

POLIS25
ANNUAL CONFERENCE

26-27 November 2025
Royal Jaarbeurs | Utrecht, Netherlands

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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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Applied Sciences

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Contents

- Introduction
- Ideation
- Implementation
- Evaluation
- Summary



Photo: Annika Kunnasvirta



Photo: Jalmari Salaterä



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 **SCALE-UP**
User-Centric & Data Driven Solutions for Connected Urban Poles

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.



Photo: Jalmari Salatera



Photo: Jalmari



Photo: Stella Aaltonen

Ideation



Photo: Matti Koistinen/Hello Allegra



Photo: Joni Korpi



Photo: Joni Korpi



Photo: Iiris Yli-Junnila

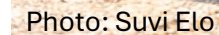


Opportunity for genuine listening and learning from target groups.

Requires flexibility, quick response, and broad cooperation skills.

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.



Implementation



Photo: Jalmari Salaterä



Photo: Iiris Yli-Junnila

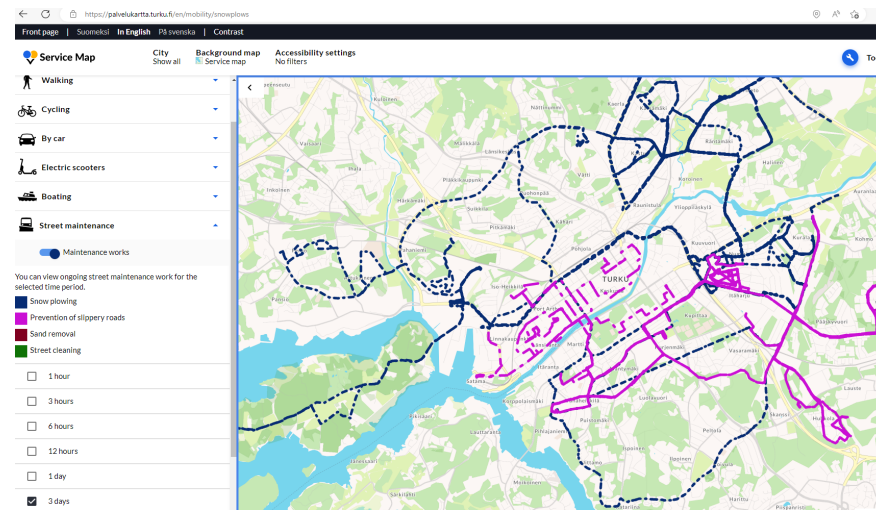


Photo: Suvi Elo



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.

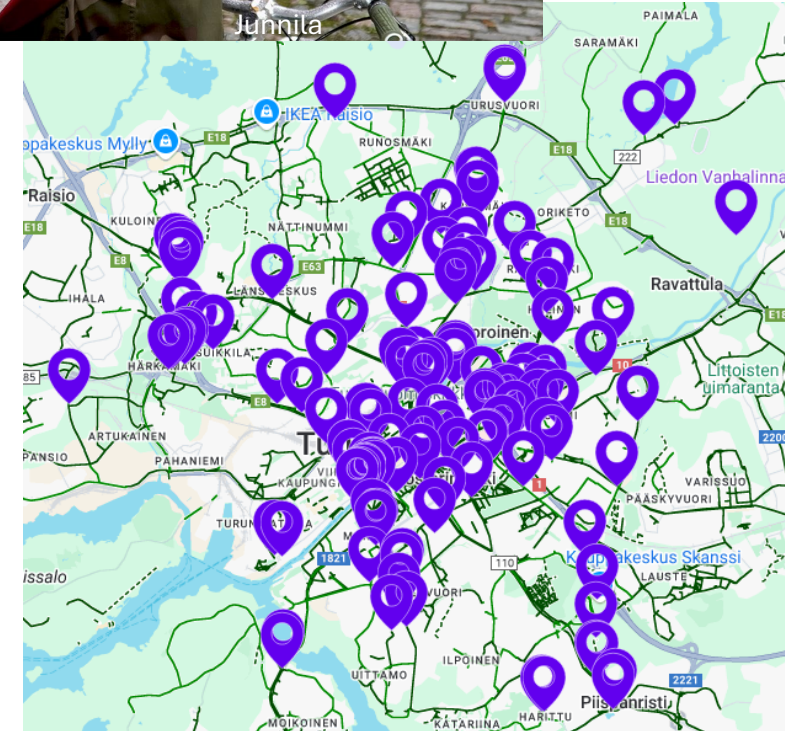
Challenge: committing to feedback processes.



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.

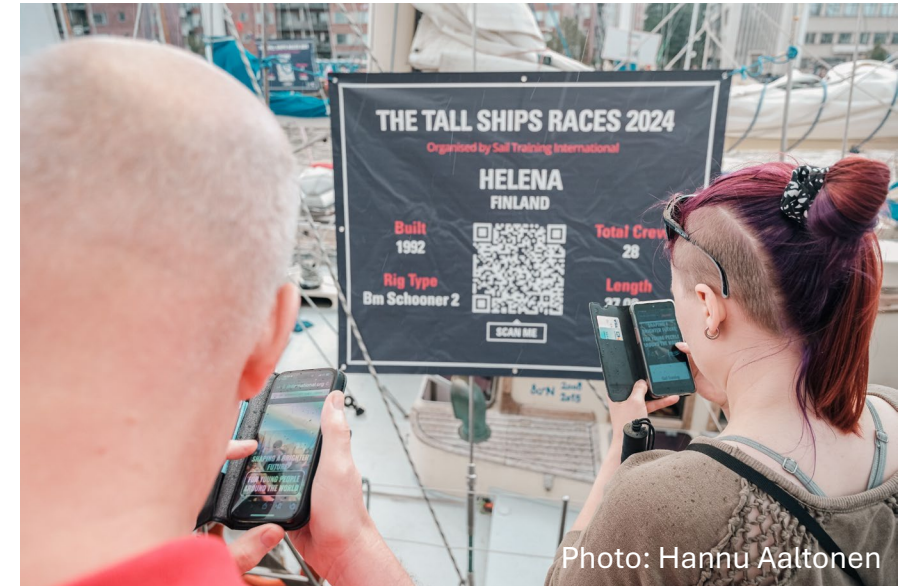


Photo: Hannu Aaltonen

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.

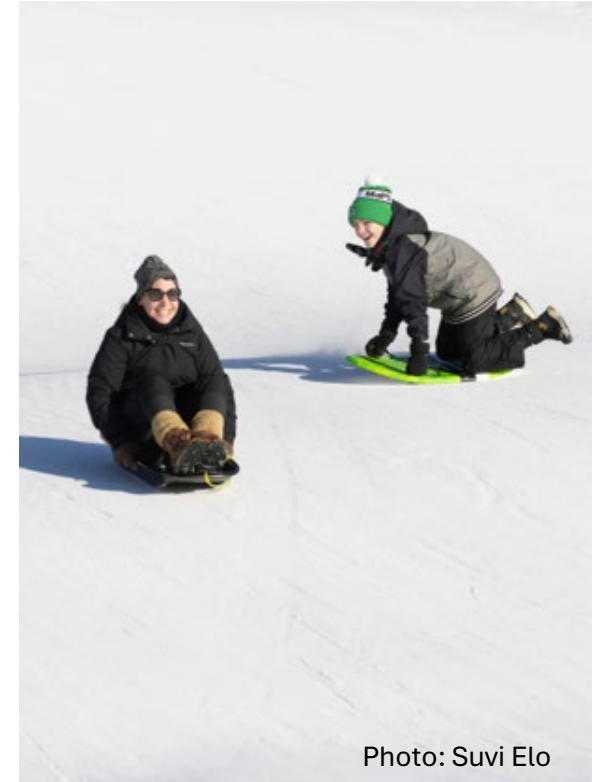


Photo: Suvi Elo



Thank you for your attention!

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