



LIVE BALTIC  
**CAMPUS**

## Pilot Implementation Plan Helsinki | Myllypuro

17.5.2016



*Partners names:*

*Helsinki Metropolia University of Applied Sciences and the City of Helsinki*

**a) What is the problem?**

Currently both the Myllypuro neighborhood and the Eastern Helsinki suffer for the negative image and are somewhat disadvantaged both in social and economic regards in comparison of the Helsinki in general. How to improve social and economic sustainability in the area with help of the functions of the future campus?

Myllypuro should be understood as the campus, not only the building. Currently the official planning and design efforts are focused on the building itself, not the working model and community building and this is something that can be addressed in Live Baltic Campus Myllypuro pilot case.

**b) What is the desired state?**

Co-creating the settings in Myllypuro so, that it can excel as a hub for wellbeing and healthy urban life.

Identify models for cooperation between businesses, city official, NGO's and Myllypuro campus and how the city can function as a facilitator (and test bed) for that.

**c) Who are the key stakeholders?**

Businesses within health and wellbeing and building engineering (the disciplines at Myllypuro Campus). Teachers and students at Metropolia.

City official in City executive office, City Planning Department, Premises Department, Health and Social Department.

Other projects and initiatives interested and invested in developing the expertise in life sciences in Helsinki and the Myllypuro area such as the Neighborhood project, Health Capital Helsinki.

**d) Relations between stakeholders**

Metropolia already has lots of cooperation between businesses, but the network could be more visible and accessible and also larger and the cooperation models clearer and better productized.

The City of Helsinki is the campus estate owner as well as a shareholder of Metropolia and the strategic collaboration between these two is developing stronger.

**e) What resources do the stakeholders have?**

Businesses might have resources and interests to develop their products and services.

Metropolia has its students and teachers, innovation studies module (10 ECTS) in all the disciplines, which can be utilized for the project implementation, knowhow about the latest research and innovations as well as the facilities in the future campus, such as learning environments, labs, workshops (currently located at Metropolia premises in Haaga, Meilahti and Kumpula neighborhoods).

City has services for businesses and knowledge about relevant on going a future city planning processes and authority to make and implement city development plans.

Uusimaa Regional Council has regional networks and knowledge about the regional plans.

**f) Constraints**

Businesses, especially SME's, have very limited time resources, and their biggest interest is to do business and get costumers.

The City of Helsinki is a large organization and different departments do not necessarily communicate that much with each other.

Metropolia works in context of its curricula's and accepted RDI projects, also the diminishing public funding adds its challenges. Metropolia cannot ethically compete with businesses in providing services.

**g) What design methods will you use?**

Multiple workshop methods and co-creation methods, storytelling.

**h) Timeline of the project**

*May – June 2016*

Workshops for businesses are planned during the spring

*Autumn 2016 (Discover - Define)*

In autumn 2016 the focus of the pilot case is first discovering the opportunities of Myllypuro together with stakeholders and then defining those into and design questions for rapid testing and prototypes.

Myllypuro Campus pilot implementation is kicked off in workshop organized in September, possibly during Helsinki Design Week held on 1<sup>st</sup>–11<sup>th</sup> of September 2016.

Project also introduced at Neighborhood day Myllypuropäivä on 22<sup>nd</sup> of September and at the Myllypuro Campus Foundation stone ceremony (possibly workshops annexed to these too).

Workshops in collaboration between the City and Metropolia held for businesses are executed in the autumn 2017. Results will be used in the larger integrated campus development plan.

*Winter 2016-2017*

Rapid testing and prototypes

*Spring 2017 (Develop-Deliver)*

In spring 2017 the focus will shift towards developing the identified design problems and compilation and delivering the integrated campus development plan.

*Summer 2017*

Finalising the integrated campus development plan

*Autumn 2017*

Reporting of the pilot and compiling findings from Helsinki pilot to be integrated towards the project level outputs.

Presenting findings in local seminar/happening.

**i) Expected outputs**

Integrated Campus Development Plan including

- Cooperation model description that hopefully leads to piloting of business-cooperation.
- Service design concepts for the campus community and community building.

**j) Name and contact**

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