



ECOMM 2022

Co-creating mobility services and strategies





Tatyana Aromaa
Senior Service Designer

tatyana.aromaa@gmail.com

IT & Economics

Bachelor in Information Systems in
Economics, 2008

Software Engineering

Masters of Science, Information
Technology, 2012

Design Thinking

Masters of Science, International Design
Business Management, 2016

Service Design

Digitalist Group Plc, 2016

1. Customer-Centricity

It's not only asking "What do you want?"





Customer-centricity in Service Innovation

Ferry company is looking for new digital solution







1. Customer - Centricity

is to identify real customer needs through observation, understanding and by asking your customer “right” questions



2. Ecosystem Thinking

It's not enough to bring value to your end-customer, You need to consider the wider ecosystem and players in order to succeed



Ecosystem-thinking for New Business Strategy

Energy company is looking for new opportunities





2. Ecosystem Thinking

Stakeholders directly or indirectly involved in your service have to have mutual benefits (value exchange) in order to your service to succeed in a long run



3. Co-Creation

Is not a get together

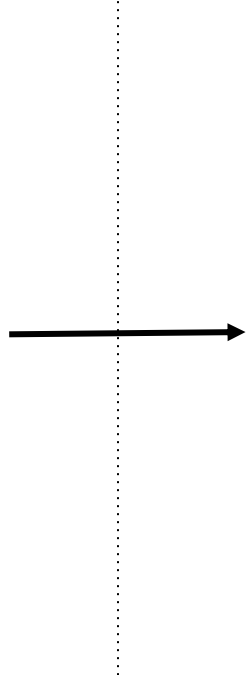
Jane Vita,
Lead Service Designer at VTT



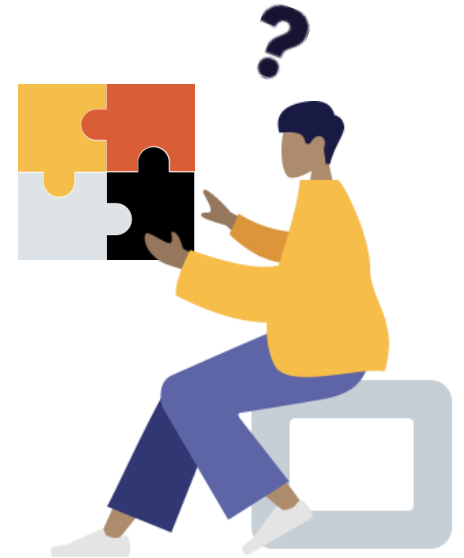
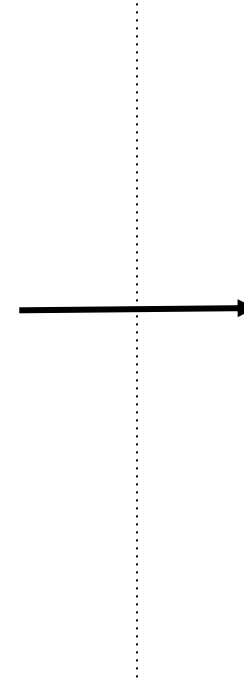
REACTIVE BUSINESS THINKING



PROBLEMS



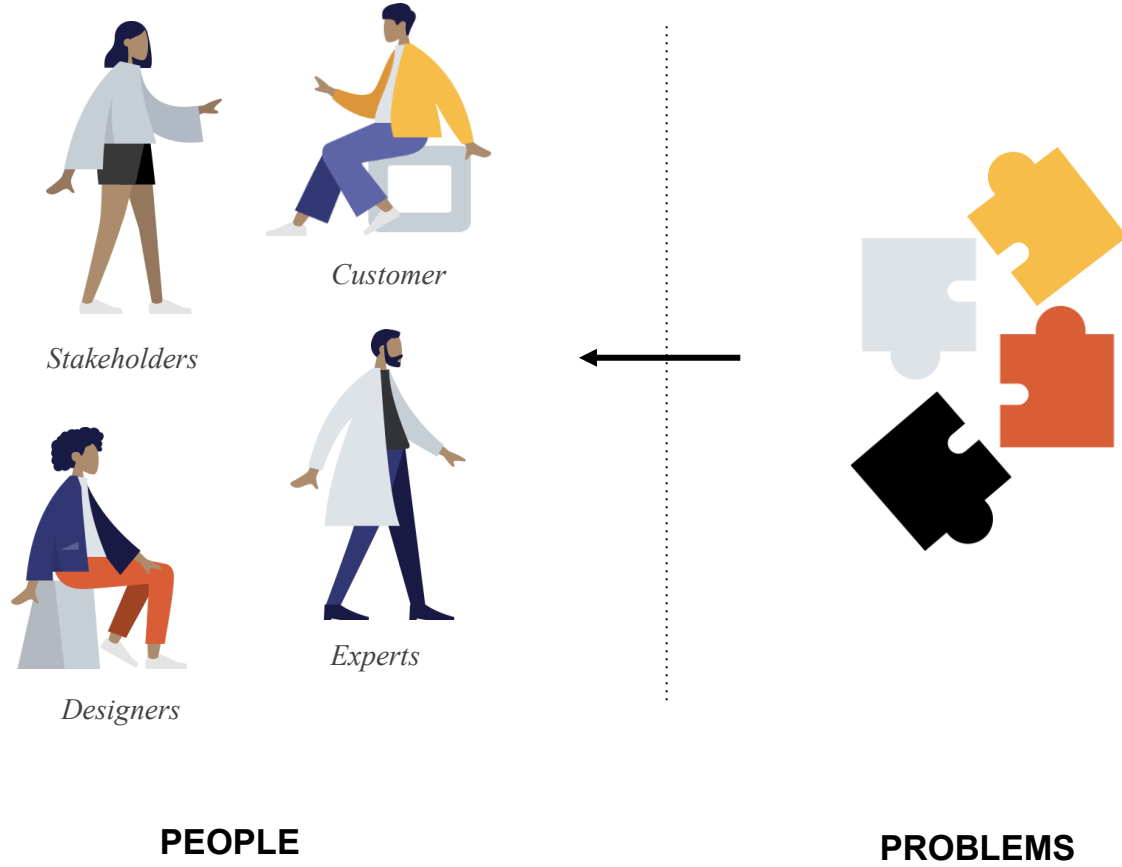
SOLUTION A



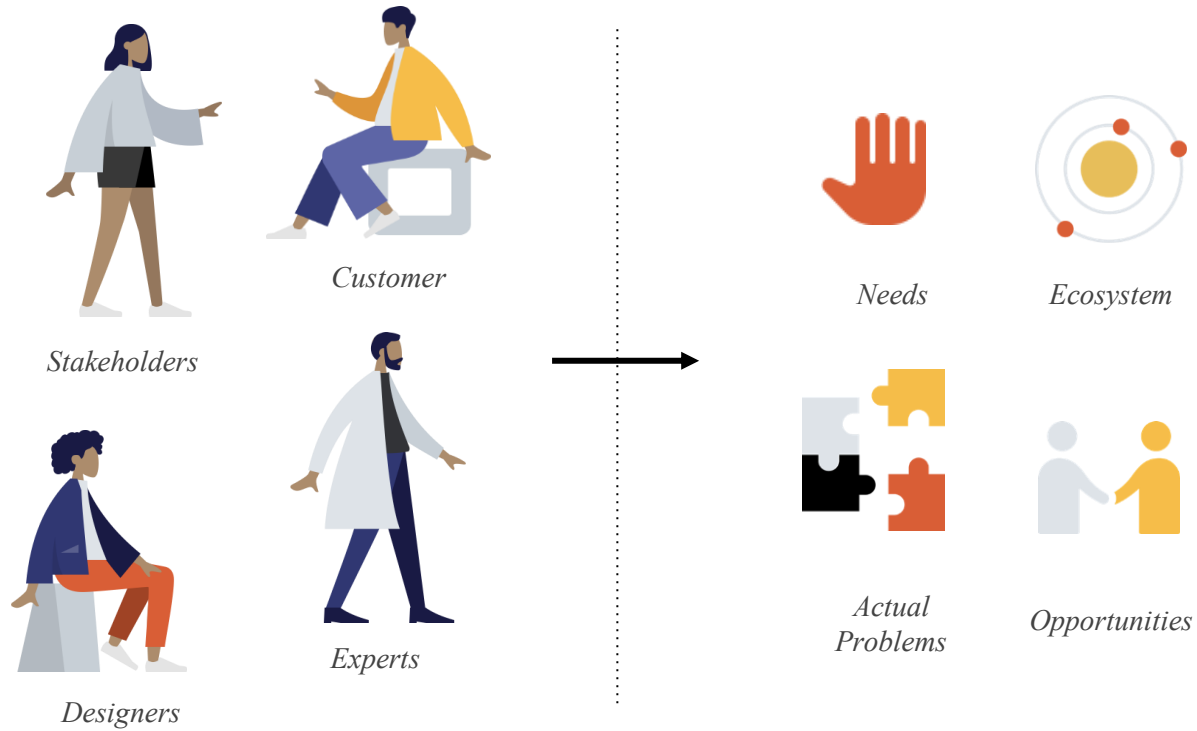
CUSTOMER



COLLABORATIVE THINKING



COLLABORATIVE THINKING



PEOPLE

INSIGHTS



COLLABORATIVE THINKING



COLLABORATIVE THINKING





Co-Creation for bigger Impact

Ferry company activates to develop a new service



3. Co-Creation

Is a powerful tool to engage customers & stakeholders with a common goal and increase your chances to succeed



1. Customer - Centricity



1. Customer - Centricity

2. Ecosystem Thinking



1. Customer - Centricity
2. Ecosystem Thinking
3. Co-Creation



Thank you!



CONTACT

Tatyana Aromaa

Senior Service Designer
tatyana.aromaa@gmail.com



Plenary session

Moderated by Karl-Heinz Posch, IVP



Interreg makes a difference in sustainable transport

ECOMM 2022

1 June 2022 | Turku, Finland

Ulf Wikström, Interact

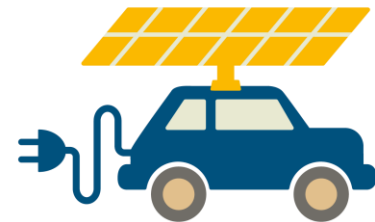


Table of Contents

1. Interreg at a cross point
2. Leaving one period, entering a new
3. Sustainable transport / Mobility as part of Green Deal
4. Examples from North-West Europe and Central Baltic
5. Q & A

Interreg is a fund for mobility

- Good examples from many fields of mobility, thus with limitations. Facility studies, green pathways, use of new energy modes, testbeds, public transport across borders, infrastructure, LNG, Hydrogen use, multimodality, common ticketing ...
- Has been done under many (11) thematic objectives, not just T07

The new period 2021-27 is about to start, now we focus on PO:s

- The programming is about the end and most programs have already asked for approval or already got it
 - CBC: 7 programmes are adopted per last Wednesday 5 ready for the next few days.
 - All programmes should be adopted by the end of this year – other ways they lose money allocation for 2022

Mobility in Interreg 2021-27

It seems that **1/3 of all programmes will directly point to transport**

- Most of CBC programmes have either pointed to a specific objective under PO3 or in some cases 2.8 (multimodal urban)
- CBC (48): Peace plus; Austria-Hungary, Poland-Slovakia, Central Baltic, Romania-Bulgaria, Greece-Bulgaria, Czechia-Poland, ÖKS (Sweden-Denmark-Norway), AURORA (Sweden-Finland-Norway), Italy-France, Alcotra (France-Italy), Italy-Slovenia, Upper Rhine, France-Switzerland, Italy-Croatia, Estonia-Latvia
- TN (15) **Central-Europe**, Baltic Sea Region, North-West Europe, North Sea, Danube, Adriatic, Alpine-Space, Mediterranean, Baltic Mediterranean, Northern Periphery/Arctic, Atlantic, Sudocean, Indian ocean, Caribbean and Amazonas
- IR (4) Interact, Interreg Europe, Espon and Urbact

Programmes at the EU external borders

1. IPA (10) on equal footing with other Interreg programmes; programmes with mobility elements:

South Adriatic (IT-AL-ME), GR-AL, GR-MK, BG-MK, IPA Adrion

2. NEXT programmes most put on hold due to the war in Ukraine. It seems that the Black Sea and none of those starting up have mobility in their portfolio.

Having a network for Sustainable transport within the Interreg family

Together we can show relevance and link ourselves to transport policies and also learn from each other and together. We also like to facilitate cooperation across borders and build bridges to other actors such as DG:S EP etc



Focus on functional areas. Flexibility for support outside programme areas (provided the impact will be in the program area).

Embedding of cooperation: Interreg programmes do not operate in isolation - seek better coordination and complementarities, such as links with Macro Regional Strategies, and a link between different Interreg strands (examples of Mediterranean, Adriatic Ionian, Baltic Sea). Cooperation is not the sole responsibility of Interreg: embedding of cooperation in mainstream programmes (it is an obligation laid down in the Regulation). Benefits: more ambitious projects, new partners, good project pipeline, visibility.



Interreg is the essence of the EU and the EU is about cooperation. People get together to improve the lives of their citizens.

www.interreg.eu

www.keep.eu

www.interact-eu.net

Interreg



Co-funded by
the European Union

North-West Europe

Interreg North-West Europe: Cooperation in Sustainable Transport

Rebecca Grossberg–
Project Officer
Interreg NWE

ECOMM
Turku, 2 June 2022

The NWE Programme

2014 - 2020

Interreg



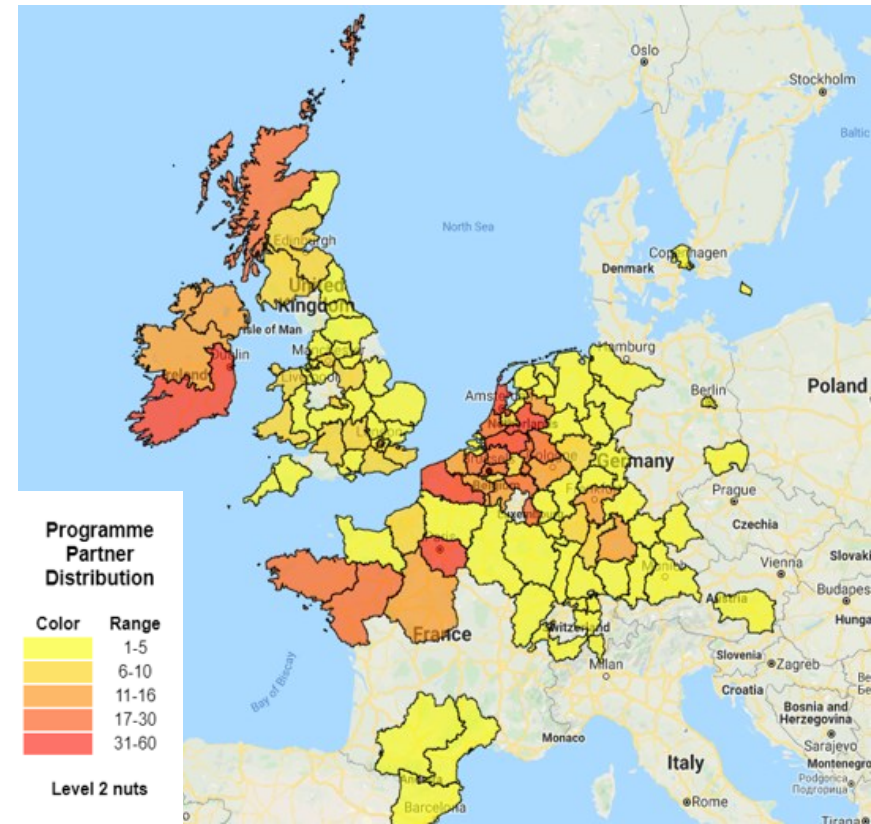
Co-funded by
the European Union

North-West Europe

102 financed projects

1078 project partners

€376M ERDF allocated



eHUBS: Smart Shared Green Mobility Hubs

- Cities faced with the dual problems of **congestion** and **pollution** = need to replace private cars
- **20 partners** (public and private) testing solutions = critical mass and visibility
- Government **support** (€ and policy)
- **GHG** reduction and **behavior** change



eHUBS : What is a Mobihub ?

1. parking space for car sharing
2. a high-quality bicycle parking
3. proximity to a public transport stop or collective transport
4. safety (e.g. good lighting)
5. easily accessible for everyone



Cooperation

eHUBS x Mobimix x SHARE-North

Interreg



Co-funded by
the European Union

North-West Europe



Interreg 
2 Seas Mers Zeeën
MOBI-MIX
European Regional Development Fund

Interreg 
North Sea Region
SHARE-North
European Regional Development Fund

Results of cooperation

Interreg

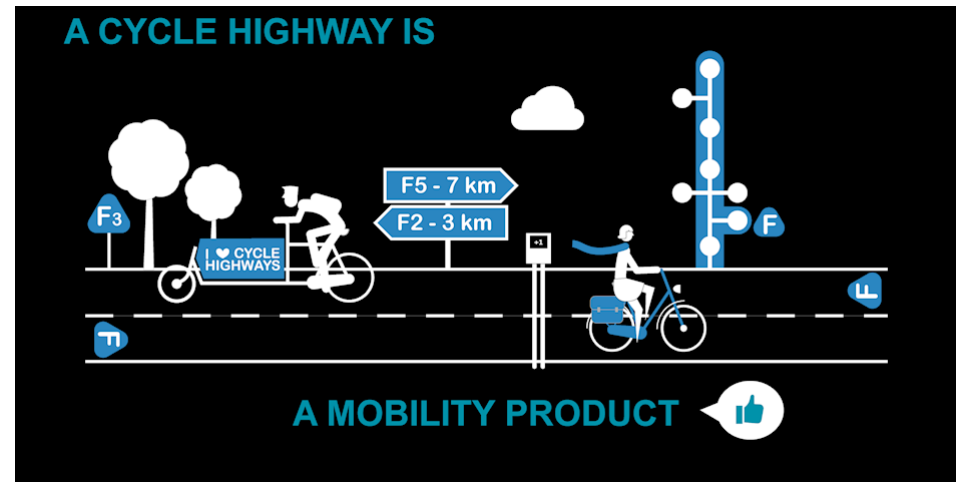


Co-funded by
the European Union

North-West Europe

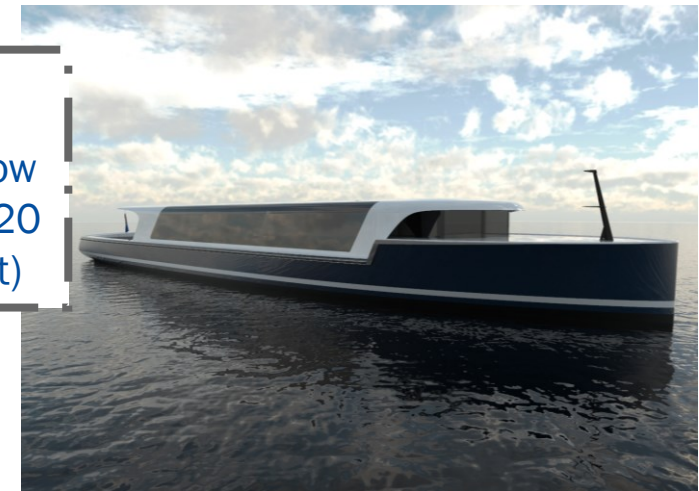


Source :
https://twitter.com/project_hector



€31.2 Million:

Total ERDF committed to low
carbon transport 2014-2020
(8% of programme budget)



The NWE Programme 2021-2027

Interreg



Co-funded by
the European Union

North-West Europe

Aim:

Promoting a green, smart and just transition in NWE

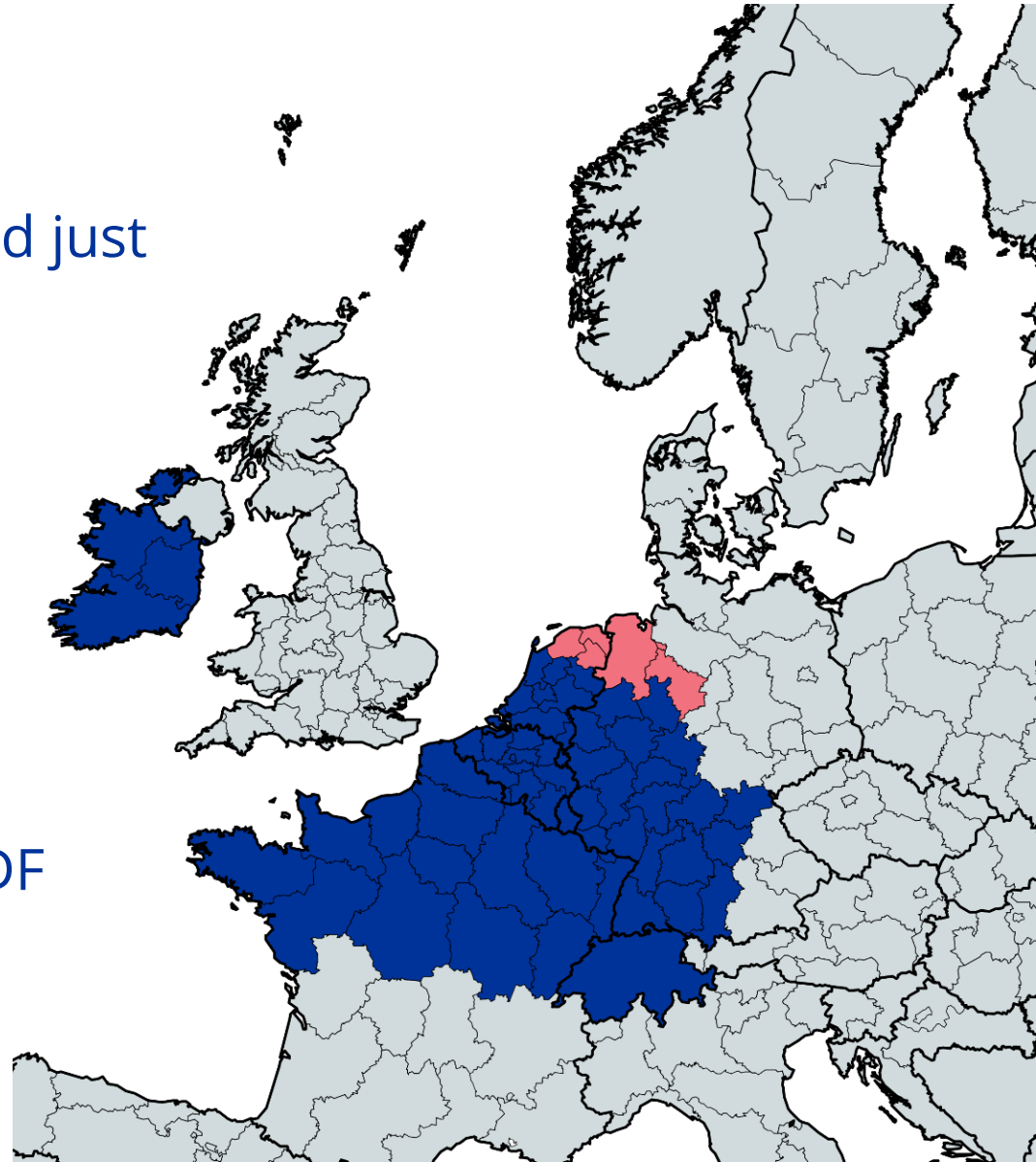
Countries:

BE, DE, FR, IE, LU, NL, CH

New regions in DE (Bremen, Leine-Weser, Weser-Ems) and NL (Groningen, Friesland, Drenthe)

Overall budget: € 310M ERDF

Co-financing : up to 60%



Thematic focus

2021-2027

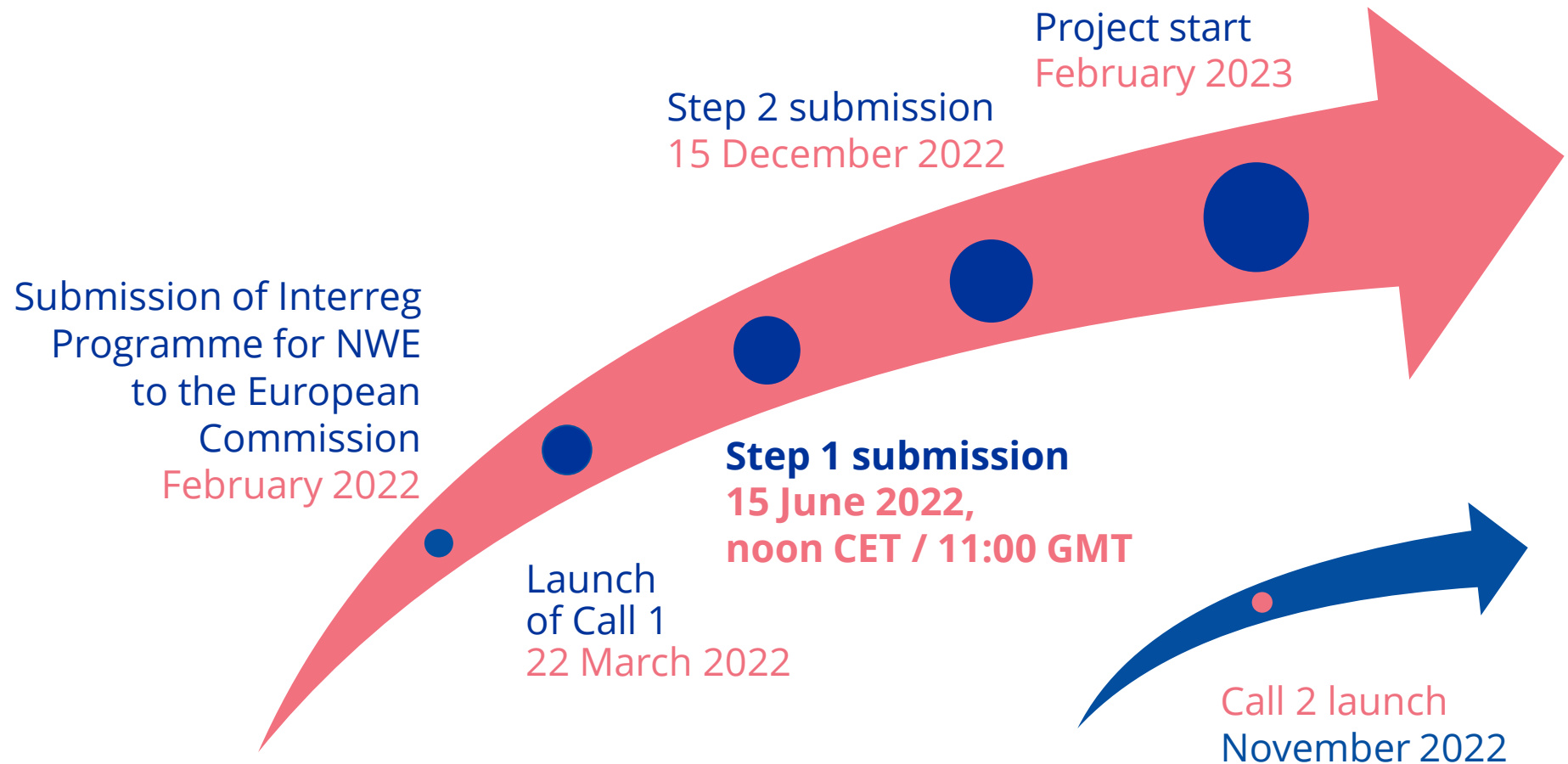
InterregCo-funded by
the European Union**North-West Europe**

Priority areas

1. Climate and environment
2. Energy transition
3. Circular Economy
4. Innovation and resilience
5. Inclusive society



Timeline calls 1 and 2



Stay connected !

Interreg



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the European Union

North-West Europe

- Register to our newsletter: <https://www.nweurope.eu>
- Sign up on: community.nweurope.eu
- Follow us on social media:



@INTERREG_NWE



Interreg North-West Europe (NWE)



INTERREGNWE

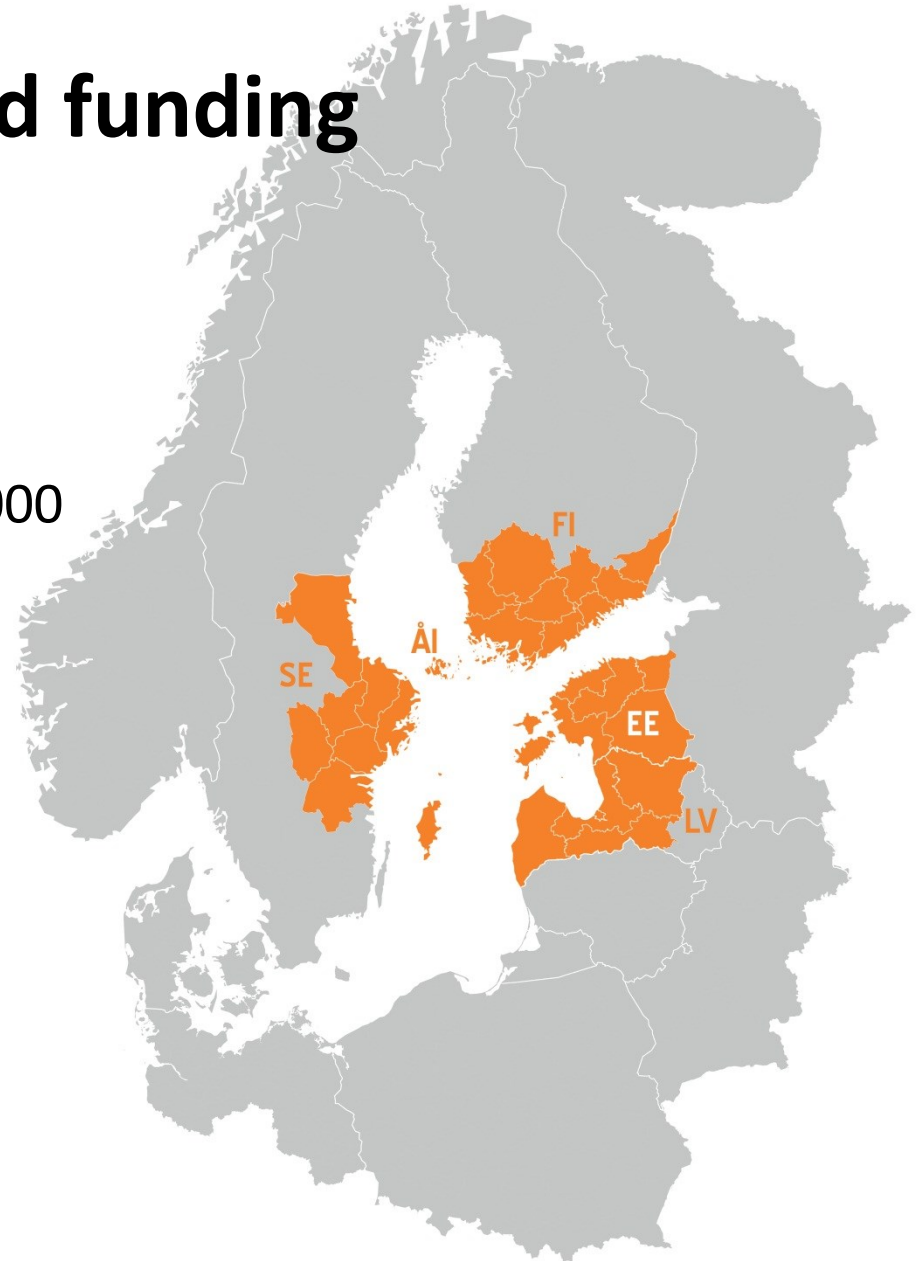
ECOMM 2022

Turku 01.06.2022

*Ivo Volt
Project Manager
Central Baltic Programme*

Programme area and funding

- **Estonia, Latvia, Sweden, Finland, Åland**
- 132 million euros in 2014-2000
- 137 funded projects



Programme priority 3: Well-connected region

Specific Objective:

Improved transport flows of people and goods

E-TICKETING project

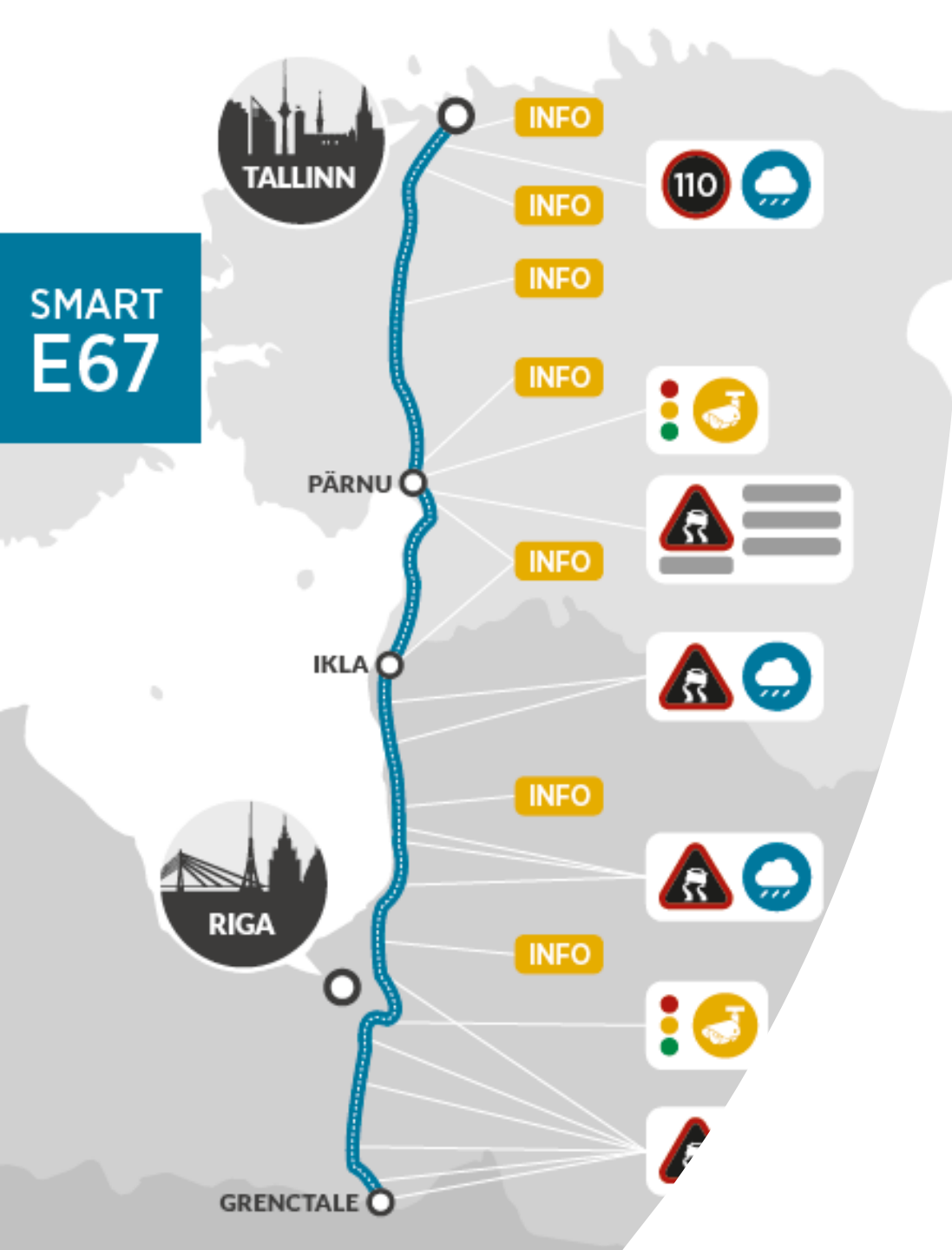
- Creating interoperable electronic ticketing systems in Estonia and Finland
- Helsinki in Finland and Tallinn, Tartu and Pärnu in Estonia are currently joined



Mobile app **Pilet.ee2020** was developed

- Customers of Tallinn, Tartu or Pärnu apps can use the same app for purchasing tickets for Helsinki public transport

- Customers of Helsinki public transport mobile app (HSL) will have possibility to buy tickets for travel in Tallinn or Tartu after some legal obstacles are solved
- People using the Helsinki travel card (HSL Matkakortti) can use it for buying and validating tickets in Tallinn or Tartu

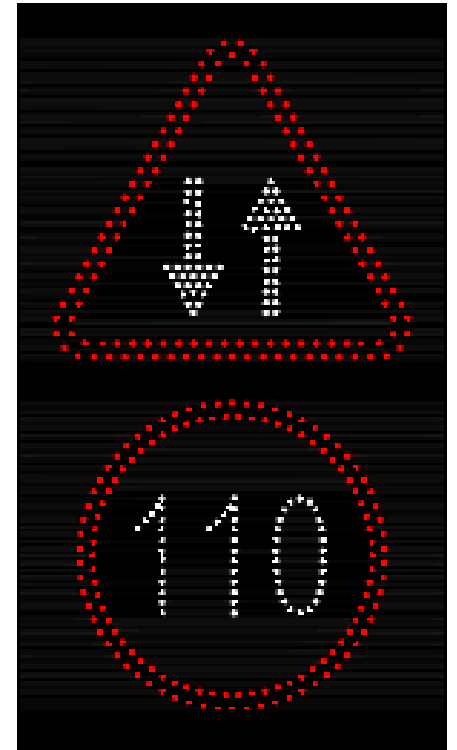
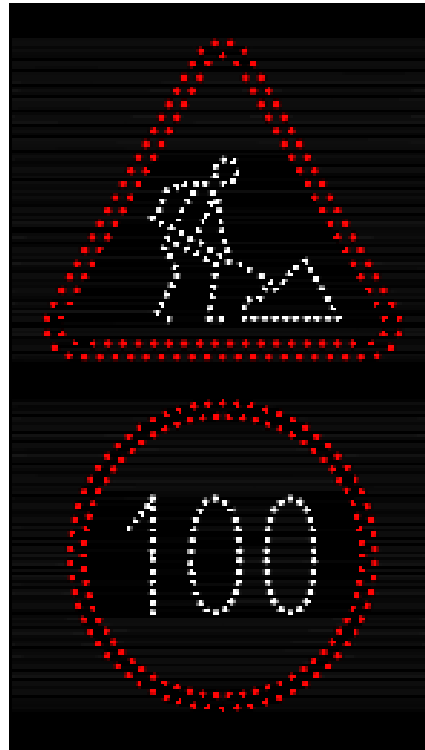
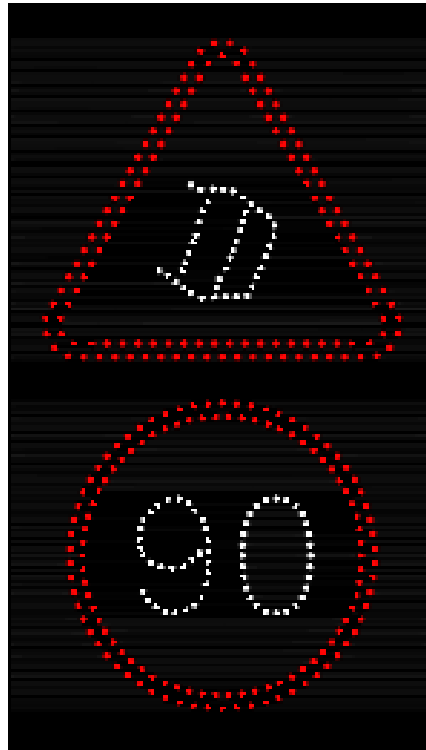
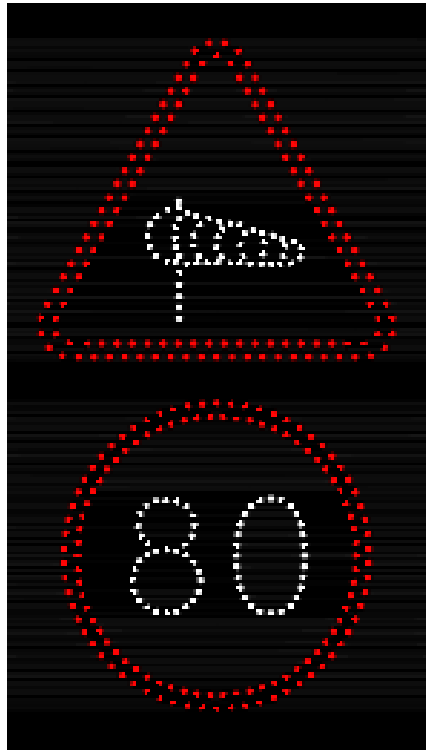


Smart E67 project Via Baltica road section in Estonia and Latvia

Main activities

- Installed road weather stations and cameras
- Installed variable message and warning signs
- Improved traffic lights system working in adaptive regime considering impulses given by traffic sensors
- Improved Traffic Information Centers in Tallinn and Riga managing Smart Road Via Baltica





Main results

- The average **time saving** on Via Baltica road for the travel from Tallinn to the border of Lithuania is 0,75%, or
192 000 hours per year (based on current average traffic volume)
- Decreased CO2 emissions

Results

- **Satisfaction of drivers** for the possibility to drive according to the real road and weather conditions
- Improved traffic **safety**: less speeding in zones with variable message signs
- **Co-operation value** - first project where national road administrations really worked together on practical solutions to improve international transport corridor

<https://www.facebook.com/smart67/>

www.youtube.com/watch?v=JTKL1t5-Cq8





Thank you!

Ivo.volt@centralbaltic.eu
www.centralbaltic.eu



Varsinais-Suomen liitto
Egentliga Finlands förbund
Regional Council of Southwest Finland



European Union
European Regional
Development Fund

Cooperation works

Thank you for your attention !

Ulf Wikström, +358 50 3952471

[**ulf.wikstrom@interact-eu.net**](mailto:ulf.wikstrom@interact-eu.net)

[**www.interact-eu.net**](http://www.interact-eu.net)



Inspiration and City Transformation



ECK





Achtung!
Vorfahrt
übernehmen

Mehr Platz
fürs Rad!

radlobby
ARGUS
STEIERMARK

radlobby
ARGUS
STEIERMARK

Mehr Platz
fürs Rad!

la vida



Graz, 300.000 inhabitants, second city in Austria



No green candidate? OK – join MoVe iT

- Lobbying and pressure group
- Mobility and traffic in transformation
- Elaborated very detailed traffic concepts
- Organised demonstrations
- Collected 12.000 signatures for their programme
- Organise seminars, symposia, public hearings
- Comment regularly via press and social media and transport policy
- Main aim: to radically change traffic policy towards a more liveable, socially just and sustainable „greater Graz“
- Website: move-it-graz.at





OBSTHO

NEIN ZU MAGL'S
AUTO TUNNEL!

VERKEHRSWENDE
MoVe IT STATT
WELTENDE



[Kein Titel]



PLATZFAIRTEILUNG
IM
VERKEHR





Verkehrswende
Der schnellste
Weg aus der
Klimakrise!

Graz braucht ein
Radwegenetz!

Neuerwerb
STADLMANN
Die besten Ideen für Ihre Zukunft
www.stadlmann.at

Graz 2030 ÖV-Netz

MoVe iT

ÖV-Netz im Raum Graz (ohne Stadtbusse)

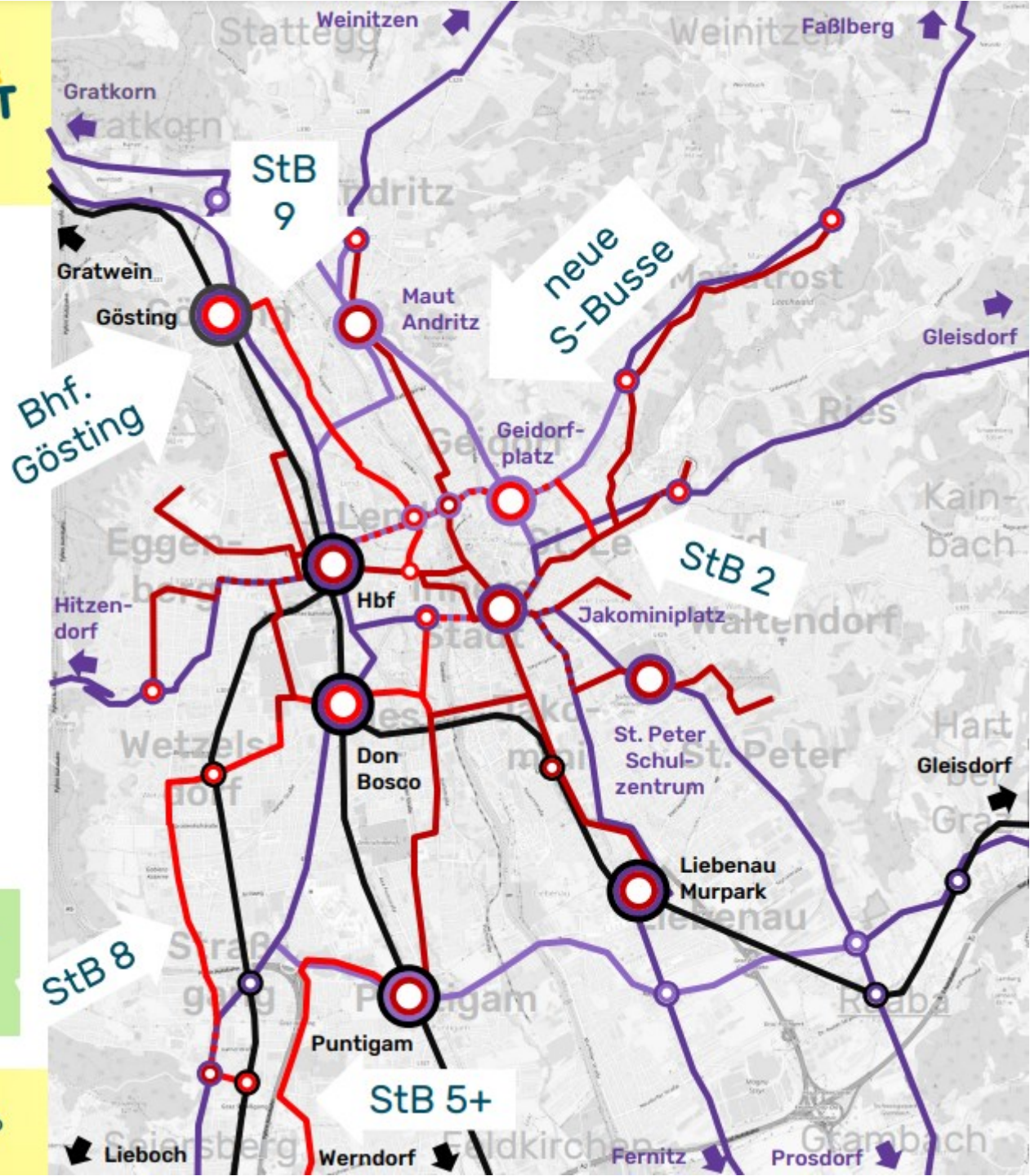
- S-Bahn
- = S-Bus (alt/neu)
- = Straßenb. (a/n)

Umsteigeknoten

○ groß ○ klein

Quelle: Eigene Darstellung.

Graz erhält ein flächen-
deckendes ÖV-Netz.

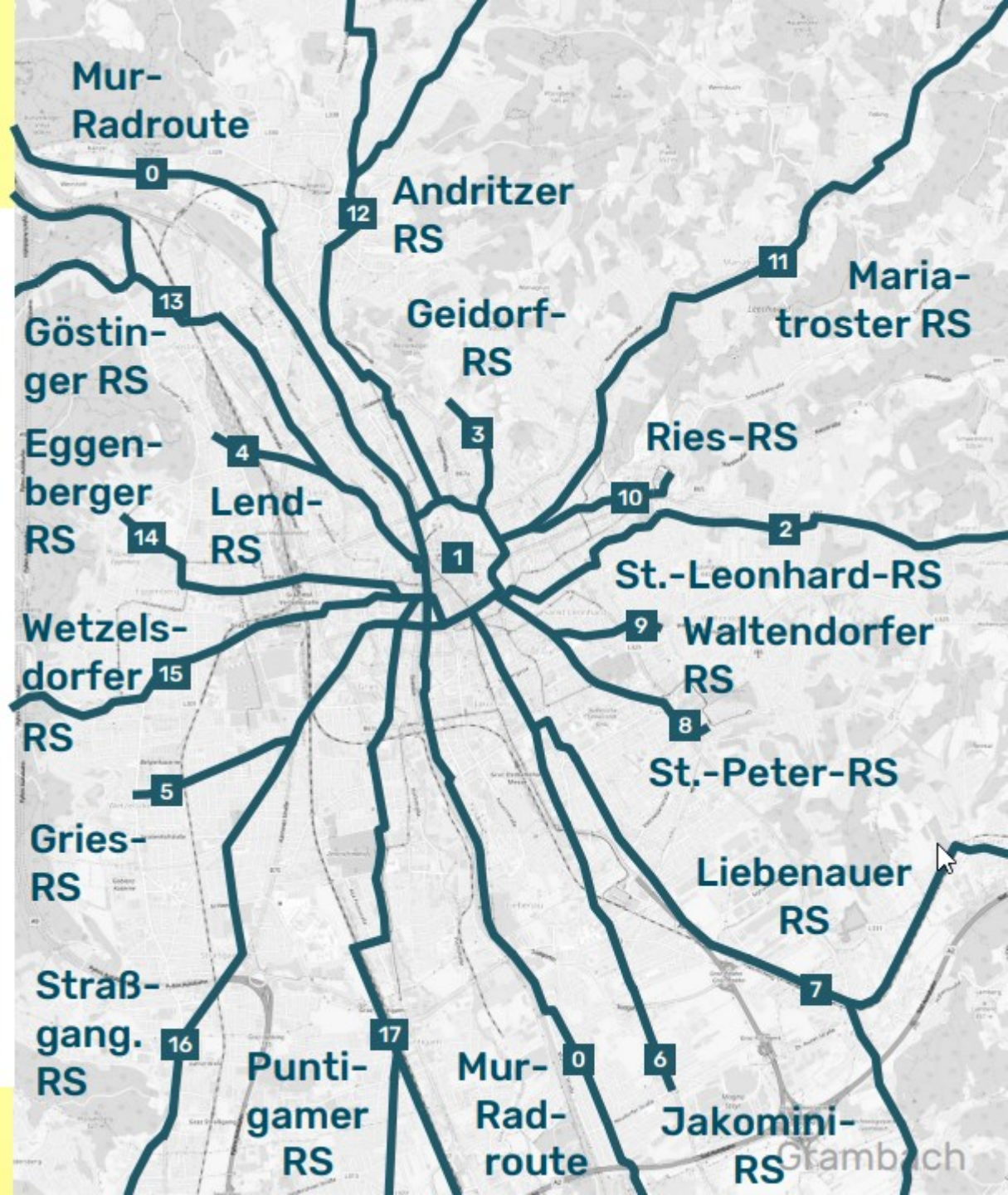


Radschnellwege im Raum Graz

- A-Netz (radial)
in alle Bezirke

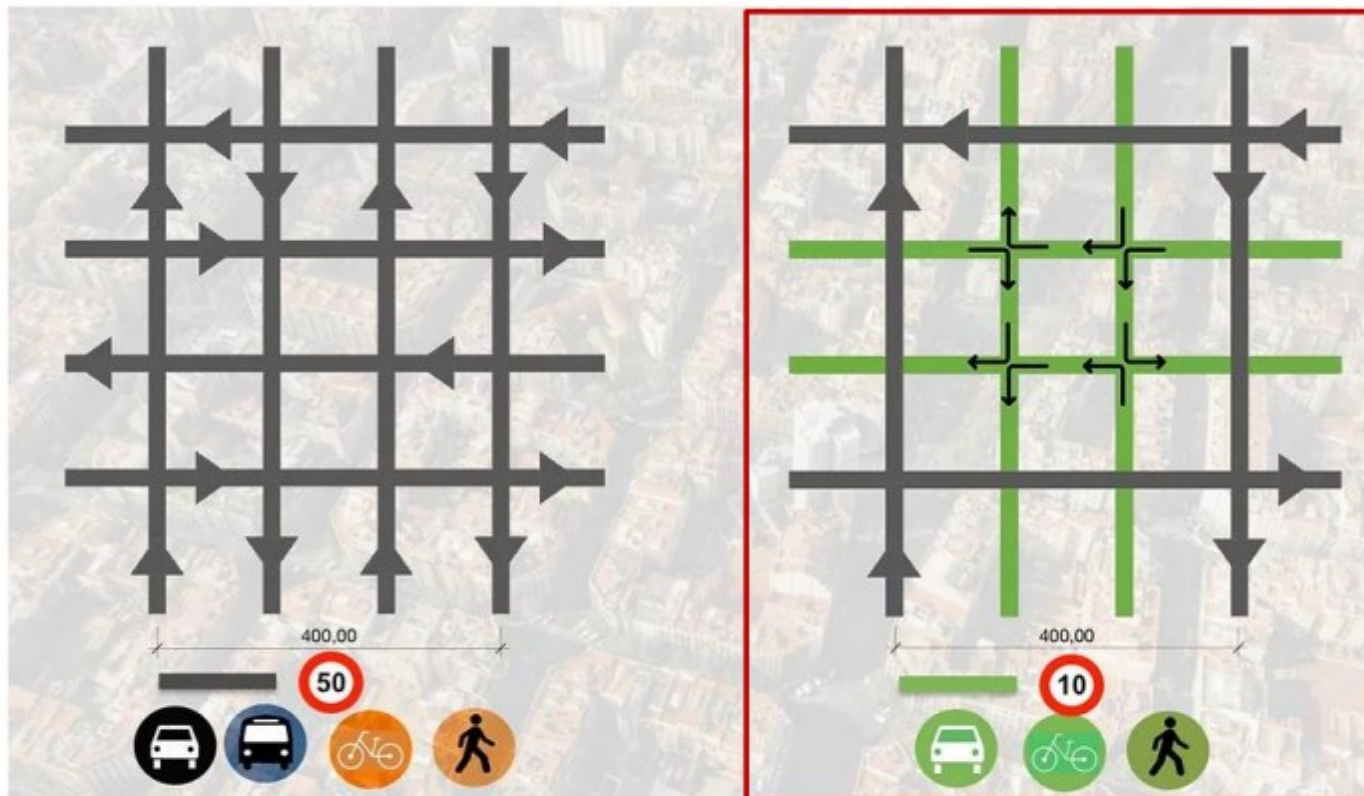
Quelle: Eigene Darstellung.

Das A-Netz verbindet
alle Stadtbezirke und
Umgebungsgemeinden
mit dem Stadtzentrum
– schnell, bequem und
sicher.



4. Maßnahmen planen

Maßnahmenpaket I: Einrichtung von Superblocks



Graz 2030 Superblocks

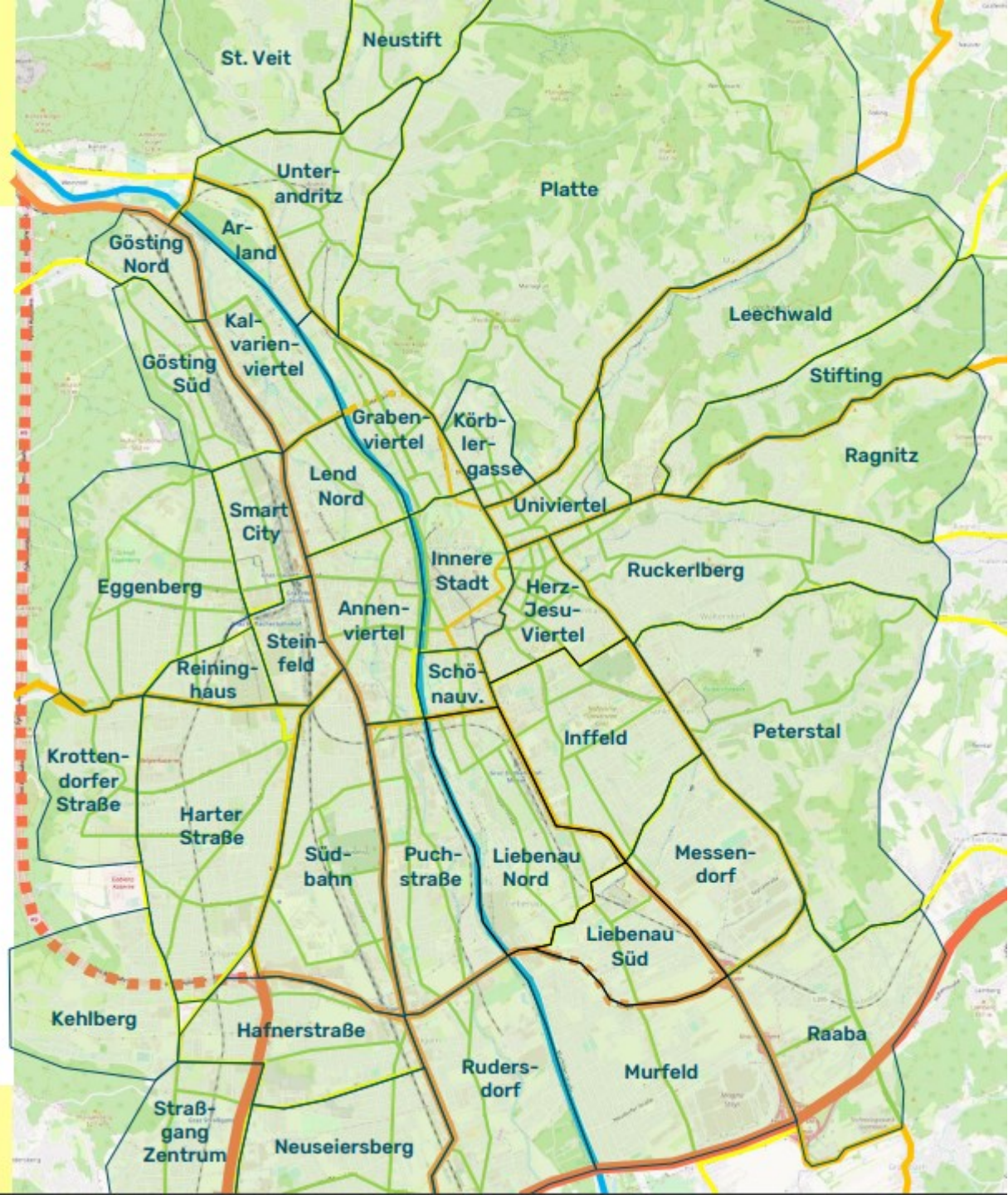
MoVe iT

Verkehrsberuhigte Viertel in Graz

Name des
verkehrsberuhigten
Viertels

Quelle: Eigene Darstellung.

Zwischen allen übergeordneten Straßen werden verkehrsberuhigte Viertel eingerichtet.



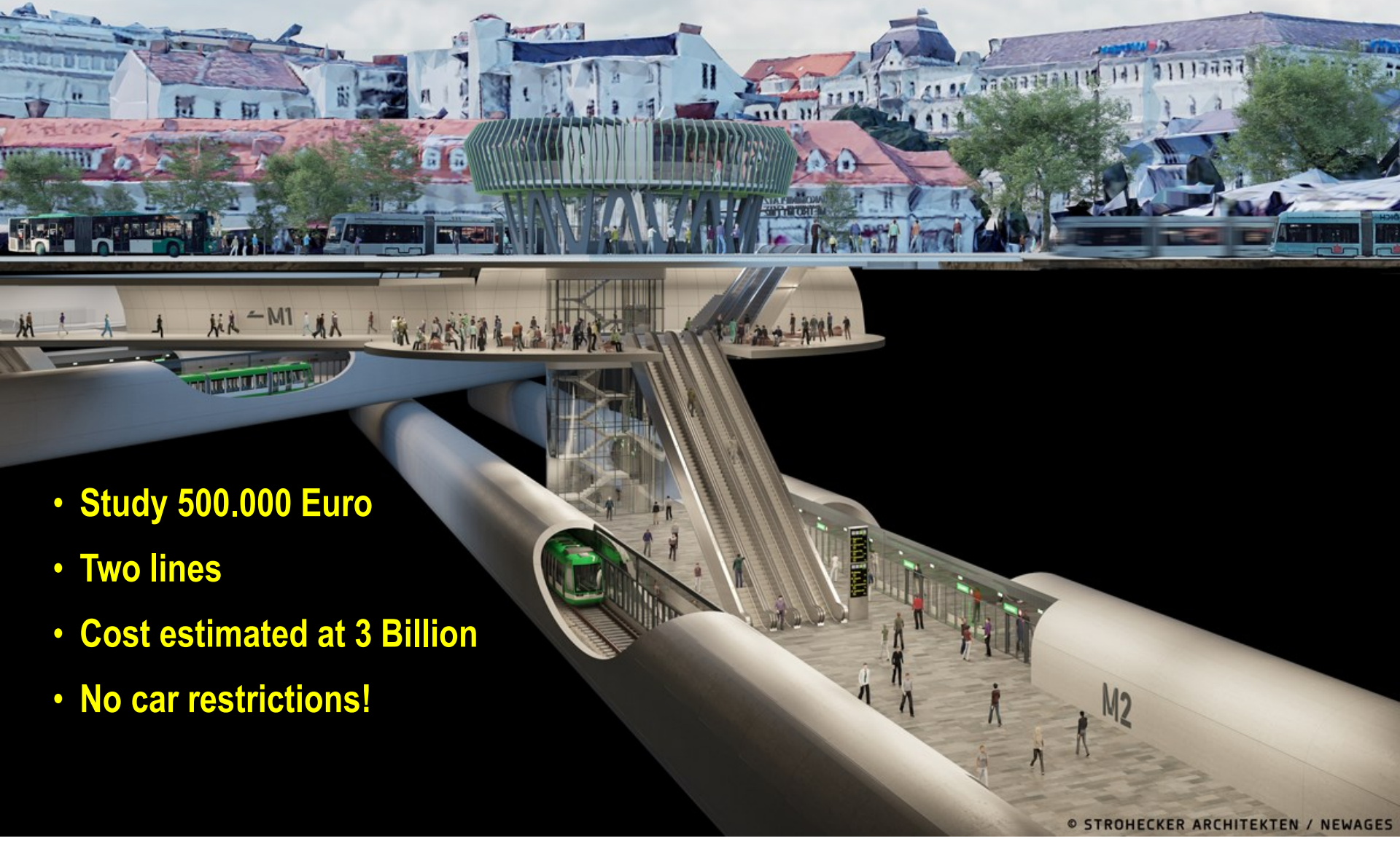
12 Forderungen



- 1** Sichere Schulwege für Kinder
- 2** Kurze und direkte Fußwege
- 3** Ausweitung der Fußgänger*innen-Zonen
- 4** Ein durchgängiges, hochrangiges Radwegenetz
- 5** Mehr Radabstellplätze
- 6** Mehr Geld für den Radverkehr
- 7** Verdichtung des innerstädtischen ÖV-Netzes
- 8** Aufbau eines dichten ÖV-Netzes ins Umland
- 9** Mehr Personal für die Fuß- und Radverkehrsplanung
- 10** Sicherung der Kreuzungen
- 11** Mehr Grünflächen für das Stadtklima
- 12** Verkehrsberuhigung in Wohngebieten



Graz Metro



- Study 500.000 Euro
- Two lines
- Cost estimated at 3 Billion
- No car restrictions!

Bicycle Masterplan

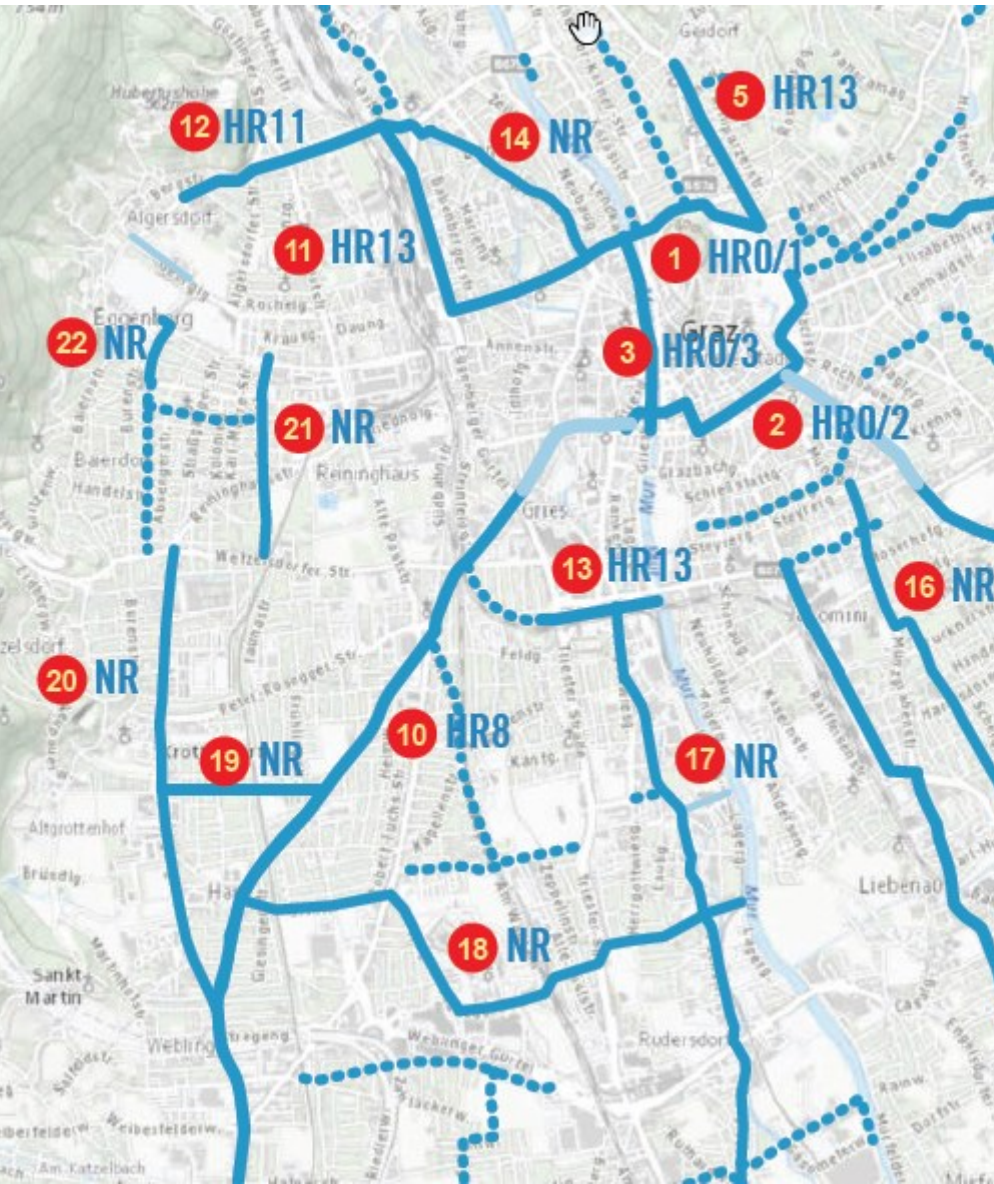


Masterplan Radoffensive 2030

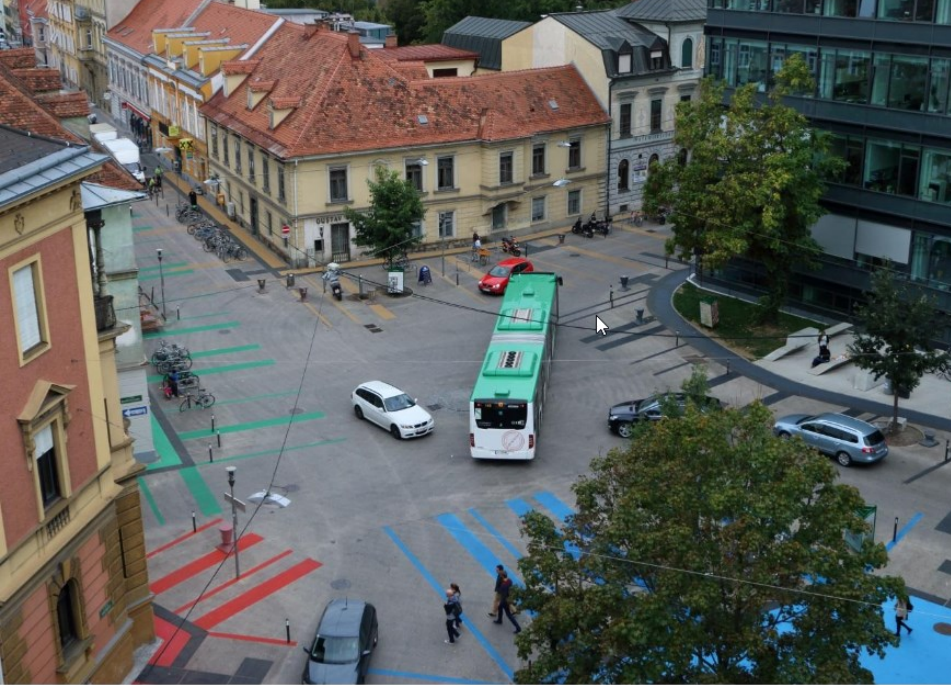
Wertehaltung
Planungsgrundsätze
Gestaltungskonzept
Maßnahmen-Katalog
Factsheets



Presented before elections



- 2019: 100 Million investment announced
- 2021: Planning „result“ (2 years)
- Almost 200 pages
- Radoffensive 2030? Why not 2026?
- 85% planning principles
- 15% measures
- No time plan, no resource plan
- No prioritisation
- No evaluation plan
- No accompanying measures (e.g. parking)
- Only 10% in the central area
- Lots of gaps in the network



2011 Shared Space Sonnenfelsplatz

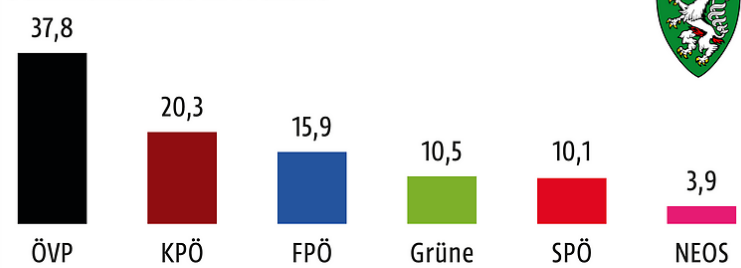




2021 Begegnungszone Lendplatz

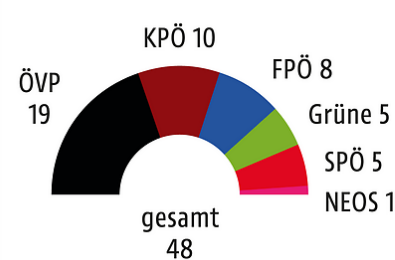
Gemeinderatswahl in Graz 2017

Stimmenanteile in Prozent



Election results?

Sitze im Gemeinderat

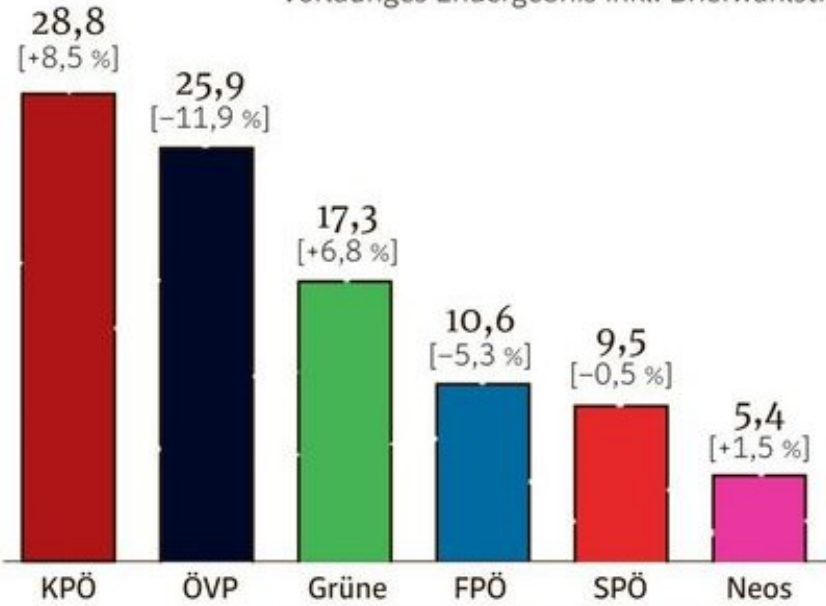


Sitze im Stadtssenat

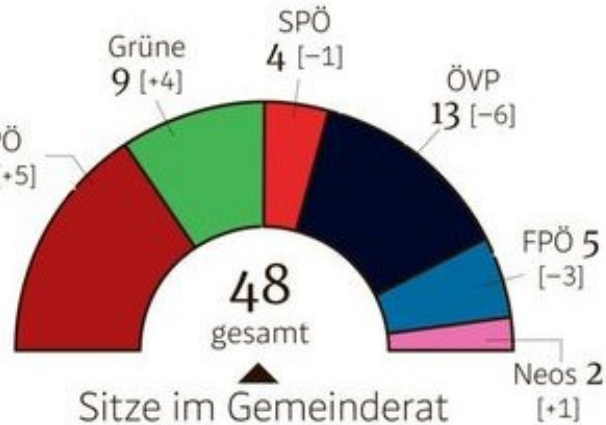


Gemeinderatswahl in Graz

Vorläufiges Endergebnis inkl. Briefwahlstimmen | Veränderung zu 2017



Sitze im Stadtssenat



Sitze im Gemeinderat

INNOVATIONS
STADT
GRAZ

Klima
FONDS

BEAUF
TRAGTER

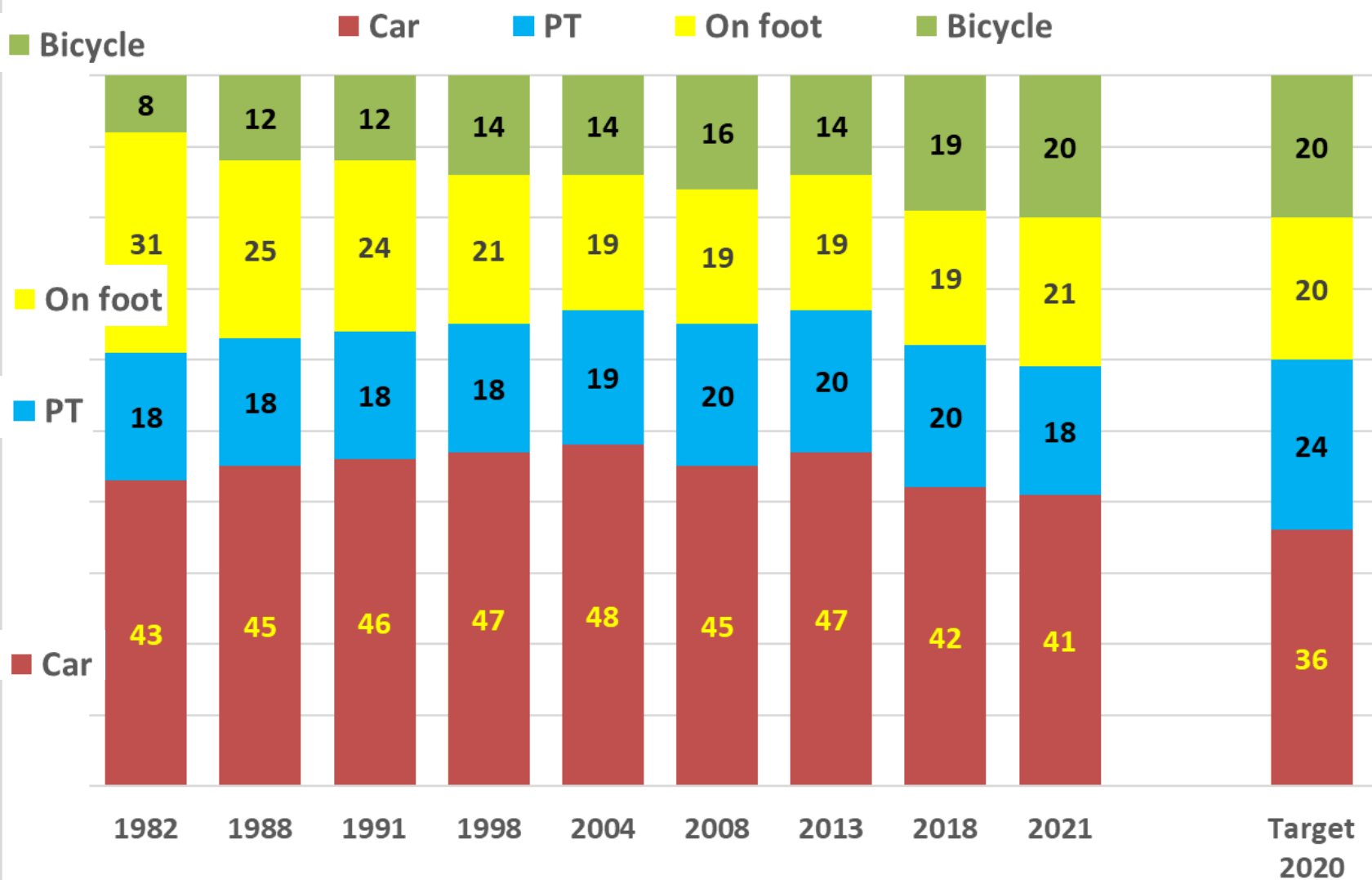




Responsibilities of the Green councillor

- Building/Construction directorate (coordination, large projects)
- City planning (including public spaces)
- Traffic planning
- Traffic department (parking, legal services, traffic monitoring, traffic lights, maintenance, construction))
- Environment
- Green spaces
- In short: everything you need for city transformation by way of managing mobility!

Modal Split - in Graz in % of all trips



'THIS BOOK GIVES YOU THE BEST CHANCE OF WINNING YOUR MATCHES ON THE PITCH, IN THE BOARDROOM OR IN THE MARKET' **SAM ALLARDYCE**



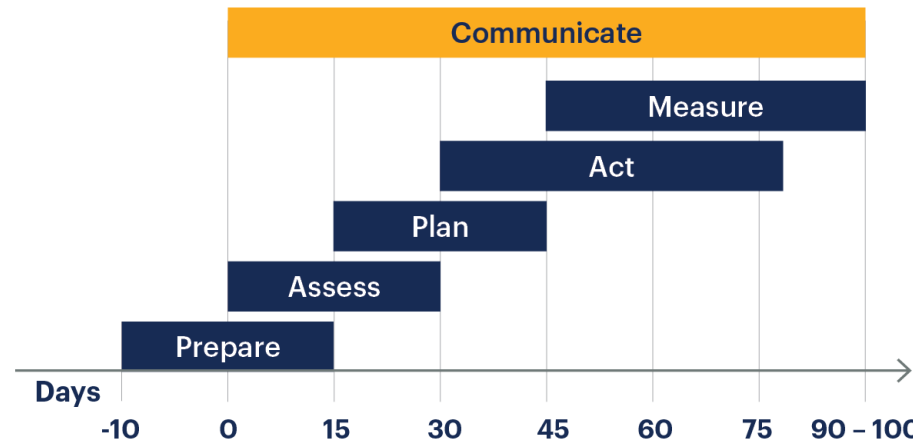
BY PHIL DENTON & MICKY MELLON

YOUR FIRST 100 DAYS

HOW TO MAKE MAXIMUM IMPACT IN YOUR NEW LEADERSHIP ROLE

NIAMH O'KEEFFE

First 100 Days Roadmap



gartner.com

Source: Gartner
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Gartner

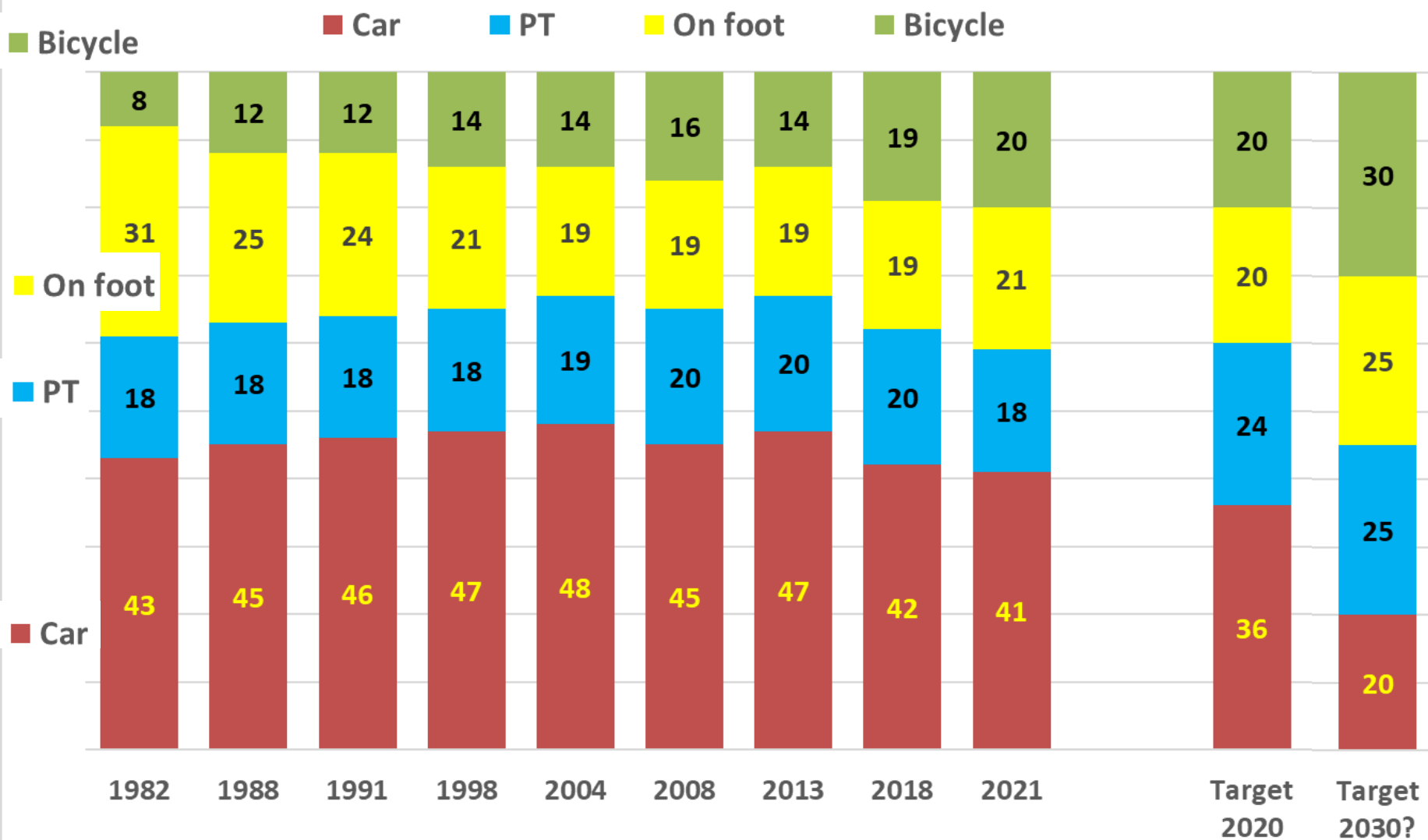
What's the deal with the FIRST 100 DAYS OF A PRESIDENCY?



What's the role of MoVe-iT now

- Support with expertise
- Supportive criticism (konstruktive Kritik)
- Meetings with the leading politicians of the coalition
- Suggestions for targets, evaluation
- Investment suggestions for the bi-annual budget until 2023

Modal Split - in Graz in % of all trips

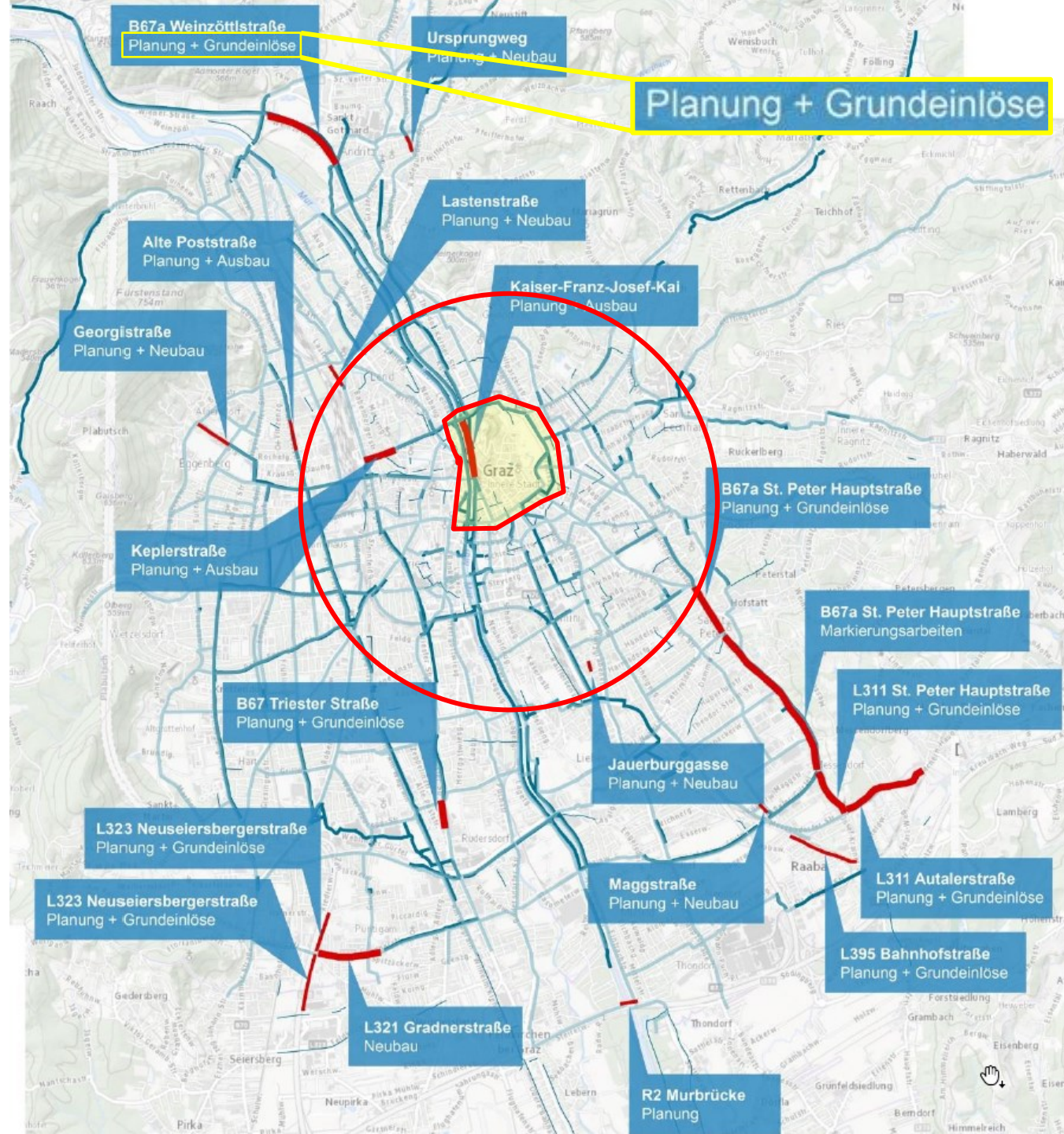


So far...

- Large car tunnel under railway.... Cancelled
- Study on public transport extension to be published... (to cancel the Graz metro)
- New square in the centre to be car free (minus 16 car parking spaces)
- Wider bicycle path along part of the river (minus 20 car parking spaces)
- Mobility survey result: car driving modal share lowest since begin of surveys...
- The city government approved the climate change plan (CO2 neutrality by 2040) and the „principle part“ of the bicycle Masterplan
- Finally the Masterplan Radoffensive starts building...

Realisations 2022

- Wow 19 new measures!!
- But....
- Only one measure really central
- 17 of them „Planung“
- 8 „Grundeinlöse“ buying land
- Hardly anywhere any space taken away from the car...
- Building „extra“ infrastructure



Geh- und Radweg Weinzöttlstraße



Bicycle path markings started disappearing



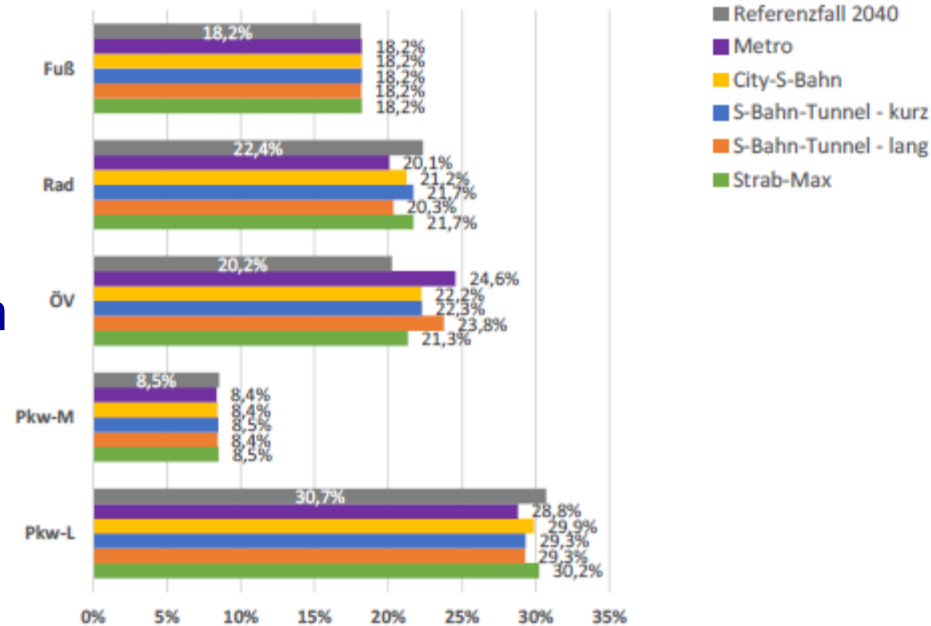
300 page report on the future of PT in Graz came out

- 16 experts involved
- 1 year in the making
- 5 extension variants including metro in Graz
- Result: we must build the S-Bahn Tunnel in Graz and a huge extension of the tramway
- And start preparing now to be ready in.... wait for it...
- 2040!!!

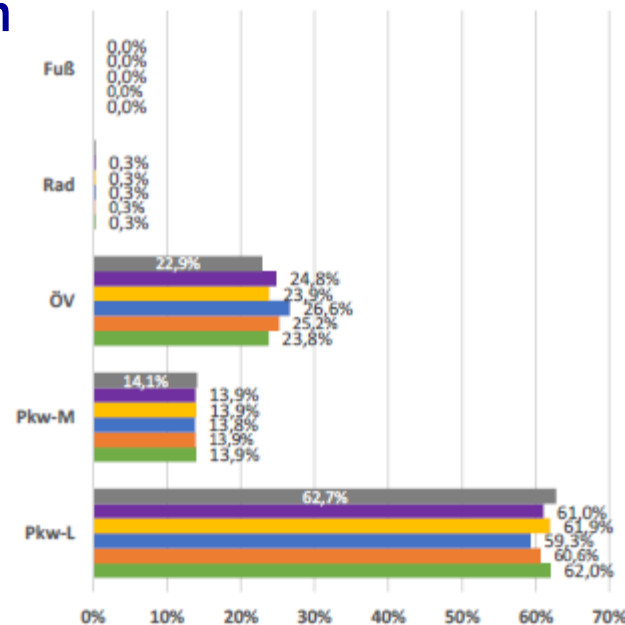
On page 202
you find this:

- Car traffic goes down by 1.5%-points
- Bicycle traffic goes down by 1-2%
- And on page 230:
- Investments: 2 Billion
- Plus operating costs 60-80 Million/year

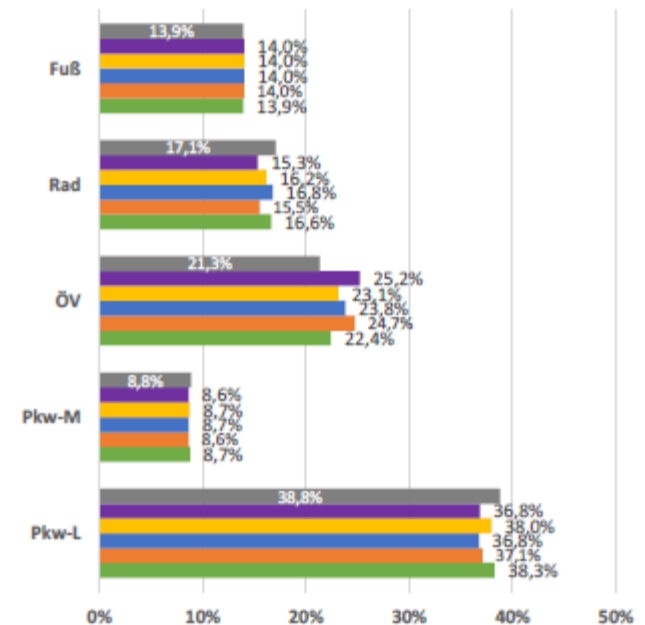
Grazer Wohnbevölkerung



Quelle-Zielverkehr Graz



Gesamter Graz-bezogener Verkehr



What's going on?

- Large part of the city officer corps is still very much „old school“
- Everything can be solved by public transport
- Most restrictions for the car are in principle a „no go“
- Car traffic will be growing forever and we have to accommodate that
- Yes we should build infrastructure for pedestrians and bicycles – but not at the cost of ANY space for car traffic
- Any such plan has to prove via expert assessment that it is not detrimental for car traffic
- They love making plans
- They do not like big changes and hate experiments
- They are now the main obstacle for city transformation!
- The 18 year conservative government left behind a city with tight budget restrictions

Superblocks and Superblockisation



SUPERBLOCKS - The Future Of City Planning

435K views • 4 months ago



Adam Something ✓

It even sounds like a WWE event, so maybe Americans will also be on board with



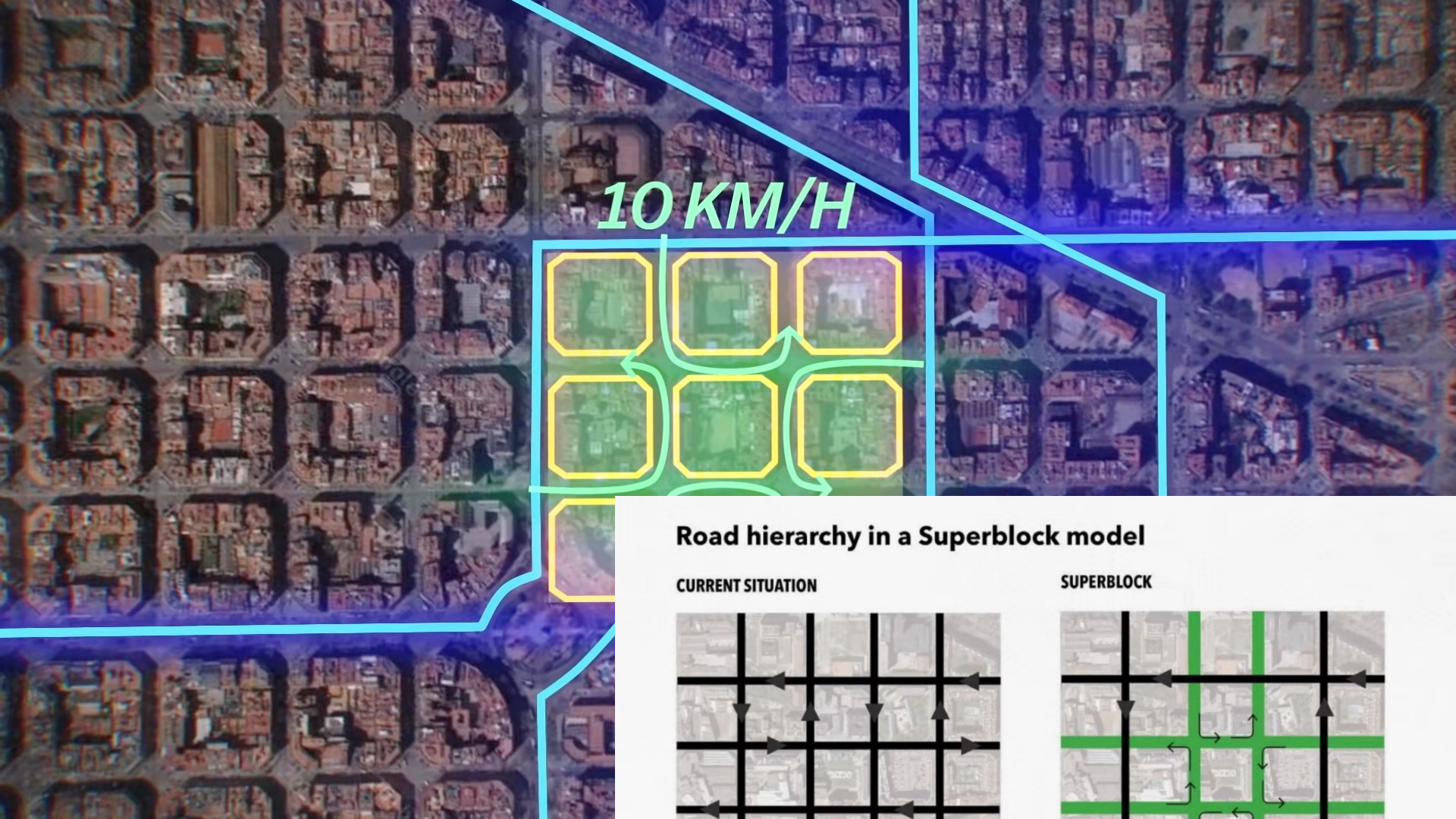
The Superblocks of Barcelona

11K views • 1 year ago



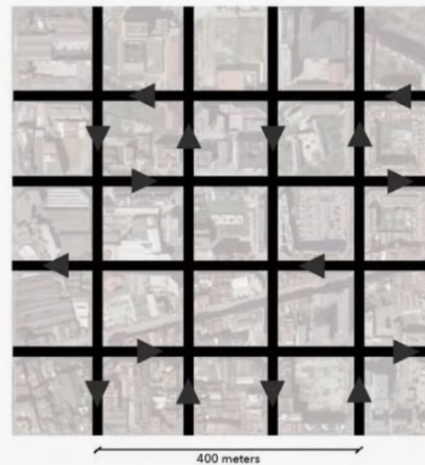
The Life-Sized City

In this outtake from the S03 episode of The Life-Sized City's Barcelona episod



Road hierarchy in a Superblock model

CURRENT SITUATION

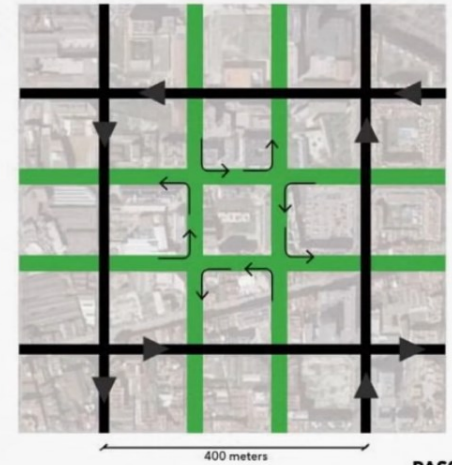


Basic network: 50 km/h



SOLE RIGHT: DISPLACEMENT.
HIGHEST AIM: PEDESTRIAN.

SUPERBLOCK



Local network: 10 km/h



EXERCISE OF ALL THE RIGHTS THAT THE CITY
OFFERS. HIGHEST AIM: CITIZEN.

PASSING
VEHICLES
DO NOT GO
THROUGH

The way to the Superblock in 4 simple steps

1. Find the right area
2. Reorganise traffic so there is no more through traffic
3. Reduce parking (limit it to residents)
4. Be creative in using the traffic space you have won

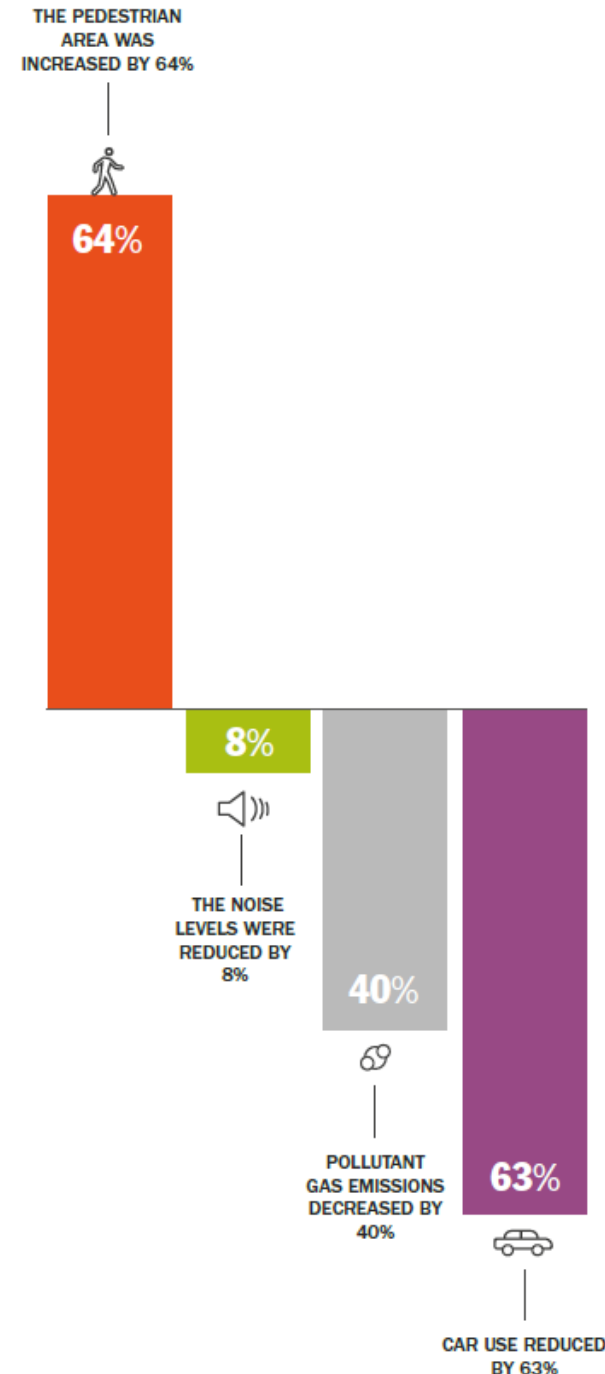


Superblocks – Further success factors and principles

- **Shared spaces, bicycle streets, pedestrian zones, more trees, plants, flowers, street furniture**
- **Room for spontaneous usage: flee-market, play**
- **New usage: playgrounds, urban gardening, seating, sports areas**
- **The experiment should go for at least a year, flexible changes should be made possible**
- **Involve citizens, but vote should only be made after provisional changes have had a chance to be demonstrated**

Barcelona

- 500 Superblocks were planned first ideas 1981
- 2015 – nothing realised
- 2015 new government, Ada Colau mayor
- 2016 first pilot in Poble Nou
- 2018 experimental Low-Cost introduction
- Initially a lot of resistance
- But it became a success
- Now more fixed, higher quality installation



Superblocks in Vitoria-Gasteiz

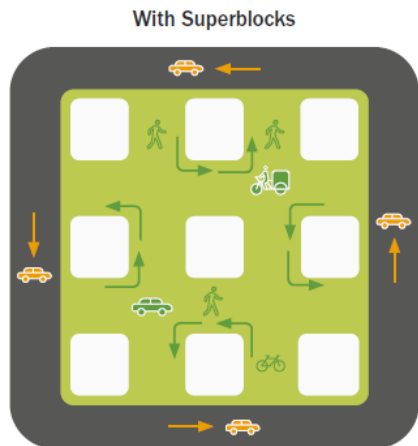
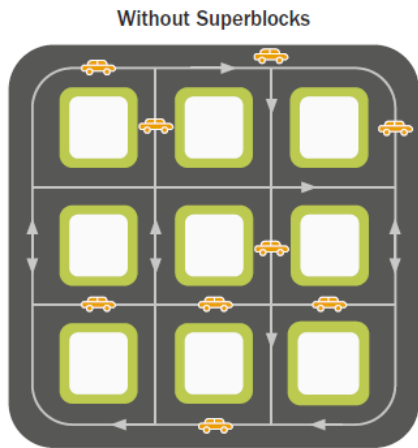
- 63 Superblocks in Vitoria-Gasteiz, 48 more in planning
- Costs of 5 million Euro / Superblock
- Main money for street transformation and park garages
- Similar: initial resistance, later success
- 27% Reduction in car traffic
- Doubling of bicycle modal share within 3 years



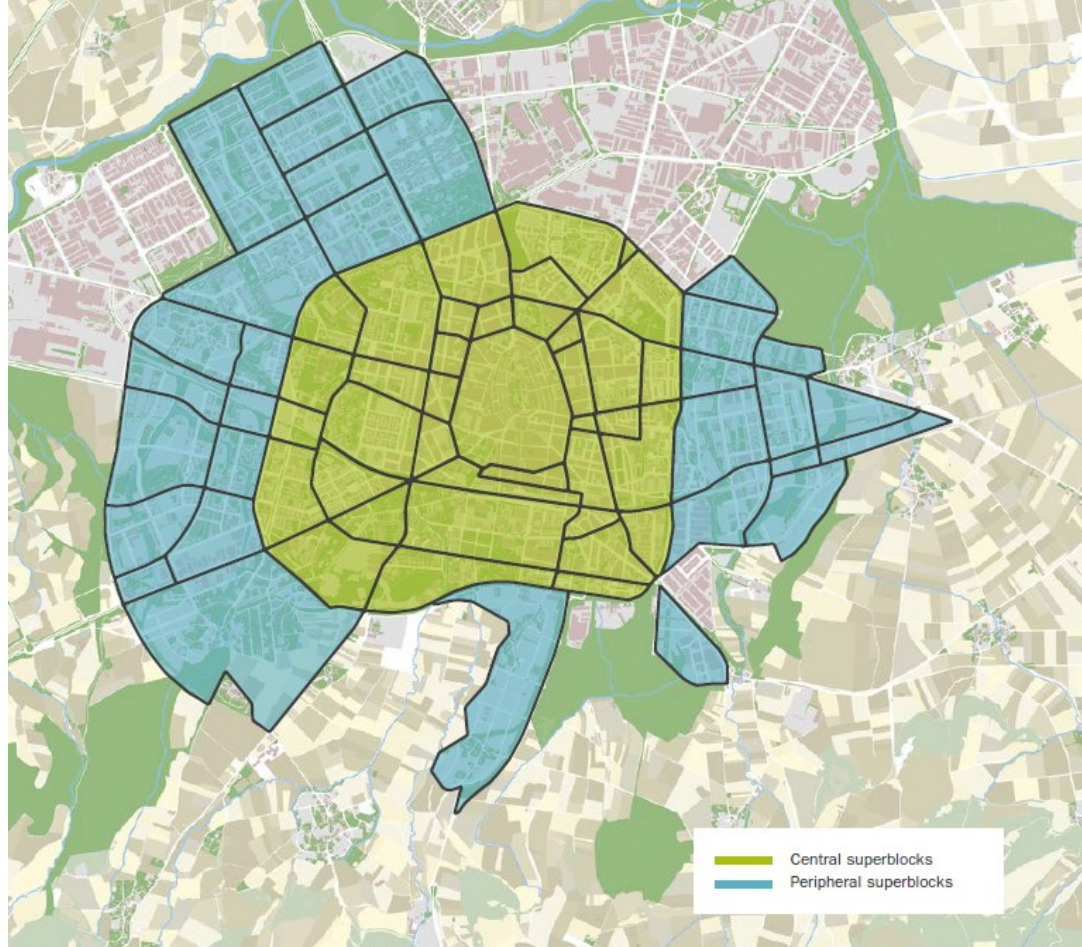
▼ Transformation of Sancho el Sabio street,
after the implementation of the first
superblock in Vitoria-Gasteiz.





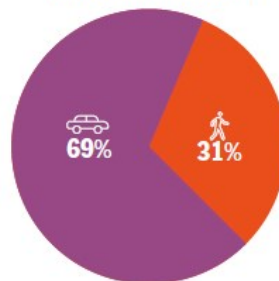


▲ Superblocks proposal map

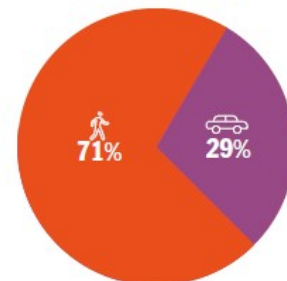


▼ Allocation of Public Space

Without superblocks



With superblocks



Superblockisation: organise the whole city as Superblocks

- Vitoria Gasteiz
- Graz (MoVe-iT)
- You need a network of main streets – the remainders are superblocks
- Advantages of Superblockisation
 - More clear logic of street hierarchisation to make decisions like:
 - Where to put pedestrian zones, shared spaces, living streets etc.
 - Where is my future network for pedestrians, bicycles, public transport
 - Planning, prioritisation, budgetting, resource management
 - How many km of which type of transformation will I need
 - How many do we want to realise per year

Graz 2030 Superblocks

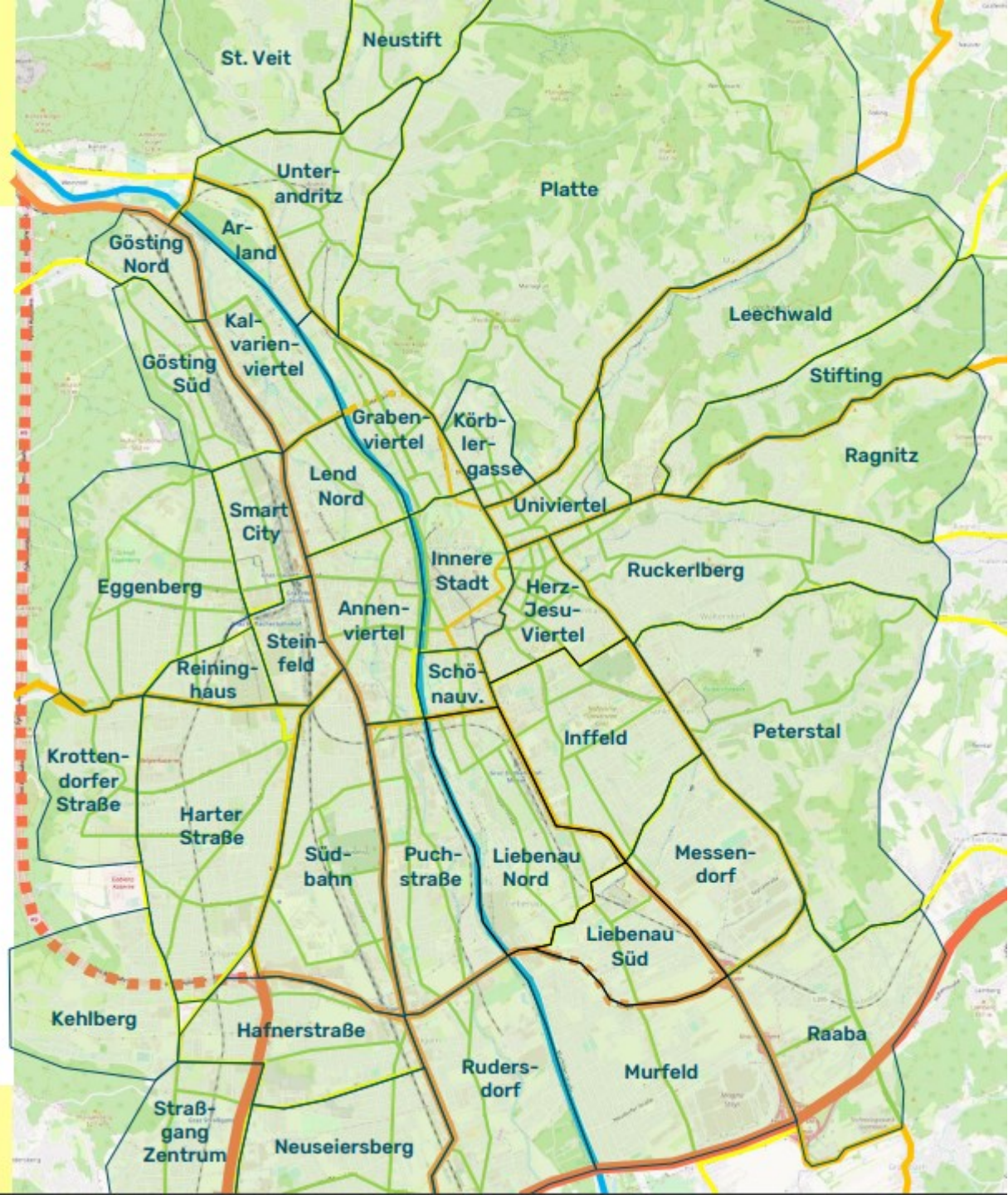
MoVe iT

Verkehrsberuhigte Viertel in Graz

Name des
verkehrsberuhigten
Viertels

Quelle: Eigene Darstellung.

Zwischen allen übergeordneten Straßen werden verkehrsberuhigte Viertel eingerichtet.





- Street with 55% bicycle traffic, 15% car traffic, 25% pedestrian
- One of the 12 „Hauptadrrouten“ main bicycle routes in Graz



- The evolution of an intersection
- © Oto Ozols, Riga

What do we do now – as MoVe-iT and me myself?

- Contact to other cities in similar situations
- Advise some key persons in the city government
- Help to design a strategy of cooperation but also of forcing the policy with and if necessary against the „old-schoolers“
- Provide guidance on prioritisation, evaluation and resource allocation
- Keep on going with influencing public opinion
- Next project is to raise awareness and get experiments on superblocks with press releases, presentations, seminars

Lessons learned on city transformation

- Politics is very important
- But winning elections is not enough
- Get a strategic position in government
- City transformation is also the transformation of the city officer corps
- Be prepared for that
- Do not be content with small steps
- Prepare to be able to have lots of design experiments
- Superblockisation is the main key for city transformation

- Stay inspired!
- Kiitos, thank you!

Have a great lunch!

