

CTUR *citynews*

N. 9/2011

CTUR Thematic Network
URBACT II Programme

CTUR IN HELSINKI FINLAND

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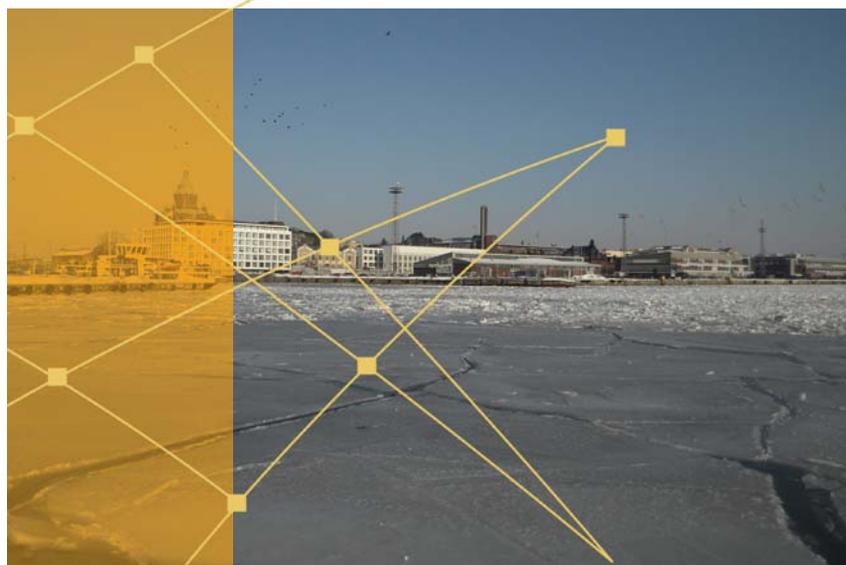
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The CTUR Thematic Network tour left the Aegean Coasts to return on the frozen Baltic Sea and make its eight stop there.

Helsinki, the capital and largest city in Finland, located on the shore of the Gulf of Finland, an arm of the Baltic Sea, hosted the 8th Seminar of the CTUR Network, a workshop dedicated to the Managing Authorities and Expertise.

“Helsinki: A home for all boats”



European Union
European Regional Development Fund

Connecting cities
Building successes



INTRODUCTION TO THE 8th SEMINAR IN HELSINKI (FINLAND)



CTUR Lead Partner, Gaetano Mollura

The 9th issue of CTUR Citynews is focused on Helsinki (Finland), that hosted the CTUR “Steering Committee, Expert and Managing Authorities workshop” on 9th - 11th March 2011. This workshop was an opportunity to analyse the re-development activities aimed at promoting cruise traffic at Hernesaari and Jätkäsaari. This major project will turn the area of Hernesaari into a new seaside residential, business and leisure district; it is due by 2030 but even before the overall project comes to an end the city of Helsinki is working to obtain also short and medium term results by participating in a few European projects such as CTUR, Creative Metropolises and CLUSNET.

In fact in the area of Hanesaari, with its 300,000 cruise ship passengers each summer, new services and new provisional architectures and fittings will be implemented by the end of 2011 in order to guarantee passengers’ comfort despite the major construction works.

Several diverse initiatives will be taken for the “temporary use of Hernesaari and the cruise ship harbour”: a new water bus quay offering cruise passengers a new way to get to the Market Square and Suomenlinna, a sign-posting system and walking paths (cruise passengers who walk from the port to the city centre will be able to monitor the time necessary for the various itineraries). Furthermore the marketplace will also serve as a venue for events in the area: the Open Europeans 2011 - European sailing Championships will be held in Hernesaari. The industrial building next to the market will be converted into a “workshop village” where businesses could also rent small work facilities.

The choice of Helsinki as World Design Capital 2012 has strengthened the idea of Marianna Kajantie, head of the Department for Cultural policies, Helsinki City, to the rebuilding of Hernesaari, the area of the cruise terminal, to make it a display, a sort of “exhibit” of the elements making up city cultural identity. Avanto Arkkitehdit Architects has drawn up a plan for the shoreline around Hernesaari based on modern wood; there will be saunas that could be used year round by residents, cruise ship passengers and other groups; “the art wall”, a 170 mt long and 35 mt high wall along the side of the industrial building, will welcome over four million ferry and cruise ship passengers to Helsinki each year “...a good vehicle for the Finland or Helsinki brand in the spirit of World Design Capital 2012” as Jari Huhtaniemi, architect of the municipality, said.

It is very contagious the enthusiasm of the actors involved, who also took part to the redaction of the local action plan, elaborated within CTUR/URBACT. This positive thinking will by all means translated in very successful initiatives.

For who is interested in here follows all Ctur citynews just published and to be published:

- N.1/2010 Varna CTUR citynews available online on URBACT CTUR minisite
- N.2/2010 Matosinhos CTUR citynews available online on URBACT CTUR minisite
- N.3/2010 Trieste CTUR citynews available online on URBACT CTUR minisite
- N.4/2010 Dublin CTUR citynews available online on URBACT CTUR minisite
- N.5/2011 Alicante CTUR citynews available online on URBACT CTUR minisite
- N.6/2011 Valencia CTUR citynews available online on URBACT CTUR minisite
- N.7/2011 Rostock CTUR citynews available online on URBACT CTUR minisite
- N.8/2011 Rhodes CTUR citynews available online on URBACT CTUR minisite

- N.10/2011 Naples CTUR citynews next issue

CTUR Citynews are available at:
<http://urbact.eu/en/projects/port-cities/ctur/our-outputs/>

CTUR PARTNERS IN HELSINKI



All CTUR Network participants

Gaetano Mollura, Lead Partner City of Naples (Italy); **Vittorio Torbianelli**, CTUR Lead expert; **Pauline Geoghegan**, CTUR Thematic expert; **Luis De Carvalho**, CEO of Consult DC guest expert; **Greta Marini**, AIVP; **Gema Muñoz Alcaraz**, City of Alicante (Spain); **Jim Keogan** and **Eileen Quinlivan**, Dublin City Council (Ireland); **Derville Brennan**, Dublin Managing Authority (Ireland); **Amelia Castro**, Port Authority of Leixoes (Portugal); **Fernando Gomes**, CCDRN Matosinhos Managing Authority (Portugal); **Sebastiano Zilli**, Regione Campania, Naples Managing Authority (Italy); **Cristina Fato** and **Maria Luna Nobile**, City of Naples (Italy); **Marta Galbis Rocher** and **Cesar Jimenez**, Valencia Region (Spain); **Andreas Schubert** and **Dieter Hans Kluge**, City of Rostock (Germany); **Paraskevi Moraitou**, City of Rhodes (Greece); **Georgi Gilev**, City of Varna.



URBACT II Thematic Network CTUR

Cruise Traffic and Urban Regeneration of city port heritage as a key for the sustainable economic, social and urban development

Eighth Seminar
Steering Committee, Experts and Managing Authorities Workshop
Helsinki (Finland)
"A home for all boats"
9th, 10th and 11th March 2011



Source: CTUR 8th report written by Pauline Geoghegan

CTUR 8th seminar: Helsinki 9th 11th March 2011

The Helsinki event was a different seminar from the previous CTUR thematic seminars; it included an exchange of experience with Creative Metropolises network, another EU funded network of cities, a focus on Helsinki, the host city, with a presentation of the city and topics in the framework of CTUR theme, case studies and visit on site, as well as discussion on the Local Action Plans with host city ULSG members, partners' case studies, an encounter with the Managing Authorities from CTUR partner cities, presentation of the definitive Local Action Plans and the travelling exhibition panels, discussion with Steering Committee partners, experts, AIVP and Managing Authorities, and a discussion on final conclusions/recommendations from the network, final products and the final event with AIVP.

Joint event with two other European networks

On the eve of the opening of the CTUR meeting partners took part in an evening event and buffet dinner in Hernesaari, for an exchange of experiences between three EU funded Programmes: **CTUR Network**, the **Creative Metropolises Network** and **Clusnet**.

On the first morning of the meeting, three different **study visits** were organised and participants were invited to choose one option beforehand.

The first visit was organised by the CTUR project and the two other in collaboration with the Creative Metropolises network

which met in Helsinki on the same dates as CTUR

- **Hernesaari and Jätkäsaari**: these harbour areas located in the Western part of the city are at the moment under redevelopment. Jätkäsaari was the location of the main container harbour in Helsinki until late 2008, when the harbour moved to the new facilities in Vuosaari. Hernesaari is a former dock area where the city is working with an important city development plan, and is the focus of the Helsinki CTUR Local Action Plan.
- **Arabianranta area and Aalto University**: meeting with Philip Dean, the director of Media Factory (Aalto University), Arabianranta art tour and visit to the Fiskars showroom. <http://www.arabianranta.fi/en/info/> and <http://www.aalto.fi/en/>

Participants of the hosting city

Municipality of Helsinki:

Marianna Kajantie, City of Helsinki

Tuija Aavikko, City of Helsinki

Jari Huhtaniemi, architect of the Hernesaari area City Planning Department

Sara Kuusi, City of Helsinki

Local Support Group members

Pekka Timonen, director of the Helsinki World Design Capital 2012 foundation

Ville Hara and **Anu Puustinen**, Avanto architect

Olli Voutilainen and **Harri Ahlgren**, Helsinki Managing Authority

CITY OF HELSINKI (FINLAND): FROM WORLD DESIGN CAPITAL 2012 TO WEST HARBOUR TRANSFORMATION ON 2030

The city

Location: Finland

Population (2007): 568 531 (city) 1.3 m. (metropolis)

Number of people in employment: 75,3% (metropolitan area)

Unemployment rate: 5.2% (2008)

Income per capital: 22 621

The port

Ranking: international - first port in Finland

Administrative statutes: Municipal port managed by an Harbour Committee

Total traffic: 13.4 m G.T. (2007)

Container traffic (EVP): 431 000 TEU (2007)

Total passengers: 8.5 m pax (2006)

Cruise passengers: 330 000 pax - 270 calls (2008)

Direct employment: 276

Indirect and induced employment: 470 (direct - 2007); 700 (indirect and induced - 2007)

Source: CTUR Baseline Study R.M.

Source: CTUR Baseline Study R.M.

The presentation of the city and port by the local authorities and the people involved in the project during the opening meeting

Jari Huhtaniemi, Architect, Helsinki City Planning Department, The **Hernesaari** project.

In the 90s a new port was built to the east. The plan is now to build up the area over 20 years, with 20 000 inhabitants, 8 000 workspaces, a ferry and cruise harbour, marinas and parks. The area is linked to the city centre among the coastline with attractive parks.

Specific plans include signposting for the cruise tourists to walk

to the city centre, waterbuses to the city centre, a market place for passengers and local citizens, European sailing championships, a historical survey in view of creating a House of Dance in the former Ford headquarters, 'Design saunas' on the quayside, an 'art wall' facing the sea, and cooperation with the private sector to divide large



shipping halls into small business locations.

Ville Hara and Anu Puustinen, Avanto Architects, the designers of the **Design Sauna** project presented the 'sauna village and restaurant'; there are 4 saunas, which are public saunas open to everyone: one underground and three floating on the water, and even a hole in the ice for winter use. A restaurant will cater for 100 people, with sun on the terrace all day long, and a view to the city as well as to the open sea.

Marianna Kajantie, from the City of Helsinki Cultural Office, recalled that Helsinki took part in all the URBAN projects, and that **CTUR** aimed at finding out how to handle cruise traffic and make it important enough for people to get off the cruise ships to visit, and that they will then want to come back.

Design is also a key element of major companies, e.g. shipping companies; in addition industrial design started in ship building. **Luis Carvalho**, CEO of Consult DC, briefly recalled that the cruise industry needs destinations, so all must work together, and communicate.

Link with other EU Network:

Creative Metropoles¹, presented by *Anu Mänttari, Business development Manager, City of Helsinki Business Development Unit*, is aimed at helping cities to support creative industries, through exchange of experience events. Examples cited included the Amsterdam Art factory, which makes use of temporary spaces, Berlin Design Reaktion, a multi disciplinary



Helsinki: World Design Capital 2012

Helsinki has been designated "World Design Capital" in 2012: as *Pekka Timonen, Director of the Helsinki World Design Capital 2012 foundation*, said, it is a 'dynamic' designation and not a 'prize'. Helsinki has been selected by the world design community. Focus is on the use of design for cultural, social and economic development, thus creating an additional visitor interest for Helsinki as a cruise destination. Helsinki was chosen because it is credible, it has a substantial design history, and that design is part of the national identity, providing intelligent solutions for everyday life, and a boost for innovation. The political commitment and understanding of design is a competitive factor for well being too. Helsinki has over 10 000 design professionals, and design is seen as essential for business, the city has a strategy, and the EU is now taking design onto its agenda, considering design as a competitiveness factor: the new EU design agency is going to be based in Aalto University. The city believes that design should be 'embedded in life', playing a key role. Design is a 'creative human-centred' way of approaching things: objects, methods, decision-making, services/public services, in a holistic view. Design is always about people, and about creating a good experience, often solving people's problems, and concerns all of society: metropolitan areas, governments and NGOs

project aiming at the creation of small companies linked with universities, Brilliantly Birmingham, a festival in the Jewellery Quarter; 'Barcelona Creamedia', Oslo support for start up companies, a film pool in Stockholm, the free wifi areas in Tallinn, or an art printing house in Vilnius. (www.creativemetropoles.eu/)

Per Justesen , Project Manager, presented **Clusnet2**, the third network present at the joint event, a platform for cluster policy exchange. Cooperation stimulates innovation and performance; it includes industry, universities, public authorities, with the aim of improving performance through exchange, and includes such cities as Lyon and Barcelona, Stockholm, as well as Eurocities. Case studies are prepared on different issues, for example in Helsinki, about a cluster of digital services. (www.clusnet.eu/)

People flows in Helsinki

HELSINKI AIRPORT 2010

13 000 000 PASSENGERS
1 500 000 PASSENGERS TO ASIA

TRAFFIC ON FERRY BOATS 2010

(STOCKHOLM, TALLINN, ST

PETERSBURG, ROSTOCK)
9, 500, 000 PASSENGERS

CRUISE BALTIC TOURISM 2011

260 CALLS
360 000 PASSENGERS



Why Helsinki?

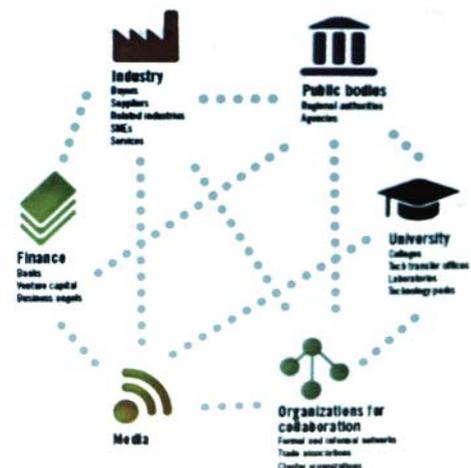
Credibility Substantial, wide and multifaceted design history and design culture. Part of the national identity. Well-known innovation centre.

Great transformation Transformation in the city structures, population and economic structures.

Vision for the future Design has a key role in the whole society - source of well-being and competitive advantage.

Cluster = a group entities that through corporation aims to stimulate innovation and economic performance.

CLUSNET analyses clusters and support policies producing recommendations for how to improve cluster performance.



THE POINT OF VIEW OF THE CITY BY THE ELECTED MEMBER

CTUR Interview collected by Mrs Marianna Kajantie to the Helsinki Mayor, Jussi Pajunen



What is the importance and the priority level your city gives to the development of

cruise tourism? What are the expectations and the expected benefits?

The Baltic Sea region is one of the fastest-growing cruise areas offering fascinating destinations to its visitors.

Cruise tourism is very highly prioritized in Helsinki. About 270 cruise ships and 370 000 cruise passengers have visited Helsinki this year, adding life and colour to the city life. There was an eight percent increase compared to the number of passengers in 2010. Our strength is the location of the passenger harbours in the very heart of the city, for instance in Hernesaari.

The economic impact of cruise passengers is significant. Our aim is to offer cruise ship passengers an enjoyable and welcoming arrival in our city with a smooth transfer from the port to the city.

The Port of Helsinki and Helsinki Airport can provide together smooth-running service and have extensive experience of turn-arounds. Hence, Helsinki wants to build an image as an appealing city worthwhile to visit during a stopover and even to return later to discover in greater depth what the city has to offer.

What are your opinions and suggestions about the local project (Hernesaari development) carried out within the CTUR project framework?

The Cruise Traffic and Urban Regeneration of City Port Heritage project has proven to be a successful way to bring different organizations and their expertise together. It has been a valuable learning

process of collaboration and a journey of visions and interesting new openings.

In the case of Hernesaari, we are facing a remarkable opportunity to reinvent Helsinki as a cruise destination. The whole district is in the epicentre of the historical regeneration of the urban texture of Helsinki. New residential and commercial areas are currently being constructed on former cargo harbour sites for tens of thousands of new inhabitants. The cruise ship terminal along with all its services will make an important contribution to the maritime profile of Hernesaari.

All in all, CTUR has proved to be a very valuable kick off for the future on many levels. It has been a very positive experience and a useful pilot for new service concepts and future activities. I am convinced that that we can build on the results and the achievements of CTUR during our year as World Design Capital in 2012.



THE HELSINKI GOOD PRACTICE: WORKING TOGETHER BOTH FOR SHORT AND LONG TERM



CTUR Lead Expert Vittorio Torbianelli

Helsinki, in March 2011, hosted the penultimate CTUR project where it was able to share, among other things, the result which in 2012 will host the events linked to its positions as “design capital of the world”. The Helsinki meeting, and the illustration of the Finnish capital projects, was also an occasion to verify how the CTUR project has started to bring concrete results. The city of Helsinki used CTUR in an exemplary way. It used CTUR to initiate a “rapid and light” project process - sort term oriented - but very real, on the Hemeessari area (see the relevant article); but at the same time using this short term period plan as an opportunity to further and “strengthen” (technically and politically) a long term urban and building transformation plan, more demanding but oriented

from the same philosophy of the greatest use of regional resources and tourist (cruise) potential to the advantage of the city, its citizens and its companies. The trigger for the short term project – as the Helsinki Council managers admit – was made possible due to the CTUR project, which, with the LSG and LAP tools, made the ‘coalition’ of a very wide group of subjects around a well defined goal which was formally placed in a European perspective.

The Hemesaari project shows - among other things- how the group involved in this kind of project can be large, widespread and varied; and how the European operational programmes can be stimulating (in this project reference was made to CTUR and Creative Metropolises projects). The short term philosophy - and thus also the temporary one - must not be considered negatively, rather, in a period of both



financial shortage and rapid trend evolution, it allows the focus on the useful result (software part) instead of on the infrastructure (hardware part) and puts at the centre of the process the dynamic event, the people and the know-how instead of the administration and the spaces themselves. Projects, then, which are: mainly creative projects of events and of experience; ready to meet the expectations of the people who are at the heart of a satisfy-

The partners of the Hernesaari project

EUROPEAN UNION

URABACTII/ CTUR
INTERREGIV/ CREATIVE
METROPOLES

STATE OF FINLAND

MINISTRY OF EMPLOYMENT AND
THE ECONOMY
CENTRE FOR ECONOMIC
DEVELOPMENT, TRANSPORT
AND THE ENVIRONMENT
FINNISH TOURIST BOARD

CITY OF HELSINKI

CULTURAL OFFICE
ECONOMIC AND PLANNING
CENTRE
CITY PLANNING DEPARTMENT
SPORTS DEPARTMENT

PUBLIC WORKS DEPARTMENT
HELSINKI CITY TOURIST &
CONVENTION BUREAU
PORT OF HELSINKI
REAL ESTATE DEPARTMENT
BUILDING CONTROL
DEPARTMENT
URBAN FACTS DEPARTMENT
CITY MUSEUM

UNIVERSITIES

HELSINKI SCHOOL OF
ECONOMICS
HELSINKI UNIVERSITY OF
TECHNOLOGY
UNIVERSITY OF ART&DESIGN

CONSULTS

AVANTO ARCHITECTS
WSP DESIGN STUDIO

MOVENSE
DOTANK
ELÄMÄNTILA
TALLI ARCHITECTS
LOCI ARCHITECTS

PRIVATE SECTOR

VUOTEKNO
ARCTECH SHIPYARD HELSINKI
+ ~70 PRIVATE COMPANIES

THIRD SECTOR

HELSINKI SAIL RACE
MANAGEMENT

LOCALS

ETELÄISET KAUPUNGINOSAT
PRO EIRA

ing city visit, or more generally the quality of living of a city. Also the cruises, naturally, can be made part of this events-experience “game”, as the Helsinki project well demonstrates, and more generally its strength is being an “event city” (designated

design capital of the world 2012). Scandinavian Europe does not enjoy all the gifts of climate, natural prosperousness, nature and being a city of art which the Mediterranean city enjoys, but it does know how to best to get “the most from the least”, with a con-

crete approach, administratively quick and effective, anti-commemorative, elegant, often minimalist and maybe a bit introvert but sensitive and orientated to supplying a service to the people and thus in time with our world.



Cruise passengers, businesses, marketplaces, saunas, events and dance: a new life for the Hernesaari area

Hernesaari and Jätkäsaari are two areas at the centre of the re-development activities linked to the cruise traffic development. These waterfront areas are located in the Western part of the city and are under redevelopment at the moment. Jätkäsaari was the location of the main container harbor in Helsinki until late 2008, when the port moved to the new facilities in Vuosaari.

Hernesaari was formerly an island, and in 1946 a Ford factory had been built on the site. Municipality is working in Hernesaari with an important city development plan, focused by the Helsinki CTUR Local Action Plan.

Hernesaari is now ready to accept new cruise services. The City of Helsinki is constructing a new waterbus quay, marketplace, sign posting and walking paths in the area. Partners are currently being sought to offer design saunas and an art wall. Each summer around 300,000 cruise ship passengers arrive at Hernesaari. Hernesaari's new waterbus quay will offer cruise ship passengers a new way of getting to the Market Square and Suomenlinna. In addition, a sign system offering a mobile service will be built for tourists to guide them from the harbour to the city centre via Telakkakatu and Bulevardi streets.

In the market at Hernesaari, stalls and containers will be rented to businesses as sales points. The plan is to convert the industrial building next to the market into a "workshop village"

The long term development plan in Hernesaari

- 140 HECTARS OF LAND
- FERRY TERMINAL
- FOR 6, 000,000 PASSENGERS ANNUALLY
- CRUISE TERMINAL FOR THREE CRUISERS
- WATERSPORTS CENTRE
- SPORTS CENTRE (40 000 k-m2)
- HELIPORT
- MARINAS, PARKS WITH VIEWS TO SEA HORIZON

where businesses could also rent work facilities. The sales points in the market at Hernesaari will offer products and services to cruise ship passengers and residents. A company is responsible for all rental activities.

The marketplace will also serve as a venue for events in the area. The "Open Europeans 2011" - European Sailing Championships will be held at Hernesaari. This major event is expected to attract up to a thousand competitors and tens of thousands of spectators.

Architectural firm Avanto Arkkitehdit has drawn up a plan for the shoreline around Hernesaari based on modern wood-heated saunas that could be used year round by residents, cruise ship passengers and other groups. Partners are currently being sought to implement the plan.

The saunas would serve as a display case for Finnish design and wooden construction products. "There will be four saunas, which are public saunas open to everyone: one underground and three floating on the water, and even a hole in the ice for winter use. A restaurant will cater for 100 people, with sun on the terrace all day long, and a view to the city as well as to the open sea."

Partners are also being sought to create a 170-metre-long art wall along the side of the industrial building. The wall would welcome

over four million ferry and cruise ship passengers to Helsinki each year. It would be a good vehicle for the Finland or Helsinki brand in the spirit of World Design Capital 2012.

Moreover, the "House of Dance Committee" is looking into the possibility of converting the Ford House in Hernesaari into a centre for dance. The City Planning Department is carrying out studies of the building's history and its suitability as a cultural venue.

The long-term plan is to transform Hernesaari into a new seaside residential and business district. The plan is now to build up the area over 20 years, with 20 000 inhabitants, 8 000 workspaces, a ferry and cruise harbour, marinas and parks. In the meantime the area can be used creatively for the next ten years or so.

The aim is to ensure that tourist and recreational activities will then continue after residents have moved into the neighbourhood.

Hernessari: an old dock area for new activities



Touristic information to “independent cruise visitors”: how new technologies could support cruise tourism

The share of cruise passengers that want to visit the destination independently, without buying excursion sold by cruiselines, is growth during last years. Therefore, the importance of providing these visitors with an adequate touristic information is growing too, also from the city marketing point of view. The challenges for independent visitors are seen as a lack of expectations, a short visit so lack of confidence, and the danger of it becoming ‘just one more’ immemorable visit.

The starting point is the question about what the visitor which is disembarked would like to experience, before arriving in the city, during

their visit, with reference to history, culture, architecture, design and shopping and eating opportunities. In Helsinki, a “context orientated service” to provide tourism information for cruise tourists is being developed by a local “media company”. it is not properly a technological innovation, but rather a new use for already existing services. The project uses the Google interface as well as information from the “Visit Helsinki” website. Devices can be tablets, mobile phones, and mobile internet.

The system also provides the tourist with information on languages, and email contacts, and for example uses panoramic views of the city.

The user picks up the device at the harbour: ease of use and novelty are important factors. A direct view of the reality augmented by sound or graphics, plus additional information if required, a small dictionary on

language, and a hotline to the tourist information office are provided on the screen. Devices come with software and the same content as a panoramic walk, and work as a city guide, and automatically save the visitor’s route. At the end of the route the visitor is directed back to the website. Though it is not possible to add one’s own information onto that provided by Google, if a copy is made then it is possible to plan routes for tourists, and add historical photos to describe specific points.

In that way, the maps get a form of diary, showing the route covered and comment at each actual location, as well as points of interest in the city. Using one’s own device would be an expensive use of one’s own phone, especially for visitors from another country who are subject to roaming charges.

(V.T. - Source. Helsinki Meeting Report)



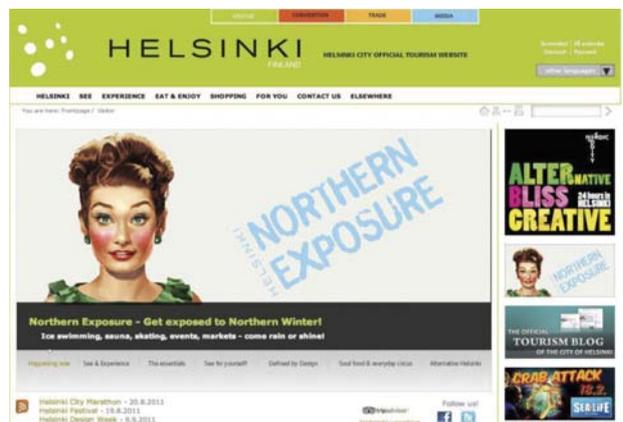
Hernessari from Jätkäsaari



Tourism information for cruise tourists on mobile phones



Site for future Jätkäsaari development



The “Visit Helsinki” website

10 countries on a string: Helsinki and the “Cruise Baltic” experience



Helsinki is a member of the “Cruise Baltic” Association, a group of Baltic cities joined together

with the aim to develop the potential of the Baltic Cruise destinations.

The Cruise Baltic Experience started in 2004 with the intention of increasing the number of cruise ship passengers to the Baltic Sea Region. The main aim is for all destinations to work together and promote the Baltic Sea Region as one cruise destination.

The total Baltic cruise experience includes 27 destinations, 47 partners and 2 Business Partners: SAS and Scandic. In the member cities the city, tourism organisations and the port are members.

In 2008 Cruise Baltic also became an associate member of the ECC (European Cruise Council), which promotes the interests of cruise operators with the EU Institutions in all matters of shipping policy and ship operations and encourages expansion of the European cruise market. Cruise Baltic is an overall brand, with other specific brands “One sea – Ocean of adventures, 10 countries on a string, 10 pearls on a string.” Shared themes are: - ‘Nordic lights’, ‘Kings and Tzars’, ‘Modern architecture and design’ ‘City life and outdoor events’, ‘Great shopping and fine foods’: ‘Ancient and modern meet’. Shared sales and marketing tools include, product guides, destination guides, give aways, table displays, business cards, stationary, roll ups, virtual presentations, a presentation film and a website. Tourism organisations have to comply with strict criteria before being accredited as Cruise Baltic guides. Destinations do their own activities, often within local cruise networks, and Cruise Baltic is added on top of that. This is done through newsletters,

press releases, press trips, ‘Fam’ (familiarisation) Trips and events.

All destinations have their own activity, for example Helsinki has about 50 members in its Cruise Network, representing all branches involved in the cruise business. The mission is that together they create easy access to more opportunities for agents, with one point of contact for Cruise Lines, by ensuring excellent service standards and port facilities for passengers, with many destinations and the diversity of the region, and for partners through close co-operation and networking. Promoting Cruise Baltic is through Cruise fairs, Seatrade Europe, the UK Cruise Convention, Sales calls, sales campaigns, seminars, press trips, Fam trips, online agent training, marketing material/branding, Steering group meetings and events. The Sales Force is for the whole area, not only the destination port.

In promoting the area external targets are Cruise lines, Travel agents,

Media and Consumers. Cruise Baltic is becoming an international association, with knowledge sharing from large to small ports, benchmarking and return on investment for partners. The number of cruise tourists visiting Cruise Baltic destinations has risen from 1.7 million passengers in 2004 to around 3.5 million passengers in 2010.

(Source: “Cruise Baltic experience: a marketing plan for tourism supply and cruise companies”, Thematic Expert, Alicante meeting Report)

The framework of the operational programs on urban areas in Finland

Helsinki is deeply involved in operational programs on urban development through creativity

During the Helsinki CTUR meeting, Mr Harri Ahlgren, Senior Office of the Finnish Ministry of Employment and



the Economy and Regional Development, presented the situation of the European Operational Programs in Finland. NUTS II Level Programme Areas in Finland are four, referred to different regions. The Managing Authority manages the 4 ERDF programmes and one country wide ESF programme. Speaking about the characters affecting the implementation of Operational Programmes, the governmental official said that approval of the Operational Programs was received from the Commission in autumn 2007; the launch of business promotion measures was in spring 2007, and large scale implementation started in 2008, a normal implementation rate was reached in 2009.

The global economic and financial crisis made slight impacts at project level, projects were somewhat smaller sized and changed focus from investments to development activities. Some had problems finding the necessary co-financing, through either private or municipal funding. However: impacts are still limited and implementation rate is satisfactory. Still to be seen is how the slow recov-

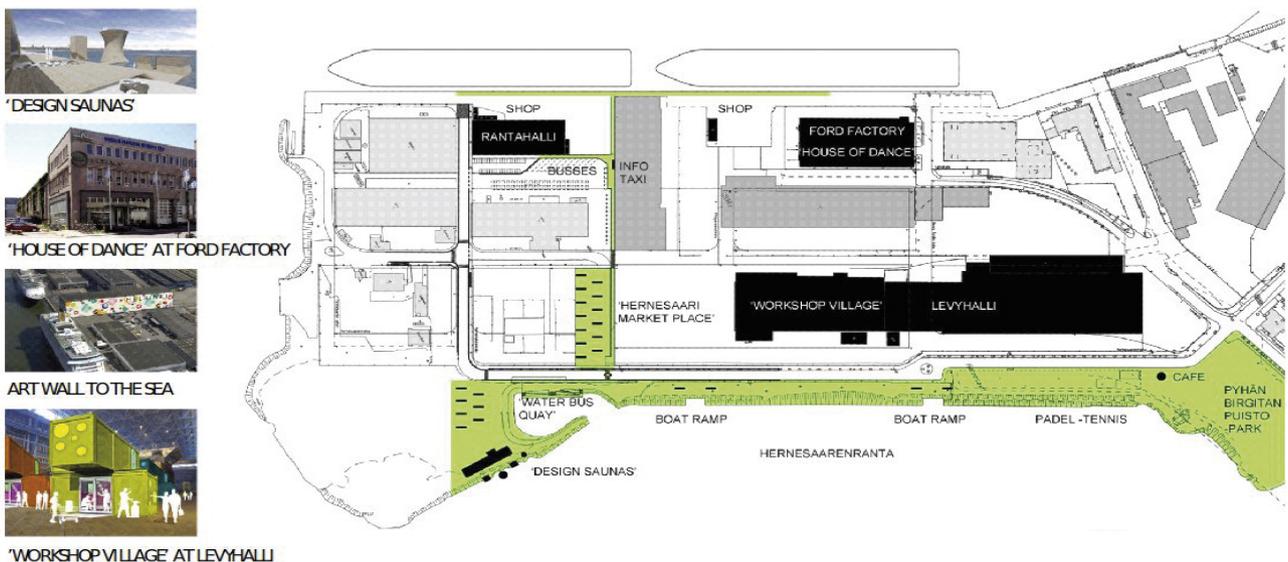
ery will affect the public finances, especially in municipalities and how it will impact on the implementation rate. There are 6.000 projects, most of them small: introducing a 'flat rate' is being discussed. In particular there is a challenge to find projects under the measures to support 'attractiveness' of cities. The main priorities in the program are the following. Priority 1: Business promotion (1/3 of the program); priority 2: Improving knowledge and innovation; Priority 3: Accessibility of areas (20%), Priority 4: The development of urban areas. This priority includes elements of the other priorities.

With reference to the "Development of urban areas" priority axe (5% of total funding in both Operational Programmes), South Finland received 16.7 million Euros (total public funding, ERDF 40%), with Helsinki Metropolitan area reaching 60 %. Helsinki is involved in 12 projects, with 6,3 M€ committed and 1,9 M€ paid.

Operational programs about the relationship between "creativity" and urban development are particularly important in Helsinki. For example,

Helsinki is a member of the "Creative Metropolises" network, aimed at helping cities to support creative industries, through exchange of experience events. Examples cited included the Amsterdam Art factory, which makes use of temporary spaces, Berlin Design Reaktion, a multi disciplinary project aiming at the creation of small companies linked with universities, Brilliantly Birmingham, a festival in the Jewellery Quarter; 'Barcelona Creamedia', Oslo support for start up companies, a film pool in Stockholm, the free wi-fi areas in Tallinn, or an art printing house in Vilnius.

"Clusnet" is another project which Helsinki is involved in. Clusnet is a platform for cluster policy exchange. Cooperation stimulates innovation and performance; it includes industry, universities, public authorities, with the aim of improving performance through exchange, and includes such cities as Lyon and Barcelona, Stockholm, as well as Eurocities. Case studies are prepared on different issues, for example in Helsinki, about a cluster of digital services.



SUMMER 2011





WHO WE ARE: MRS MARIANNA KAJANTIE - HELSINKI CTUR PARTNER

Head of Culture Politics Section of Helsinki Culture Bureau

Master's degree in Education at the University of Helsinki: art education at our schools. Annantalo Arts Centre and Alexander Theatre. Now involved in cultural politics and European projects in the Cultural Centre of the City of Helsinki. Helsinki has been a partner in all Urban projects from Pilot 2 to URBACT II and Cultural office has managed to have the Arts as a part of each one, I hope this chain will continue...



WHO WE ARE: MRS TUIJA AAVIKKO - HELSINKI CTUR PARTNER

Helsinki Cruise Network Manager

Representative of Helsinki in Cruise Baltic, since 2006 City of Helsinki's cruise coordinator, earlier sales & marketing experience both from industry and travel.



WHO WE ARE: MR JARI HUHTANIEMI - HELSINKI CTUR PARTNER

Architect at the City Planning Department of the City of Helsinki

Harbour is the traditional gate to the city. This link is now to be emphasized in Helsinki by increasing cruise and ferry traffic. In Hernesaari temporary solutions to enhance city to port connection enable experiments prior to final building phase in the years to come.



URBACT is a European exchange and learning programme promoting sustainable urban development. It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 300 cities, 29 countries, and 5000 active participants.

CTUR is a thematic network of the URBACT II Programme that focuses on the theme of *Cruise Traffic and Urban Regeneration of city port heritage*; it enquires into how port-cities can be productive and no longer simple transit areas through cruise tourism activity.

Its partnership is composed of different realities which allows a fruitful cooperation: Naples (as lead partner and theme promoter), Alicante, APDL (Port Authority of Douro and Leixões), Dublin, Helsinki, Istanbul, Matosinhos, Naples Port Authority, Generalitat Valenciana, Rhodes, Rostock, Trieste and Varna. The activities are supported by the International Association of Cities and Ports (AIVP).

The themes underlying the connection between cruises and cities and on which the CTUR project is based are multifaceted: governance, image of port cities, infrastructural systems, urban tourism, creation of cultural attractions through new types of architecture, re-launching urban/port historical heritage, commercial and general economic development with positive effects on employment and social welfare.

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URBACT National Dissemination Points

ITALY : <http://www.unich.it/dart/urbact/urbactII.html>

GERMANY : <http://www.oerok.gv.at/contact-point/urbact.html>

SPAIN : <http://www.ecosistemaurbano.com/urbact>

BULGARIA : <http://www.namcb.org>

PORTUGAL : <http://www.dgotdu.pt/urbact/>

GREECE : <http://www.espa.gr/el/pages/staticURBACT.aspx>

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