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Teppo Sulonen | Director, information management

Mobile phone: +358 (0)40 0237 440  
teppo.sulonen@tampere.fi

-  Cultural industry
-  Service innovations
-  Creative structures



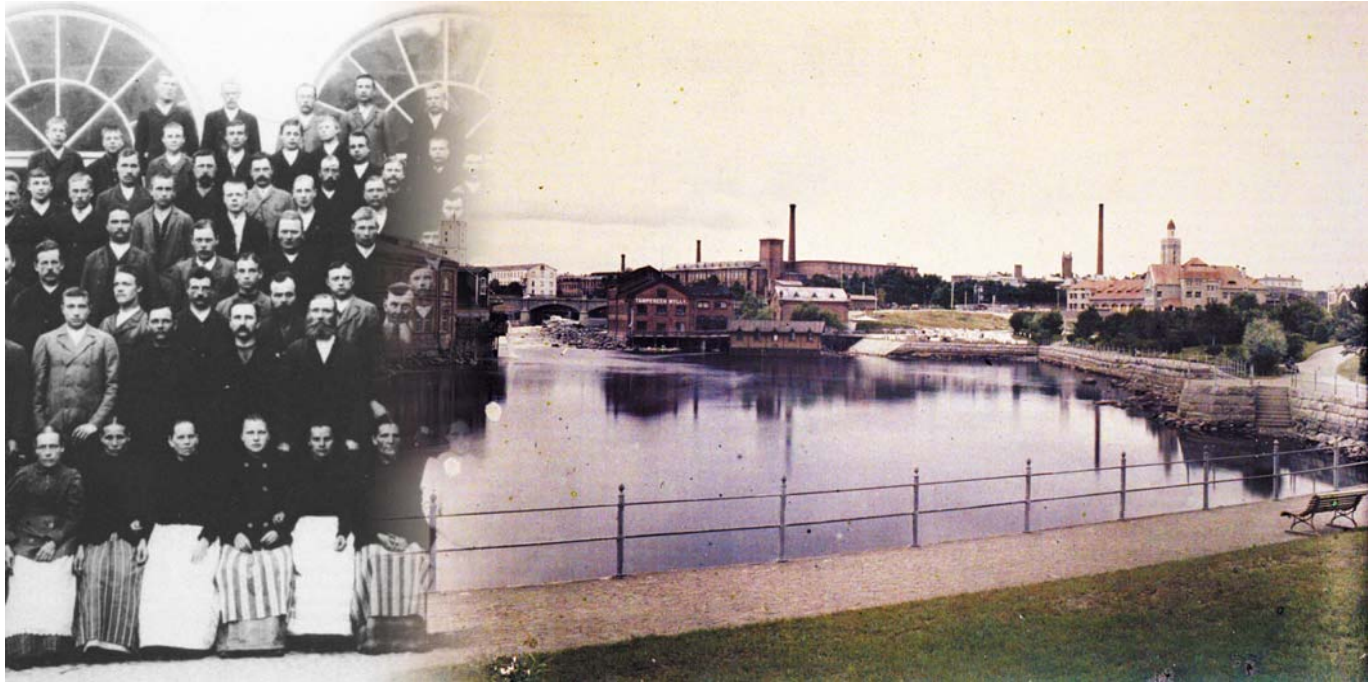
# The City of Tampere

- An inland city of more than 200,000 citizens
- 16.000 employees
- eTampere information society programme
  - 2001 – 2005
  - Volume 130 M€, city investments 15 M€
- Creative Tampere programme
  - 2006 – 2011
  - City investments 10 M€



*Tampere is an international growth centre with good services, expertise, and creativity*

# To the rapids



# A magnetic growth centre





## An excellent alliance of business, science, and technology

- Strong customer base in world-class clusters
- Multidisciplinary and co-operative atmosphere
- The birthplace of Nokia
- An active business environment with more than 17,500 enterprises
- A high standard of education offered by two major universities and three polytechnics
- 40,000 talented students eager to utilise their skills and expertise




- Information society development programme **2001–2005**
- Strengthening of expertise, generation of new business, and development of public online services
- Six sub-programmes:
  - information Society Institute
  - eBusiness Research Center
  - Research and Evaluation Laboratory
  - eAccelerator
  - Technology engine programmes
  - Infocity

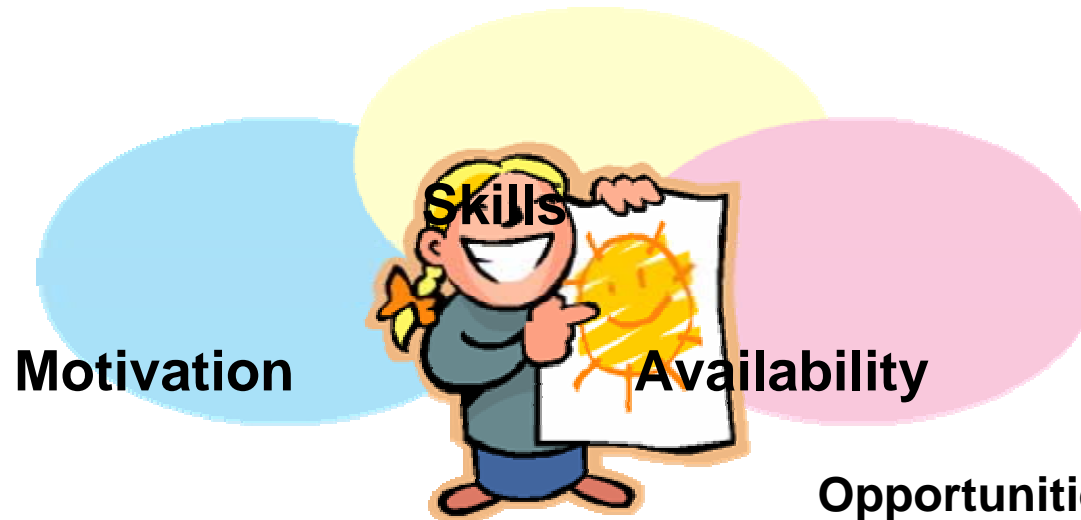
## eTampere sub-programmes, 1/2

- Research and Evaluation Laboratory (RELab)  
Produces easy-to-use services for everyday life and test environments for the production, development, and evaluation of services.
- Technology engine programmes  
Bring top expertise for the use of enterprises through high-quality research: adaptive software components, user interfaces, perception of information, neoreality, broadband data transfer.
- eBusiness Research Center (eBRC)  
Produces research-based and practical expertise related to electronic business for the use of enterprises and the public sector, also acting as a matchmaker for companies, other organisations, researchers, and financiers.

## eTampere sub-programmes, 2/2

- 
- eAccelerator  
Shoots companies with unique, high-technology-based ideas onto the international growth path.
  - Information Society Institute (ISI)  
Through multidisciplinary research, development, and educational activities, advances the building of an information society based on active citizenship and the development of its daily practices.
  - Infocity  
Builds Tampere into a model city of the information society by developing practical online services and improving the citizens' skills in their use.

# Citizens' knowledge society resources



## Willingness to learn and use services

- New services that provide benefits and pleasure
- City of Tampere and private services
- Mansetori community spirit, democracy, participation

## Training

- Netti-Nyssa Internet bus
- Trainers' cooperation network and joint brochure
- Brief eCard training
- Events such as Nettikinkerit and Taming of the mouse
- San'ny email service
- Tietotori information forums in the Tammela district

## Opportunities to use services

- Free-of-charge Internet access points
- More than 100 public access points
- The use of IT classrooms in schools
- Affordable connections at home
- Comparison service for Internet connections
- Tietotori information forums

## First in the world



1974	NMT mobile call
1978	Cash point machine
1984	Biodegradable implant
1985	Electromechanical film (EMFi)
1991	GSM mobile call
1993	Analogue cellular data card – Nokia
1994	GSM data card – Nokia
1995	Internet call – TeliaSonera
1995	Walking forest harvester
1996	Personal digital assistant – Nokia Communicator
1997	Data Suite – Nokia
1997	GSM card phone
1998	Digital x-ray image – Imix
1999	WAP Server – Nokia
2000	Automated mine loading
2001	Gaming and camera phones
2003	FogScreen walk-through display
2003	Automated container terminal
2005	Linux-based Internet tablet
2006	Bio-absorbable antibiotic implant

# The Creative Tampere programme in a nutshell

- The City of Tampere's new business development policy programme
  - will be implemented in **2006–2011**
- It continues the programme-based business development policy
  - utilising experience gained from the eTampere and BioneXt programmes,
  - and has been preceded by extensive preparation and discussion of Tampere's new strategic initiatives
- The City Board approved the project on 3 April 2006
- The launch was on 12 September 2006, and an open application process began at the same time

The city's seed money for 2006 is MEUR 1.2


## Operating model for the programme

- The city acts as a facilitator
  - Project ideas, project implementation, and administration originate with the parties involved
  - The City of Tampere is the programme originator and acts as a facilitator, in addition to formulating the concepts and setting targets for them
- The implementers are enterprises, research and educational institutions, and associations and other organisations
  - The programme will co-operate closely with various branches of the city's administration
- Seed money for initiating the projects has been reserved in the budget
  - Programme success will depend on the project ideas proposed

*We are offering an opportunity  
- You decide on the content!*



## Programme targets

- 
- To create new jobs in the programme's selected theme areas
    - a second target is to support the renewal of existing jobs and changes in the content and nature of the work
  - To increase recognition and improve the image of the Tampere region
    - to attract tourists, experts, and business
  - To create new kinds of co-operation networks
  - To promote interaction between representatives of different sectors in order to develop new creative concepts
  - Contentual targets of the programme:
    - new national and international success stories
    - successful business derived from content
    - creation of new services for all Tampere residents

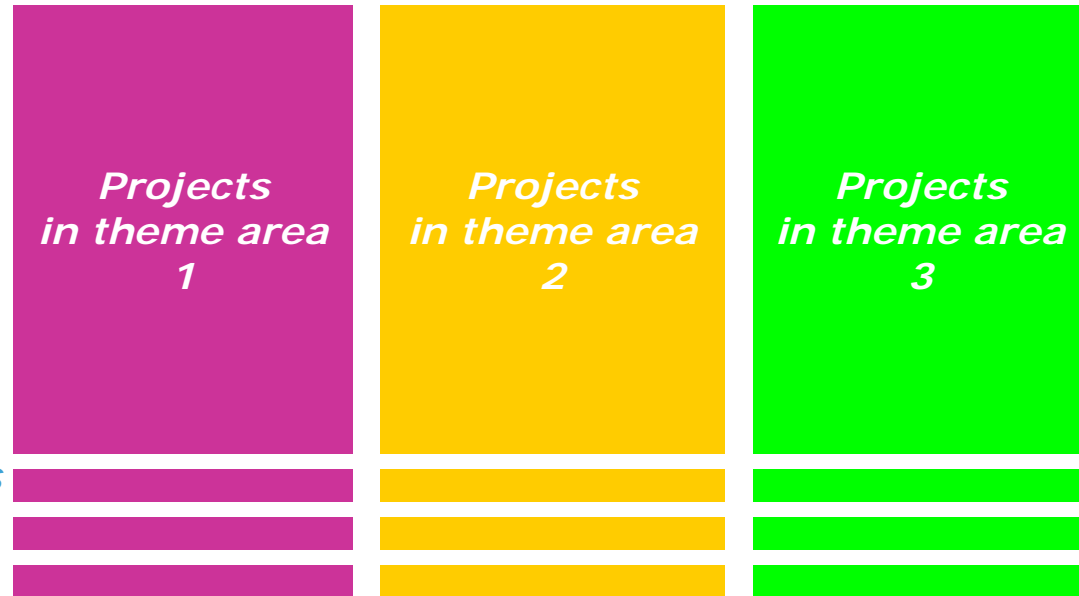
# Project types in the programme



**Actual projects**  
10–40% assistance

**Preliminary reports**  
Assistance/project  
80–100%

**Support functions**  
Assistance/project  
50–100%



*Development activity, training, consulting, etc.*

*No urban area can be the best at everything.*

*We have to pick and choose where we want to be the world's best. However, we have to simultaneously keep up with changes in the operating environment, new trends, and rising stars – even the surprising ones!*

# Three programme theme areas



Cultural industry



Service innovations



Creative structures



**Cultural industry**

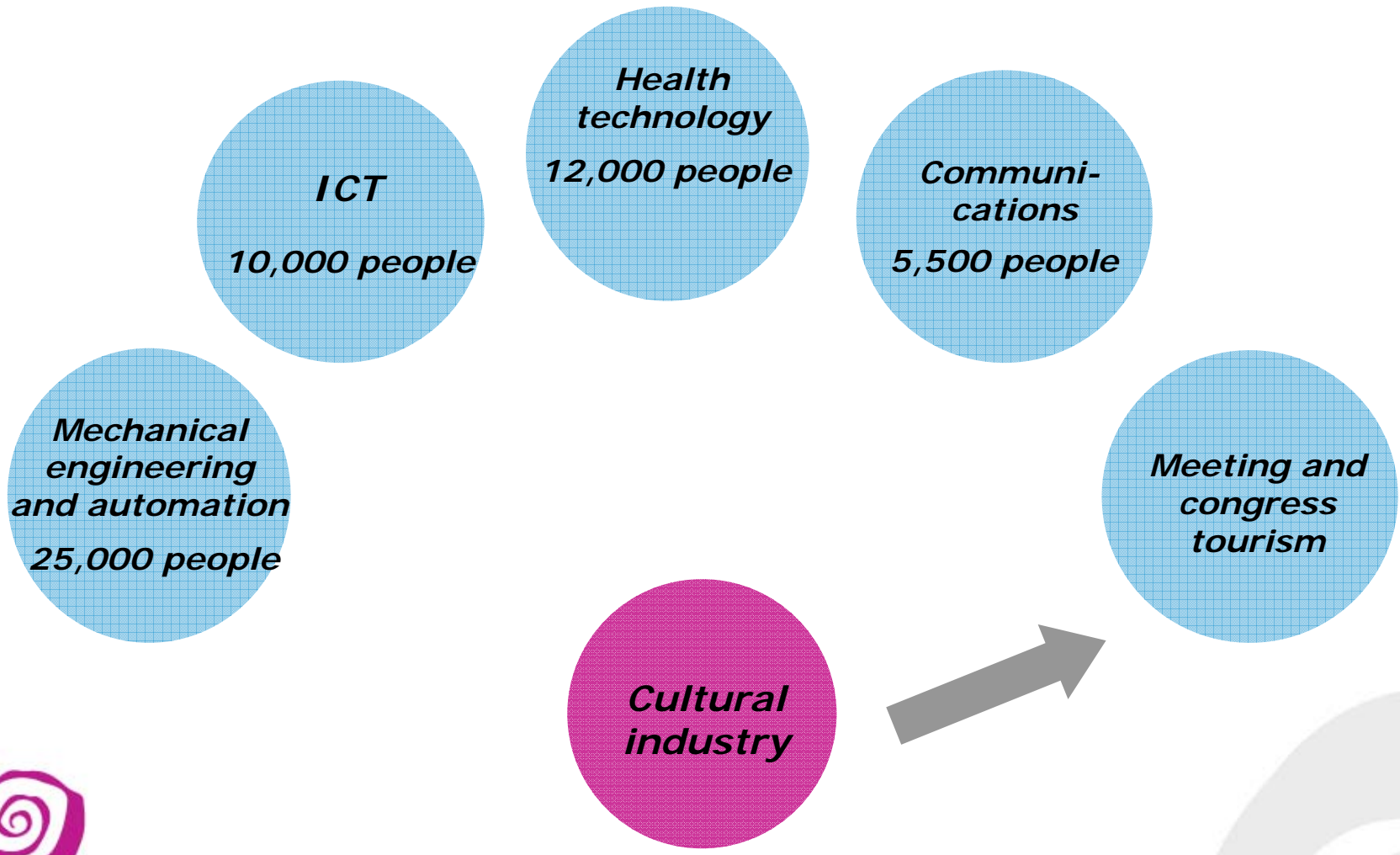


**Service innovations**



**Creative structures**

# Cultural industry as a designated strategic sector





**Service innovations**



**Cultural industry**



**Creative structures**

# New service innovations facilitated by technology



*Services for  
ordinary Tampere  
residents*

*New public and  
private services*

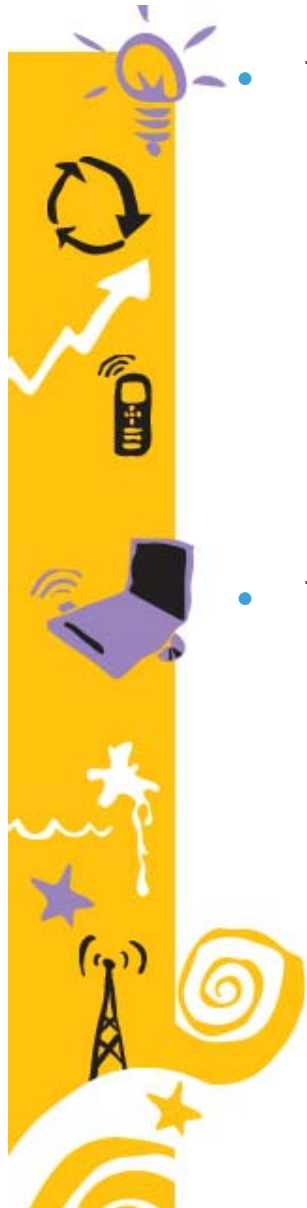
*Development of  
public-sector  
activities*

*Developing activities,  
increasing availability,  
and improving quality*

*Improving basic infrastructure*

*Creating a competitive and attractive  
operating environment*

# New service innovations



- Targets

- To promote new business models and support the establishment of companies
- To create innovations based on new customer-oriented services
- To develop new service platforms supported by, for example, technology
- To promote a customer-oriented service culture
- To develop networks that produce services
- To renew service processes

- Target groups

- Companies and organisations that develop and provide services
- Public-sector parties
- Ordinary Tampere residents



- Business Process Modelling
  - **Service process development**
- Service Oriented Architecture
  - **SOA**
- Internet and mobile services
  - **Wireless Tampere**
- Master Data Management
  - **Data integration**
- IT governance
  - **ITIL**

## What is Creative Tampere?

- A business-oriented accelerator of growth in selected creative sectors,  
which uses creative sectors to create new services, profitable business, and jobs in collaboration with companies and other organisations in the Pirkanmaa region.
- A diverse networker,  
which brings together companies, other organisations, and customers within the cultural industry as well as representatives of business life.
- A facilitator of new business, services, and creativity,  
which offers a framework and opportunities for initiating different projects and developing the prerequisites for inspiring urban construction and creativity.



[www.creativetampere.fi](http://www.creativetampere.fi)

**OPPORTUNITIES. SUCCESS. WINNERS.**

**Join us and help make Tampere the  
brightest star in the creative industry!**

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