

## Pori, Finland



The City of Pori aims to revitalise vacant spaces in the city centre with life via this pilot project. The currently vacant, former retail spaces are transformed into new places to stay and work. Events of all kinds can take place here. Events are a good way to bring people together to become active for their city, co-creating will foster a sense of belonging and contribute to a vibrant city centre for all.

### WHY | Purpose

The main goal of the Liveability pilots in Pori, is to bring life back to the city centre and revitalise vacant spaces. The city's attractiveness has gradually diminished, and it has yet to fully recover since the COVID crises.

The Pori city centre consists of public and private buildings and spaces that has potential to contribute to increasing the city's vibrancy and attractiveness.

The project serves as an opportunity to offer a user-friendly space for citizens to organize their own events in city-owned properties, eliminating concerns related to rent and electricity expenses. In the case of privately owned properties, it may be challenging to create long term events. However, a culture friendly entrepreneur is a key to get use of the business space.

### HOW | Field of Action

The Pori pilot is envisioned in two sites:

- Pori old bus station: City owned property
- Business space in shopping mall: Privately-owned
- Bus station: The first step is to initiate contact with the appropriate city representative to access various resources such as tools, equipment, and materials.
  - Identify and engage with fellow business owners within the same building and nearby vicinity.
- Shopping mall: The initial step involves meeting with the property owner to understand the entrepreneur's requirements, establish mutual agreement, and define contract terms.
  - Establish a connection with the chief security guard at the shopping mall and acquire their contact details.

### WHO | Actors

- Public administration
- Citizens of Pori
- Private sector: Example, shopping mall chief.

### Contact

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*"Our goal is to create a more liveable and inhabitable city centre by developing a routine of creativity and encouraging the city residents themselves to produce a liveable city centre" - Petri Haavisto, Change Implementer*