

ITS strategy planning case: City of Tampere

TAMPERE.
FINLAND

RAMBOLL

Bright ideas.
Sustainable change.

“Digitalisation as a strategy tool”

Finnish-Estonian Collaboration and Business Forum

30.3.2023 Estonian Embassy in Helsinki



Ramboll in brief

- Independent engineering, architecture and consultancy company
- Founded 1945 in Denmark
- 16,000 experts
- Present in 35 countries
- Particularly strong presence in the Nordics, the UK, North America, Continental Europe, Middle East and Asia Pacific
- EUR 1.827 billion revenue
- Owned by Rambøll Fonden – The Ramboll Foundation

ITS Strategy Planning in Tampere

City + Research + Business working together

Project: "Twin strategies" to enable win-win in digitized transport system

Status: ongoing, results to be available 05/2023

Project Team: Ramboll, Sitowise, Varala Engineering

TAMPERE.
FINLAND

- Digitized transport system
- All transport modes
- Open Data
- Urban development
- Enabler for Business & Innovation

ITS FACTORY
INNOVATIVE
TAMPERE SITE

- New Innovations
- Products & Services
- Research
- International projects
- Scale & replicate in Finland and abroad

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SITOWISE

VARALA
Engineering Oy



ITS Factory Network

Public-Private-Research

Open community

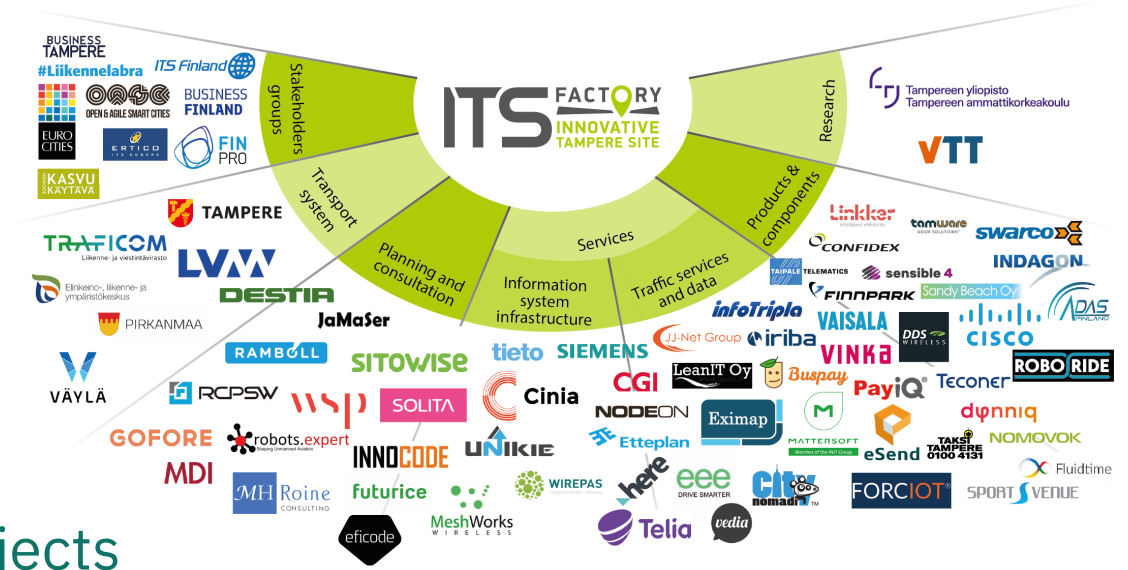
Innovations

Pilots & Demonstrations

Test Area

New Business

International Partnership & Projects



Strong support for and from the City of Tampere

Local network for ITS Finland

itsfactory.fi



“twins” - 3rd time in a row



And perfect timing - NOW

City of Tampere

- .. Traffic system improvements – Tram, Mobility Hubs, Open data..
- .. Urban developments – City arena, new residential areas..
- .. Strategies – City strategy, SUMP, Decarbonized 2030..
- .. Development programs – Data-driven City, Decarbonized City...

Cities are challenged a lot

- .. sustainability & decarbonizing goals
- .. autonomous driving & CCAM
- .. serfification & shared mobility
- .. directive, regulations & guidelines



Project Goals – in Brief

To enable **international forerunner role in ITS**

- a) usage
- b) development
- c) cooperation

Reporting “*twin strategies*” through

Vision 2030
Targets 202X
Strategic goals
Roadmap & Action plan

Deployment and follow-up by Tampere & ITS Factory



Thank You - Täname

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