CITY OF TAMPERE DIGITAL VISION 2035

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Image: Laura Vanzo / Visit Tampere

Foreword

Digital transformation has fundamentally reshaped our lives. The advance of digitalisation means comprehensive change for the operating environment and operations of cities.

In the increasingly digital world of the future, Tampere will be a city of action – smartly digital, digitally equal. Our key task is to ensure that no one is left behind, regardless of the pace of digital change.

The City of Tampere's Digital Vision 2035 brings together our view of how we want to make use of digitalisation and its opportunities. The Digital Vision serves as a strategic guidepost for renewing our city and for the digital roadmap, which is prepared for four years at a time. Through this vision, we ensure that digitalisation best supports the lives of Tampere residents and visitors, the area's businesses and communities, and the City of Tampere's own operations.

Juha Yli-Rajala, Group Chief Executive Officer
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Image: Mikko Vares

The Digital Vision creates and strengthens the foundation for the City of Tampere's strategic digital development

**The Tampere City Strategy
and the Mayor's Programme**

City of Tampere Digital Vision 2035

Service Plans

Digital Roadmap

The Strategy and the Mayor's Programme establish
the city's shared strategic vision and direction
of development.

The Digital Vision sets out the city's long-term
vision, principles and objectives for digitalisation. It
brings together the strategic guidelines and
development measures related to digitalisation
into a single, city-wide vision. The Digital Vision can
be further specified with inputs from individual
service areas.

Service plans guide the work carried out during the
council term. Service plans set the priorities for
operational development as well as objectives across
different areas.

The Digital Roadmap is an annuallyupdated
document, which covers the city-wide plans for
digital development in the following four years.

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The City of Action – Smartly digital, digitally equal

Advancing towards the 2035 Vision with stakeholder-specific goals

Tampere residents and visitors

In Tampere

- interaction with the city is human and smart;

- services are proactive and supportive in diverse life events;

- the physical and digital environment merge seamlessly.

Tampere's businesses and communities

City of Tampere

- supports the success of businesses and communities with data-driven and proactive services

- creates vitality through knowledge

- offers an attractive collaboration platform for business, research, and the public sector.

City of Tampere's own operations

City of Tampere's

- productivity develops through digital intelligence

- employees have technology as a natural work partner that brings added value

- operations are digitally adaptive and cross organisational boundaries.

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Image: Mikko Vares

Goals of Digital Transformation: Tampere residents and visitors

1. Interaction with the city is human and smart

- Digital services adapt individually to the life and leisure of residents and visitors alike. Smart services take into account customer needs and wishes as well as, for example, age and life situation. In addition, they can be accessed in multiple languages.

- Example: When a young person graduates, AI acts as a mentor, helping them map out and compare different paths to further studies and working life. It also provides examples of the career paths of others in a similar situation.

2. Services are proactive and support diverse life events

- Services adjust proactively to life events, such as the birth of a child, starting a business, or changing jobs. The city automatically provides (with consent) coordinated services across organisational boundaries that help people at life's turning points.

- Example: When a child starts school, the family's digital view brings together communication, transport connections, and safe support services. A digital assistant helps the family resolve issues they are concerned about.

3. The physical and digital environment merge seamlessly

- Technology makes the physical environment more functional and services more accessible and user-oriented. Services are combined with real-time information and personalised content that improve both availability and impact of the service. As digitalisation advances, in-person service encounters will also continue to have their place.

- Example: The entire city's physical environment becomes a learning environment. When augmented reality uses smart glasses to reveal soil layers and the water purification process, and haptics, or digital tactile feedback, brings the observations even closer to physical reality.

Goals of Digital Transformation: Tampere's Businesses and Communities

1. The City of Tampere supports businesses and communities with data-driven and proactive services

- City services for businesses and communities are proactive, smart, and interoperable. Services are developed in cooperation with the businesses and communities that use them.

- Example: The city identifies at an early stage a rapidly growing sector where new companies are emerging. Businesses receive support from the city for their growth and needs, such as access to skilled labour and continuous learning.

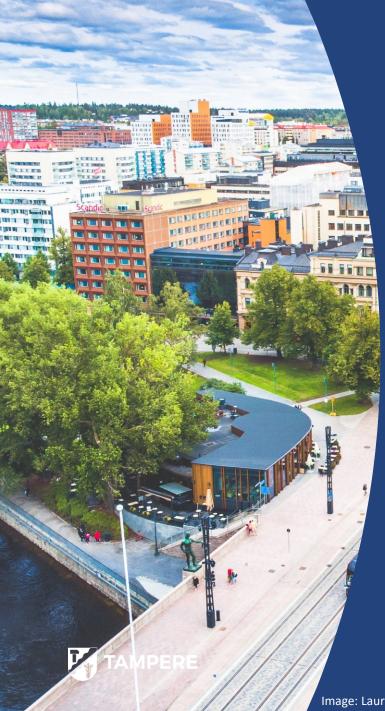**2. The City of Tampere creates vitality through knowledge**

- Tampere produces high-quality data to support regional growth and the data economy. The city enables the use of data through partnership and business models in a secure and controlled way, encouraging businesses and communities to participate. The data economy promotes the development of services, research, and innovation among businesses and communities.

- Example: A growth company developing smart traffic solutions uses the city's traffic data and infrastructure from its smart mobility environment to improve the safety of autonomous transport. The concept is developed in Tampere and later exported to other cities in Finland and abroad.

3. The City of Tampere is an attractive collaboration platform for business, research, and the public sector

- Tampere is an international pioneer in areas such as the use of virtual worlds and artificial intelligence. The city is a collaboration platform and partner that connects the physical and digital, enabling encounters, co-creation, and the emergence of future solutions and services.

- Example: Tampere's digital twin is a real-time virtual world that offers a new way to experience the city and to create new services in the city. It enables residents, decision-makers, businesses, and communities to take part in planning and decision-making.

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Image: Mikko Vares

Goals of Digital Transformation: City of Tampere's own operations

1. Productivity develops through digital intelligence

- To improve productivity, the city systematically makes use of artificial intelligence, data, and automation in the development of work processes and services. This enables operations that are significantly more impactful and cost-effective than before.

- Example: In building control, AI gathers information about builders' needs and automatically checks them against zoning regulations and legal requirements, allowing experts to focus on guiding demanding projects.

2. For employees, technology is a natural work partner that adds value

- City employees are provided with digital tools tailored to their role and needs as well as opportunities for continuous learning and updating their skills, so that the potential of digitalisation can be fully utilised. This makes everyday work easier and allows focus on meaningful tasks.

- Example: In education, digital assistants compile information from different sources for pupils and transform it into clear wholes, enabling teachers to concentrate on guiding individual learning and developing students' critical thinking.

3. Operations are digitally adaptive and cross organisational boundaries

- The city renews its management and operating models to fully harness the potential of technology, creating the basis for an adaptive operational culture. The city and its public partners build shared digital practices to ensure that the services work together.

- Example: Inter-agency cooperation has evolved into an intelligent ecosystem where information flows automatically and securely across organisational boundaries. This enables smooth collaboration that addresses customer needs as a whole.

Image: Laura Vanzo / Visit Tampere

The City of Action – Smartly digital, digitally equal

In Tampere of 2035, the digital and the physical complement one another. Services are proactive and individualised, the city is an attractive collaboration platform, and the people that make Tampere use digitalisation intelligently.

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