MATIONNAIRE –
INSIGHTS THAT ENABLE CITIES TO CHANGE

GEOSPATIAL KNOWLEDGE INFRASTRUCTURE AND EVOLUTION OF THE
STAKEHOLDER ECOSYSTEM

GWF Pre-Conference Training Program
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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.

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

THE WORLD TODAY IS

Rome, Colosseum during Earth Hour.

MetLife Stadium during Super Bowl

Rome, Colosseum during Earth Hour.
AS A MODERN CITIZEN I WANT A VOICE IN HOW THE CITY IS BEING SHAPED

#buildcitiestogether
HOW TO REALISE SMARTER PARTICIPATION?
COMMUNITY ENGAGEMENT PLATFORM

The digital heart for building cities together

Core
Design engagement and collaboration activities easily, collect the data quickly and analyse the outcomes effectively.

Gamified decision making

Webpage builder

3D Collaboration

Real-Time feedback map

Automated PDF creator
MAPTIONNAIRE USE CASES - TOWARDS SMART CITIES WITH SMART COMMUNITIES

10000 + PROJECTS
35 COUNTRIES
500k + PARTICIPANTS
10 MILLION RESPONSES
200 + CUSTOMERS
CASE STUDY: HOW WALKABLE IS HELSINKI?

During 1 month, 1600 respondents and 8700 routes marked by the people.
EVERYDAY ROUTES VS. RECREATIONAL ROUTES

Everyday routes (n 2178) City of Helsinki

- Fast and Smooth
- Useful
- Easy to Travel
- Nature and Parks
- Beautiful Buildings
- Interesting Places
- Variation
- Easy to Travel
- Events and People
- Calm
- Use
- Safe
- Not Crowded
- Well Lit

Recreational routes (n 1428) City of Helsinki

- Nature and Parks
- Beautiful Buildings
- Interesting Places
- Variation
- Easy to Travel
- Events and People
- Calm
- Use
- Safe
- Not Too Crowded
- Well Lit
- Fast and Smooth
Unpleasant places along the everyday routes

1449 marked places on map

- Not safe due to traffic
- Too much traffic
- Noisy
- Poor air quality
- Unclean surroundings
- Scary
- An obstacle
- Different transportation modes poorly separated
- Traffic lights
- Unpleasant microclimate
- Ugly
- Sidewalk too narrow
Walking routes that should be improved

858 IDEAS AND COMMENTS FROM THE PEOPLE

• Less cars
• More plantings – trees and bushes
• Better separation among the transport modes
• Shorter waiting time for pedestrians in traffic lights
• Broader pedestrian zones
• Safer walking environment
1250 MARKED HIGHLIGHTS

Many places with a beautiful view and great green areas...

... how to design more of these?
LET'S BUILD BETTER CITIES TOGETHER

#buildcitiestogether