Proactive, not just reactive

With digitalisation we can make Helsinki the most functional city in the world

Helsinki
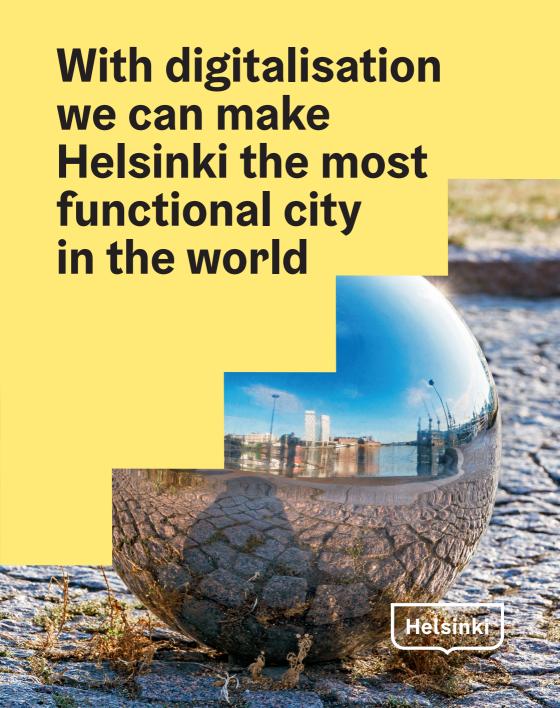
Helsinki wants to be the most functional city in the world.

Above all else, functionality means a convenient everyday life. By fully harnessing the potential of digitalisation, the City can make day-to-day life easier, both for its customers – residents, visitors, businesses, communities – and its employees and decision makers.

At its finest, tomorrow's Helsinki will be able to predict and respond to customers' needs in a more personalised way.

Helsinki will only evolve through the joint effort of the City and its residents. Customers are at the centre of everything, and they are already becoming more and more involved in creating the new Helsinki.

Helsinki has launched an ambitious digitalisation program that will help the City improve its services and renew its operations in many ways. The changes encompass not only new technologies, but also the development culture, organisation, management and staff skills. Helsinki wants to become more customer-oriented and agile in its operations and to utilise data to create better services and make better decisions.

Helsinki is not alone on this path; leading cities around the world are seeking out and sharing best practices together. Helsinki is working closely with cities such as New York and London to make the most of the opportunities provided by artificial intelligence, open data, and digital innovation.

The right services at the right time

Tomorrow's Helsinki will serve everyone in a way that suits them, their needs, life situation and interests, conveniently, around the clock and through a range of channels.

For those who are not as tech-savvy, the City will offer services over the phone or face-to-face.

Solutions will be found right away and the customer will no longer need to queue or be passed from pillar to post.

Tomorrow's Helsinki will be able to predict needs and provide services in a more personalised way, at just the right time, without the need for residents to go to any extra effort. Residents will not need to fill out a myriad of forms or submit the same information over and over again.

Example:

The City suggests a suitable pre-school for children, meaning that parents no longer need to apply for a place.

Example:

Based on health information, the City identifies those at risk, invites them for a doctor's examination and helps them take responsibility for their health.

Example:

Residents can easily book City facilities and other resources for their own use.

Julia Kivelä

Developing better services together

At present, Helsinki's services are often difficult to find or use. They are produced in a way that suits the City organisation, not the customers.

In tomorrow's Helsinki, City employees, residents, businesses, and communities will develop services together, and users will be closely involved in designing a more functional city.

In the future, digital experimentation will be easier to start up without excessive red tape. This will allow the City to respond more rapidly to changing customer needs.

Example:

In *participatory budgeting*, residents come up with ideas and choose plans for the City to implement.

Example:

Service users' satisfaction is measured, and feedback is taken into account in development. Services are tested with residents.

Making full use of data

A huge amount of data is being generated all the time, all around us. Helsinki collects a lot of information on the likes of the urban environment and how customers use the City's services.

Helsinki harnesses its vast data reserves to make better decisions and make the city the most functional in the world.

Helsinki has been transformed into a comprehensive 3D model that will be further refined into a digital twin. This will help the City develop and model ideas that would be difficult to test in the real world.

Example:

City and traffic planning, as well as construction decisions, can be visualised and tested using a virtual city model.

Example:

Tourists can visit, experience and shop in a virtual Helsinki.

The City of Helsinki is one of the leading cities in opening up data. Open data can be used in research or the development of new services, for example. Open data and interfaces also allow companies and communities to innovate services, rather than having the City invent and produce everything itself.

Helsinki will define ethical principles for the use of data and artificial intelligence. It is important that every resident knows what information Helsinki has about them and can influence how the City uses this data. Helsinki utilises data responsibly with the permission of its residents, for the benefit of the residents.

Julia Kivelä

Tools and infrastructure up to date

Helsinki has over 900 information systems and dozens of different networks. They do not work seamlessly together and are difficult and expensive to maintain.

In tomorrow's Helsinki, this jungle of systems and networks will have been cleared away. The fragmented infrastructure will be replaced by a unified and modern technological base as well as platforms that make it easier to refine new services.

The countless mass of websites and social media channels will also have been simplified and structured. Customers will be able to find services easily, without having to spend time surfing multiple City websites.

The City's employees will have appropriate digital tools for their tasks and some work will be automated. This will give employees more time to help customers.

Example:
Modern tools facilitate mobile and remote working. Internal human resources and financial systems have automated routine tasks and made managers' daily lives easier.

Example:
Many homecare visits can be replaced by new virtual telecare services.

Leadership and structural changes

Tomorrow's Helsinki will be led with information. Data, analytics, and metrics will support reform and decision making.

Leadership will combine agility and long-term planning. Autonomous teams will create digital services using common platforms and tools.

Infrastructure, support services, and basic systems will be centrally managed to achieve synergies and savings.

Example:

Agile projects will be funded with operating capital. There will be fewer heavy investment projects and the focus will move from projects to managing and developing products and product portfolios.

By harnessing information, the City will be able to react quickly to the changing wishes and needs of its customers.

The most functional Helsinki in the world

Tomorrow's Helsinki will predict what kind of services and information its customers – residents, businesses, communities, and tourists – need. Thanks to digitalisation, Helsinki will be able to serve its customers even more personally. This will be a huge change for the City and its customers alike.

Further information on Helsinki's digitalisation program can be found at digi.hel.fi.

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This is how everyday life will work better in tomorrow's Helsinki

Resident
"I get the information and services when I want or need them – without any hassle!"

Company and community
"We are developing services together with the City and residents. Open data is a great resource, and we can test ideas really easily!"

Tourist
"I can walk the streets of a virtual Helsinki, have amazing experiences and shop – all from my own sofa!"

City decision maker
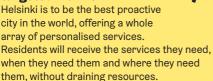**"We have more good quality information so we can make better decisions!"**

City employee
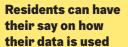**"I have handy digital tools and some procedures are done automatically. Now I have more time to help people!"**

Digitalisation makes everyday life easier.

Jussi Hellsten

Jussi Hellsten

The six strategic objectives of Helsinki's digitalisation programme

Customers are to be served proactively and in a targeted manner

Helsinki is to be the best proactive city in the world, offering a whole array of personalised services. Residents will receive the services they need, when they need them and where they need them, without draining resources.

Residents can have their say on how their data is used

Each individual can find out what kind of personal data has been collected about them, as well as having their say on how Helsinki utilises such data.

Thanks to automation, employees can focus on being truly present for customers

Helsinki will automate tasks with outcomes that can be anticipated. Customers will be offered self-service channels that are available 24/7. This will free up employees to be truly present for people.

Data will support leadership, decision making and the development of services

Helsinki will utilise data in all of its operations. Data will be used to make informed decisions, predict the impacts of various measures, and automate decision making.
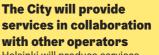
Helsinki will produce, utilise and share the best open data in the world

Helsinki's digital twin is a data resource and service platform that the City can use to plan, test and implement projects digitally first.

The City will provide services in collaboration with other operators

Helsinki will produce services with other public and private operators. By opening up data and utilising a platform economy, the most innovative services can be implemented. Helsinki can also identify when it is best to allow others to produce particular services.

Digitalisation makes Helsinki
the most functional city in the world!

All pictures:
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Helsinki

#digihelsinki