





City of Utrecht

The art of co-creating new mobility services in the city of Turku

📌 Wednesday, 26 November 2025

⌚ 14:30 - 16:00

SESSION 2H Mindsets in Motion

SPEAKERS

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Photo: Annika Kunnasvirta



Photo: Jalmari Salaterä



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Inclusiveness – targeted user involvement in pilot ideation, implementation and evaluation

- The planning of the SCALE-UP pilots started from the perspective of inclusion and co-creation.
- Accessibility of information and services was central.
- Listening to and involving target groups in the ideation, implementation and evaluation of mobility pilots.



Ideation





LESSONS LEARNT

1

Opportunity for genuine listening and learning from target groups.

Challenge: how to reach the right parties in the ideation phase.

2

Requires flexibility, quick response, and broad cooperation skills.

Challenge: process management and workload, managing many things simultaneously, communication.

3

User engagement may produce out-of-the-box ideas.

Challenge: In smaller localities, fully market-based services may not work due to low user numbers. At least initially, subsidies are needed to provide functional sustainable mobility services in smaller towns.



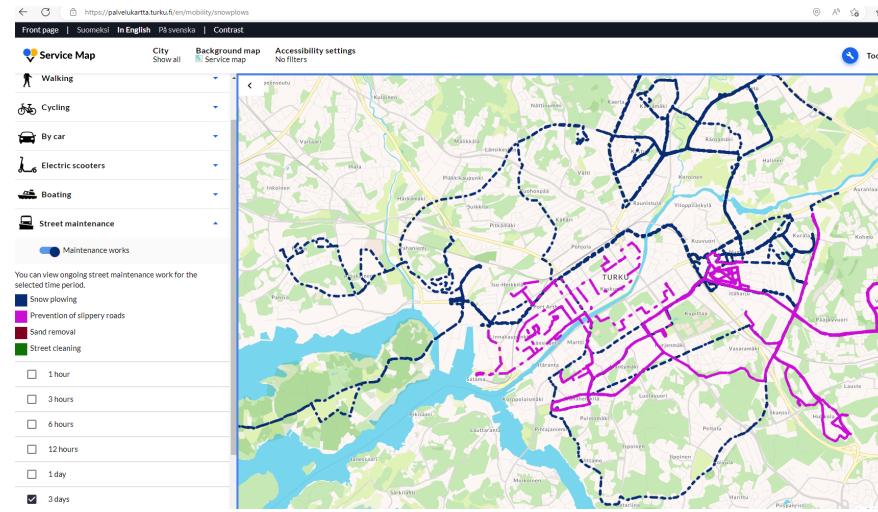
Photo: Suvi Elo



SCALE-UP

User-Centric & Data Driven Solutions for Connected Urban Poles

Implementation





LESSONS LEARNT

1

Services that facilitate everyday mobility.
Concepts like mobility point and travel chain are often unfamiliar among users.
Challenge: user experience – there is no “average user,” finding the right cost level.

2

Providing new services to users in an attractive way.
Challenge: attracting service providers and cooperation, continuity, pricing.

3

Using “expert by experience” is an effective way to identify possible shortcomings and to receive feedback on solutions and their effectiveness already during implementation.
Challenge: committing to feedback processes.



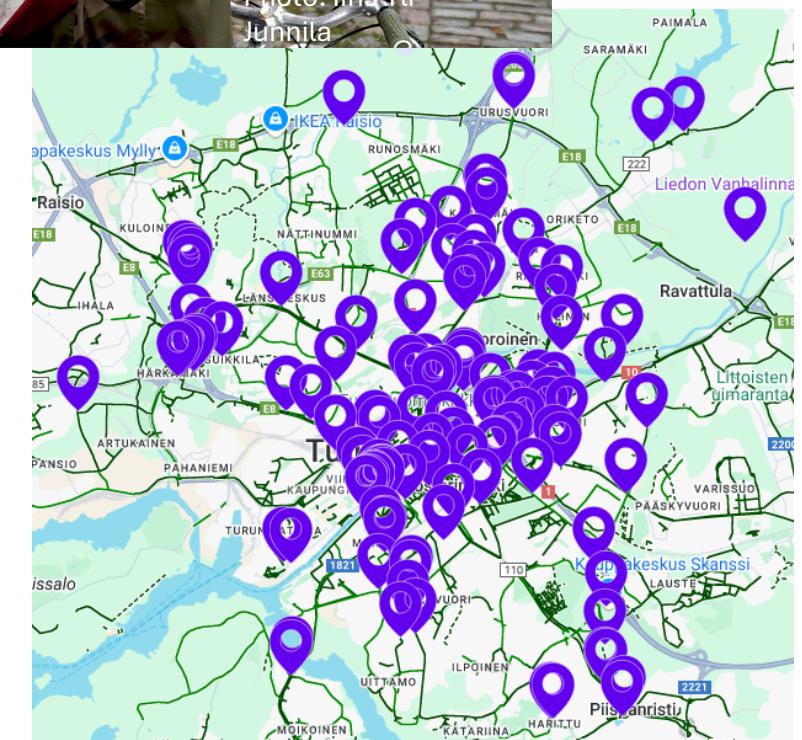
Photo: Anna-Kaisa Montonen



SCALE-UP

User-Centric & Data Driven Solutions for Connected Urban Poles

Evaluation – Residents as data producers and evaluators





LESSONS LEARNT

1

Opportunity to collect quality data and deeper information.
Possibility to combine implementation and evaluation → cost-effectiveness.
Challenge: recruiting target groups and process workload.

2

Qualitative data can relatively easily complement numerical data.
Collecting evaluation data requires motivating users.

3

Opportunity to test different business models & scalability requirements.
Obtaining evaluation data requires awareness of the services.
Especially in short-term pilots, proving impact is challenging.

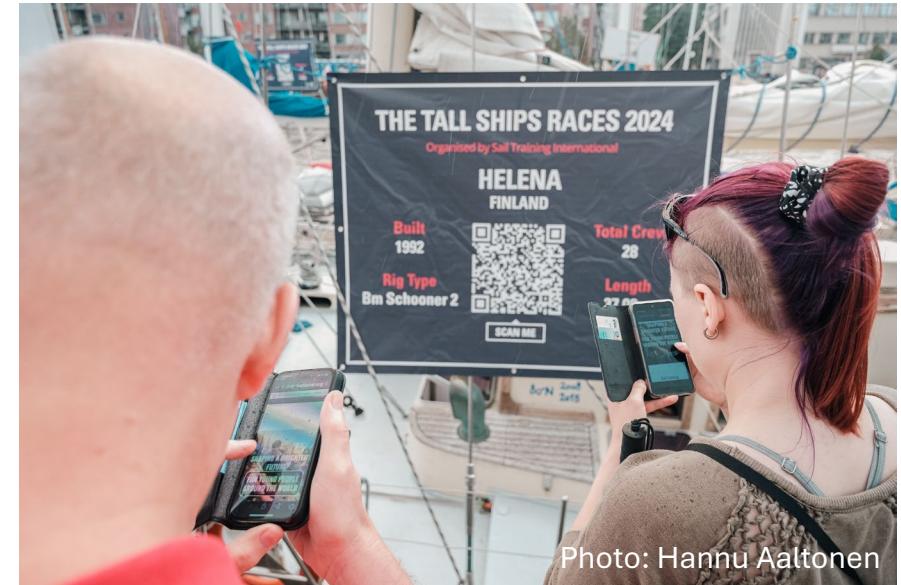


Photo: Hannu Aaltonen

Summary

The user at the center of all planning!

- Different users
- Inclusiveness
- Service design
- Involved throughout the process
- Communication! Tailor and target.

Implementation: **collaboration with different parties**, including service providers, offers the best conditions for success.

The importance of **evaluation** in creating and verifying the conditions for success is **significant**. At best, data collection together with users itself activates sustainable mobility.

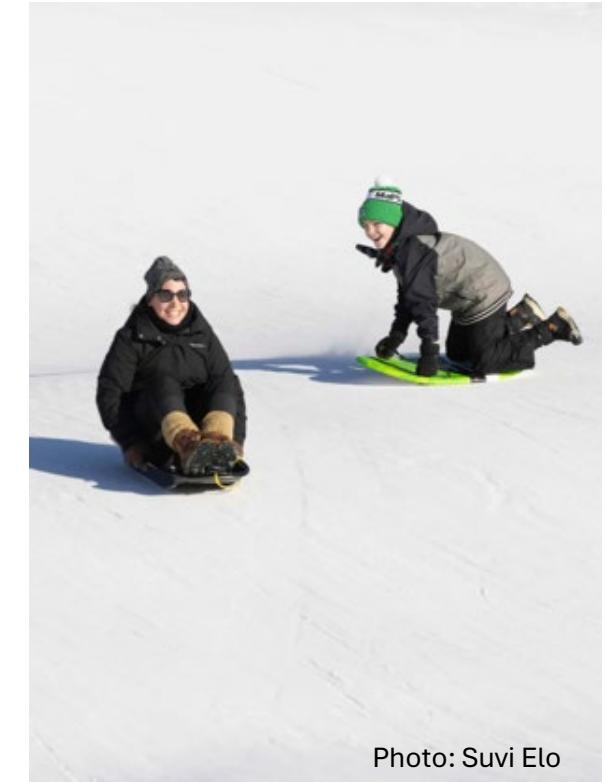


Photo: Sivi Elo



**Thank you for
your attention!**

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