



# Helsinki-Uusimaa Local Transition Arena

Sharing economy and the sustainable use of buildings and built space

WE MAKE  
*transition!*

Interreg  
Baltic Sea Region



Co-funded by  
the European Union



RESILIENT ECONOMIES AND COMMUNITIES  
We make transition!

WE MAKE  
*transition!*

## Regional transition

- One arena for the whole region
- Instead of pilot municipalities, we are aiming for regional transition
- Linked to the regional Circular Hub initiative



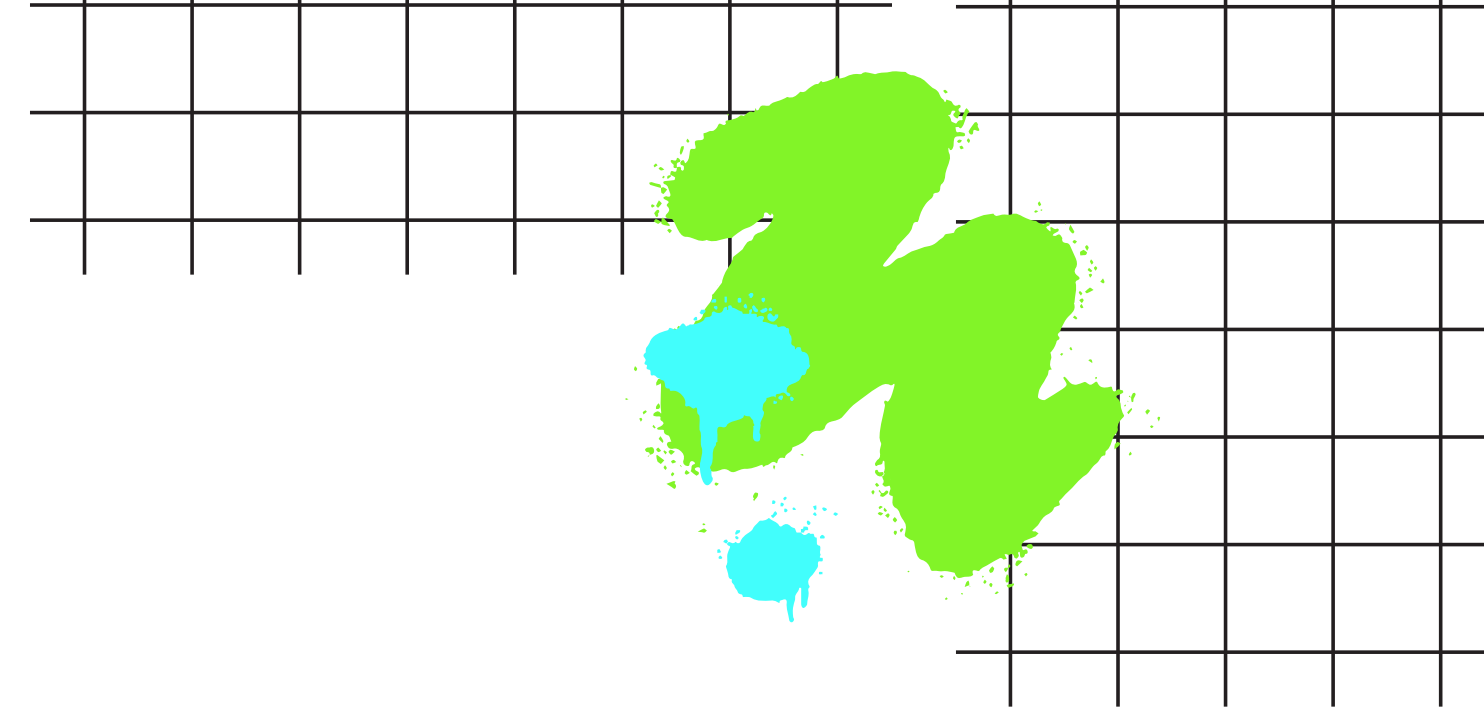
**WE MAKE**  
*transition!*

## Participating organisations

- **Public**
  - Cities of Helsinki, Espoo, Vantaa
  - Uusimaa Centre for Economic development, Transport and the Environment (Ely)
  - Forum Virium Helsinki
- **Higher education institutions**
  - Aalto University
  - Laurea University of Applied Sciences
- **Civil Society**
  - 6 NGOs
  - 2 Social enterprises



WE MAKE  
**transition!**

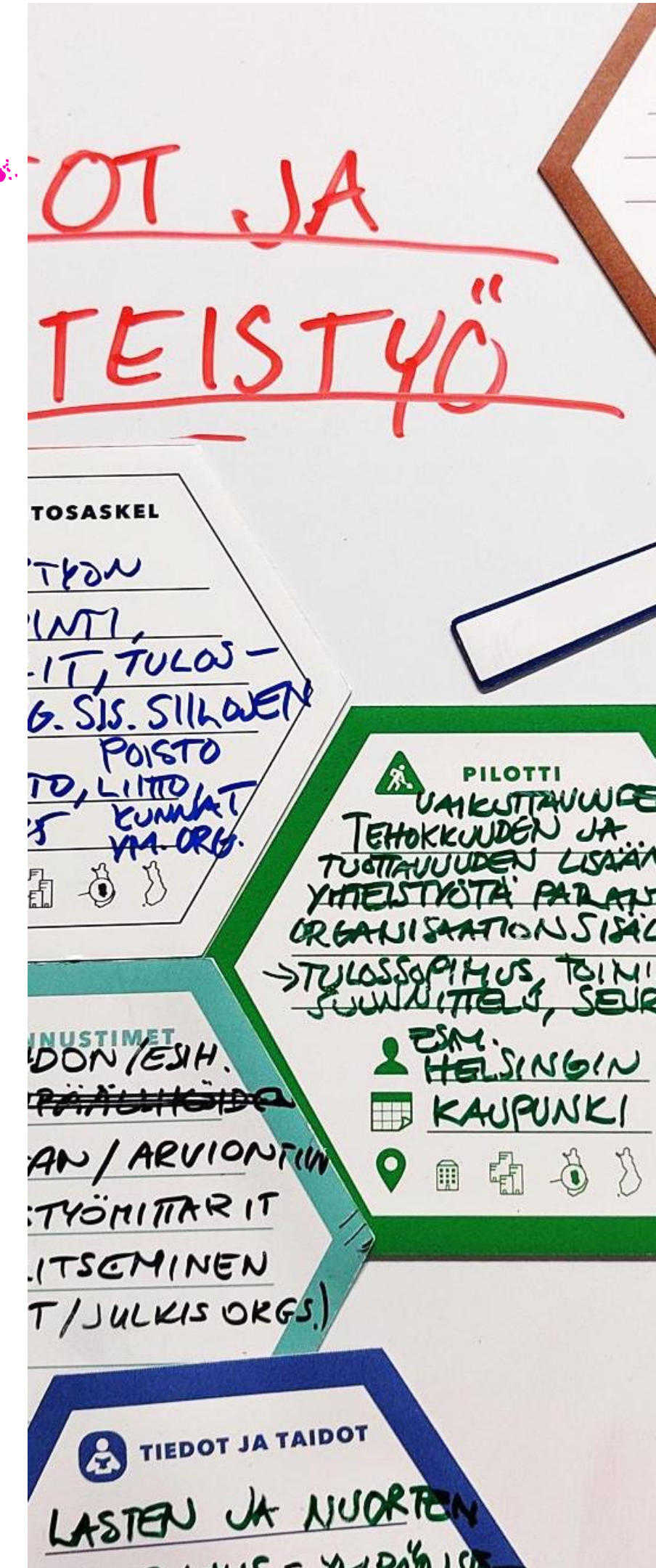


## Key messages

- 1** Forming **networks** is essential to achieve circular transition
- 2** Long-run **social impact** must be taken into account when considering for example sharing economy and the use of built space and their costs
- 3** **Local democracy and local innovative experiments** to be fostered more widely
- 4** **Change of attitudes** is at the heart of the transition

## Action proposals for the Regional Council

- Sharing good practices and spreading information at existing forums and on the Council's website (events planned for 2025)
- Influence the next Regional strategy
- Circular Economy Green Deal: Preparing commitments to improve the use of spaces with none or only partial use together with municipalities and other actors
- Initiating dialogue before launching funding calls to hear the views of the target groups
- "Sibling municipalities" experiment to foster small municipality – big municipality collaboration



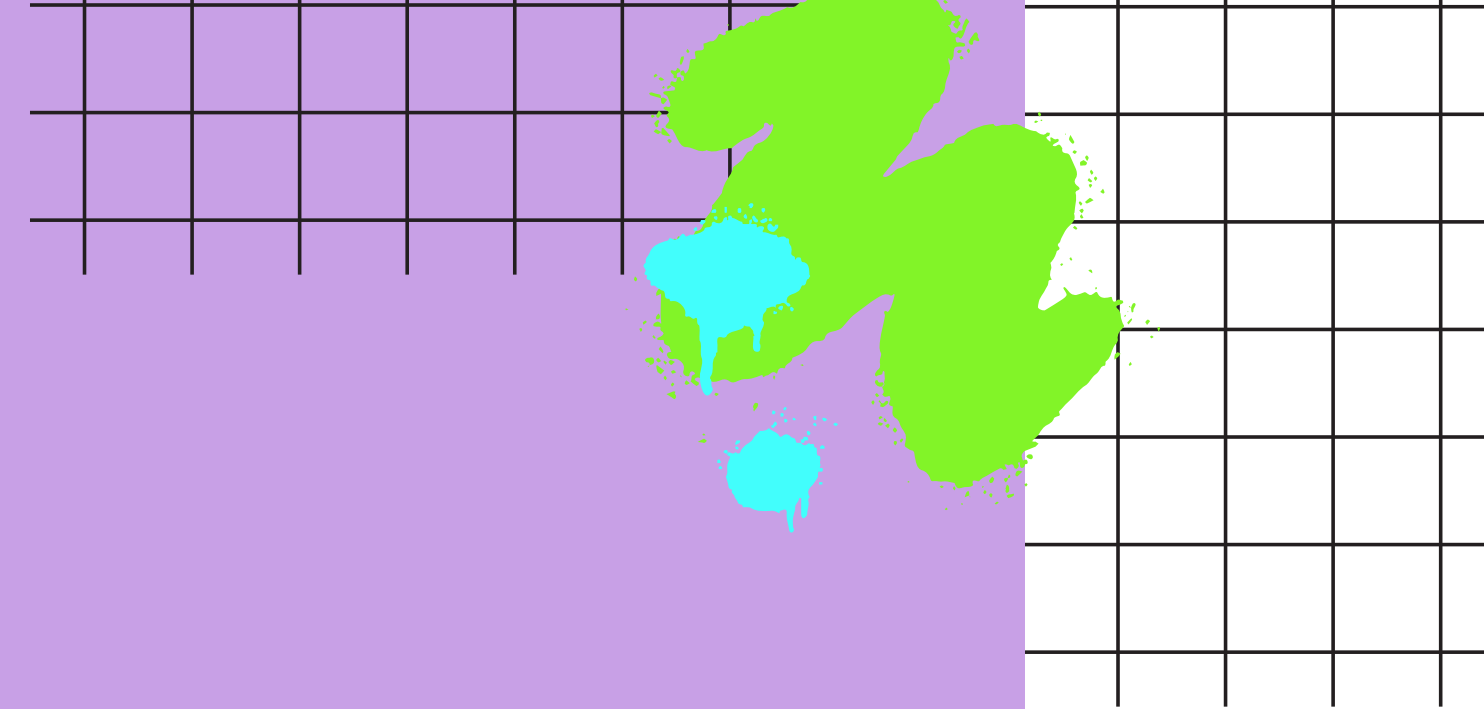


## Experiment: Social impact measurement for civil society actors

The project has procured a social impact measurement for one civil society organisation. In addition, the tool will be developed so that other organisations may apply it to measure their own impact as well.

The initiative was voted by the local change agents in the last arena workshop

The idea is that target organisations will be able to reliably demonstrate the impact of their activities for example to the municipality or potential financiers



## Comments by Jalotus sustainable lifestyle movement

### Anna Evilä, founder:

- The mindset of decision-makers regarding new experiments is essential – a culture of being open to new innovative or experimental ideas
- The success / reward rate is significantly higher than the risk; third sector is flexible and low-cost

### Lauri Helle, administrator:

- Collaboration with municipalities requires thorough preparation for new, untested projects
  - Having prior examples helps streamline this process

# Thank you!

WE MAKE  
*transition!*

**Interreg**  
Baltic Sea Region



Co-funded by  
the European Union



RESILIENT ECONOMIES AND COMMUNITIES

**We make transition!**