**Or just a new
way for the
loudest and
most influential
to dominate
the discussion?**

An aerial photograph of a city with dense, colorful buildings and streets. Two semi-transparent circles are overlaid on the image. The larger circle on the left contains the text 'HIGH-QUALITY DATA THAT CAN BE USED IN PRACTICE'. The smaller circle on the right contains the text 'Or random and unclear commentary that has few practical applications?'.

**HIGH-QUALITY
DATA THAT
CAN BE USED
IN PRACTICE**

**Or random and
unclear
commentary
that has few
practical
applications?**

A row of bicycles parked against a brick wall. The bicycles are in various colors, including blue, black, and green. The background is a dark brick wall. The foreground shows the wheels and lower frames of the bikes.

**EFFECTIVE AND
INFLUENTIAL
PARTICIPATION
TO CREATE
CONTINUOUS
DIALOGUE**

**Or a PR
campaign to
placate the
public?**



LET'S BUILD BETTER CITIES TOGETHER

#buildcitiestogether