



PriMaaS Action Plan for the Tampere Region



PIRKANMAA

Part I – General information

Project: PriMaaS

Partner organisation(s) concerned: Pirkanmaan liitto (Council of Tampere Region)

Country: Finland

NUTS2 region: Länsi-Suomi

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Part II – Policy context

The Action Plan aims to impact:

<input type="checkbox"/>	Investment for Growth and Jobs programme
<input type="checkbox"/>	European Territorial Cooperation programme
<input checked="" type="checkbox"/>	Other regional development policy instrument

Name of the policy instrument(s) addressed:

Tampere Region Development Programme including Smart specialisation strategy S3 (2022-2025)

Further details on the policy context and the way the action plan should contribute to improve the policy instruments:

The regional development programme includes in a single package the strategic objectives for development and the guidelines for implementation. For the sake of simplicity, we will speak of these two together simply as the regional programme. The regional programme is based on Tampere region's success factors, through which the region fares well in interregional competition. It describes the preconditions for the success of Tampere region and its future opportunities, while also defining the measures necessary to take advantage of these in a way that can be accepted by all the key actors in the region. The regional programme deals with issues that are shared by different Tampere region actors and which require regional cooperation in order to move forward. In addition, many actions are taken in cooperation with other Finnish regions and foreign partners, and the regional programme also details Tampere region's emphases for such cooperation.

The main tasks of the regional programme are to strengthen the alignment of activities and the joint development approach among regional actors, to direct resource use and to identify opportunities within the region for external cooperation.

Another important task of the regional programme is to ensure that support from EU Structural Fund programmes is well targeted for Tampere region's objectives. This is why the 'smart specialisation' options of the region, which the EU requires for providing regional support, are also included in the regional programme, renewed every four years in Finland. This document is crucial when allocating ERDF funding from Finland's Structural Fund programme called Innovations and Skills in Finland 2021-2027 in the region.

Tampere region has adopted the new regional programme for 2022-2025. The elaboration of this programme has taken place during PriMaaS project. The multi-phase elaboration process in 2021 was composed of interviews of key regional actors, common webinars and workshops on the current state of the development of the Tampere region and the vision for 2035 with questionnaires, etc. We were able to introduce to the elaboration process the new knowledge of sustainable mobility and MaaS gathered from the PriMaaS exchange of experience events. This content can be seen in the wordings of the new regional programme.



In the new Finnish Structural Fund Programme Innovation and Skills in Finland 2021-2027, ERDF priorities to be implemented in the Tampere Region in 2021-2022 are 1) Innovative Finland and 2) Carbon neutral Finland. Of all ERDF-measures 35% are aimed at combatting climate change. The Managing Authority (MA) of Finland's structural fund programme is the Ministry of Economic Affairs and Employment, which has delegated tasks to the Intermediate Bodies in the regions like Council of Tampere Region. The council decides the thematical content of the calls in the framework of Regional programme and S3. The council organises the calls, evaluates and selects the project to be funded and takes care of the whole administrative process dealing with the funding. The first ERDF call for proposals will be launched in May 2022.

While the amount of ERDF funding to be distributed through the council in the region is remaining relatively modest – 3 M€ for the first two years - with this Action Plan and regional programme we are also working to catch up on new regional, national and European partnerships and future investments in sustainable and digital technology.

During the preparation phase (2018-2019) of PriMaas project there was a regional social and health care reform preparation going on in Finland and the idea was that the reform broadly changes the way in which governance operates as well as the responsibilities of different actors in organising the passenger traffic. Tasks for traffic mainly were thought to be transferred to the future welfare regions. Due to political reasons the reform as such never happened. The regional councils are not legal entities which organise the traffic. They have power to work in traffic field only through the regional traffic system planning, which is part of the land use planning, and through the ERDF funding guided by the regional programme including S3. Traffic system plan is not binding but an advocacy policy instrument whose effectiveness is based on a common desire. Discussions with the regional stakeholders in all sectors of regional development and planning is a normal routine way of working opportunities.

There can be current MaaS business promotion opportunities for example related to the national recovery plans, to the smart and sustainable regional traffic system plan and to the use of the Tampere's new urban structure as a demo area. At the moment the city of Tampere is changing the mode of transport by developing next generation tram transport concepts. The number of public transport users is growing. The ongoing regional digital compass process also highlights the double (green and digital) transition in transport, the roles of the public and private sectors in digitalisation and the rules of cooperation, data collection and usability. This all may also offer opportunities to participate in the future EU multi-country EDIC (European Digital Infrastructure Consortium) projects.

The Council of Tampere region has actively participated in the PriMaas project activities and designed the regional Action Plan (AP), and will also see the implementation and the monitoring of the AP.



Part III – Details of the actions envisaged

ACTION 1:

Name of the action: **ADDING SUSTAINABLE MOBILITY AS A MISSION IN THE TAMPERE REGION REGIONAL PROGRAMME IN ORDER TO ENSURE FUNDING**

1. Relevance to the project

Smart Specialization Strategy (S3) is included in the regional programme, which is the strategy and operational plan outlining the development of the region, renewed every four years. This document is crucial when allocating ERDF funding in the region. Tampere region has adopted a new regional programme for 2022-2025. The preparation of the programme has taken place in 2021 during the PriMaaS project. The PriMaaS project has influenced this strategy on two levels. International exchange of experiences has given points of view to the wordings and larger context on how Mobility as a Service (MaaS) could be incorporated in this kind of programmes and what are the key requirements of successful MaaS at the strategic level.

PriMaaS project has clearly influenced one of the regional programmes's missions: Tampere region is a hub for sustainable living and mobility. Functional, energy-efficient and intelligent transport connections and services facilitate good living conditions in different parts of the region, contacts outside of the region, and international accessibility. These good connections form a continuum of cities and rural areas, the 'one-hour Tampere region'. This mission aims e.g. at increased use of sustainable modes of transport and reduction of transport poverty (defined as insufficient opportunities to reach places of everyday importance with reasonable effort, time and expense).

The following PriMaaS exchange of experience events have given us views and ideas to formulate the regional programme.

PriMaaS/MOBIMART event on interregional mobility with different approaches and solutions of the cooperation on 2-3 December 2020 (online event) with thematic conferences, capacity building workshops and interactive session deepened our knowledge of what was being done elsewhere. Thematic conference focused on the role of ICT in the Governance of passenger transport system. All partner regions and eGovLab from Stockholm University gave concrete examples on how they foster ICT in the governance in the transport sector. Another thematic conference was organised on standardisation of information and interoperability of systems. The following examples were key in interregional learning:

- Methodology of the MaaS Table Matthias Gather - University of Applied Sciences Erfurt
- Multidimensional MaaS Indicator and Stakeholder survey (Baseline Assessment Report)
- The role of public authorities in MaaS: the experience of Dutch pilots Federico Bosio – Tranzer.

Business opportunities and prospects were discussed in Building capacity workshop, where key insights were received from the following exchange:



- CIMRC MaaS Roadmap The Quest for Business Opportunities, José Jesus - Gaplet – Consultoria e Serviços Lda.
- Give MaaS a chance - creating and governing an open mobility ecosystem, Hans Arby - UbiGo

MaaS in the post-pandemic era has been a relevant theme during the whole PriMaaS project time. Pioneering public and private MaaS actors and stakeholders from the PriMaaS project regions joined in two webinar sessions already in 2020 (29th - 30th June) to discuss challenges for regional transport systems and sustainable MaaS widespread in the post-pandemic era. The first webinar session held on 29th June involved a number of presentations from stakeholders such as MaaS Alliance, UbiGO and Moovit. The second webinar session held on 30th June served as a platform to further discuss the impacts and opportunities generated by MaaS, during and post-pandemic times, thanks to enlightening insights offered by the invited speakers, including the Stockholm Environment Institute, Rome Mobility Agency and OpenMove. This exchange of knowledge was important in building the capacity of our personnel to be able to provide key arguments when drafting the regional programme.

The effects of COVID-19 have been analysed in every meeting of the regional stakeholder group. The pandemic crushed tourism and challenged public transport services that were previously considered safe. Teleworking and location-independent hybrid work gained scope. COVID-19 recovery funding was channelled into accessibility, multi-impact accessibility projects for commuting, the service area and industry, including PPP-RDI cooperation targets in the region. Key challenges for actors to be addressed together are outlining future modes of transport, traffic and transport routes. The message compiled by the stakeholder group has been taken to the preparation of the regional development programme (incl. S3).

The international exchange in the PriMaaS-project has contributed to understanding the role of MaaS in urban and rural context. In the MaaS – A European Perspective event organised by Fachhochschule Erfurt University of Applied Sciences on 22 June 2021 the researchers and lecturers from different universities highlighted different perspectives on MaaS. Typology of different transportation areas was presented and discussed at the PriMaaS/CISMOB Main Interregional Exchange of Expertise event on 26-28 January 2022. In the Building Capacity Workshop II the Director of Land Use Planning at the Council of Tampere region gave a presentation on how MaaS dimension should be reflected in the traffic system plan in urban and rural areas. The theme was discussed in the subsequent panel discussion. For both Nordic countries, Sweden and Finland, linking huge rural areas to urban fast developing traffic modes is a challenge.

Other relevant studies included in the Baseline Assessment Report such as the multidimensional MaaS indicator, the PriMaaS stakeholder's survey on institutional barriers to MaaS, and the assessment of MaaS bundles suitable for the regional context. These studies highlighted the lack of incentives to improve the attractiveness of eco-friendly transport modes while reinforcing the importance of digitisation and data quality as cornerstones for an efficient mobility sector.

The aforementioned outcomes of the Exchanging of experience process and discussions with partners have highlighted the importance of seeing MaaS as a crosscutting theme, that will require multiple actions in different



levels of decision-making and implementation. As result of all ideas gathered in the partner meetings the new regional programme the mission Sustainable (living and) mobility now includes the following measures:

- continuation and implementation of regional transport system planning
- the use of municipal land and planning policies as a steering tool
- utilization and implementation of the 'one-hour region' approach in land use, transport and service network planning, thus reducing mobility needs
- promoting electric transport and increasing the use of other non-fossil-based transport fuels
- developing low-emission road transport, particularly as a tool for accessibility of sparsely populated areas; good maintenance of the road network
- increasing mainline capacity and expanding commuter rail services
- car-sharing, city bikes, etc., eco-efficient modes of transport; incentives and attractiveness, such as charges aimed at evening out peak traffic
- utilising digital services, combining transports, call services and other logistics improvements
- developing digital infrastructure

S3 included in the regional programme clarifies the things that make the region stand out and can attract professionals, partners and funding. It directs the allocation of ERDF funding (Innovation and Skills in Finland 2021-2027). The new mission-based regional programme includes five common development missions for the region, which are sharpened by the S3. One of the missions is "Tampere region is a hub for sustainable living and mobility". One of the S3's spearhead is "Smart and sustainable community" which focuses on the idea that the region will strengthen its position as a developer, deployment and partner of technical intelligent features, such as transport-related infrastructure. At its score is a more efficient, environmentally friendly and secure infrastructure. Technical know-how, such as the use of data and sensors, region attaches to a development vision that renews the governance, democracy and inclusion of a digital society. The inclusion of new mobility solutions in the content of the new regional development programme is intended to ensure access to funding in the coming years.

2. Nature of the action

Influencing the regional programme and writing the contents was implemented during Phase 1 of PriMaaS project as described in the previous section.

One of the key funding instruments in the implementation of regional programme is the Finland's structural fund Innovation and Skills in Finland 2021-2027. The council has started the implementation by selecting the thematical focus areas which are included in the regional programme/S3 and has launch the first ERDF call on 12 May 2022. The first call will be closed on 15 August 2022.

As the MaaS is included in regional programme, related projects are eligible to apply for funding within the specified objectives of the call. Applications may be submitted under this funding round to the Council of Tampere Region for the following specific objectives:



- 1.1 Improving research and innovation capacity and the uptake of advanced technologies (funding available 1 804 999 €)
- 1.2 Reaping the benefits of digitalisation from the perspective of citizens, businesses and public administration (funding available 318 000 €)
- 2.1 Promoting energy efficiency measures and reducing greenhouse gas emissions (funding available 365 000 €)
- 2.2 Promoting climate change adaptation, risk prevention and disaster preparedness and resilience (funding available 313 000 €)
- 2.3 Promoting the transition to a circular economy (funding available 365 000 €)

Projects must produce some of the output and result indicators set out in the Innovation and Skills in Finland 2021-2027 programme. Especially the objectives 1.1 and 2.1 are well fit for MaaS-related projects.

The projects to be funded must also be in line with the regional programme which describes the region's missions and S3 spearheads. Applications must describe the connection to the missions of the regional programme and to the S3 spearheads. The description should indicate what mission and /or S3 spearhead the project will carry out and how it will carry it out. The level of support is 60% for development project financed by the council and 50% for investment projects.

Beneficiaries may include, for example, municipalities, associations of municipalities, public development companies, research and educational organisations, and non-profit associations and organisations.

The results of the development project must be of general use. Although the council cannot directly finance the projects of an individual company, general development projects may, to a limited extent, include company-specific development measures, which are carried out in the so-called de minimis aid measures.

The evaluation of the applications and the selection of projects to be funded will take place during PriMaaS Phase 2. This will be a key element that will be followed during Phase 2 of PriMaaS. We will look at the amount and content of the applications regarding MaaS-elements and, if results will be available, also the succession rate of these project proposals in the funding results. We will have the possibility to see if our regional actors continue the development of MaaS on practical project level as in the previous programming period.

Monitoring of regional programme implementation is to be mapped out so as to verify at each waypoint that things are progressing in the right direction. Precise statistical measures and indicators for the regional programme are not yet defined in the preparatory stage. Monitoring of the programme is carried out on a mission-specific basis in such a way that all relevant partners for each mission are involved and that the monitoring work provides further motivation to these and to other implementing parties to continue in the chosen direction. However, the monitoring of the regional programme is done on a general level.

3. Stakeholders involved



The implementation of the regional programme (including S3) is a task shared by all actors in the Tampere region. The Council of Tampere region encourages and promotes programme implementation and monitors its progress.

The analyst team of the Council of Tampere Region will start building a system to monitor the achievement of mission objectives like Tampere region is a hub for sustainable living and mobility. This means active discussions and cooperation with the relevant regional stakeholders responsible for smart and sustainable city and mobility activities. This work will continue after PriMaaS Phase 2.

The project funding team of the council has launched the first ERDF call (Innovations and Skills in Finland 2021-2027) during Phase 1 of PriMaaS project and will implement the evaluation process of the applications during Phase 2 of PriMaaS. We will see how actively regional actors take part in development of new projects related to MaaS.

4. Timeframe

The multi-phase elaboration process of the new regional programme was carried out during the Phase 1 of PriMaaS in 2021. The above mentioned messages, new knowledge and ideas we have gotten from PriMaaS exchange of experience have directly influenced the regional programme as it was written. PriMaaS Tampere team and stakeholders accomplished this by actively participating in the elaboration process of the regional programme. The regional programme was approved by the regional assembly in November 2021.

The first call for applications under the Innovation and Skills in Finland 2021-2027 in the Tampere region was launched on 12 May 2022 (Phase 1 of PriMaaS) and will be closing on 15 August 2022 (phase 2 of PriMaaS). The evaluation of the proposals will start immediately after that and shall continue to spring/summer 2023. During the Phase 2 of PriMaaS we will hopefully see the results of the first ERDF call.

The council will also start the monitoring process for the mission-oriented regional programme.

Timeline:

Elaboration of the new regional programme	4-11/2021	
Launch of first call for projects		5-8/2022
Evaluation and results of the first call		8/2022-7/2023
Monitoring process for the mission-oriented regional programme		5/2022- continued 2023

5. Costs

The analyst team of the council starts building a system to monitor the achievement of mission objectives like "Smart and sustainable community". Staff costs, Council's own work, appr. 1 month, cost appr. 6 500 €.

No additional costs are needed.



6. Funding sources

The council's own work related to the elaboration of regional programme (Sustainable living and mobility) is funded as part of the council's yearly budget. No additional costs are needed. The total amount of ERDF funds to be allocated to projects funded in the first call will be 3,1 M€.

SIGNATURE OF THE ACTION PLAN

I hereby confirm that Council of Tampere Region as a partner of the PriMaaS project with this Action Plan has defined priority actions target towards the improvement of policy planning and its instruments that are essential for the Tampere Region

Date: 16.5.2022

Name of the organisation: Council of Tampere Region

Signatures of the relevant organisation: