INSIGHTS THAT ENABLE CITIES TO CHANGE

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

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GEOSPATIAL WORLD FORUM 2023
THE WORLD TODAY IS

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.

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
BUILD TRUST & MAKE BETTER DECISIONS

ENGAGE YOUR COMMUNITY
Gather insights

INTERPRET & MEASURE
Analyse and visualise data

COLLABORATE & SHARE RESULTS
Share results with everyone and communicate

DIGITAL HEART
FOR BUILDING CITIES TOGETHER

maptionnaire
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 MATIONNAIRE IN VANTAA

STREETS AND PARKS
+ 25

SCHOOLS, EDUCATION AND YOUTH
+ 20

URBAN ENVIRONMENT & PLANNING
+ 60

CULTURE & LIBRARIES
+ 40

HEALTH & ELDERLY
+ 15

IN TOTAL
+ 200 projects
+ 50000 respondents

+ 200 projects
+ 50000 respondents
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
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?
Or random and unclear commentary that has few practical applications?

HIGH-QUALITY DATA THAT CAN BE USED IN PRACTICE
EFFECTIVE AND INFLUENTIAL PARTICIPATION TO CREATE CONTINUOUS DIALOGUE

Or a PR campaign to placate the public?
LET'S BUILD BETTER CITIES TOGETHER

#buildcitiestogther